

# Yorkshire and The Humber (2017)

## How many they are and how much do they spend?



	Yorkshire	UK	Canary Islands
Tourist arrivals (> 16 years old)	307,261	4,531,021	13,852,616
Average daily expenditure (€)	128.3	134.4	140.2
. in their place of residence	92.6	96.1	101.2
. in the Canary Islands	35.7	38.3	39.0
Average length of stay	9.2	8.6	9.2
Turnover per tourist (€)	1,076	1,057	1,155
Total turnover (> 16 years old) (€m)	375	5,471	17,764
Share of British tourists	6.8%	100%	--
Share of British turnover	6.8%	100%	--

## What do they book at their place of residence?



	Yorkshire	UK	Canary Islands
Flight only	7.3%	8.1%	9.2%
Flight and accommodation (room only)	32.7%	32.0%	26.8%
Flight and accommodation (B&B)	5.9%	7.2%	8.3%
Flight and accommodation (half board)	17.5%	16.2%	19.2%
Flight and accommodation (full board)	1.7%	2.0%	4.4%
Flight and accommodation (all inclusive)	35.0%	33.9%	31.7%
% Tourists using low-cost airlines	62.7%	61.4%	48.4%

## How do they book?



	Yorkshire	UK	Canary Islands
<b>Accommodation booking</b>			
Tour Operator	58.6%	47.9%	39.2%
Accommodation	11.3%	16.1%	13.5%
Travel agency (High street)	6.9%	9.2%	17.9%
Online Travel Agency (OTA)	12.6%	13.5%	16.0%
No need to book accommodation	10.6%	13.3%	13.3%
<b>Flight booking</b>			
Tour Operator	61.1%	54.0%	44.8%
Airline	23.6%	28.9%	25.8%
Travel agency (High street)	8.8%	9.0%	18.0%
Online Travel Agency (OTA)	6.4%	8.2%	11.4%

## Where do they stay?



	Yorkshire	UK	Canary Islands
4-5* Hotel	43.5%	44.9%	45.2%
1-2-3* Hotel	15.9%	11.8%	14.4%
Apartment	33.6%	34.4%	32.4%
Others (privately-owned, friends, family)	6.9%	8.9%	8.0%

## Who are they?



	Yorkshire	UK	Canary Islands
<b>Gender</b>			
Percentage of men	40.5%	43.4%	48.1%
Percentage of women	59.5%	56.6%	51.9%
<b>Age range</b>			
16-44 years old	37.3%	41.5%	43.9%
Over 44 years old	62.7%	58.5%	56.1%
<b>Occupation</b>			
Business owner or self-employed	27.9%	32.4%	23.8%
Upper/Middle management employee	25.2%	25.1%	35.2%
Auxiliary level employee	16.1%	15.4%	15.3%
Unemployed/Students/unpaid dom.work	5.8%	5.4%	7.1%
Retired	24.9%	21.6%	18.6%
<b>Annual household income level</b>			
€12,000 - €36,000	43.1%	37.0%	37.2%
€36,001 - €60,000	33.4%	32.0%	31.1%
€60,001 - €84,000	11.8%	15.2%	15.6%
More than €84,000	11.8%	15.8%	16.0%

## Which island do they choose?



	Yorkshire	UK	Canary Islands
<b>Tourists (&gt; 16 years old)</b>			
Lanzarote	28.3%	26.9%	18.0%
Fuerteventura	15.4%	10.8%	14.0%
Gran Canaria	16.5%	16.4%	28.2%
Tenerife	38.3%	44.6%	37.1%
La Palma	1.1%	0.8%	2.0%

## How do they rate the destination?



	Yorkshire	UK	Canary Islands
<b>Impression of their stay</b>			
Good or very good (% tourists)	81.9%	80.8%	80.5%

## How many are loyal to the destination?

	Yorkshire	UK	Canary Islands
<b>Repeat tourists of the Canary Islands</b>			
Repeat tourists	88.1%	83.7%	77.8%
At least 3 previous visits	58.7%	50.7%	43.1%

## Why do they choose the Canary Islands?



	Yorkshire	UK	Canary Islands
<b>Aspects influencing the choice</b>			
Climate/sun	93.3%	92.6%	89.8%
Tranquillity/rest/relaxation	32.3%	33.0%	37.2%
Beaches	27.4%	27.5%	35.1%
Price	19.3%	18.1%	12.2%
Ease of travel	19.2%	17.5%	8.9%
Scenery	15.7%	14.9%	22.9%
Visiting new places	13.6%	13.9%	14.7%
Quality of the environment	11.2%	8.4%	6.5%
Active tourism	2.2%	2.7%	5.4%

\* Multi-choice question

## What did motivate them to come?



	Yorkshire	UK	Canary Islands
<b>Aspects motivating the choice</b>			
Previous visits to the Canary Islands	76.5%	70.7%	64.4%
Recommendation by friends or relative	34.6%	36.2%	34.7%
Tour Operator's brochure or catalogue	9.5%	8.4%	7.2%
Recommendation by Travel Agent	5.8%	5.6%	9.2%
Information obtained via the Internet	22.5%	23.5%	25.3%
Others	8.5%	8.9%	11.7%

\* Multi-choice question

## Main cities:

Bradford  
Hull  
Leeds  
Sheffield  
York

## Main airports:

Leeds  
Humberside  
Robin Hood Sheffield

