

East Midlans (2017)

How many they are and how much do they spend?



	East Midlans	UK	Canary Islands
Tourist arrivals (> 16 years old)	272,587	4,531,021	13,852,616
Average daily expenditure (€)	129.5	134.4	140.2
. in their place of residence	94.3	96.1	101.2
. in the Canary Islands	35.2	38.3	39.0
Average length of stay	8.8	8.6	9.2
Turnover per tourist (€)	1,043	1,057	1,155
Total turnover (> 16 years old) (€m)	326	5,471	17,764
Share of british tourists	6.0%	100%	--
Share of british turnover	6.0%	100%	--

What do they book at their place of residence?



	East Midlans	UK	Canary Islands
Flight only	5.1%	8.1%	9.2%
Flight and accommodation (room only)	31.6%	32.0%	26.8%
Flight and accommodation (B&B)	9.0%	7.2%	8.3%
Flight and accommodation (half board)	14.5%	16.2%	19.2%
Flight and accommodation (full board)	1.7%	2.0%	4.4%
Flight and accommodation (all inclusive)	37.9%	33.9%	31.7%
% Tourists using low-cost airlines	58.5%	61.4%	48.4%

How do they book?



Accommodation booking	East Midlans	UK	Canary Islands
Tour Operator	54.3%	47.9%	39.2%
Accommodation	15.4%	16.1%	13.5%
Travel agency (High street)	9.3%	9.2%	17.9%
Online Travel Agency (OTA)	11.1%	13.5%	16.0%
No need to book accommodation	9.8%	13.3%	13.3%
Flight booking			
Tour Operator	58.5%	54.0%	44.8%
Airline	25.8%	28.9%	25.8%
Travel agency (High street)	9.1%	9.0%	18.0%
Online Travel Agency (OTA)	6.6%	8.2%	11.4%

Where do they stay?



	East Midlans	UK	Canary Islands
4-5* Hotel	43.0%	44.9%	45.2%
1-2-3* Hotel	11.1%	11.8%	14.4%
Apartment	39.8%	34.4%	32.4%
Others (privately-owned, friends, family)	6.2%	8.9%	8.0%

Who are they?



Gender	East Midlans	UK	Canary Islands
Percentage of men	46.5%	43.4%	48.1%
Percentage of women	53.5%	56.6%	51.9%
Age range			
16-44 years old	37.6%	41.5%	43.9%
Over 44 years old	62.4%	58.5%	56.1%
Occupation			
Business owner or self-employed	29.7%	32.4%	23.8%
Upper/Middle management employee	22.6%	25.1%	35.2%
Auxiliary level employee	19.0%	15.4%	15.3%
Unemployed/Students/unpaid dom.work	6.2%	5.4%	7.1%
Retired	22.5%	21.6%	18.6%
Annual household income level			
€12,000 - €36,000	39.6%	37.0%	37.2%
€36,001 - €60,000	32.1%	32.0%	31.1%
€60,001 - €84,000	14.2%	15.2%	15.6%
More than €84,000	14.0%	15.8%	16.0%

Which island do they choose?



Tourists (> 16 years old)	East Midlans	UK	Canary Islands
Lanzarote	31.9%	26.9%	18.0%
Fuerteventura	14.9%	10.8%	14.0%
Gran Canaria	19.4%	16.4%	28.2%
Tenerife	32.3%	44.6%	37.1%
La Palma	0.9%	0.8%	2.0%

How do they rate the destination?



Impression of their stay	East Midlans	UK	Canary Islands
Good or very good (% tourists)	83.2%	80.8%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	East Midlans	UK	Canary Islands
Repeat tourists	86.2%	83.7%	77.8%
At least 3 previous visits	53.7%	50.7%	43.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	East Midlans	UK	Canary Islands
Climate/sun	93.9%	92.6%	89.8%
Tranquillity/rest/relaxation	35.7%	33.0%	37.2%
Beaches	28.1%	27.5%	35.1%
Visiting new places	17.7%	13.9%	14.7%
Price	16.9%	18.1%	12.2%
Ease of travel	16.3%	17.5%	8.9%
Scenery	15.3%	14.9%	22.9%
Quality of the environment	9.1%	8.4%	6.5%
Active tourism	3.5%	2.7%	5.4%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	East Midlans	UK	Canary Islands
Previous visits to the Canary Islands	74.5%	70.7%	64.4%
Recommendation by friends or relative	34.8%	36.2%	34.7%
Tour Operator's brochure or catalogue	11.3%	8.4%	7.2%
Recommendation by Travel Agent	6.4%	5.6%	9.2%
Information obtained via the Internet	23.5%	23.5%	25.3%
Others	9.6%	8.9%	11.7%

* Multi-choice question

Main cities:

Derby
Leicester
Nottingham

Main airport:

Nottingham East Midlands

