

Social profile 2004

	UK Residents	
	Trips Millions	Trips %
AB	6.3	38
C1	5.3	32
C2	2.8	17
DE	2.3	14
Total SE	16.6	100

SE serviced accommodation occupancy (%)

	2003	2004
Room Occupancy		
Western Half ¹	60	58
Eastern Half ²	56	59
Bedspace Occupancy		
Western Half ¹	46	45
Eastern Half ²	42	45
Overseas Guests at Serviced Accommodation		
Western Half ¹	10	10
Eastern Half ²	9	7

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 2004

Total spending	UK Residents' spending %	£mn
Category of spending		
Package trip	7	220
Accommodation (non-package)	22	680
Travel	15	440
Services or advice	6	170
Buying clothes	9	290
Eating and drinking	25	740
Other shopping	6	180
Entertainment	7	220
Other expenditure	2	70
Total	100	3,010

Average spending per night, UK Tourist, £61

Note: Spending is rounded to nearest £10 million

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



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Tourism volume and value 2004

	UK Residents			Overseas Residents		
	Trips mn	Nights mn	Spending £mn	Trips mn	Nights mn	Spending £mn
Tourism South East	16.6	48.5	3,006	3.95	31.3	1,467
England	101.4	314.0	18,960	23.6	199.4	11,343

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.

Figures from the 2004 United Kingdom Tourism Survey (UKTS) suggest that the number of overnight trips and nights spent in the South East and other regions in the UK have decreased quite considerably since 2003. VisitBritain and TSE believe that the results of the 2004 UKTS may not be a true reflection of domestic tourism in the UK. Concerns lie with the methodology for the UKTS (telephone interviews) not delivering a truly representative sample in 2004 and therefore VisitBritain advise caution in using and interpreting the 2004 data. A new methodology will be in place from 2005 onwards: face-to-face interviews. A full explanation is given on www.staruk.org.uk

Tourism types 2004

	UK Residents		Overseas Residents	
	Trips mn	Spending £mn	Trips mn	Spending £mn
Holiday	6.9	1,626	1.08	274
VFR	6.9	678	1.40	389
Business	2.1	567	0.99	472
Other	0.8	136	0.46	331
Total SE	16.6	3,006	3.95	1,467

Note: VFR (visiting friends & relatives)

Accommodation used 2004

	UK Residents		Overseas Residents	
	Trips %	Spending %	Trips %	Spending %
Hotel, motel, guesthouse	31	54	29	28
Bed and breakfast	5	5	6	4
Rented house/flat	3	4	2	5
Caravan	2	1	0	0
Camping	2	1	1	1
Home of friend/relative	48	31	44	32
Paying guest (not commercial)	0	0	7	13
Hostel	1	1	5	11
Other	11	10	7	6

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

Seasonality of tourism 2004

% of trips	UK Residents		Overseas Residents	
	TSE %	England %	TSE %	England %
Jan, Feb, Mar	25	23	18	20
Apr, May, Jun	24	25	27	25
Jul, Aug, Sept	29	29	35	30
Oct, Nov, Dec	23	23	21	24

Origin of tourists 2004

% of trips	UK Resident %	Overseas Residents %
South East	28	USA 14
London	15	France 14
East of England	11	Germany 11
South West	10	Netherlands 6
West Midlands	8	Spain 6
North West	7	Irish Republic 5
East Midlands	6	Italy 5
Yorks & Humber	6	Australia 4
Scotland	4	Canada 3
Wales	4	Belgium 3
North East	3	Switzerland 2
Northern Ireland	1	Other countries 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, 2004

	Number of visits
1 Legoland Windsor, Windsor & Maidenhead	1,369,308
2 Canterbury Cathedral, Kent	1,091,684(e)
3 Windsor Castle, Windsor & Maidenhead	923,280
4 RHS Wisley Garden, Surrey	698,500
5 Paultons Park, Hampshire	550,000(e)
6 Tulleys Farm, West Sussex	490,000(e)
7 Hop Farm Country Park, Kent	482,000
8 Wakehurst Place, West Sussex	420,831
9 Royal Victoria Country Park, Hampshire	420,000(e)
10 Leeds Castle, Kent	413,042

Note: (e) = estimate

Transport used in the South East 2004

	UK Residents	
	Trips Millions	Trips %
Train	2.2	13
Regular bus/coach	0.7	4
Organised coach	0.5	3
Car	11.4	69
Plane	0.8	5
Other	1.0	6
Total SE	16.6	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.