

West Midlans (2016)

How many they are and how much do they spend?



	West Midlans	UK	Canary Islands
Tourist arrivals (> 16 years old)	323,515	4,228,042	13,114,574
Average daily expenditure (€)	129.0	133.2	135.9
. in their place of residence	95.1	95.8	98.0
. in the Canary Islands	33.9	37.4	37.9
Average length of stay	8.9	8.8	9.4
Turnover per tourist (€)	1,048	1,073	1,141
Total turnover (> 16 years old) (€m)	380	5,132	16,579
Share of british tourists	7.7%	100%	--
Share of british turnover	7.4%	100%	--

What do they book at their place of residence?



	West Midlans	UK	Canary Islands
Flight only	6.0%	7.7%	8.7%
Flight and accommodation (room only)	31.8%	31.1%	25.6%
Flight and accommodation (B&B)	3.6%	6.6%	8.0%
Flight and accommodation (half board)	17.8%	16.0%	20.2%
Flight and accommodation (full board)	2.5%	2.3%	4.3%
Flight and accommodation (all inclusive)	37.7%	35.6%	32.6%
% Tourists using low-cost airlines	52.7%	57.8%	46.0%

How do they book?



	West Midlans	UK	Canary Islands
Accommodation booking			
Tour Operator	51.9%	48.6%	39.0%
Accommodation	16.0%	16.0%	13.6%
Travel agency (High street)	8.9%	9.7%	18.9%
Online Travel Agency (OTA)	11.8%	12.6%	15.2%
No need to book accommodation	11.5%	13.1%	13.3%
Flight booking			
Tour Operator	58.4%	54.1%	44.6%
Airline	24.1%	28.1%	24.8%
Travel agency (High street)	9.1%	9.3%	19.1%
Online Travel Agency (OTA)	8.4%	8.5%	11.5%

Where do they stay?



	West Midlans	UK	Canary Islands
4-5* Hotel	46.3%	47.5%	46.7%
1-2-3* Hotel	11.8%	10.7%	14.6%
Apartment	35.8%	33.7%	31.5%
Others (privately-owned, friends, family)	6.1%	8.1%	7.2%

Who are they?



	West Midlans	UK	Canary Islands
Gender			
Percentage of men	41.6%	43.7%	48.5%
Percentage of women	58.4%	56.3%	51.5%
Age range			
16-44 years old	39.0%	42.6%	45.6%
Over 44 years old	61.0%	57.4%	54.4%
Occupation			
Business owner or self-employed	27.9%	31.8%	23.1%
Upper/Middle management employee	25.6%	25.4%	36.1%
Auxiliary level employee	16.4%	15.3%	15.5%
Unemployed/Students/unpaid dom.work	5.9%	5.6%	7.4%
Retired	24.2%	21.8%	18.0%
Annual household income level			
€12,000 - €36,000	39.4%	37.1%	37.2%
€36,001 - €60,000	32.8%	31.5%	31.5%
€60,001 - €84,000	15.5%	15.5%	15.4%
More than €84,000	12.3%	15.8%	15.8%

Which island do they choose?



Tourists (> 16 years old)	West Midlans	UK	Canary Islands
Lanzarote	29.9%	26.5%	17.8%
Fuerteventura	14.9%	11.0%	14.6%
Gran Canaria	14.9%	15.7%	27.9%
Tenerife	39.4%	45.4%	37.3%
La Palma	0.3%	0.7%	1.7%

How do they rate the destination?



Impression of their stay	West Midlans	UK	Canary Islands
Good or very good (% tourists)	82.7%	81.1%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	West Midlans	UK	Canary Islands
Repeat tourists	85.2%	83.9%	77.8%
At least 3 previous visits	54.7%	51.3%	48.7%

Why do they choose the Canary Islands?



Aspects influencing the choice	West Midlans	UK	Canary Islands
Climate/sun	93.4%	93.1%	89.8%
Tranquillity/rest/relaxation	30.9%	32.6%	36.6%
Beaches	24.1%	26.3%	34.5%
Price	21.0%	19.2%	12.7%
Ease of travel	18.5%	17.0%	8.9%
Visiting new places	16.9%	13.2%	14.6%
Scenery	14.9%	14.8%	21.9%
Quality of the environment	9.3%	8.7%	6.5%
Active tourism	2.1%	2.7%	5.1%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	West Midlans	UK	Canary Islands
Previous visits to the Canary Islands	70.8%	70.2%	63.6%
Recommendation by friends or relative	36.5%	36.1%	34.3%
Tour Operator's brochure or catalogue	11.0%	8.8%	7.9%
Recommendation by Travel Agent	5.3%	5.3%	9.7%
Information obtained via the Internet	23.9%	25.0%	25.6%
Others	8.6%	9.4%	11.7%

* Multi-choice question

Main cities:

- Birmingham
- Coventry
- Meriden
- Solihull
- Walsall
- West Bromwich
- Wolverhampton

Main airport:

- Birmingham International

