

## UKTS Results 2004

### ▶ Volume and Spending of Tourists in 2004

	<b>Trips/Visits</b>	<b>Nights</b>	<b>Spending</b>
	Millions	Millions	£ Millions
<b>UK Residents</b>	126.6	408.9	24,357

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Purpose of Tourism in the UK 2004

	<b>UK Residents</b>	
	Trips	Spending
	Millions	£ Millions
<b>Holiday, Pleasure/Leisure</b>	57.2	12,813
<b>Visiting friends and relatives, mainly as a holiday</b>	18.3	2,538
<b>Business</b>	17.8	4,840
<b>Visiting Friends and Relatives</b>	27.8	3,092
<b>Other</b>	5.3	1,019
<b>All Purposes</b>	126.6	24,357

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Holiday Tourism in the UK 2004

	<b>UK Residents</b>	
	Trips	Spending
	Millions	£ Millions
<b>Holidays 1- 3 Nights</b>	46.9	7,297
<b>Holidays 4 - 7 Nights</b>	22.4	6,229
<b>Holidays 8+ Nights</b>	6.3	1,824
<b>Total Holidays</b>	75.5	15,130

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Average Expenditure 2004

	<b>UK Residents</b>
<b>Average Spend per Trip</b>	£192
<b>Average Spend per Night</b>	£60

Source: United Kingdom Tourism Survey (UKTS)

 **Tourism Spend in the UK by Category 2004** 

	UK Residents	
	% of Total	£ Millions
Package trip	4	1,090
Accommodation (non package trip)	27	6,460
Eating out	22	5,330
Total Shopping	17	4,060
---clothes	10	2,470
---other shopping	7	1,590
Travel within the UK	17	4,260
Entertainment*	7	1,770
Services etc.	2	560
Other	3	830
<b>Total</b>	<b>100</b>	<b>24,360</b>

**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.

 **Duration of All Tourism Trips 2004** 

	UK Residents	
	% of Trips	
1 night	29	
2 nights	27	
3 nights	15	
4 nights	9	
5 nights	5	
6 nights	3	
7 nights	6	
8 - 13 nights	3	
14 nights	2	
15+	2	
<b>Average number of nights</b>	<b>3.37</b>	

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

 **Month of All Tourism Trips 2004** 

<b>January</b>	7
<b>February</b>	7
<b>March</b>	8
<b>April</b>	9
<b>May</b>	8
<b>June</b>	8
<b>July</b>	10
<b>August</b>	11
<b>September</b>	8
<b>October</b>	8
<b>November</b>	6
<b>December</b>	8

Source: United Kingdom Tourism Survey (UKTS)

#### Seasonality of All Tourism Trips 2004

	<b>UK Residents</b>
	% of Trips
<b>Jan, Feb, Mar</b>	22
<b>Apr, May, Jun</b>	26
<b>Jul, Aug, Sep</b>	29
<b>Oct, Nov, Dec</b>	23

Source: United Kingdom Tourism Survey (UKTS)

#### Distribution of Domestic Tourism by Government Office Region 2004

	<b>Trips</b>	<b>Nights</b>	<b>Spend</b>
	Millions	Millions	£ Millions
<b>West Midlands</b>	8.6	21.2	1,447
<b>East of England</b>	10	31.9	1,641
<b>East Midlands</b>	8	24.1	1,201
<b>London</b>	12.8	29.7	2,759
<b>North West</b>	12.9	38.9	2,337
<b>Cumbria</b>	3.3	11.3	590
<b>North East</b>	3.8	10.4	700
<b>South East</b>	16.6	48.5	3,006
<b>South West</b>	20.5	80.1	4,103
<b>Yorkshire</b>	10	26.9	1,584
<b>Total England</b>	101.4	314	18,960
<b>Total UK</b>	126.6	408.9	24,357

Source: United Kingdom Tourism Survey (UKTS)

▷ Origin of Tourists by Government Office Region 2004

	UK Residents
	% of Trips
South East	15
London	10
North West	11
East of England	9
West Midlands	9
South West	10
Yorkshire	9
East Midlands	7
North East	4
Wales	5
Scotland	9
Northern Ireland	2
<b>Total</b>	<b>100</b>

Source: United Kingdom Tourism Survey (UKTS)

▷ Accommodation Used by UK Residents 2004

	Trips	Spending
	%	%
Hotel/Motel/Guesthouse	30	43
B&B/Farmhouse B&B	7	7
Rented House/Flat/Chalet	6	10
Hostel/University/School	1	1
Friends/Relatives Home	42	25
Second Home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	11	11

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.

▷ Serviced Accommodation Occupancy 2004

	2004	2003	2002	2001
Room Occupancy	61%	59%	59%	57%
Bedspace Occupancy	45%	44%	44%	42%

<b>Bedspace Occupancy</b>	45%	44%	44%	42%
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Source: United Kingdom Occupancy Survey (UKOS)

### ▶ Booking Characteristics in 2004

	<b>UK Residents</b>
	Millions
<b>All Trips</b>	126.6
<b>Firm Booking via the Internet</b>	13.0
<b>Firm Booking made in Person</b>	6.0
<b>Firm Booking via the Telephone</b>	31.5
<b>Firm Booking via Email</b>	2.3
<b>Firm Booking via Post</b>	1.5
<b>Firm Booking made in some other way</b>	0.7
<b>No Booking</b>	70.7
<b>Don't Know</b>	0.6

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Transport Used Within The UK in 2004

	<b>UK Residents</b>
	% of Trips
<b>Car</b>	71
<b>Train</b>	13
<b>Regular Bus/Coach</b>	4
<b>Organised Coach</b>	2
<b>Motorised Caravan/Campervan</b>	1
<b>Motor Cycle</b>	1
<b>Bicycle</b>	*
<b>Plane</b>	6
<b>Boat/Ship</b>	*
<b>Other</b>	3

Source: United Kingdom Tourism Survey (UKTS)

Note: \* - 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 Domestic Tourists 2004

25 - 34	20
35 - 44	24
45 - 54	17
55 - 64	13
65+	12

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

 **Social Profile 2004**



	UK Residents
	% of Trips
AB	35
C1	32
C2	17
DE	16

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

**Sources:**

UK Residents - United Kingdom Tourism Survey (UKTS) sponsored by the UK Statutory Boards  
Occupancy Data - United Kingdom Occupancy Survey (UKOS) sponsored by the UK Statutory Boards