

Tourism Facts and Figures

Welcome to Yorkshire

2007 Update



As one of the Regional Tourist Boards in England, Welcome to Yorkshire is a partnership of private sector members, local authorities and Government (through VisitBritain). Welcome to Yorkshire is involved in a wide range of activities including marketing, information services, research, training, development and business advice, accommodation inspection, industry representation and the preparation of local and regional strategies and policies.

The Market Intelligence team operates ongoing monthly industry surveys and as a result has established a wealth of trend data which is used in Welcome to Yorkshire's advisory work. The data in this leaflet is sourced from these surveys and has been supplemented by national tourism data, including the UK Tourism Survey, International Passenger Survey and Day Visits Survey.

The estimates below are based on a 3 year rolling average, thus smoothing out irregular fluctuations and avoiding any distortion arising from regional variations, giving us a more long term picture of the value of tourism in the region. The analysis that follows is based on yearly trend data provided by Visit Britain.

Overview

	Totals	
	Trips mn	Spend £mn
Yorkshire	107.6	£6,300
North Yorkshire	24.6	£1,644
West Yorkshire	42.4	£2,468
South Yorkshire	22.4	£1,234
East Yorkshire	18.2	£954
England	1,017	£68,524

Breakdown of UK, Overseas and Day Visitors

	UK Residents			Overseas Residents			Day Visits	
	Trips mn	Nights mn	Spend £mn	Trips mn	Nights mn	Spend £ mn	Trips mn	Spend £ mn
Yorkshire	10.8	31.2	£1,535	1.2	9.8	£398	95.7	£4,367
North Yorkshire	4.7	14.9	£747	0.4	2.2	£115	19.6	£783
West Yorkshire	2.9	8.1	£425	0.5	4.3	£166	39.0	£1,876
South Yorkshire	1.8	4.1	£187	0.2	2.1	£73	20.4	£974
East Yorkshire	1.4	4.1	£177	0.1	1.2	£44	16.7	£733
England	100.17	307.8	£16,531	27.79	218.15	£13,812	889.3	£38,181

Source: Cambridge Model estimates 2007

NB: Figures may not add up due to rounding.

Please note that methodology changes and improvements in local level data may have affected the distribution of trips by sub-region.

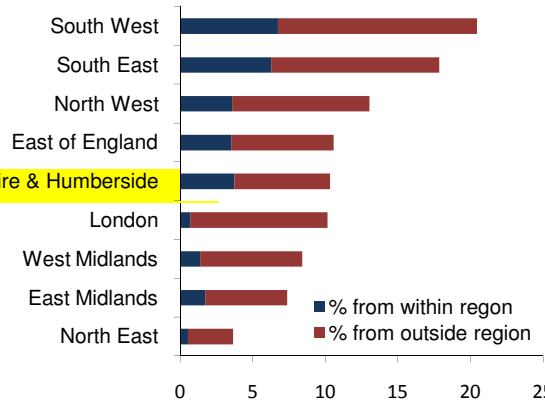
Domestic Staying Visitors England 2007

Data Sourced from UKTS 2007



Distribution of Domestic Trips in England

	% of total trips		% change
	2007	2006	
South West	20.1%	19.6%	0.5%
South East	17.5%	17.5%	0.1%
North West	12.8%	13.0%	-0.2%
East of England	10.4%	10.3%	0.1%
Yorkshire & Humber	10.1%	9.7%	0.5%
London	10.0%	10.6%	-0.6%
West Midlands	8.3%	8.1%	0.2%
East Midlands	7.2%	8.1%	-0.8%
North East	3.6%	3.3%	0.3%

