

KEY FACTS OF TOURISM FOR THE SOUTH WEST ENGLAND 2003

▶ Volume and Spending of Tourists in the South West 2003

	UK Residents			Overseas Residents		
	Trips	Nights	Spending	Visits	Nights	Spending
	Millions	Millions	£ Millions	Millions	Millions	£ Millions
SOUTH WEST	22.8	92.1	4,265	1.9	16.2	663
Cornwall	4.9	25.8	1,158	0.24	1.6	58
Devon	6.4	27.3	1,228	0.42	3.0	116
Dorset (East)	2.9	10.1	470	N/A	N/A	N/A
Dorset (West)	1.3	5.2	181	N/A	N/A	N/A
Dorset (Combined)	4.2	15.3	651	0.32	3.4	144
Gloucestershire	1.7	5.2	296	0.24	1.5	74
Somerset	2.0	7.5	293	0.43	2.8	112
Wiltshire	1.6	3.8	201	0.24	1.9	59
Unitary Authorities**	2.7	6.9	411	0.29	1.9	100
ENGLAND	121.3	371.9	20,560	21.13	180.9	10,417

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Note: Figures for tourism by UK residents are normally rounded to the nearest 100,000 trips, 100,000 nights and £5 million spending. However, the above country spending figures are unrounded and do not necessarily add up to the rounded regional figure. **Unitary Authorities include: Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire.

 Purpose of Trip in the South West 2003 

	UK Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
	Millions	£ Millions	Millions	£ Millions
Holiday	16.7	3,326	0.67	199
Business	1.7	432	0.34	135
Visits to Friends & Relatives	3.9	329	0.67	172
Other	0.4	177	0.2	157
Total	22.8	4,265	1.9	663

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

 Average Expenditure 2003 

	UK Residents		Overseas Residents
Average Spend per Trip	£187	Average Spend per Visit	£353
Average Spend per Night	£46	Average Spend per Day	£41

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

 **Tourism Expenditure by Category 2003**



		UK Residents
	£ Millions	% of Total
Package trip	190	4
Accommodation (non package trip)	1,390	33
Travel	650	15
Services or advice	80	2
Buying clothes	270	6
Eating and drinking	910	21
Other shopping	250	6
Entertainment	400	9
Other expenses	130	3
Total	4,270	100

Sources: United Kingdom Tourism Survey (UKTS)

 **Seasonality of Tourism 2003**



	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	17	15
Apr, May, Jun	27	30
Jul, Aug, Sep	37	37
Oct, Nov, Dec	19	19

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

 **Origin of Tourists 2003**



	UK Residents		Overseas Residents
	% of Trips		% of Visits
South West	23	USA	15
South East	21	France	14
London	12	Germany	12
West Midlands	12	Irish Republic	8
Eastern	8	Australia	6
East Midlands	5	Netherlands	5
North West Merseyside	6	Spain	5
Yorks & Humber	5	Canada	4
North East	1	Italy	4
Wales	5	Other Countries	27
Scotland	2	-	-
Northern Ireland	*	-	-
Total	100	Total	100

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Note: *Less than 1%

 **Day Visits**



	Number of Trips
	Millions
South West	79

Note: The Day Visits Survey measures trips by British residents of three hours or more, which are not taken on a regular basis. This survey was last conducted in 2002/03.

 Accommodation Used in 2003 

		UK Residents
	Trips %	Spending %
Hotel/Motel/Guesthouse	24	30
B&B/Farmhouse B&B	7	8
Rented House/Flat/Chalet	12	17
Hostel/University/School	1	2
Friends/Relatives Home	36	18
Second Home/Timeshare	3	3
Camping	4	3
Towed Caravan	3	3
Other	14	14

Sources: United Kingdom Tourism Survey (UKTS)

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



 Serviced Accommodation Occupancy 2003 

	2003	2001
Room Occupancy	59%	56%
Bedspace Occupancy	46%	45%

Source: United Kingdom Occupancy Survey (UKOS)

▷ Transport Used 2003



	UK Residents
	% of Trips
Car	80
Train	7
Regular bus/Coach	3
Organised coach	3
Plane	2
Other	5

Sources: United Kingdom Tourism Survey (UKTS)

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

▷ Age Profile 2003



	UK Residents	Overseas Residents
	% of Trips	% of Visits
0-15	n/a	12
16-24	11	12
25-34	19	18
35-44	23	19
45-54	17	20
55-64	14	13
65+	15	6

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

▷ Social Profile 2003



	UK Residents
	% of Trips
AB	33
C1	33
C2	18
DE	16

Sources: United Kingdom Tourism Survey (UKTS)

Note:

 Major Paid Admission Attractions



Attraction	Location	Visits 2003
Eden Project	St Austell	1,404,372
Roman Baths	Bath	837,457
Stonehenge	Amesbury	745,229
Longleat Estate	Warminster	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	328,523
Lynton & Lynmouth Cliff Railway	Devon	300,000E

Source: Survey of Visits to Visitor Attractions

Note: The table above only contains data on attractions which responded to the Survey of Visits to Visitor Attractions and gave permission for their information to be published. Excludes two attractions where operators did not authorise figures for publication. E=estimate.

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▶ Major Free Admission Attractions



Attraction	Location	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	Bristol	130,000E
Otterton Mill Centre	Devon	109,000E

Source: Survey of Visits to Visitor Attractions

Note: The table above only contains data on attractions which responded to the Survey of Visits to Visitor Attractions and gave permission for their information to be published. Excludes one attraction where operator did not authorise figures for publication. E=estimate.

Sources:

UK Residents - [United Kingdom Tourism Survey \(UKTS\)](#) , sponsored by the UK Statutory Tourist Boards

Overseas Residents - [International Passenger Survey \(IPS\)](#) , Office for National Statistics

Attractions Data - [Survey of Visits to Visitor Attractions](#) , sponsored by the UK Statutory Tourist Boards

Occupancy Data - [United Kingdom Occupancy Survey](#) , sponsored by the UK Statutory Tourist Boards

Last updated: 11 November 2004