

UKTS Results 2004- South East

▶ Volume and Spending of Tourists in the South East 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
SOUTH EAST	16.6	48.5	3,006
Hants	3.3	9.2	477
Isle of Wight	1.2	5.2	269
Berkshire	1.6	3.6	220
Buckinghamshire	1.1	3.1	138
Oxon	1.5	3.3	261
Kent	2.5	6.9	336
Surrey	1.4	4.0	187
East Sussex	2.4	7.9	819
West Sussex	1.9	5.3	298
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

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

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/Leisure	6.9	1,626
Visiting friends and relatives mainly a holiday	2.6	284
Visiting friends and relatives	4.3	394
Business	2.1	567
Other	0.8	136
All Purposes	16.6	3,006

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the South East 2004

	UK Residents
Average Spend per Trip	£179
Average Spend per Night	£61

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the South East 2004

	UK Residents
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	£ Millions	% of Total
Package trip	220	7
Accommodation (non package trip)	680	22
travel	440	15
Services or advice	170	6
Buying clothes	290	9
Eating and drinking	740	25
Other shopping	180	6
Entertainment	220	7
Other expenses	70	2
Total	3,010	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 South East 2004

	UK Residents
	% of Trips
Seaside	24
Large city/Large town	31
Small town	21
Countryside/village	23
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

▶ Seasonality of Tourism in the South East 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	25
Apr, May, Jun	24
Jul, Aug, Sep	29
Oct, Nov, Dec	23

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to the South East 2004

North West	7
East Midlands	6
South East	28
East of England	11
North East	3
West Midlands	8
South West	10
London	15
Scotland	4
Wales	4
Northern Ireland	1
Total	100

Source: United Kingdom Tourism Survey (UKTS)

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

		UK Residents
	% of trips	% of Spending
Hotel/Motel/Guesthouse	31	54
B&B/Farmhouse B&B	5	5
Rented House/Flat/Chalet	3	4
Hostel/University/School	1	1
Friends/Relatives Hom	48	31
Second Home/Timeshare	*	*
Camping	2	1
Towed Caravan	2	1
Other	11	10

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 South East 2004

	UK Residents
	% of Trips
Car	69
Train	13
Regular Bus/Coach	4
Organised Coach	3
Plane	5
Other	6

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 South East 2004 

	UK Residents
	% of Trips
16 - 24	17
25 - 34	18
35 - 44	22
45 - 54	16
55 - 64	13
65+	14

Source: United Kingdom Tourism Survey (UKTS)

 Social Profile of Tourists in the South East 2004 

	UK Residents
	% of Trips
AB	38
C1	32
C2	17
DE	14

Source: United Kingdom Tourism Survey (UKTS)