

UKTS Results 2004- South West

▶ Volume and Spending of Tourists in the South West 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
SOUTH WEST	20.5	80.1	4,103
Glouces.	1.7	4.2	253
South Glouces.	0.0	0.0	2
Cornwall	4.0	22.5	1,232
Devon	5.6	22.5	1,061
Somerset	1.7	6.0	287
Wilts.	1.6	3.9	240
Area formerly known as Avon	2.7	6.7	374
West Dorset	1.4	5.8	215
East Dorset	2.5	8.4	430
England	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to the South West (Volume and Spend) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
Holiday, Pleasure/leisure	11.4	2,837
Visiting friends and relatives mainly as a holiday	2.9	337
Visiting friends and relatives	3.3	366
Business	1.8	411
Other	1.1	152
All Purposes	20.5	4,103

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the South West 2004

	UK Residents
Average Spend per Trip	£194
Average Spend per Night	£50

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the South West 2004

		UK Residents
	£ Millions	% of Total
Package trip	140	3
Accommodation (non package trip)	1,380	34
Travel	610	15
Services or advice	70	2
Buying clothes	280	7
Eating and drinking	870	21
Other shopping	260	6
Entertainment	320	8
Other expenses	170	4
Total	4,100	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 West 2004

	UK Residents
	% of Trips
Seaside	40
Large city/Large town	22
Small town	16
Countryside/village	21
Not stated	1

Source: United Kingdom Tourism Survey (UKTS)

Seasonality of Tourism in the South West 2004

	UK Residents
	% of Trips
Jan, Feb, Mar	20
Apr, May, Jun	25
Jul, Aug, Sep	35
Oct, Nov, Dec	20

Source: United Kingdom Tourism Survey (UKTS)

Origin of Tourists to the South West 2004

	% of Trips
Yorkshire	3
North West	7
East Midlands	7
South East	20
East of England	7
North East	2
West Midlands	11
South West	26
London	11
Scotland	1
Wales	5
Northern Ireland	*
Total	100

Source: United Kingdom Tourism Survey (UKTS)

▶ Accommodation Used in the South West (Volume and Spend) 2004

	% of Trips	UK Residents % of Spending
Hotel/Motel/Guesthouse	23	28
B&B/Farmhouse B&B	8	9
Rented House/Flat/Chalet	13	23
Hostel/University/School	*	*
Friends/Relatives Home	34	17
Second Home/Timeshare	2	1
Camping	4	2
Towed Caravan	3	3
Other	15	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 South West 2004

	UK Residents
	% of Trips
Car	82
Train	7
Regular Bus/Coach	4
Organised Coach	2
Plane	2
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 South West 2004

	UK Residents
	% of Trips
16 - 24	13
25 - 34	19
35 - 44	26
45 - 54	17
55 - 64	13
65+	12

Source: United Kingdom Tourism Survey (UKTS)

Social Profile of Tourists in the South West 2004

	UK Residents
	% of Trips
AB	35
C1	32
C2	16
DE	16

Source: United Kingdom Tourism Survey (UKTS)