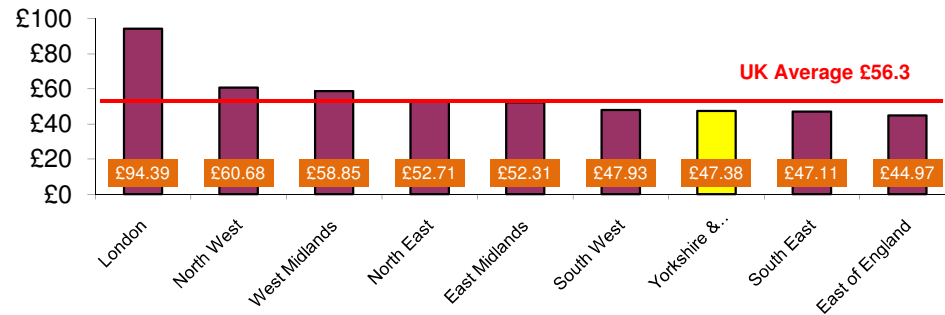


Yorkshire and Humber is the 5th most popular destination in England for domestic staying visitors, moving up from 6th place in 2006 and overtaking London in terms of market share.

36% of overnight trips to Yorkshire are made by people who live within the Yorkshire and Humber region. This proportion is higher than for the residents of any other English region.

Average Spend Per Night

Average spend per night by domestic staying visitors to Yorkshire is £47.38, on a par with the South West and South East of England.

