

Facts of Tourism 2008

Tourism volume and value 2008

	UK residents			Overseas residents		
	Trips mn	Nights mn	Spending £mn	Trips mn	Nights mn	Spending £mn
Tourism South East	16.3	47.2	2,350	4.6	32.5	1,802
England	95.5	295.4	16,433	27.3	216.2	14,338

Day visits 2008

	Trips mn	Spending £ mn
South East	190	8,048

Source: England Leisure Visits Survey 2006

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.

SE serviced accommodation occupancy (%)

Room Occupancy	58.90%
Bedspace Occupancy	44.20%

Source: England Occupancy Survey for Serviced Accommodation

Visitor accommodation

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

Source: South East Accommodation Audit, TSE

Accommodation used 2008

	UK residents		Overseas residents	
	Trips %	Spending %	Trips %	Spending %
Hotel, motel, guesthouse	28	47	32	35
Bed and Breakfast	4	5	5	4
Rented house/flat	2	5	2	5
Caravan and camping	11	9	2	1
Home of friend/relative	49	27	45	35
Paying guest (not commercial)	0	0	4	7
Hostel/uni accommodation	2	2	4	9
Second home	1	0	2	3
Other	5	5	5	1

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

Seasonality of tourism 2008

% of trips	UK residents		Overseas residents	
	TSE %	England %	TSE %	England %
Jan, Feb, Mar	20	21	21	21
Apr, May, Jun	28	27	27	27
Jul, Aug, Sept	28	30	33	30
Oct, Nov, Dec	24	23	19	23

Origin of tourists 2008 (% of trips)

UK residents		Overseas Visitors	
South East	36%	France	13%
South West	14%	Germany	11%
London	13%	USA	9%
East of England	10%	Irish Republic	7%
North West	6%	Netherlands	7%
West Midlands	5%	Spain	5%
East Midlands	4%	Poland	4%
Yorks & Humber	4%	Italy	4%
Wales	4%	Australia	4%
Scotland	2%	Belgium	4%
North East	2%	Other countries	32%
Northern Ireland	0%		

Tourism types 2008

	UK residents		Overseas residents	
	Trips mn	Spending £mn	Trips mn	Spending £mn
Holiday (pleasure, leisure)	9.51	1,476	1.28	395
VFR	4.03	322	1.23	516
Business	2.3	491	1.65	544
Other	0.38	51	0.42	345
Total SE	16.3	2,350	4.6	1,802

Note: VFR (Visiting Friends & Relatives)

Figures may not add to totals due to rounding

Social profile 2008

	UK residents	
	Trips mn	Trips %
AB	5.91	36
C1	5.51	34
C2	2.72	17
DE	2.16	13
Total SE	16.3	100

Transport used in the South East 2008

	UK residents	
	Trips mn	Trips %
Car	12.12	74
Regular bus/coach	0.54	4
Organised coach	0.37	3
Train	2.16	13
Plane	0.39	2
Other	0.68	4
Total SE	16.3	100

Visits to Attractions 2008 compared to 2007

	South East	England
Quarter one	+22	+19
Quarter two	-6	-8
Quarter three	-3	-1
Quarter four	-6	-1

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.

**TOURISM
SOUTH EAST**

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