

# Discover England: summary insights on overseas visitors to Birmingham

October 2017



## Headline stats: Overseas visits, spend and nights to Birmingham

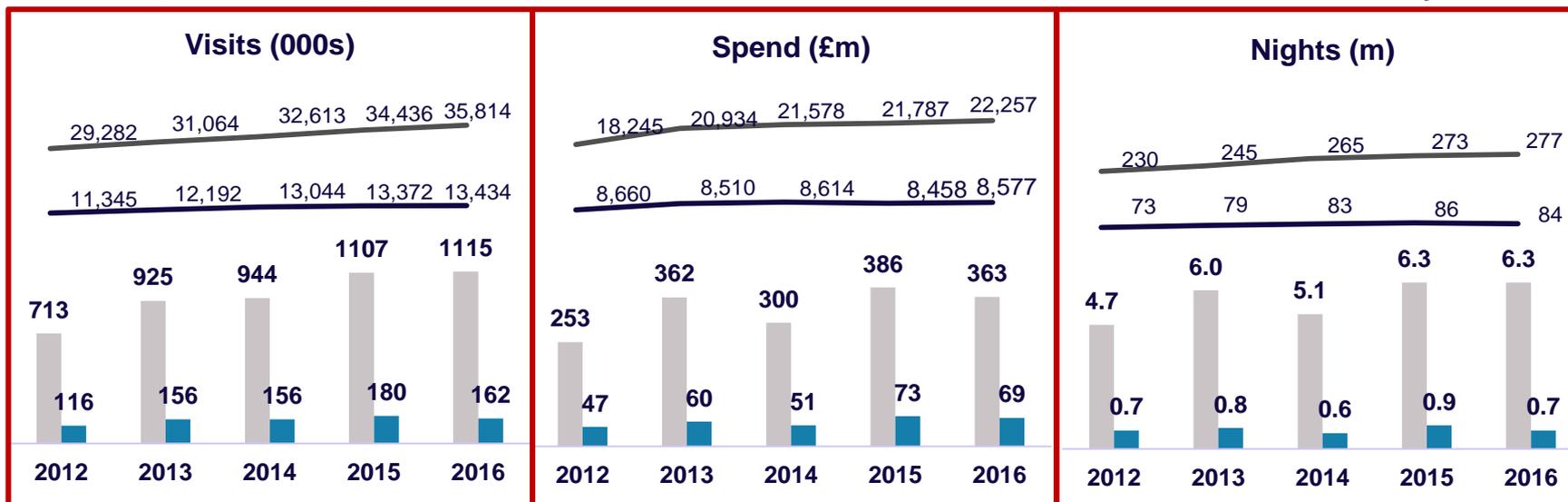
Overseas visits to Birmingham have increased every year for the last 5 years. Holiday visits, spend and nights are significantly higher than in 2012 although lower than in 2015.

### Visits, Spend and Nights to Birmingham 3 year average for 2014-16

| Visits (000s)      |       | Spend (£m)         |     | Nights (m)         |     |
|--------------------|-------|--------------------|-----|--------------------|-----|
| Birmingham Total   | 1,055 | Birmingham Total   | 349 | Birmingham Total   | 5.9 |
| Birmingham Holiday | 166   | Birmingham Holiday | 64  | Birmingham Holiday | 0.8 |