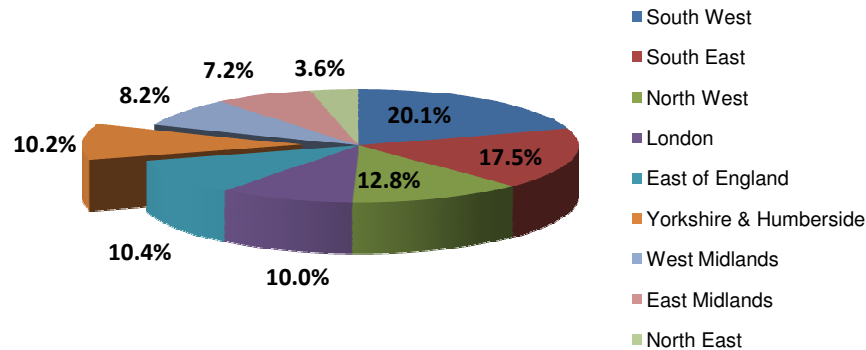


Domestic Staying Visitors England 2007

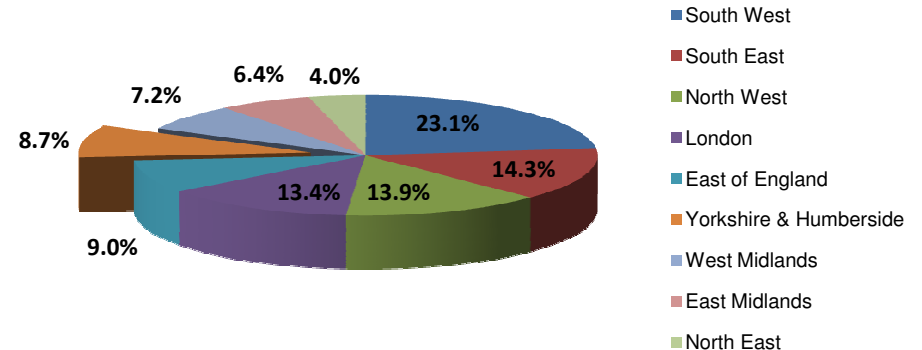
Data Sourced from UKTS 2007



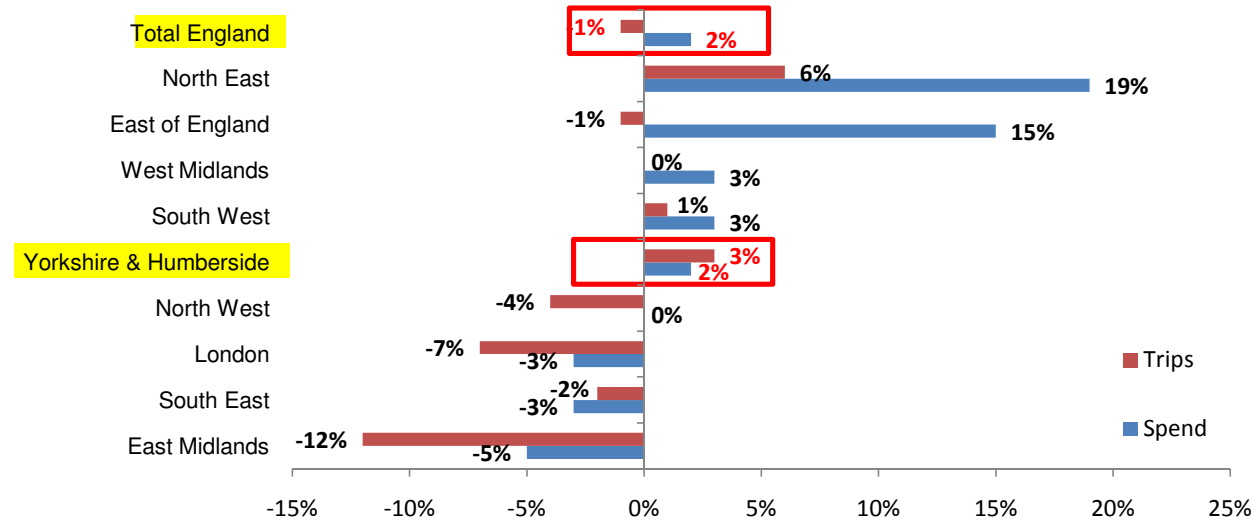
All Domestic Staying Visitors in England



All Domestic Staying Spend in England



Percentage change 06/07



Yorkshire has the 5th greatest number of domestic staying visits (10.2% of total) and 6th greatest associated spend (8.7% of total) of all the English regions.

Yorkshire and Humber Region has seen the second biggest percentage growth (3% increase) in domestic trip volume since 2006 of all UK regions.

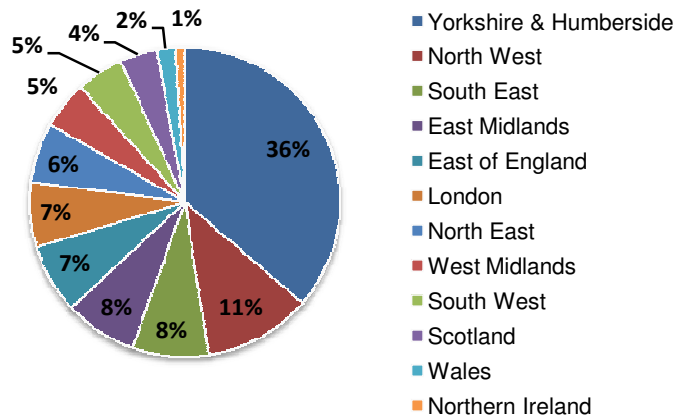
In terms of domestic trip value, Yorkshire and Humber has seen a 2% growth since 2006, the 5th largest increase of all the regions and in line with the England average.

Domestic Staying Visitors Yorkshire 2007

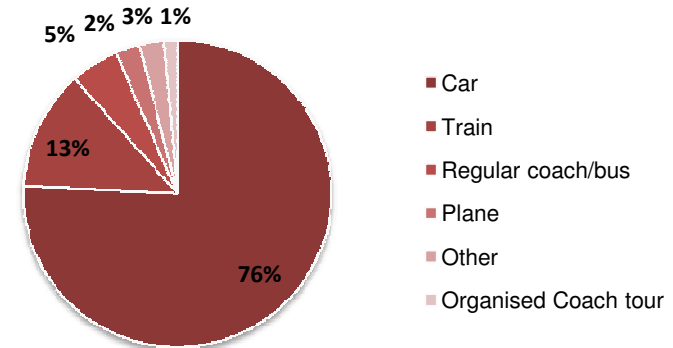
Data sourced from UKTS 2007

Welcome to Yorkshire

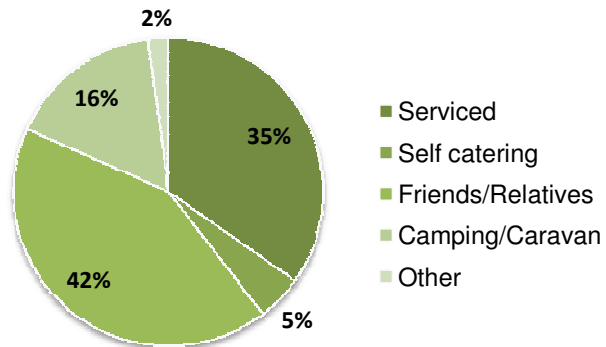
Origin of Domestic Visitors to Yorkshire



