



KEY FACTS OF TOURISM IN THE SOUTH WEST 2000 - 2003

 Volume of Tourists in the South West 2000 - 2003 

	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
SOUTH WEST	24.7	25.2	26.0	22.8
Glouces.	2.1	1.6	2.0	1.7
South Glouces.	0.2	*	*	*
Cornwall	4.2	4.8	5.5	4.9
Devon	6.6	7.4	7.1	6.4
Somerset	2.3	2.9	2.6	2.0
Wilts.	1.6	1.5	1.9	1.6
Area formerly known as Devon	2.7	2.4	3.0	2.7
West Dorset	1.4	1.2	1.3	1.3
East Dorset	3.5	2.6	2.9	2.9
ENGLAND	140.4	131.9	134.9	121.3

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 50 000 trips taken.



Nights Spent by Tourists in the South West 2000 -2003



	Uk Residents			
	Nights (Millions)			
	2000	2001	2002	2003
SOUTH WEST	96.6	94.5	102.4	92.1
Glouces.	6.0	5.1	5.1	5.2
South Glouces.	0.3	*	*	*
Cornwall	22.2	22.7	30.9	25.8
Devon	26.9	28.8	29.2	27.3
Somerset	7.4	9.7	7.8	7.5
Wilts.	5.0	4.1	5.3	3.8
Area formerly known as Avon	7.1	6.4	8.6	6.9
West Dorset	6.6	4.1	5.2	5.2
East Dorset	13.2	8.8	9.3	10.1
ENGLAND	439.2	409.2	415.8	371.9

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 50 000 nights spent.

▶ Spending of Tourists in the South West 2000 - 2003



	UK Residents			
	Pounds (Millions)			
	2000	2001	2002	2003
SOUTH WEST	4,009	4,100	4,653	4,265
Glouces.	264	217	258	296
South Glouces.	9	*	*	1
Cornwall	866	980	1,342	1,158
Devon	1,164	1,181	1,254	1,228
Somerset	293	416	357	293
Wilts.	186	218	244	201
Area formerly known as Avon	409	347	499	411
West Dorset	196	149	203	181
East Dorset	550	381	445	470
ENGLAND	19,890	20,278	20,788	20,560

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than £50 000 spent.

▶ Purpose of Trip to the South West (Volume) 2000 - 2003



	UK Residents			
	Trips (Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	13.3	13.9	14.5	13.4
Visiting friends and relatives, mainly as a holiday	4.2	4.2	3.9	3.3
Business	2.6	2.3	2.8	1.7
Visiting friends and relatives	3.9	4.6	4.6	3.9
Other	0.7	0.2	0.3	0.4
All Purposes	24.7	25.2	26.0	22.8

Source: United Kingdom Tourism Survey (UKTS)

▶ Purpose of Trip to the South West (Spend) 2000 - 2003



	Uk Residents			
	Spend (£ Millions)			
	2000	2001	2002	2003
Holiday, pleasure/leisure	2,643	2,746	3,195	2,931
Visiting friends and relatives, mainly as a holiday	416	427	417	395
Business	495	502	555	432
Visiting friends and relatives	362	371	436	329
Other	93	54	50	177
All Purposes	4,009	4,100	4,653	4,265

Source: United Kingdom Tourism Survey (UKTS)

▶ Average Expenditure in the South West 2000 -2003



	UK Residents			
	2000	201	2002	2003
Average Spend per Trip	£162	£163	£179	£187
Average Spend per Night	£42	£43	£45	£46

Source: United Kingdom Tourism Survey (UKTS)

▶ Tourism Spend by Category in the South West 2003



		UK Residents
	£ Millions	% of Total
Package Trip	190	4
Accommodation (non package trip)	1390	33
Travel	650	15
Services or advice	80	2
Buying clothes	270	6
Eating & drinking	910	21
Other shopping	250	6
Entertainment	400	9
Other expenses	130	3
Total	4,270	100

Source: United Kingdom Tourism Survey (UKTS)

Note: Spending is rounded to the nearest £10 million.

