

South East England Tourism 2000-03

▶ Volume of Tourists in the South East 2000 - 2003

| | UK Residents | | | |
|-------------------|------------------|-------|-------|-------|
| | Trips (Millions) | | | |
| | 2000 | 2001 | 2002 | 2003 |
| SOUTH EAST | 23.3 | 23.3 | 22.5 | 20.7 |
| Hants. | 4.6 | 4.4 | 4.1 | 3.7 |
| Isle of Wight | 1.3 | 1.5 | 1.2 | 0.9 |
| Berkshire | 1.7 | 2.6 | 1.9 | 1.7 |
| Buckinghamshire | 2.0 | 1.6 | 1.9 | 1.2 |
| Oxon | 1.8 | 1.9 | 1.8 | 2.2 |
| Kent | 4.4 | 3.9 | 4.2 | 3.3 |
| Surrey | 2.0 | 2.3 | 2.1 | 2.2 |
| East Sussex | 3.7 | 2.5 | 4.5 | 3.4 |
| West Sussex | 2.1 | 2.2 | 1.9 | 2.4 |
| ENGLAND | 140.4 | 131.9 | 134.9 | 121.3 |

Source: United Kingdom Tourism Survey (UKTS)

▶ Nights Spent by Tourists in the South East 2000 - 2003

| | UK Residents | | | |
|-------------------|-------------------|-------|-------|-------|
| | Nights (Millions) | | | |
| | 2000 | 2001 | 2002 | 2003 |
| SOUTH EAST | 73.4 | 73.5 | 68.0 | 60.1 |
| Hants. | 14.0 | 10.9 | 13.6 | 9.4 |
| Isle of Wight | 6.6 | 5.1 | 7.4 | 4.6 |
| Berkshire | 4.6 | 4.8 | 6.7 | 4.6 |
| Buckinghamshire | 4.9 | 4.6 | 4.1 | 3.3 |
| Oxon | 4.4 | 4.2 | 4.7 | 5.9 |
| Kent | 14.1 | 12.6 | 11.1 | 9.5 |
| Surrey | 5.1 | 5.1 | 6.2 | 6.8 |
| East Sussex | 13.8 | 20.0 | 6.7 | 9.6 |
| West Sussex | 5.7 | 6.3 | 7.5 | 6.4 |
| ENGLAND | 439.2 | 409.2 | 415.8 | 371.9 |

Source: United Kingdom Tourism Survey (UKTS)

▶ Spending of Tourists in the South East 2000 - 2003

| | UK Residents | | | |
|-------------------|-------------------|--------|--------|--------|
| | Pounds (Millions) | | | |
| | 2000 | 2001 | 2002 | 2003 |
| SOUTH EAST | 2,991 | 3,391 | 2,975 | 2,999 |
| Hants. | 509 | 508 | 563 | 543 |
| Isle of Wight | 287 | 269 | 287 | 170 |
| Berkshire | 278 | 293 | 364 | 394 |
| Buckinghamshire | 223 | 231 | 149 | 140 |
| Oxon | 205 | 246 | 257 | 336 |
| Kent | 512 | 500 | 420 | 368 |
| Surrey | 184 | 250 | 275 | 261 |
| East Sussex | 557 | 857 | 381 | 434 |
| West Sussex | 237 | 237 | 279 | 355 |
| ENGLAND | 19,890 | 20,278 | 20,788 | 20,560 |

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to the South East (Volume) 2000 - 2003

| | UK Residents | | | |
|---|------------------|------|------|------|
| | Trips (Millions) | | | |
| | 2000 | 2001 | 2002 | 2003 |
| Holiday, pleasure/leisure | 9.6 | 9.6 | 8.5 | 8.5 |
| Visiting friends and relatives, mainly as a holiday | 4.2 | 4.3 | 4.2 | 2.9 |
| Business | 2.6 | 2.8 | 2.9 | 3.1 |
| Visiting friends and relatives | 6.3 | 6.1 | 6.5 | 5.7 |
| Other | 0.7 | 0.5 | 0.4 | 0.5 |
| All Purposes | 23.3 | 23.3 | 22.5 | 20.7 |

