

West Midlands Tourism 2000-03

▶ Volume of Tourists in the West Midlands 2000 - 2003

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
WEST MIDLANDS	10.9	11.2	11.8	10.8
Staffs.	1.5	1.4	2.0	1.7
Shropshire	1.2	1.5	1.5	1.4
West Midlands	5.2	4.9	5.2	4.8
Warwicks	1.2	1.6	1.5	1.4
Herefordshire	0.7	0.4	0.6	0.4
Worcestershire	1.0	1.0	1.1	1.2
ENGLAND	140.4	131.9	134.9	121.3

Source: United Kingdom Tourism Survey (UKTS)

Note: County totals may not add to the Regional Total.

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

	UK Residents			
	Nights (Millions)			
	2000	2001	2002	2003
WEST MIDLANDS	28.9	27.3	29.4	25.9
Staffs.	4.6	4.3	5.2	3.4
Shropshire	3.8	4.4	5.6	3.7
West Midlands	14.6	11.7	14.3	10.8
Warwicks	3.7	4.1	3.7	3.3
Herefordshire	2.0	1.5	1.7	1.5
Worcestershire	3.1	2.7	3.8	3.2
ENGLAND	439.2	409.2	415.8	371.9

Source: United Kingdom Tourism Survey (UKTS)

Note: County totals may not add to the Regional Total.


▶ Spending of Tourists in the West Midlands 2000 - 2003

	UK Residents			
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	Pounds (£ Millions)			
	2000	2001	2002	2003
WEST MIDLANDS	1,360	1,432	1,523	1,633
Staffs.	156	211	204	178
Shropshire	178	213	237	173
West Midlands	744	670	847	887
Warwicks	197	206	251	221
Herefordshire	89	46	68	68
Worcestershire	101	200	112	106
ENGLAND	19,890	20,278	20,788	20,560

Source: United Kingdom Tourism Survey (UKTS)

Note: County totals may not add to the Regional Total.

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

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	3.6	3.8	4.2	3.7
Visiting friends and relatives, mainly as a holiday	1.8	2.2	2.0	1.4
Business	2.0	2.0	2.3	2.4
Visiting friends and relatives	3.2	2.9	3.2	3.0
Other	0.2	0.2	0.3	0.3
All Purposes	10.9	11.2	11.8	10.8

Source: United Kingdom Tourism Survey (UKTS)

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

Holiday, pleasure/leisure	489	598	585	569
Visiting friends and relatives, mainly as a holiday	158	185	202	153
Business	449	446	505	615
Visiting friends and relatives	231	174	210	261
Other	34	30	21	35
All Purposes	1,360	1,432	1,523	1,633

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the West Midlands 2000 - 2003

	UK Residents			
	2000	2001	2002	2003
Average Spend per Trip	£125	£128	£129	£151
Average Spend per Night	£47	£52	£52	£63

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the West Midlands 2003

	UK Residents	
	£ Millions	% of Total
Package Trip	40	3
Accommodation (non package trip)	540	33
Travel	290	18
Services or Advice	20	1
Buying clothes	130	8
Eating & drinking	330	20
Other shopping	100	6
Entertainment	110	7
Other expenses	70	4
Total	1,630	100

Source: United Kingdom Tourism Survey (UKTS)

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

▷ Location Stayed at in the West Midlands 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Seaside	4	3	3	2
Large city/large town	50	48	47	49
Small town	21	25	28	25
Countryside/village	24	23	22	23
Not stated	1	1	1	1

Source: United Kingdom Tourism Survey (UKTS)

▷ Seasonality of Tourism in the West Midlands 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Jan, Feb, Mar	21	21	21	24
Apr, May, Jun	27	22	26	25
Jul, Aug, Sept	26	27	28	26
Oct, Nov, Dec	26	30	25	24

Source: United Kingdom Tourism Survey (UKTS)

▷ Origin of Tourists to the West Midlands 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Yorkshire & the	6	7	8	7
North West	10	9	12	15
East Midlands	7	8	7	6
South East	13	14	13	14
East of England	9	7	9	7

London	14	11	11	13
Scotland	4	3	4	4
Wales	5	5	5	4
Northern Ireland	1	1	1	1
Total	100	100	100	100



Source: United Kingdom Tourism Survey (UKTS)

 Accommodation Used in the West Midlands (Volume) 2000 - 2003 

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	29	31	29	35
B&B/Farmhouse B&B	8	5	6	6
Rented House/Flat/Chalet	3	1	3	4
Hostel/University/School	1	2	1	1
Friends/Relatives Home	53	51	53	46
Second Home/Timeshare	*	*	1	*
Camping	2	1	2	2
Towed Caravan	2	2	4	3
Other	6	10	6	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.

 Accommodation Used in the West Midlands (Spending) 2000 - 2003 

	UK Residents			
	% of Spending			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	42	42	42	42
B&B/Farmhouse B&B	12	12	12	12
Rented House/Flat/Chalet	3	3	3	3
Hostel/University/School	1	1	1	1
Friends/Relatives Home	28	28	28	28
Second Home/Timeshare	*	*	1	*
Camping	2	2	2	2
Towed Caravan	2	2	2	2
Other	10	10	10	10

Second Home/Timeshare	*	*	1	1
Camping	1	1	1	*
Towed Caravan	1	1	2	2
Other	5	9	6	4



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 West Midlands 2000 - 2003 



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Car	75	75	79	76
Train	12	11	10	13
Regular Bus/Coach	3	4	4	4
Organised Coach	1	1	2	2
Plane	2	3	3	3
Other	6	4	3	1

Source: United Kingdom Tourism Survey (UKTS)

 Age Profile of Tourists in the West Midlands 2000 - 2003 

	UK Residents			
	% of Trips			
	2000	2001	2002	2003
16 - 24	18	17	15	14
25 - 34	22	19	20	19
35 - 44	20	25	25	28
45 - 54	15	16	19	19
55 - 64	11	10	8	10
65 +	13	13	13	10

Source: United Kingdom Tourism Survey (UKTS)

 Social Profile of Tourists in the West Midlands 2000 - 2003 

	% of Trips			
	2000	2001	2002	2003
AB	29	33	33	36
C1	30	30	34	34
C2	20	20	16	17
DE	21	18	17	13



Source: United Kingdom Tourism Survey (UKTS)

 Major Paid Admission Attractions in the West Midlands 2003 

Attraction	County/Unitary Authority	Visits 2003
Cadbury World	West Midlands	523,075
Shakespeare's Birthplace	Warwickshire	352,501
Severn Valley Railway	Worcestershire	248,866
Hatton Farm Park	Warwickshire	219,812
Birmingham Botanical Gardens	West Midlands	177,990
Anne Hathaway's Cottage	Warwickshire	170,523
Attingham Hall	Shropshire	127,181
Birmingham Nature Centre	West Midlands	125,708
Telford Wonderland	Telford and Wrekin	120,000E
Sandwell Park Farm	West Midlands	114,777E

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 West Midlands 2003 

Attraction	County/Unitary Authority	Visits 2003
Birmingham Museum & Art	West Midlands	444,661
Jinney Ring Craft Centre	Worcestershire	300,000E
Heart of the Country Centre	Staffordshire	250,000E
Royal Air Force Museum	Shropshire	181,204
Hop Pocket Craft Centre	Herefordshire	120,000E
Lichfield Cathedral	Staffordshire	100,000F

Transport		
Nuneaton Museum & Art Gallery	Warwickshire	86,338
Worcester City Art Gallery & Museum	Worcestershire	61,966

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