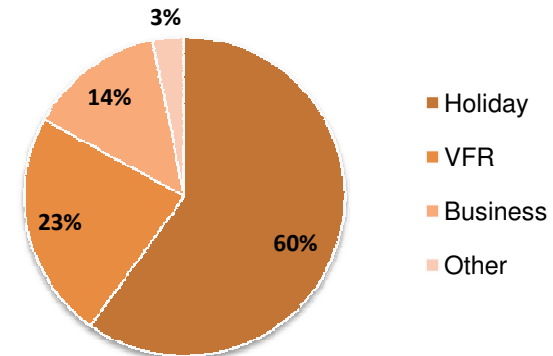
Primary Mode of Transport



Type of Accommodation



Main Purpose of Trip



Overseas Visitors England 2007

Data sourced from IPS 2007



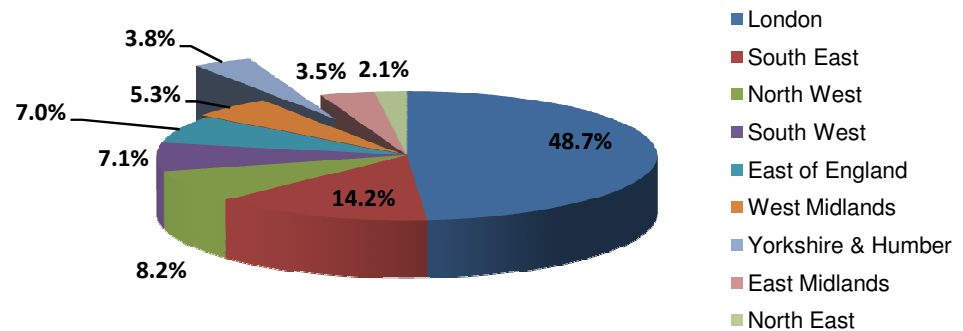
Regions Visited by Overseas Visitors to England

	% Trips	% Nights	% Spend
London	49%	44%	59%
South East	14%	15%	11%
North West	8%	9%	7%
South West	7%	9%	6%
East of England	7%	8%	5%
West Midlands	5%	6%	4%
Yorkshire & Humber	4%	4%	2%
East Midlands	4%	4%	3%
North East	2%	2%	2%

Yorkshire ranks 7th of the English regions in terms of number of visits (4% of the total), and 8th for associated spend (2% of the total) by overseas visitors. London takes the lions share, with more than half of all overseas visits and spend.

*Sum of regional trips may exceed total England trips as may visit more than one region.

Although Yorkshire only accounts for 4% of all overseas visits, this is a growing market with number of visits made to the region up by 38% in the last 5 years and associated spend up by 14% over the same period.