### Visits, Spend and Nights 5 Year Trend

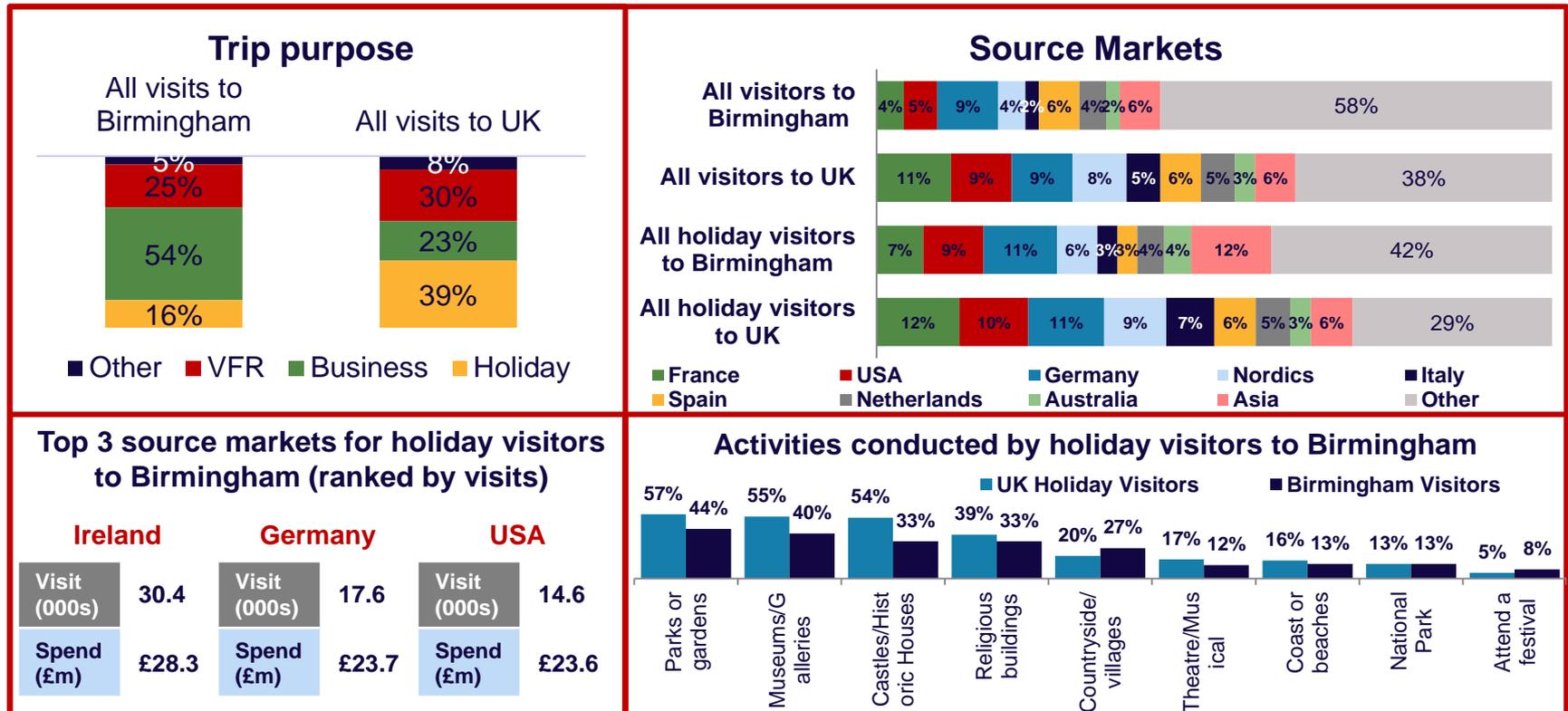
■ Birmingham Total      ■ Birmingham Holiday  
— UK Total                      — UK Holiday



Source: IPS 2014-2016. Please note figures exclude visitors that did not stay in the UK overnight

