UKTS 2004 Results- East of England

Volume and Spending of Tourists in the East of England

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
EAST OF ENGLAND	10.0	31.9	1,641
Norfolk	3.0	11.7	547
Suffolk	1.4	4.7	242
Cambridgeshire	1.5	4.2	238
Essex	2.4	6.7	324
Bedfordshire	0.6	1.5	106
Hertfordshire	1.2	3.2	183
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

Purpose of Trip to the East of England (Volume and Spend) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/Leisure	4.4	879
Visiting friends and relatives mainly as a holiday	1.6	177
Visiting friends and relatives	2.4	232
Busienss	1.2	268
Other	0.5	84
All Purposes	10.0	1,641

Source: United Kingdom Tourism Survey (UKTS)

Average Expenditure in the East of England 2004

	UK Residents
Average Spend per Trip	£161
Average Spend per Night	£51

Source: United Kingdom Tourism Survey (UKTS)

Tourism Spend by Category in the East of England 2004

		UK Residents
	£ Millions	% of Total
Package trip	60	4

Accommodation (non package trip)	430	26
Travel	280	17
Services or advice	40	3
Buying clothes	160	10
Eating and drinking	340	21
Other shopping	150	9
Entertainment	110	7
Other expenses	70	4
Total	1,640	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 of England 2004

	UK Residents
	% of Trips
Seaside	20
Large city/Large town	32
Small town	22
Countryside/village	25
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

Seasonality of Tourism in the East of England 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	21
Apr, May, Jun	30
Jul, Aug, Sep	27
Oct, Nov, Dec	22

Source: United Kingdom Tourism Survey (UKTS)

Origin of Tourists to the East of England 2004

South East	16
East of England	26
North East	2
West Midlands	5
South West	6
London	18
Scotland	4
Wales	3
Northern Ireland	*
Total	100

Source: United Kingdom Tourism Survey (UKTS)

Accommodation Used in the East of England (Volume and Spend) 2004

		UK Residents
	% of Trips	% of Spending
Hotel/Motel/Guesthouse	22	32
B&B/Farmhouse B&B	5	6
Rented House/Flat/Chalet	7	11
Hostel/University/School	2	2
Friends/Relatives Home	44	27
Second Home/Timeshare	*	*
Camping	1	2
Towed Caravan	3	3
Other	17	17

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 of England 2004

	UK Residents
	% of Trips
Car	79
Train	9
Regular Bus/Coach	3
Organised Coach	1
Plane	5
Other	3

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 of England 2004

	UK Residents
	% of Trips
16 - 24	15
25 - 34	19
35 - 44	21
45 - 54	16
55 - 64	16
65+	13

Source: United Kingdom Tourism Survey (UKTS)

Social Profile of Tourists in the East of England 2004

	UK Residents
	% of Trips
AB	32
C1	32
C2	20
DE	15

Source: United Kingdom Tourism Survey (UKTS)