Overseas Visitors Yorkshire 2007

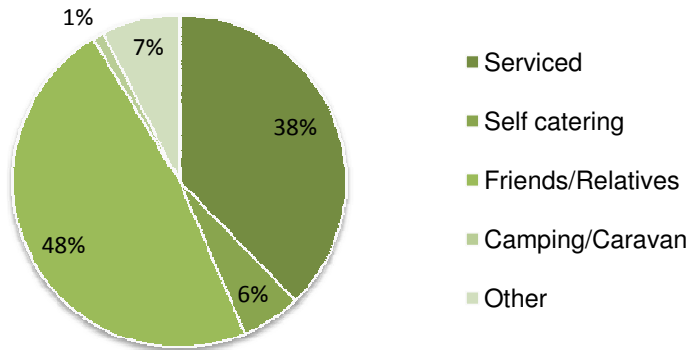
Data sourced from IPS 2007



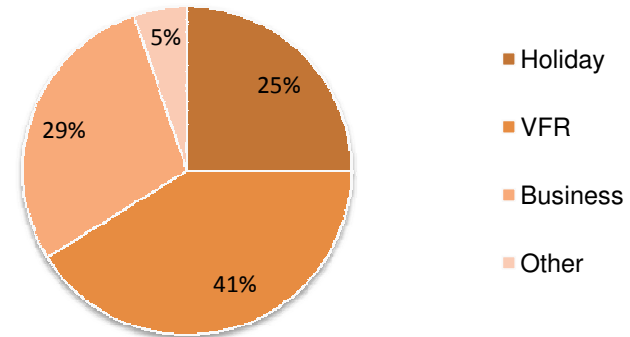
Origin of Overseas Visitors to Yorkshire

Top Ten for Visits			Top Ten for Nights			Top Ten for Spend					
	Visits	Nights	Spend		Visits	Nights	Spend		Visits	Nights	Spend
Germany	12%	8%	8%	USA	11%	9%	12%	USA	11%	9%	12%
USA	11%	9%	12%	Germany	12%	8%	8%	Germany	12%	8%	8%
Spain	8%	6%	5%	France	8%	6%	4%	Ireland	5%	3%	6%
France	8%	6%	4%	Poland	5%	6%	2%	Netherlands	7%	4%	6%
Netherlands	7%	4%	6%	Spain	8%	6%	5%	Spain	8%	6%	5%
Italy	6%	4%	4%	Australia	5%	5%	4%	Australia	5%	5%	4%
Poland	5%	6%	2%	India	1%	5%	2%	Italy	6%	4%	4%
Ireland	5%	3%	6%	Italy	6%	4%	4%	France	8%	6%	4%
Australia	5%	5%	4%	Netherlands	7%	4%	6%	Switzerland	1%	1%	3%
Belgium	4%	1%	2%	South Africa	1%	3%	2%	New Zealand	1%	3%	3%

Type of Accommodation



Main Purpose of Trip



Business Tourism Yorkshire 2007

Data sourced from UKTS and IPS 2007

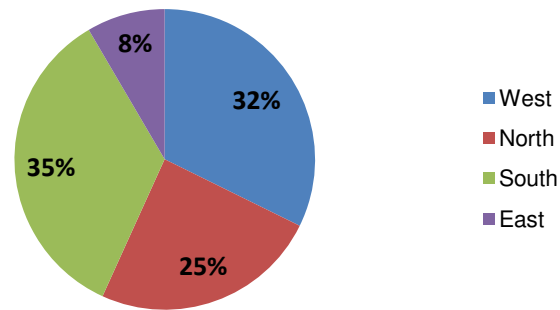


Business tourism as a proportion of all tourism (staying visitors only)

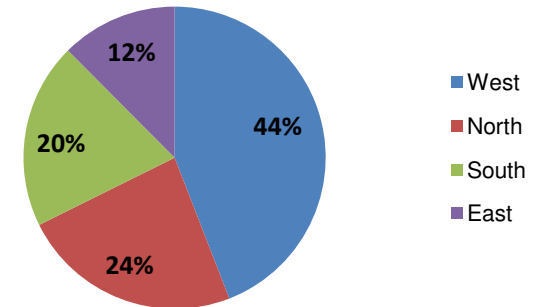
	UK	Overseas	Total
Business trips	1,960,000	478,000	2,438,000
% of all trips	15%	16%	15%
Business spend	£320,593,000	£112,316,000	£432,909,000
% of all tourism spend	21%	28%	22%

Business trips make up around a fifth of all tourism trips in Yorkshire. In terms of value, they generate 22% of all tourism spend in the region, reflecting their higher average spend per trip compared with leisure visitors.

