

## UKTS Results 2004- Yorkshire

### ▶ Volume and Spending of Tourists in Yorkshire 2004

UK Residents	Trips	Nights	Spend
	Millions	Millions	£ Millions
<b>YORKSHIRE</b>	10.0	26.9	704
<b>North Yorks</b>	4.1	12.6	704
<b>West Yorks</b>	3.2	7.3	558
<b>South Yorks</b>	1.6	3.0	192
<b>East Yorks/North Lincs.</b>	1.1	4.0	130
<b>England</b>	101.4	314.0	18,960

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Purpose of Trip to Yorkshire (Volume and Spend) 2004

UK Residents	Trips	Spend
	Millions	£ Millions
<b>Holiday, Pleasure/Leisure</b>	4.2	739
<b>Visiting friends and relatives mainly as a holiday</b>	1.5	209
<b>Visiting friends and relatives</b>	2.3	233
<b>Business</b>	1.5	361
<b>Other</b>	0.3	42
<b>All Purposes</b>	10.0	1,584

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Average Expenditure in Yorkshire 2004

	UK Residents
<b>Average Spend per Trip</b>	£158
<b>Average Spend per Night</b>	£58

Source: United Kingdom Tourism Survey (UKTS)

### ▶ Tourism Spend by Category in Yorkshire 2004

		<b>UK Residents</b>
	£ Millions	% of Total
<b>Package trip</b>	40	2
<b>Accommodation (non package trip)</b>	400	25
<b>Travel</b>	290	19
<b>Services or advice</b>	20	2
<b>Buying clothes</b>	180	11
<b>Eating and drinking</b>	420	26
<b>Other shopping</b>	80	5
<b>Entertainment</b>	120	8
<b>Other expenses</b>	40	2
<b>Total</b>	1,590	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 Yorkshire 2004

	<b>UK Residents</b>
	% of Trips
<b>Seaside</b>	17
<b>Large city/Large town</b>	42
<b>Small Town</b>	18
<b>Countryside/Village</b>	22
<b>Not stated</b>	1

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

#### ▶ Seasonality of Tourism in Yorkshire 2004

	<b>UK Residents</b>
	% of Trips
<b>Jan, Feb, Mar</b>	21
<b>Apr, May, Jun</b>	28
<b>Jul, Aug, Sep</b>	29
<b>Oct, Nov, Dec</b>	23

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

#### ▶ Origin of Tourists to Yorkshire 2004

	<b>UK Residents</b>
	% of Trips
<b>Yorkshire</b>	28
<b>North West</b>	12
<b>East Midlands</b>	8
<b>South East</b>	10
<b>East of England</b>	5
<b>North East</b>	9
<b>West Midlands</b>	7
<b>South West</b>	4
<b>London</b>	8
<b>Scotland</b>	7
<b>Wales</b>	3
<b>Northern Ireland</b>	*
<b>Total</b>	100

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

#### ▶ Accommodation Used in Yorkshire 2004

		<b>UK Residents</b>
	% of Trips	% of Spending
<b>Hotel/Motel/Guesthouse</b>	29	44
<b>B&amp;B/Farmhouse B&amp;B</b>	9	8
<b>Rented House/Flat/Chalet</b>	3	5
<b>Hostel/University/School</b>	1	1
<b>Friends/Relatives Home</b>	43	32
<b>Second Home/Timeshare</b>	*	*
<b>Camping</b>	3	2
<b>Towed Caravan</b>	3	2
<b>Other</b>	10	9

**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 Yorkshire 2004

Train	12
Regular Bus/Coach	5
Organised Coach	1
Plane	3
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 Yorkshire 2004

	UK Residents
	% of Trips
16 - 24	16
25 - 34	18
35 - 44	26
45 - 54	16
55 - 64	14
65+	11

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

#### ▶ Social Profile of Tourists in Yorkshire 2004

	UK Residents
	% of Trips
AB	34
C1	33
C2	17
DE	16

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