

East Midlans (2016)

How many they are and how much do they spend?



	East Midlans	UK	Canary Islands
Tourist arrivals (> 16 years old)	246,076	4,228,042	13,114,574
Average daily expenditure (€)	131.3	133.2	135.9
. in their place of residence	97.6	95.8	98.0
. in the Canary Islands	33.7	37.4	37.9
Average length of stay	9.1	8.8	9.4
Turnover per tourist (€)	1,071	1,073	1,141
Total turnover (> 16 years old) (€m)	294	5,132	16,579
Share of british tourists	5.8%	100%	--
Share of british turnover	5.7%	100%	--

What do they book at their place of residence?



	East Midlans	UK	Canary Islands
Flight only	5.9%	7.7%	8.7%
Flight and accommodation (room only)	28.4%	31.1%	25.6%
Flight and accommodation (B&B)	5.3%	6.6%	8.0%
Flight and accommodation (half board)	15.1%	16.0%	20.2%
Flight and accommodation (full board)	2.3%	2.3%	4.3%
Flight and accommodation (all inclusive)	42.6%	35.6%	32.6%
% Tourists using low-cost airlines	54.6%	57.8%	46.0%

How do they book?



	East Midlans	UK	Canary Islands
Accommodation booking			
Tour Operator	52.6%	48.6%	39.0%
Accommodation	17.2%	16.0%	13.6%
Travel agency (High street)	7.8%	9.7%	18.9%
Online Travel Agency (OTA)	11.4%	12.6%	15.2%
No need to book accommodation	10.9%	13.1%	13.3%
Flight booking			
Tour Operator	58.4%	54.1%	44.6%
Airline	26.1%	28.1%	24.8%
Travel agency (High street)	7.3%	9.3%	19.1%
Online Travel Agency (OTA)	8.2%	8.5%	11.5%

Where do they stay?



	East Midlans	UK	Canary Islands
4-5* Hotel	47.2%	47.5%	46.7%
1-2-3* Hotel	11.1%	10.7%	14.6%
Apartment	33.6%	33.7%	31.5%
Others (privately-owned, friends, family)	8.2%	8.1%	7.2%

Who are they?



	East Midlans	UK	Canary Islands
Gender			
Percentage of men	45.6%	43.7%	48.5%
Percentage of women	54.4%	56.3%	51.5%
Age range			
16-44 years old	40.7%	42.6%	45.6%
Over 44 years old	59.3%	57.4%	54.4%
Occupation			
Business owner or self-employed	28.8%	31.8%	23.1%
Upper/Middle management employee	24.0%	25.4%	36.1%
Auxiliary level employee	17.5%	15.3%	15.5%
Unemployed/Students/unpaid dom.work	4.6%	5.6%	7.4%
Retired	25.1%	21.8%	18.0%
Annual household income level			
€12,000 - €36,000	41.4%	37.1%	37.2%
€36,001 - €60,000	31.2%	31.5%	31.5%
€60,001 - €84,000	13.1%	15.5%	15.4%
More than €84,000	14.3%	15.8%	15.8%

Which island do they choose?



	East Midlans	UK	Canary Islands
Tourists (> 16 years old)			
Lanzarote	31.5%	26.5%	17.8%
Fuerteventura	15.5%	11.0%	14.6%
Gran Canaria	16.0%	15.7%	27.9%
Tenerife	35.9%	45.4%	37.3%
La Palma	0.6%	0.7%	1.7%

How do they rate the destination?



	East Midlans	UK	Canary Islands
Impression of their stay			
Good or very good (% tourists)	79.9%	81.1%	78.9%

How many are loyal to the destination?

	East Midlans	UK	Canary Islands
Repeat tourists of the Canary Islands			
Repeat tourists	84.3%	83.9%	77.8%
At least 3 previous visits	54.2%	51.3%	48.7%

Why do they choose the Canary Islands?



	East Midlans	UK	Canary Islands
Aspects influencing the choice			
Climate/sun	94.4%	93.1%	89.8%
Tranquillity/rest/relaxation	33.7%	32.6%	36.6%
Beaches	25.1%	26.3%	34.5%
Ease of travel	20.4%	17.0%	8.9%
Price	20.1%	19.2%	12.7%
Visiting new places	15.1%	13.2%	14.6%
Scenery	14.7%	14.8%	21.9%
Quality of the environment	10.7%	8.7%	6.5%
Active tourism	2.9%	2.7%	5.1%

* Multi-choice question

What did motivate them to come?



	East Midlans	UK	Canary Islands
Aspects motivating the choice			
Previous visits to the Canary Islands	70.5%	70.2%	63.6%
Recommendation by friends or relative	36.9%	36.1%	34.3%
Tour Operator's brochure or catalogue	8.6%	8.8%	7.9%
Recommendation by Travel Agent	5.3%	5.3%	9.7%
Information obtained via the Internet	25.5%	25.0%	25.6%
Others	11.0%	9.4%	11.7%

* Multi-choice question

Main cities:

Derby
Leicester
Nottingham

Main airport:

Nottingham East Midlands

