

Social Profile 2003

	UK Residents	
	Trips Millions	Trips %
AB	7.8	37
C1	6.9	33
C2	3.8	18
DE	2.5	12
Total SE	21.0	100

SE serviced accommodation occupancy (%)

Room Occupancy	2002	2003
Western Half ¹	61	60
Eastern Half ²	56	56
Bedspace Occupancy	2002	2003
Western Half ¹	46	46
Eastern Half ²	42	42
Overseas Guests at Serviced Accommodation	2002	2003
Western Half ¹	12	10
Eastern Half ²	11	9

Source: UK Occupancy Survey for Serviced Accommodation

¹ covers Berkshire, Buckinghamshire, Oxfordshire, Hampshire, Isle of Wight

² covers East Sussex, Kent, Surrey, West Sussex

Projects recently completed for clients

- Sector shortage studies
- Destination Benchmarking
- Visitor Surveys
- Motorsport Tourism
- Leisure Cruising Research
- Market Town Regeneration
- Equestrian Tourism Research
- Mystery Shopping

Tourists' spending patterns 2003

Total spending	UK Residents' spending	
Category of spending	%	£mn
Package trip	4	120
Accommodation (non-package)	28	830
Travel	18	550
Services or advice	2	50
Buying clothes	8	230
Eating and drinking	21	620
Other shopping	8	250
Entertainment	8	240
Other expenditure	4	110
Total	100	3,001

Average spending per night, UK Tourist, £50

Tourist accommodation

	Estb.	Capacity
Hotels, motels, inns, g'houses	3,425	148,542 bedspaces
Bed & breakfast	3,243	21,943 bedspaces
Farmhouses	293	1,691 bedspaces
Group & youth accom.	108	23,374 bedspaces
Self catering	2,630	5,984 units
Caravan & camping sites	430	33,083 static pitches
Holiday centres	13	13,383 touring pitches

Source: Cambridge Model Estimates

TOURISM SOUTH EAST

Facts of Tourism



Tourism South East
40 Chamberlayne Road, Eastleigh
Hampshire SO50 5JH

Email: enquiries@tourismse.com
www.visitsoutheastengland.com

Tourism volume and value 2003

	UK Residents			Overseas Residents		
	Trips mn	Nights mn	Spending £mn	Trips mn	Nights mn	Spending £mn
Tourism South East	21.0	60.1	3,001	3.6	28.4	1,295
Berkshire	1.7	4.6	394	0.45	3.0	163
Buckinghamshire	1.2	3.3	140	0.27	2.0	85
East Sussex	3.4	9.6	434	0.50	5.0	223
Hampshire	3.7	9.4	543	0.52	4.3	173
Isle of Wight ¹	0.9	4.6	170	0.06	0.4	15
Kent	3.3	9.5	368	0.67	4.4	207
Oxon	2.2	5.9	336	0.48	3.7	185
Surrey	2.2	6.8	261	0.59	3.4	163
West Sussex	2.4	6.4	355	0.29	2.2	83
England	121.3	371.9	20,560	21.1	180.9	10,417

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 county spending figures for UK residents' tourism are unrounded and do not necessarily add up to the rounded regional figure. Figures for overseas tourism are rounded to the nearest 10,000 trips, 100,000 nights and £1mn spending.

¹ A more comprehensive survey of all visitors to the IOW is conducted by TSE on behalf of IOW Tourism as part of the IOW Activity Monitor. This is considered to produce the most accurate estimate of overall volume and value.

Tourism types 2003

	UK Residents		Overseas Residents	
	Trips mn	Spending £mn	Trips mn	Spending £mn
Holiday	8.5	1,395	0.90	270
VFR	8.6	751	1.33	375
Business	3.1	796	0.90	366
Other	0.5	57	0.46	284
Total SE	21.0	3,001	3.6	1,295

Note: VFR (visiting friends & relatives)

Accommodation used 2003

	UK Residents		Overseas Residents	
	Trips %	Spending %	Trips %	Spending %
Hotel, motel, guesthouse	27	40	29	28
Bed and breakfast	6	9	6	4
Rented house/flat	5	5	2	5
Caravan	2	2	0	0
Camping	3	3	1	1
Home of friend/relative	47	27	44	32
Paying guest (not commercial)	0	0	7	13
Hostel	1	3	5	11
Other	14	13	7	6

Note: Figures may over add due to more than one accommodation type being used. Overseas data is for 2002.

Seasonality of tourism 2003

% of trips	UK Residents		Overseas Residents	
	TSE %	England %	TSE %	England %
Jan, Feb, Mar	21	22	18	20
Apr, May, Jun	26	26	24	25
Jul, Aug, Sept	32	30	35	30
Oct, Nov, Dec	20	22	22	25

Origin of tourists 2003

% of trips	UK Residents		Overseas Residents	
	Resident %	Overseas Residents %	Resident %	Overseas Residents %
South East	29	USA	14	14
London	19	France	14	14
South West	10	Germany	12	12
East of England	11	Irish Republic	7	7
West Midlands	7	Netherlands	6	6
East Midlands	4	Spain	5	5
North West	6	Australia	4	4
Yorks & Humber	6	Canada	4	4
Wales	4	Belgium	3	3
Scotland	3	Italy	3	3
North East	2	Switzerland	2	2
Northern Ireland	1	Other countries	27	27

Day visits 2002-03

South East	
No. of trips mn	Spending £mn
194	6,120

*Source: GB Leisure Day Visits Survey 2004

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, 2003

	Number of visits
1 Legoland Windsor, Windsor & Maidenhead	1,321,128
2 Canterbury Cathedral, Kent	1,060,166(e)
3 Windsor Castle, Windsor & Maidenhead	856,199
4 Wisley Garden, Surrey	710,085
5 Paultons Park, Hampshire	550,000(e)
6 Blenheim Palace, Oxfordshire	475,945
7 Hop Farm Country Park, Kent	452,000(e)
8 Leeds Castle, Kent	433,707
9 Wakehurst Place, West Sussex	389,396
10 Royal Victoria Country Park, Hampshire	380,000(e)

Transport used 2003

	UK Tourists	
	Trips Millions	Trips %
Train	2.3	11
Regular bus/coach	0.6	3
Organised coach	0.4	2
Car	15.5	74
Plane	1.0	5
Other	0.8	4
Total SE	21.0	100

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 **UK Occupancy Survey** provides information on serviced accommodation use.