

England Tourism Facts 2000

▶ Volume and Spending of Tourists in England 2000

	Trips/Visits	Nights	Spending
	Millions	Millions	£ Millions
UK Residents	140.4	439.2	19,890
Overseas Residents	21.5	181.1	11,358

▶ Purpose of Tourism in England 2000

	UK Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Holidays	82.7	12,413	8,142	3,701
Business	19.1	4,321	5,720	3,737
Visiting Friends & Relatives	34.4	2,521	5,274	2,019
Other	4.2	635	2,348	1,900

▶ Holidays in England 2000

	UK Residents		
	Trips	Nights	Spending
	Millions	Millions	Millions
Holidays 1-3 Nights	53.7	102.2	6,242
Holidays 4-7 Nights	22.6	119.9	4,598
Holidays 8+ Nights	6.5	70.0	1,573
Total Holidays	82.7	292.1	12,413

▶ Average Expenditure 2000

	UK Residents		Overseas Residents	
Average Spend per Trip	£142	Average Spend per Visit	£528	
Average Spend per Night	£45	Average Spend per Day	£63	

▶ Tourism Expenditure by Category 2000

		UK Residents
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	£ Millions	% of Total
Package trip	820	4
Accommodation (non package trip)	5,290	24
Travel	3,790	17
Services or advice	450	2
Buying clothes	1,550	7
Eating and drinking	4,370	20
Other shopping	1,530	7
Entertainment	1,450	7
Other expenses	640	12
Total	100	100

▷ Distribution of Tourism in England 2000

	UK Residents		Overseas Residents	
	Trips Millions	Spending £ Millions	Visits Millions	Spending £ Millions
Cumbria	5.0	770	0.2	52
Northumbria	5.6	738	0.4	169
North West	14.8	1,975	1.3	448
Yorkshire	13.1	1,691	0.9	259
Heart of England	23.4	2,793	2.3	770
East of England	13.2	1,537	1.8	681
London	18.5	3,070	13.1	6,902
South West	18.6	3,122	1.6	554
Southern	14.7	2,052	2.1	775
South East	12.1	1,490	2.1	705
England unspecified	4.7	653	0.1	43
TOTAL ENGLAND	140.4	19,890	21.5	11,538

▷ Seasonality of Tourism in England 2000

	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	19	20
Apr, May, Jun	27	27
Jul, Aug, Sep	30	31
Oct, Nov, Dec	23	22

Note: Figures may not add due to rounding.

▷ Origin of Tourists to England 2000

	UK Residents		Overseas Residents	
	% of Trips		% of Visits	
South East	16	USA	18	
London	13	France	11	
North West Merseyside	12	Germany	11	
Yorks & Humber	10	Republic of Ireland	7	
South West	10	Netherlands	5	
Eastern	10	Italy	4	
West Midlands	9	Spain	4	
East Midlands	7	Australia	3	
North East	4	Belgium	3	
Scotland	4	Canada	3	
Northern Ireland	1	Sweden	3	
Wales	3	Other Countries	28	
Total	100	Total	100	

Note: Figures may not add due to rounding.

▷ Accommodation Used in 2000

	UK Residents	
	% Trips	% Spending
Hotel/Motel/Guesthouse	25	40
B&B/Farmhouse B&B	7	8
Rented house/Flat/Chalet	5	8
Hostel/University/School	1	1
Friends/Relatives home	49	28
Second home/Timeshare	1	1
Camping	2	1
Towed Caravan	3	2
Other	9	11

Notes: Figures may over add due to more than one accommodation type being used during a trip.

▷ Serviced Accommodation Occupancy 2000

	2000	1999
Room Occupancy	60%	60%
Bedspace Occupancy	44%	44%

▷ Transport Used 2000

	UK Residents
	% of Trips
Car	73
Train	14
Regular Bus/Coach	5
Organised Coach	2
Plane	3
Other	2

Note: Transport used on the longest part of the journey from home to the destination. Longest means distance, not time.

▷ Transport Used to Travel to England 2000

	Overseas Residents
	% of Visits
Air	73
Sea	15
Tunnel	12

▷ Age Profile 2000

	UK Residents	Overseas Residents
	% of Trips	% of Visits
0-15	n/a	7
16-24	16	12
25-34	22	23
35-44	21	23
45-54	15	19
55-64	12	10
65+	14	5

▷ Social Profile 2000

	UK Residents
	% Trips
AB	29
C1	31
C2	19
DE	21

Note: Social Profile Definitions.

 **10 Most Visited Paid Admission Attractions in England**



Attraction	Location	Number of Visits 2000	Number of Visits 1999
Millennium Dome	London	6,516,874	N/A
British Airways London Eye	London	3,300,000	N/A
Alton Towers	Alton	2,450,000	2,650,000
Madame Tussaud's	London	2,388,000	2,640,000
Tower of London	London	2,303,167	2,428,603
Natural History Museum	London	1,577,044	1,696,725
Chessington World of Adventure	Chessington	1,500,000	1,550,000
Legoland Windsor	Windsor	1,490,000	1,620,000
Victoria & Albert Museum	London	1,344,113	1,251,396
Science Museum	London	1,337,432	1,483,234

 **Most Visited Free Admission Attractions in England**



Attraction	Location	Number of Visits 2000	Number of Visits 1999
Blackpool Pleasure Beach	Blackpool	6,800,000	7,100,000
British Museum	London	5,466,246	5,460,537
National Gallery	London	4,897,690	4,964,879
Tate Modern	London	3,873,887	N/A
Pleasureland Theme Park	Southport	2,600,000	2,500,000
Adventure Island	Southend-on-Sea	2,500,000	2,000,000
York Minster	York	1,750,000	1,900,000
Pleasure Beach	Great Yarmouth	1,500,000	1,500,000

Note: Excludes 2 attractions where operators did not authorise figures for publication.