

West Midlands (2017)

How many they are and how much do they spend?



	West Midlands	UK	Canary Islands
Tourist arrivals (> 16 years old)	368,157	4,531,021	13,852,616
Average daily expenditure (€)	132.3	134.4	140.2
. in their place of residence	97.4	96.1	101.2
. in the Canary Islands	35.0	38.3	39.0
Average length of stay	8.7	8.6	9.2
Turnover per tourist (€)	1,064	1,057	1,155
Total turnover (> 16 years old) (€m)	434	5,471	17,764
Share of British tourists	8.1%	100%	--
Share of British turnover	7.9%	100%	--

What do they book at their place of residence?



	West Midlands	UK	Canary Islands
Flight only	5.4%	8.1%	9.2%
Flight and accommodation (room only)	29.6%	32.0%	26.8%
Flight and accommodation (B&B)	6.3%	7.2%	8.3%
Flight and accommodation (half board)	17.9%	16.2%	19.2%
Flight and accommodation (full board)	2.0%	2.0%	4.4%
Flight and accommodation (all inclusive)	38.2%	33.9%	31.7%
% Tourists using low-cost airlines	60.2%	61.4%	48.4%

How do they book?



	West Midlands	UK	Canary Islands
Accommodation booking			
Tour Operator	50.5%	47.9%	39.2%
Accommodation	14.8%	16.1%	13.5%
Travel agency (High street)	11.9%	9.2%	17.9%
Online Travel Agency (OTA)	10.7%	13.5%	16.0%
No need to book accommodation	12.0%	13.3%	13.3%
Flight booking			
Tour Operator	58.1%	54.0%	44.8%
Airline	24.7%	28.9%	25.8%
Travel agency (High street)	10.4%	9.0%	18.0%
Online Travel Agency (OTA)	6.7%	8.2%	11.4%

Where do they stay?



	West Midlands	UK	Canary Islands
4-5* Hotel	46.4%	44.9%	45.2%
1-2-3* Hotel	12.1%	11.8%	14.4%
Apartment	33.5%	34.4%	32.4%
Others (privately-owned, friends, family)	8.0%	8.9%	8.0%

Who are they?



	West Midlands	UK	Canary Islands
Gender			
Percentage of men	40.4%	43.4%	48.1%
Percentage of women	59.6%	56.6%	51.9%
Age range			
16-44 years old	39.0%	41.5%	43.9%
Over 44 years old	61.0%	58.5%	56.1%
Occupation			
Business owner or self-employed	29.9%	32.4%	23.8%
Upper/Middle management employee	23.1%	25.1%	35.2%
Auxiliary level employee	15.0%	15.4%	15.3%
Unemployed/Students/unpaid dom.work	4.7%	5.4%	7.1%
Retired	27.2%	21.6%	18.6%
Annual household income level			
€12,000 - €36,000	41.3%	37.0%	37.2%
€36,001 - €60,000	30.0%	32.0%	31.1%
€60,001 - €84,000	14.9%	15.2%	15.6%
More than €84,000	13.8%	15.8%	16.0%

Which island do they choose?



	West Midlands	UK	Canary Islands
Tourists (> 16 years old)			
Lanzarote	32.6%	26.9%	18.0%
Fuerteventura	11.5%	10.8%	14.0%
Gran Canaria	11.9%	16.4%	28.2%
Tenerife	43.3%	44.6%	37.1%
La Palma	0.4%	0.8%	2.0%

How do they rate the destination?



	West Midlands	UK	Canary Islands
Impression of their stay			
Good or very good (% tourists)	80.0%	80.8%	80.5%

How many are loyal to the destination?

	West Midlands	UK	Canary Islands
Repeat tourists of the Canary Islands			
Repeat tourists	84.1%	83.7%	77.8%
At least 3 previous visits	50.8%	50.7%	43.1%

Why do they choose the Canary Islands?



	West Midlands	UK	Canary Islands
Aspects influencing the choice			
Climate/sun	91.8%	92.6%	89.8%
Tranquillity/rest/relaxation	33.7%	33.0%	37.2%
Beaches	25.5%	27.5%	35.1%
Ease of travel	17.9%	17.5%	8.9%
Price	16.3%	18.1%	12.2%
Visiting new places	15.1%	13.9%	14.7%
Scenery	14.8%	14.9%	22.9%
Quality of the environment	8.8%	8.4%	6.5%
Active tourism	1.9%	2.7%	5.4%

* Multi-choice question

What did motivate them to come?



	West Midlands	UK	Canary Islands
Aspects motivating the choice			
Previous visits to the Canary Islands	72.1%	70.7%	64.4%
Recommendation by friends or relative	36.9%	36.2%	34.7%
Tour Operator's brochure or catalogue	7.0%	8.4%	7.2%
Recommendation by Travel Agent	5.2%	5.6%	9.2%
Information obtained via the Internet	22.8%	23.5%	25.3%
Others	8.8%	8.9%	11.7%

* Multi-choice question

Main cities:

Birmingham
Coventry
Meriden
Solihull
Walsall
West Bromwich
Wolverhampton

Main airport:

Birmingham International