Distribution of Business Trips by Sub-region



Distribution of Business Spend by Sub-region



Occupancy and Bedstock Yorkshire 2007

Data sourced from Welcome to Yorkshire Internal Surveys



Serviced Accommodation Occupancy 06/07

Source: Welcome to Yorkshire Serviced Occupancy Survey Annual Summary

	All occupants			
	Yorkshire		England	UK
	2007	2006	2007	2007
Room occupancy	57%	61%	63%	62%
Bed space occupancy	43%	47%	49%	48%
Business visitors at serviced accommodation	28%	28%	-	-

Self-catering Occupancy 06/07

Source: Self-catering Occupancy Survey Annual Summary

	All Units	
	% of total	
	2007	2006
Unit occupancy	58%	59%

N.B. The 2007 results show a slight drop in unit occupancy compared to the 2006 figures. This decrease may be attributed to the poor summer weather and severe flooding in many areas of Yorkshire during 2007, as this caused damage and closures to a number of properties and was a significant contrast to the fair summer weather seen in 2006.

Accommodation Stock Overview

Sourced from Welcome to Yorkshire DMS System, August 2008

	North	South	East	West	Total	
Serviced Bedspaces	26,873	11,833	9,264	22,847	70,817	beds
Self-catering Units	3,109	244	1,002	394	4,749	units
Tent / Caravan Pitches (touring)	10,676	322	3,329	708	15,035	pitches
Static Vans / Holiday Centres (permanent)	2,402	-	135	72	2,609	units
Hostels / Group Accommodation	1,596	22	12	296	1,926	beds

Visits to Attractions Yorkshire 2007

Data sourced from VisitBritain Annual Visitor Attraction Monitor 2007

Welcome
to **Yorkshire**

Top Attractions in Yorkshire

Attraction	District	2003	2004	2005	2006	2007	% 06/07	Entry
Xscape Castleford	Calderdale	DK	2800000	3250000	3476000	3742081	7.7	Free
Sheffield Winter Gardens	Sheffield	DK	DK	DK	2000000	2200000	10	Free
Flamingo Land Theme Park and Zoo	Ryedale	1398800	1380110	1400210	1302195	1310285	0.6	£20.00
Rother Valley Country Park	Rotherham	763033	742250	945832	827474	903502	9.2	Free
York Minster	York	DK	DK	803000	895000	815000	-8.9	£5.50
National Railway Museum	York	746055	855032	769445	902149	812891	-9.9	Free
Trans Pennine Trail	Barnsley	DK	DK	DK	700766	700000	-0.1	Free
Chevin Forest Park	Leeds	250000	250000	627780	500000	500000	0	Free
Thrybergh Country Park	Rotherham	DK	DK	DK	350000	300000	-14.3	Free
Eureka! The Museum for Children	Calderdale	DK	DK	DK	250364	243576	-2.7	£7.25
Harewood House	Leeds	348659	391026	318000	221880	242864	9.5	£13.15
RHS Garden Harlow Carr	Harrogate	130246	149918	179228	193889	218745	12.8	£6.00
The Priory Church of St Maryand St Cuthb	Craven	134190	122020	126570	119340	135870	13.9	Free
Magna Science Adventure Centre	Rotherham	DK	DK	DK	155210	133715	-13.8	£9.95
Whitby Abbey	Scarborough	113521	115452	120136	114814	125217	9.1	
Clifford's Tower	York	137318	131629	127239	122493	116215	-5.1	
Whitby Lifeboat Museum (RNLI)	Scarborough	80000	100000	100000	110000	110000	0	Free
Beningbrough Hall & Gardens (NT)	Hambleton	95731	89183	92672	98194	104726	6.7	
Skipton Castle	Craven	95687	100949	94239	88207	93767	6.3	£5.60
Yorkshire Air Museum	York	65000	65000	70000	77000	80000	3.9	£5.00

N.B. These results are based on those attractions responding to the survey and agreeing to the publication of their figures.

(DK = Don't Know)

Visits to Attractions Yorkshire 2007

Data sourced from VisitBritain Annual Visitor Attraction Monitor 2007



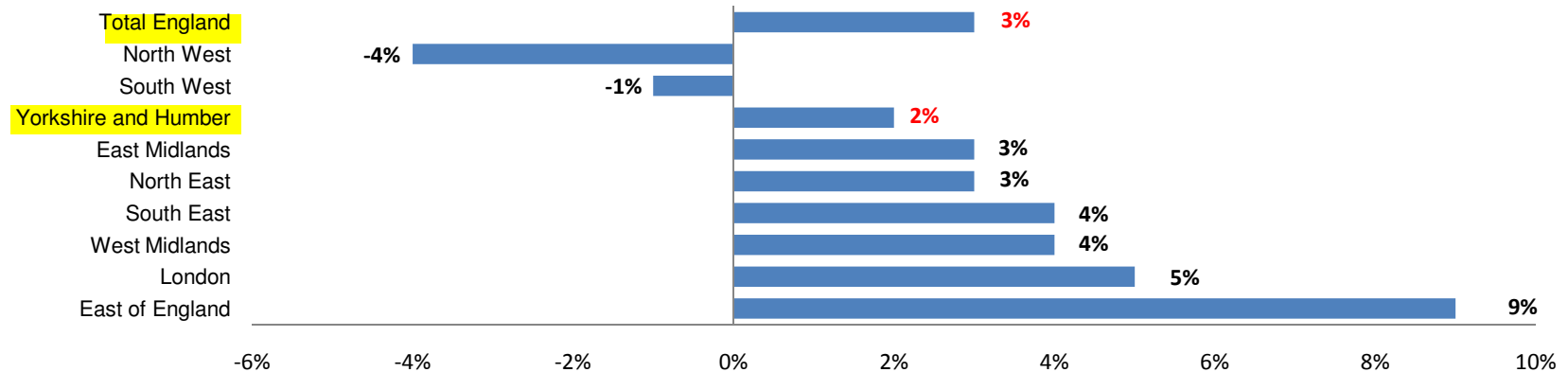
Change in Visitor Numbers by Attraction Category 06/07

	England	Yorkshire
Country parks	8%	2%
Farms	5%	-3%
Gardens	5%	8%
Historic houses/castles	1%	1%
Other historic properties	-3%	2%
Leisure/theme parks	3%	6%
Museums/art galleries	3%	-2%
Steam/heritage railways	-1%	-9%
Visitor/heritage Centres	12%	20%
Wildlife attractions/Zoos	4%	-13%
Workplaces	-24%	6%
Places of worship	0%	-3%
Other	1%	0%
Average	3%	2%

The greatest growth in visitor numbers, nationally, were seen in Visitor/Heritage Centres and Country Parks. In Yorkshire, Visitor/Heritage Centres also fared well, as did gardens and leisure and theme parks.

Yorkshire saw a 2% growth in visitor numbers in 2007, only 1% behind the England average.

Change in Visitor Numbers by Region 06/07



Tourism Employment Yorkshire 2007

Data sourced from ONS Annual Business Enquiry



Employment

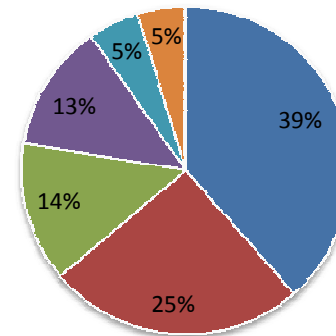
FTE Jobs	
Total jobs	2,240,200
Tourism related jobs	243,300
Tourism proportion	10.9%

full time	125,700	52%
part time	117,500	48%

North	West	South	East
16%	42%	24%	17%
18%	42%	22%	17%

There are 243,300 jobs in Yorkshire in tourism related industries, accounting for 11% of the total jobs in the region

Employment by Sector	
Catering	39%
Retailing	25%
Accommodation	14%
Attractions/Entertainment	13%
Arising from non trip spend	5%
Transport	5%



- Catering
- Retailing
- Accommodation
- Attractions/Entertainment
- Arising from non trip spend
- Transport

NB Figures reported here are taken from the Annual Business Inquiry (ABI) which reports on number of jobs as opposed to the number of people employed, and is therefore higher than the figures reported in Cambridge, which counts the number of people employed (taken from the Labour Force Survey). This discrepancy reflects the fact that some people may have more than one job.