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to the South East (Spend) 2000 - 2003

| | Spend (£ Millions) | | | |
|---|--------------------|-------|-------|-------|
| | 2000 | 2001 | 2002 | 2003 |
| Holiday, pleasure/leisure | 1,431 | 1,784 | 1,341 | 1,395 |
| Visiting friends and relatives, mainly as a holiday | 382 | 405 | 418 | 266 |
| Business | 565 | 630 | 673 | 796 |
| Visiting friends and relatives | 463 | 485 | 488 | 485 |
| Other | 150 | 87 | 55 | 57 |
| All Purposes | 2,991 | 3,391 | 2,975 | 2,999 |

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the South East 2000 - 2003

| | UK Residents | | | |
|-------------------------|--------------|------|------|------|
| | 2000 | 2001 | 2002 | 2003 |
| Average Spend per Trip | £128 | £146 | £132 | £145 |
| Average Spend per Night | £41 | £46 | £44 | £50 |

Source: United Kingdom Tourism Survey (UKTS)



▶ Tourism Spend by Category in the South East 2000 - 2003

| | UK Residents | |
|--------------------|--------------|------------|
| | £ Millions | % of Total |
| Package Trip | 120 | 4 |
| Accommodation (non | 830 | 28 |
| Travel | 550 | 18 |
| Services or advice | 50 | 2 |
| Buying clothes | 230 | 8 |
| Eating & drinking | 620 | 21 |
| Other shopping | 250 | 8 |
| Entertainment | 240 | 8 |
| Other expenses | 110 | 4 |

| | | |
|----------------|-------|-----|
| Other expenses | 110 | 4 |
| Total | 3,000 | 100 |

Source: United Kingdom Tourism Survey (UKTS)

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

 Location Stayed at in the South East 2000 - 2003 



| | UK Residents | | | |
|-----------------------|--------------|------|------|------|
| | % of Trips | | | |
| | 2000 | 2001 | 2002 | 2003 |
| Seaside | 28 | 28 | 24 | 26 |
| Large city/large town | 23 | 26 | 26 | 26 |
| Small town | 22 | 22 | 26 | 24 |
| Countryside/village | 25 | 23 | 24 | 22 |
| Not stated | 1 | 1 | 1 | 1 |

Source: United Kingdom Tourism Survey (UKTS)

 Seasonality of Tourism in the South East 2000 - 2003 

| | UK Residents | | | |
|----------------|--------------|------|------|------|
| | % of Trips | | | |
| | 2000 | 2001 | 2002 | 2003 |
| Jan, Feb, Mar | 15 | 18 | 20 | 21 |
| Apr, May, Jun | 27 | 23 | 27 | 26 |
| Jul, Aug, Sept | 33 | 33 | 27 | 32 |
| Oct, Nov, Dec | 25 | 25 | 25 | 20 |

Source: United Kingdom Tourism Survey (UKTS)

 Origin of Tourists to the South East 2000 - 2003 

| | | | | |
|------------------|-----|-----|-----|-----|
| East of England | 10 | 10 | 11 | 11 |
| North East | 2 | 1 | 2 | 2 |
| West Midlands | 6 | 8 | 7 | 7 |
| South West | 11 | 11 | 11 | 10 |
| London | 17 | 17 | 19 | 19 |
| Scotland | 3 | 3 | 3 | 3 |
| Wales | 3 | 3 | 3 | 4 |
| Northern Ireland | * | * | 1 | 1 |
| Total | 100 | 100 | 100 | 100 |

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

 Accommodation Used in the South East (Volume) 2000 - 2003 

| | UK Residents | | | |
|----------------------------|--------------|------|------|------|
| | % of Trips | | | |
| | 2000 | 2001 | 2002 | 2003 |
| Hotel/Motel/Guesthouse | 22 | 25 | 27 | 27 |
| B&B/Farmhouse B&B | 5 | 6 | 5 | 6 |
| Rented House/Flat/Chalet | 5 | 6 | 4 | 5 |
| Hostel/School/University | 1 | * | 1 | 1 |
| Friends and Relatives Home | 52 | 52 | 53 | 47 |
| Second Home/Timeshare | 1 | 1 | 1 | 2 |
| Camping | 3 | 2 | 2 | 3 |
| Towed Caravan | 2 | 2 | 3 | 2 |
| Other | 12 | 10 | 10 | 12 |

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.