▷ Location Stayed at in the South West 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Seaside	36	37	37	39
Large city/large town	20	20	20	19
Small town	17	17	18	17
Countryside/village	26	25	25	24
Not stated	1	1	1	*

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

▷ Seasonality of Tourism in the South West 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Jan, Feb, Mar	16	16	18	17
Apr, May, Jun	27	23	26	27
Jul, Aug, Sept	38	36	34	37
Oct, Nov, Dec	19	25	21	19

Source: United Kingdom Tourism Survey (UKTS)

▶ Origin of Tourists to the South West 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Yorkshire & the Humber	5	5	4	5
North West	6	6	6	6
East Midlands	6	5	7	5
South East	21	21	20	21
East of England	9	7	8	8
North East	2	2	1	1
West Midlands	12	11	11	12
South West	21	22	25	23
London	12	11	12	12
Scotland	3	2	1	2
Wales	4	5	5	5
Northern Ireland	1	*	1	*
Total	100	100	100	100

Source: United Kingdom Tourism Survey (UKTS)

Note: * means less than 1%.

▶ Accommodation Used by Tourists in the South West (Volume) 2000 -2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	25	24	22	24
B&B/Farmhouse B&B	8	6	8	7
Rented house/Flat/Chalet	8	10	13	12
Hostel/School/University	1	1	*	1
Friends and Relatives Home	40	42	37	36
Second Home/Timeshare	2	2	1	3
Camping	4	3	4	4
Towed Caravan	4	3	4	3
Other	12	12	13	14

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.

▶ Accommodation Used in the South West 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Hotel/Motel/Guesthouse	35	36	28	30
B&B/Farmhouse B&B	8	8	7	8
Rented house/Flat/Chalet	22	16	21	17
Hostel/School/University	1	*	1	2
Friends or relatives home	22	23	20	18
Second home/Timeshare	1	1	1	3
Camping	3	3	3	3
Towed Caravan	4	2	3	3
Other	14	15	14	14

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 2000 -2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
Car	81	79	79	80
Train	8	8	7	7
Regular Bus/Coach	4	4	4	3
Organised Coach	2	3	3	3
Plane	1	2	2	2
Other	5	3	4	5

Source: United Kingdom Tourism Survey (UKTS)

▶ Age Profile of Tourists in the South West 2000 -2003



	Uk Residents			
	% of Trips			
	2000	2001	2002	2003
16 - 24	14	14	12	11
25 - 34	19	20	19	19
35 - 44	24	21	24	23
45 - 54	16	15	18	17
55 - 64	12	14	12	14
65+	16	17	16	15

Source: United Kingdom Tourism Survey (UKTS)

▶ Social Profile of Tourists in the South West 2000 - 2003



	UK Residents			
	% of Trips			
	2000	2001	2002	2003
AB	29	30	33	33
C1	32	31	31	33
C2	19	21	19	18
DE	19	18	16	16

Source: United Kingdom Tourism Survey (UKTS)

▶ Major Paid Admission Attractions in the South West 2003

Attraction	County/Unitary Authority	Visits 2003
Eden Project	Cornwall	1,404,372
Roman Baths	Bath & NE Somerset	837,457
Stonehenge	Wiltshire	745,229
Longleat Estate	Wiltshire	518,121
Lands End	Cornwall	500,000E
Paignton Zoo	Torbay	457,539
Tamar Cruising	Cornwall	375,000E
Westonbirt Arboretum	Gloucestershire	355,054E
Stourhead House & Garden	Wiltshire	328,526
Lynton & Lynmouth Cliff Railway	Devon	300,000E

Source: Survey of Visits to Visitor Attractions England 2003

Note: The table above contains data only for attractions which responded to the survey and gave permission for their total visits to be published.
E=estimate

▶ Major Free Admission Attractions in the South West 2003

Attraction	County/Unitary Authority	Visits 2003
Lulworth Cove Heritage Centre	Dorset	441,776E
Bath Abbey	Bath & NE Somerset	350,000E
Cornish Cyder Farm	Cornwall	340,000
Gloucester Cathedral	Gloucestershire	293,354E
Truro Cathedral	Cornwall	200,000E
Teign Valley Glass & House of Marbles	Devon	200,000E
Cardew Design Tea Pottery	Devon	150,000E
Pump Room	Bath & NE Somerset	146,546E
Bristol Industrial Museum	City of Bristol	130,000E
Otterton Mill Centre	Devon	109,000E

Source: Survey of Visits to Visitor Attractions England 2003

Note:The table above contains data only for attractions which responded to the survey and gave permission for their total visits to be published.
E=estimate

Last Updated: 21 September 2004