

## Social profile 2007

	UK Residents	
	Trips mn	Trips %
AB	6.90	39
C1	5.84	33
C2	2.75	15
DE	2.37	13
<b>Total SE</b>	<b>17.9</b>	<b>100</b>

## SE serviced accommodation occupancy (%)

<b>Room Occupancy</b>	<b>2007</b>
South East	57.9
<b>Bedspace Occupancy</b>	<b>2007</b>
South East	42.8
<b>Overseas Guests at Serviced Accommodation</b>	<b>2007</b>
South East	8.5

Source: England Occupancy Survey for Serviced Accommodation

Note: Figures are not comparable to previous years due to the changes in management and delivery of the survey

## Visitor accommodation

	Estb.	Bedspace
Serviced accommodation	6,075	179,436
Self catering	2,964	26,222
Caravan & camping	485	233,034
Group/hostels	93	16,735
<b>Total SE</b>	<b>9,617</b>	<b>455,427</b>

Source: South East Accommodation Audit, TSE

## Tourists' spending patterns 2007

Category of spending	UK Residents' spending %
Package trip	5
Accommodation (non-package)	32
Travel	21
Services or advice	*
Buying clothes	6
Eating and drinking	20
Other shopping	10
Entertainment	6
Other expenditure	0
<b>Total SE</b>	<b>100</b>

\* = Less than 0.5%

Average spending per night, UK Tourist, £46

# TOURISM SOUTH EAST

## Facts of Tourism



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## Tourism volume and value 2007

	UK Residents			Overseas Residents		
	Trips mn	Nights mn	Spending £mn	Trips mn	Nights mn	Spending £mn
Tourism South East	17.9	50.0	2,353	4.5	32.1	1,578
England	100.2	307.8	16,531	32.6	250.2	15,955

Source: United Kingdom Tourism Survey, VisitBritain. International Passenger Survey, Office for National Statistics

Note: Figures for tourism by UK residents are normally rounded to the nearest 100,000 trips, 100,000 nights and £5 million spending. Figures for overseas tourism are rounded to the nearest 10,000 trips, 100,000 nights and £1mn spending.

In May 2005 the four national tourist boards introduced a new methodology for the United Kingdom Tourism Survey replacing a telephone methodology with a face-to-face survey methodology. The change was brought about as a result of doubts in the validity of the survey data produced by the telephone methodology, which in 2004 produced significant drops in the levels of domestic tourism, going against other survey data and industry feedback. Since the new survey commenced in May 2005, VisitBritain and the other national tourist boards have estimated the number of trips for the period January – April 2005. 2005 data is not comparable with previous years due to the introduction of a new methodology.

## Tourism types 2007

	UK Residents		Overseas Residents	
	Trips mn	Spending £mn	Trips mn	Spending £mn
Holiday (pleasure, leisure)	6.17	1,082	1,21	374
VFR	8.77	735	1,68	458
Business	2.51	490	1.09	488
Other	0.41	35	0.43	271
<b>Total SE</b>	<b>17.9</b>	<b>2,353</b>	<b>4.4</b>	<b>1,679</b>

Note: VFR (Visiting Friends & Relatives)

Figures may not add to totals due to rounding

## Seasonality of tourism 2007

% of trips	UK Residents		Overseas Residents	
	TSE %	England %	TSE %	England %
Jan, Feb, Mar	21	19	19	21
Apr, May, Jun	26	26	26	27
Jul, Aug, Sept	32	31	33	29
Oct, Nov, Dec	21	24	22	23

## Accommodation used 2007

	UK Residents		Overseas Residents	
	Trips %	Spending %	Trips %	Spending %
Hotel, motel, guesthouse	28	45	32	35
Bed and breakfast	3	5	5	4
Rented house/flat	3	6	2	5
Caravan and camping	9	9	2	1
Home of friend/relative	50	29	45	35
Paying guest (not commercial)	0	0	4	7
Hostel/uni accommodation	2	2	4	9
Second home	2	1	2	3
Other	3	2	5	1

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

## Origin of tourists 2007

% of trips	UK Residents		Overseas Residents	
	%	%	%	%
South East	35		Germany	12
London	15		USA	11
South West	13		France	11
East of England	11		Spain	7
East Midlands	6		Netherlands	6
West Midlands	6		Irish Republic	6
North West	4		Australia	4
Yorks & Humber	4		Italy	4
Wales	3		Poland	3
Scotland	2		Canada	3
North East	1		Other countries	33
Northern Ireland	1			

## Day visits 2006

South East	
Trips mn	Spending £mn
180	8,049

Source: England Leisure Visits Survey 2006

The survey measured trips by British residents of 3 hours or more, but less than a day for leisure purposes. These figures exclude trips that were made on a regular basis.

## Top attractions charging admission in the South East, 2007

	Number of visits
1 Canterbury Cathedral, Kent	1,068,244
2 West Wittering Beach, West Sussex	1,000,000(e)
3 Windsor Castle, Berkshire	993,000
4 RHS Wisley Garden, Surrey	802,179
5 Marwell Zoological Park, Hampshire	530,000(e)
6 Tulleys Farm, West Sussex	525,000(e)
7 Wakehurst Place, West Sussex	432,514
8 Spinnaker Tower, Hampshire	389,440
9 Waddesdon Manor, Buckinghamshire	372,920
10 Cotswold Wildlife Park, Oxfordshire	321,375

Note: (e) = estimate

## Transport used in the South East 2007

	UK Residents	
	Trips mn	Trips %
Train	2.20	13
Regular bus/coach	0.54	3
Organised coach	0.35	2
Car	13.40	77
Plane	0.38	2
Other	0.56	3
<b>Total SE</b>	<b>17.4</b>	<b>100</b>

## Regular sources of tourism statistics

Tourism by UK Residents is measured by the **United Kingdom Tourism Survey**.

Overseas visits to the UK are measured by the **International Passenger Survey**.

The **Survey of Visits to Tourist Attractions** supplies attendance figures.

The **England Occupancy Survey** provides information on serviced accommodation use.