

UKTS 2004 Results- London

▶ Volume and Spending of Tourists in London 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
LONDON	12.8	29.7	2,759
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

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

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/leisure	4.0	1,071
Visiting friends and relatives, mainly as a holiday	2.1	349
Visiting friends and relatives	3.1	394
Business	3.1	832
Other	0.5	114
All Purpose	12.8	2,759

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in London 2004

	UK Residents
Average Spend per Trip	£214
Average Spend per Night	£92

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in London 2004

		UK Residents
	£ Millions	% of Total
Package trip	120	4
Accommodation (non package trip)	640	23

Travel	490	18
Services or advice	40	1
Buying clothes	450	17
Eating and drinking	550	20
Other shopping	220	8
Entertainment	180	7
Other expenses	70	2
Total	2,760	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 London 2004

	UK Residents
	% of Trips
Seaside	2
Large city/Large town	81
Small town	12
Countryside/village	3
Not stated	2

Source: United Kingdom Tourism Survey (UKTS)

▷ Seasonality of Tourism in London 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	28
Apr, May, Jun	23
Jul, Aug, Sep	23
Oct, Nov, Dec	27

Source: United Kingdom Tourism Survey (UKTS)

▷ Origin of Tourists to London 2004

South East	14
East of England	11
North East	4
West Midlands	12
South West	12
London	9
Scotland	4
Wales	5
Northern Ireland	2
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in London (Volume and Spending) 2004

		UK Residents
	% of Trips	% of Spending
Hotel/Motel/Guesthouse	39	58
B&B/Farmhouse B&B	3	4
Rented House/Flat/Chalet	1	1
Hostel/University/School	1	2
Friends/Relatives Home	51	30
Second Home/Timeshare	3	3
Camping	*	*
Towed Caravan	*	*
Other	4	2

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 London 2004

	UK Residents
	% of Trips
Car	44
Train	38
Regular Bus/Coach	6
Organised Coach	2
Plane	8
Other	2

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 London 2004**

	UK Residents
	% of Trips
16 - 24	20
25 - 34	21
35 - 44	21
45 - 54	16
55 - 64	14
65+	9

Source: United Kingdom Tourism Survey (UKTS)

 **Social Profile of Tourists in London 2004**

	UK Residents
	% of Trips
AB	39
C1	34
C2	15
DE	12

Source: United Kingdom Tourism Survey (UKTS)