

UKTS 2004 Results- East Midlands

▶ Volume and Spending of Tourists in the East Midlands 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	Millions
EAST MIDLANDS	8.0	24.1	1,201
Notts.	1.8	4.8	352
Derby	1.8	5.3	260
Leics.	1.1	3.4	169
Rutland	0.1	0.2	14
Northants.	1.0	2.1	114
Lincs.	2.2	8.3	293
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to the East Midlands (Volume and Spending) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/Leisure	3.4	569
Visiting friends and relatives, mainly as a holiday	1.2	126
Visiting friends and relatives	1.8	171
Business	1.3	299
Other	0.2	37
All Purposes	8.0	1,201

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the East Midlands 2004

	UK Residents
Average Spend per Trip	£149
Average Spend per Night	£50

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the East Midlands 2004

		UK Residents
	£ Millions	% of Total
Package trip	30	3
Accommodation (non package trip)	350	30
Travel	210	17
Services or advice	30	2
Buying clothes	130	10
Eating and drinking	260	22
Other shopping	70	5
Entertainment	70	6
Other expenses	50	4
Total	1,200	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 the East Midlands 2004

	UK Residents
	% of Trips
Seaside	11
Large city/large town	35
Small town	23
Countryside/village	30
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

Seasonality of Tourism in the East Midlands 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	17
Apr, May, Jun	27
Jul, Aug, Sep	32
Oct, Nov, Dec	24

Source: United Kingdom Tourism Survey (UKTS)

Origin of Tourists to the East Midlands 2004

	UK Residents
	% of Trips
Yorkshire	11
North West	10
East Midlands	20
South East	13
East of England	11
North East	4
West Midlands	10
South West	6
London	11
Scotland	2
Wales	3
Northern Ireland	1
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in the East Midlands (Volume and Spend) 2004

	% of Trips	UK Residents % of Spending
Hotel/Motel/Guesthouse	21	33
B&B/Farmhouse B&B	6	6
Rented House/Flat/Chalet	6	10
Hostel/University/School	2	2
Friends/Relatives Home	42	25
Second Home/Timeshare	*	*
Camping	3	4
Towed Caravan	5	2
Other	16	16

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 East Midlands 2004

Car	78
Train	9
Regular Bus/Coach	5
Organised Coach	*
Plane	3
Other	5

Source: United Kingdom Tourism Survey (UKTS)

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

Age Profile of Tourists in the East Midlands 2004

	UK Residents
	% of Trips
16 - 24	15
25 - 34	19
35 - 44	24
45 - 54	19
55 - 64	11
65+	11

Source: United Kingdom Tourism Survey (UKTS)

Social Profile of Tourists in the East Midlands 2004

	UK Residents
	% of Trips
AB	36
C1	31
C2	19
DE	14

Source: United Kingdom Tourism Survey (UKTS)