

North West Tourism 2000-03

▶ Volume of Tourists in the North West 2000 - 2003

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
NORTH WEST	19.8	18.1	18.7	16.0
Cumbria	5.0	4.5	4.3	4.5
Lancashire	5.3	4.1	5.1	4.2
Merseyside	2.5	2.3	2.5	1.7
Greater Manchester	4.7	5.0	4.4	3.9
Cheshire	2.5	2.5	2.6	1.9
ENGLAND	140.4	131.9	134.9	121.3

Source: United Kingdom Tourism Survey (UKTS)

▶ Nights Spent by Tourists in the North West 2000 - 2003

	UK Residents			
	Nights (Millions)			
	2000	2001	2002	2003
NORTH WEST	57.4	51.2	52.3	44.4
Cumbria	16.8	15.1	13.0	14.9
Lancashire	16.7	12.1	14.8	12.2
Merseyside	6.3	5.9	6.0	4.8
Greater Manchester	11.1	11.1	11.9	8.0
Cheshire	6.5	7.0	6.6	4.6
ENGLAND	439.2	409.2	415.8	371.9

Source: United Kingdom Tourism Survey (UKTS)

▶ Spending of Tourists in the North West 2000 - 2003

	UK Residents			
	Pounds (Millions)			
	2000	2001	2002	2003
NORTH WEST	2,774	2,830	3,044	2,615

Cumbria	770	738	728	818
Lancashire	827	713	859	746
Merseyside	277	304	392	223
Greater Manchester	607	700	736	592
Cheshire	264	376	330	237
ENGLAND	19,890	20,278	20,788	20,560

Source: United Kingdom Tourism Survey (UKTS)

 Purpose of Trip to the North West (Volume) 2000 - 2003 

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	9.7	8.2	8.7	8.4
Visiting friends and relatives, mainly as a holiday	3.2	3.0	3.1	2.0
Business	2.2	2.8	2.4	1.9
Visiting friends and relatives	4.2	3.8	4.0	3.3
Other	0.5	0.3	0.3	0.4
All Purposes	19.8	18.1	18.7	16.0

Source: United Kingdom Tourism Survey (UKTS)

 Purpose of Trip to the North West (Spend) 2000 - 2003 

	UK Residents			
	Spend (£ Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	1,665	1,500	1,700	1,480
Visiting friends	280	367	372	261

Visiting friends and relatives	285	307	410	303
Other	46	26	59	55
All Purposes	2,744	2,830	3,044	2,615

Source: United Kingdom Tourism Survey (UKTS)

 Average Expenditure in the North West 2000 - 2003 

	UK Residents			
	2000	2001	2002	2003
Average Spend per Trip	£140	£144	£163	£163
Average Spend per Night	£48	£51	£58	£59



Source: United Kingdom Tourism Survey (UKTS)

 Tourism Spend by Category in the North West 2003 

	UK Residents	
	£ Millions	% of Total
Package Trip	170	7
Accommodation (non package trip)	720	28
Travel	440	17
Services or advice	40	1
Buying clothes	240	9
Eating & drinking	610	23
Other shopping	150	6
Entertainment	180	7
Other expenses	70	3
Total	2,620	100

Source: United Kingdom Tourism Survey (UKTS)

Note : Spending is rounded to the nearest £10 million.

 Location Stayed at in the North West 2000 - 2003 

Large city/large town	34	40	37	36
Small town	21	18	22	20
Countryside/village	23	24	21	26
Not stated	1	1	*	1


Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%

 **Seasonality of Tourism in the North West 2000 - 2003**

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Jan, Feb, Mar	19	21	21	20
Apr, May, Jun	28	22	23	29
Jul, Aug, Sept	29	31	29	29
Oct, Nov, Dec	25	27	27	22

Source: United Kingdom Tourism Survey (UKTS)

 **Origin of Tourists to the North West 2000 - 2003**

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Yorkshire & the Humber	11	9	12	11
North West	31	26	28	25
East Midlands	6	8	8	6
South East	8	10	8	9
East of England	6	7	6	6
North East	5	5	5	6
West Midlands	9	8	8	10
South West	5	4	4	6
London	8	8	8	8
Scotland	7	7	9	8
Wales	4	4	4	3
Northern Ireland	1	1	1	1
Total	100	100	100	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation used in the North West (Volume) 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	30	32	33	36
B&B/Farmhouse B&B	9	9	9	9
Rented House/Flat/Chalet	6	6	6	7
Hostel/University/School	1	1	1	1
Friends/Relatives Home	44	42	43	37
Second Home/Timeshare	1	1	1	1
Camping	3	1	2	3
Towed Caravan	2	2	2	1
Other	8	9	8	9

Source: United Kingdom Tourism Survey (UKTS)

Note: UKTS accommodation category definitions. Figures may over add due to more than one accommodation type being used.


▶ Accommodation used in the North West (Spending) 2000 - 2003



	UK Residents			
	% of Spending			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	44	46	47	48
B&B/Farmhouse B&B	10	12	11	11
Rented House/Flat/Chalet	17	8	8	10
Hostel/School/University	1	2	1	*
Friends/Relatives Home	24	26	25	21
Second Home/Timeshare	*	*	1	1
Camping	1	1	1	1
Towed Caravan	1	2	2	1
Other	7	7	5	6

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%. UKTS accommodation category definitions. Figures may over add due to more than one accommodation type being used.

 **Transport Used in the North West**



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Car	74	74	76	76
Train	13	13	12	11
Regular Bus/Coach	5	3	4	4
Organised Coach	2	2	2	3
Plane	2	4	2	3
Other	4	3	4	2


Source: United Kingdom Tourism Survey (UKTS)

 **Age Profile of Tourists in the North West 2000 - 2003**



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
16 - 24	18	17	15	13
25 - 34	22	23	21	21
35 - 44	22	22	24	23
45 - 54	14	18	18	18
55 - 64	12	11	11	12
65 +	13	10	11	13

Source: United Kingdom Tourism Survey (UKTS)

 **Social Profile of Tourists in the North West 2000 - 2003**



	UK Residents			
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DE	21	20	20	17
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Source: United Kingdom Tourism Survey (UKTS)

 Major Paid Admission Attractions in the North West 2003 

Attraction	County/Unitary Authority	Visits 2003
Windermere Lake Cruises	Cumbria	1,337,879
Chester Zoo	Cheshire	1,160,234
Mersey Ferries	Merseyside	714,000
Tatton Park	Cheshire	700,000E
Blackpool Tower	Blackpool	575,000
Knowsley Safari Park	Merseyside	452,971
Camelot Theme Park	Lancashire	395,000
Blackpool Zoo Park	Blackpool	295,000E
Tullie House Museum & Art Gallery	Cumbria	254,958
Manchester United Museum	Greater Manchester	230,677

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only for attractions which responded to the survey and gave permission for their total visits to be published. E=estimate

 Major Free Admission Attractions in the North West 2003 

Attraction	County/Unitary Authority	Visits 2003
Blackpool Pleasure Beach	Blackpool	6,200,000R
Pleasureland Theme Park	Merseyside	2,100,000E
Oswaldtwistle Mills Shopping Village	Lancashire	1,200,000
Chester Cathedral	Cheshire	800,000E
Blakemere Craft Centre	Cheshire	625,000E
Tate Liverpool	Merseyside	619,420
Science & Industry in Manchester	Greater Manchester	398,183
Merseyside Maritime Museum	Merseyside	370,142
Liverpool Museum	Merseyside	368,175E
Museum of Liverpool Life	Merseyside	352,088E

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only for attractions which responded to the survey and gave

permission for their total visits to be published. E=estimate R=revised