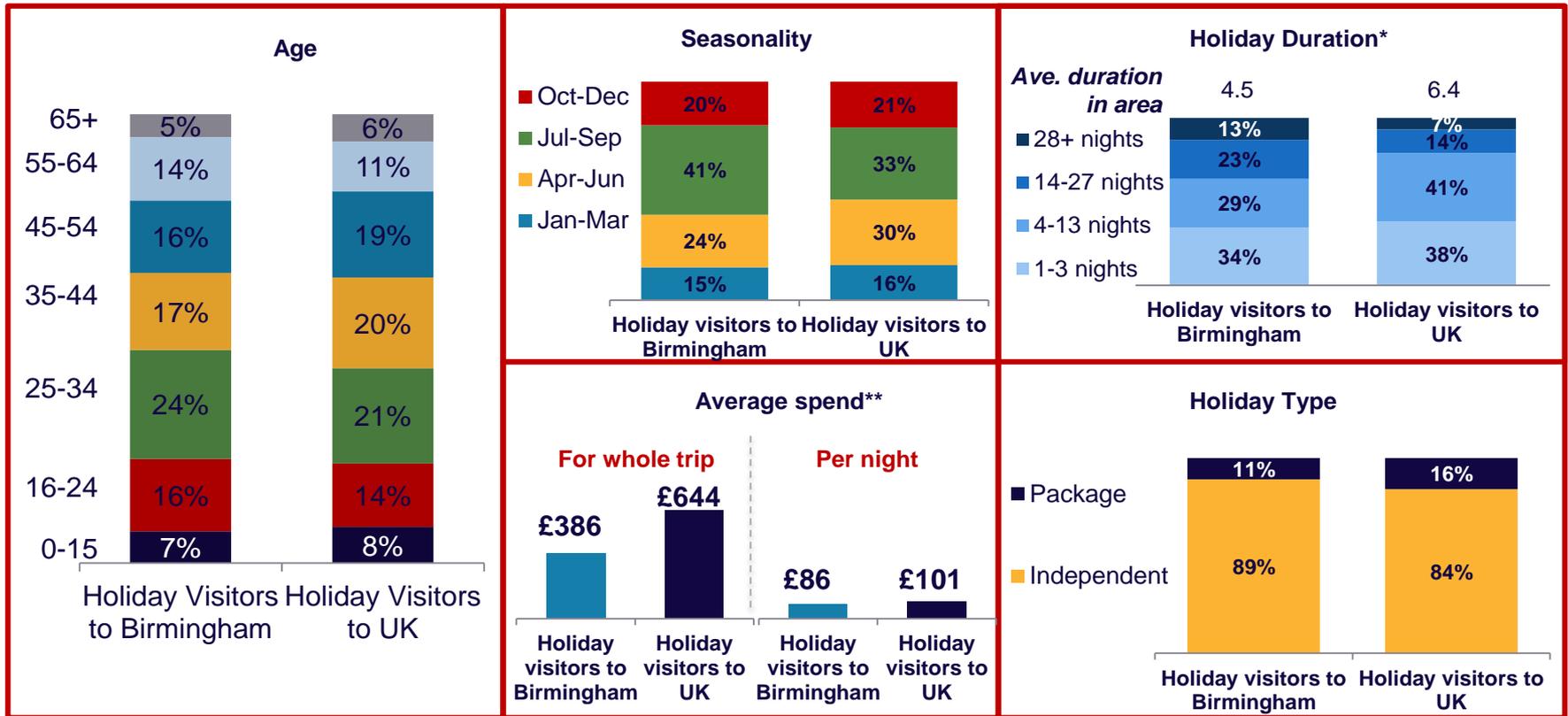
# Trip purpose and source markets: All visitors and holiday visitors

Over half of overseas visits to Birmingham are for business purposes (more than twice the UK average), only 1 in 6 for a holiday. Birmingham is more likely than average to attract holiday visitors from Ireland and Asia. Holiday visitors are less likely than UK visitors on the whole to engage in cultural activities although visiting parks and gardens and museums are the most common activity.



