

## UKTS 2004- North East

### Volume and Spending of Tourists in the North East 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
<b>NORTH EAST</b>	3.8	10.4	700
<b>Northumberland</b>	0.8	2.7	119
<b>Durham</b>	0.6	1.1	71
<b>Tyne and Wear</b>	2.0	4.9	411
<b>Tees Valley</b>	0.5	1.8	99
<b>England</b>	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

### Purpose of Trip to the North East (Volume and Spending) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
<b>Holiday, Pleasure/Leisure</b>	1.3	272
<b>Visiting friends and relatives mainly as a holiday</b>	0.6	89
<b>Visiting friends and relatives</b>	1.0	110
<b>Business</b>	0.6	166
<b>Other</b>	0.3	64
<b>All Purposes</b>	3.8	700

Source: United Kingdom Tourism Survey (UKTS)

### Average Expenditure in the North East 2004

	UK Residents
<b>Average Spend per Trip</b>	£180
<b>Average Spend per Night</b>	£66

Source: United Kingdom Tourism Survey (UKTS)

### Tourism Spend by Category in the North East 2004

	UK Residents

	£ Millions	% of Total
<b>Package Trip</b>	40	6
<b>Accommodation (non package trip)</b>	160	24
<b>Travel</b>	130	19
<b>Services or advice</b>	30	4
<b>Buying clothes</b>	60	9
<b>Eating and drinking</b>	160	23
<b>Other shopping</b>	50	7
<b>Entertainment</b>	50	6
<b>Other expenses</b>	20	2
<b>Total</b>	700	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 North East 2004

	UK Residents
	% of Trips
<b>Seaside</b>	14
<b>Large city/Large Town</b>	48
<b>Small town</b>	18
<b>Countryside/village</b>	18
<b>Not stated</b>	2

**Source:** United Kingdom Tourism Survey (UKTS)

#### ▷ Seasonality of Tourism in the North East 2004

	UK Residents
	% of Trips
<b>Jan, Feb, Mar</b>	21
<b>Apr, May, Jun</b>	23
<b>Jul, Aug, Sep</b>	30
<b>Oct, Nov, Dec</b>	27

**Source:** United Kingdom Tourism Survey (UKTS)

#### ▷ Origin of Tourists to the North East 2004

	% of Trips
Yorkshire	13
North West	10
East Midlands	8
South East	8
East of England	11
North East	18
West Midlands	9
South West	3
London	7
Scotland	10
Wales	1
Northern Ireland	2
<b>Total</b>	<b>100</b>

**Source:** United Kingdom Tourism Survey (UKTS)

#### ▶ Accommodation Used in the North East (Volume and Spending) 2004

		UK Residents
	% of Trips	% of Spending
Hotel/Motel/Guesthouse	30	46
B&B/Farmhouse B&B	8	7
Rented House/Flat/Chalet	2	5
Hostel/University/School	2	1
Friends/Relatives Home	48	33
Second Home/Timeshare	0	0
Camping	3	2
Towed Caravan	2	1
Other	8	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.

#### ▶ Transport Used in the North East 2004

	UK Residents
	% of Trips
Car	72

<b>Regular Bus/Coach</b>	3
<b>Organised Coach</b>	*
<b>Plane</b>	6
<b>Other</b>	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 North East 2004** 

	<b>UK Residents</b>
	% of Trips
<b>16 - 24</b>	19
<b>25 - 34</b>	19
<b>35 - 44</b>	20
<b>45 - 54</b>	20
<b>55 - 64</b>	12
<b>65+</b>	10

**Source:** United Kingdom Tourism Survey (UKTS)



	<b>UK Residents</b>
	% of Trips
<b>AB</b>	40
<b>C1</b>	29
<b>C2</b>	17
<b>DE</b>	14

**Source:** United Kingdom Tourism Survey (UKTS)