 Accommodation Used in the South East (Spending) 2000 - 2003 

| | | | | |
|----------------------------|----|----|----|----|
| B&B/Farmhouse B&B | 7 | 9 | 7 | 9 |
| Rented house/Flat/Chalet | 16 | 9 | 6 | 5 |
| Hostel/School/University | 1 | * | 1 | 3 |
| Friends and relatives home | 31 | 30 | 31 | 27 |
| Second Home/Timeshare | 1 | 1 | * | 1 |
| Camping | 2 | 1 | 1 | 3 |
| Towed Caravan | 2 | 2 | 2 | 2 |
| Other | 13 | 12 | 9 | 12 |


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 South East 2000 - 2003**

| | UK Residents | | | |
|-------------------|--------------|------|------|------|
| | % of Trips | | | |
| | 2000 | 2001 | 2002 | 2003 |
| Car | 75 | 77 | 74 | 74 |
| Train | 12 | 10 | 12 | 11 |
| Regular Bus/Coach | 4 | 3 | 3 | 3 |
| Organised Coach | 2 | 2 | 2 | 2 |
| Plane | 3 | 4 | 4 | 5 |
| Other | 4 | 5 | 4 | 4 |

Source: United Kingdom Tourism Survey (UKTS)

 **Age Profile of Tourists in the South East**

| | UK Residents | | | |
|---------|--------------|------|------|------|
| | % of Trips | | | |
| | 2000 | 2001 | 2002 | 2003 |
| 16 - 24 | 14 | 15 | 15 | 13 |
| 25 - 34 | 22 | 19 | 20 | 18 |
| 35 - 44 | 21 | 22 | 20 | 23 |
| 45 - 54 | 15 | 17 | 16 | 17 |
| 55 - 64 | 12 | 11 | 12 | 13 |

| | | | | |
|---------|----|----|----|----|
| 55 - 64 | 12 | 11 | 12 | 13 |
| 65+ | 16 | 16 | 16 | 16 |

Source: United Kingdom Tourism Survey (UKTS)

 **Social Profile of Tourists in the South East 2000 - 2003**

| | UK Residents | | | |
|----|--------------|------|------|------|
| | % of Trips | | | |
| | 2000 | 2001 | 2002 | 2003 |
| AB | 29 | 32 | 35 | 37 |
| C1 | 31 | 34 | 32 | 33 |
| C2 | 19 | 17 | 18 | 18 |
| DE | 21 | 17 | 15 | 12 |

Source: United Kingdom Tourism Survey (UKTS)

 **Major Paid Admission Attractions in the South East 2003**

| Attraction | County/Unitary Authority | Visits 2003 |
|------------------------|--------------------------|-------------|
| Legoland Windsor | Windsor & Maidenhead | 1,321,128 |
| Canterbury Cathedral | Kent | 1,060,166E |
| Windsor Castle | Windsor & Maidenhead | 856,199 |
| Wisley Garden | Surrey | 710,085 |
| Paultons Park | Hampshire | 550,000E |
| Blenheim Palace | Oxfordshire | 475,945 |
| Leeds Castle | Kent | 433,707 |
| Wakehurst Place | West Sussex | 389,396 |
| Cotswold Wildlife Park | Oxfordshire | 342,618 |
| Beaulieu | Hampshire | 329,224 |

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 South East 2003**

| | | |
|--|-----------------|----------|
| Tilgate Park & Nature Centre | West Sussex | 260,000E |
| Brighton Museum & Art Gallery | Brighton & Hove | 221,225E |
| Banbury Museum | Oxfordshire | 215,941 |
| Beckhurst Glass, Glass Studio | East Sussex | 200,000E |
| Bodleian Library | Oxfordshire | 183,608 |
| Denbies Wine Estate | Surrey | 180,000 |
| Chichester Cathedral | West Sussex | 170,000E |

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