

UKTS 2004 Results Cumbria

▶ Volume and Spending of Tourists in Cumbria 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
Cumbria	3.3	11.3	590
North West	12.9	38.9	2,337
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to Cumbria (Volume and Spending) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/Leisure	2.5	474
Visiting friends and relatives, mainly as a holiday	0.2	31
Visiting friends and relatives	0.4	41
Business	0.2	26
Other	0.1	18
All Purposes	3.3	590

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in Cumbria 2004

	UK Residents
Average Spend per Trip	£176
Average Spend per Night	£52

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in Cumbria 2004

		UK Residents
	£ Millions	% of Total
Package trip	10	2
Accommodation (non package trip)	200	33
Travel	80	14
Services or advice	10	1
Buying clothes	60	10
Eating and drinking	120	20

Other shopping	30	5
Entertainment*	40	7
Other expenses	40	8
Total	590	100

Source: United Kingdom Tourism Survey (UKTS)

Notes: *Entertainment includes visits to tourist attractions, historic houses, theatres etc. Spending is rounded to the nearest £10 million.

▶ Location Stayed at in Cumbria 2004

	UK Residents
	% of Trips
Seaside	6
Large city/Large town	13
Small town	28
Countryside/village	52
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

▶ Seasonality of Tourism in Cumbria 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	20
Apr, May, Jun	28
Jul, Aug, Sep	31
Oct, Nov, Dec	21

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to Cumbria 2004

	UK Residents
	% of Trips
Yorkshire	14
North West	28
East Midlands	5
South East	9
East of England	6
North East	13
West Midlands	5

Scotland	5
Wales	3
Northern Ireland	1
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in Cumbria (Volume and Spending) 2004

		Uk Residents
	% of Trips	% of Spending
Hotel/Motel/Guesthouse	29	34
B&B/Farmhouse B&B	13	13
Rented House/Flat/Chalet	11	21
Hostel/University/School	2	1
Friends/Relatives Home	17	9
Second Home/Timeshare	2	3
Camping	5	3
Towed Caravan	7	4
Other	15	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 Cumbria 2004

	UK Residents
	% of Trips
Car	87
Train	4
Regular Bus/Coach	2
Organised Coach	1
Plane	2
Other	4


Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%. Transport used on the longest part of the journey from home to the destination. Longest means distance, not time.

▶ Age Profile of Tourists to Cumbria 2004

25 - 34	22
35 - 44	25
45 - 54	20
55 - 64	11
65+	13

Source: United Kingdom Tourism Survey (UKTS)

 Social Profile of Tourists to Cumbria 2004



	UK Residents
	% of Trips
AB	40
C1	36
C2	11
DE	13

Source: United Kingdom Tourism Survey (UKTS)