# Demographics and holiday characteristics: Holiday visitors

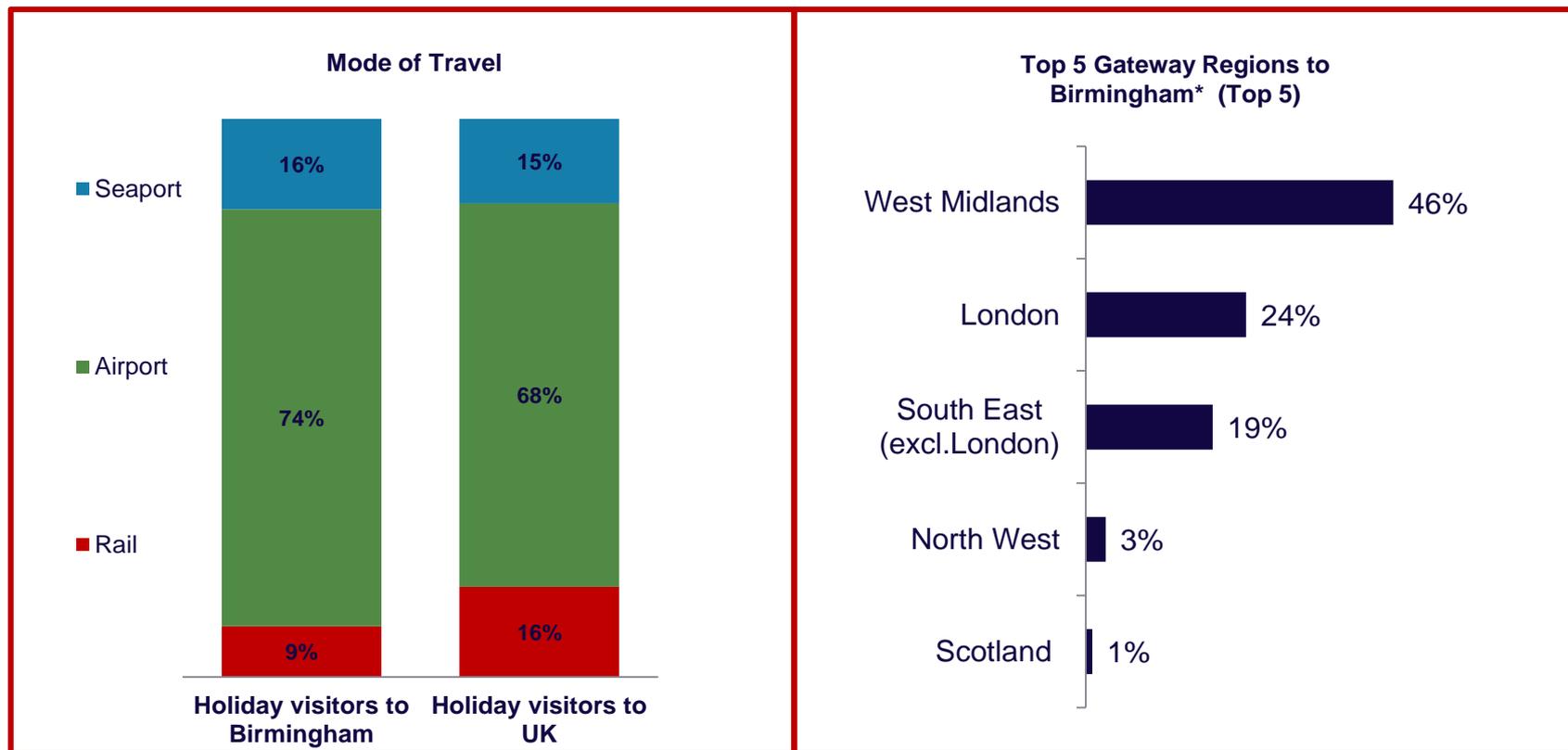
Overseas holiday visits to Birmingham are most likely to take place in July to September and to be booked independently. On average holiday visitors stay 4.5 nights in Birmingham.



Source: IPS 2014-2016. \*Note that duration *chart* refers to length of holiday overall for visitors to town, and *average duration* refers to duration in specified town. \*\*Spend is for the stay in the city/town only, whereas spend for the UK covers the whole trip. UK average duration and spend is higher than town average due to cumulative visits to other areas for UK visitors.

## Travel and destinations: Holiday visitors

Airport is the most common arrival mode for holiday visitors to Birmingham, and the West Midlands the top gateway region. Around 1 in 4 arrive via London, 1 in 5 via the South East.





VisitEngland

# About this report

## About this report/1

There is a large and diverse range of data available on overseas visitors to the UK. The data in this report is drawn solely from the International Passenger Survey (IPS), which includes a combination of publically available raw data and the insights generated by VisitBritain in their dedicated reports.

This report provides a summary of the demographics and behaviours of overseas visitors to 20 of England's destinations. Each destination is given a four page summary. Due to base sizes, the majority of results are based upon questions asked on the 2014, 2015 and 2016 IPS surveys. Some questions were only asked in one of these years – for example, questions on day visit were only asked in 2016. For destinations where 'single year' base sizes are too low, this data has not been reported.

This report defines 'destinations' as the 20 cities/towns in England that were most visited by overseas visitors between 2014 and 2016. The destinations featured in this report are Manchester, Manchester, Liverpool, Brighton and Hove, