

## Compendium of Tourism Statistics—Volume and Value of Tourism

### Volume and Value of Tourism in the English Regions

Region	Total Visits (m)	Total spend by visitors (£m)
London	155.5	14086
South East	216.3	10051
South West	101.7	6742
North West	121.6	6064
East of England	132.8	5122
West Midlands	248.1	4256
East Midlands	79.5	3799
Yorkshire & Humberside	98.5	3671
North East	35.3	1707

Sources: UKTS 2007, IPS 2007, GBLDVS 2002/03

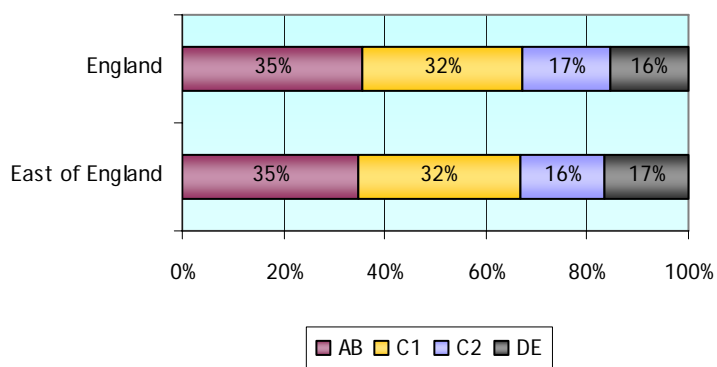
## Compendium of Tourism Statistics—Domestic Visitors

### Volume and Value of Domestic Visitors

Region	Trips (m)	Spend (£m)
South West	20.46	3802
South East	17.86	2353
North West	13.03	2282
London	10.14	2204
East of England	10.57	1474
Yorkshire & Humberside	10.35	1427
West Midlands	8.4	1184
East Midlands	7.37	1055
North East	3.64	651

### Profile of visitors: Region of Origin and Socio-economic Group

Region of Origin	Volume of Trips (m)
East of England	3.5
South East	1.46
London	1.33
East Midlands	1.15
South West	0.8













Source: UK Tourism Survey 2007

## Compendium of Tourism Statistics—International Visitors

### Volume and Value of Overnight Trips to the English Region

Region	International Visitors (2007)	
	Trips (m)	Spend (£m)
London	15.34	8192
South East	4.47	1578
North West	2.58	982
South West	2.25	840
East of England	2.21	718
West Midlands	1.68	522
Yorkshire & Humberside	1.19	374
East Midlands	1.11	344
North East	0.66	256

### Origin of International Visitors to the East of England—Top 10 Countries (by spend)

Country	Total Visits (000s)	Total Spend (£m)
 USA	208	85.6
 Germany	298	72.1
 Spain	170	58.4
 Ireland	159	50.1
 Australia	85	45.9
 France	221	44.9
 Netherlands	163	38.2
 South Africa	36	23.8
 Italy	90	23.6
 Switzerland	57	17.9

### International Visitors to the East of England Purpose of Trip

Purpose	Total Visits (000s)	Total Spend (£m)
Business	524	£205
Holiday	513	£155
Other	178	£47
Study	61	£90
VFR	932	£222

Source: *International Passenger Survey 2007*

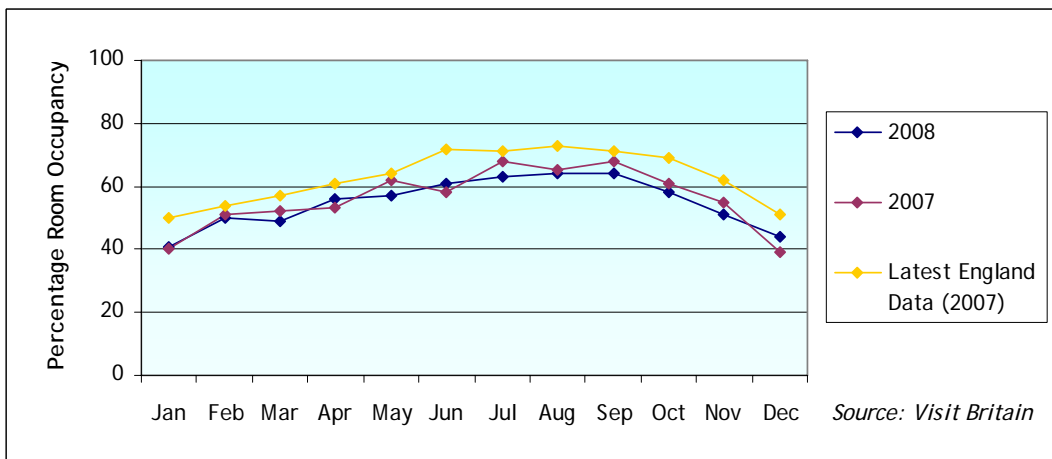
# Compendium of Tourism Statistics—Tourism Industry

## Employment in Tourism Industries in the East of England

Region	Total hospitality, leisure and tourism employment ('000)
South East	245
London	239
North West	210
South West	179
East of England	165
Yorkshire & Humberside	157
West Midlands	152
East Midlands	127
North East	87

Source: Labour Force Survey 2004-2005

## Serviced Room Occupancy in the East of England



## Regional Airport Activity

Airport	Passenger Numbers 2008
Stansted	22,464,277
Luton	10,180,734
Norwich	583,056
Southend	44,075
Cambridge	1,854

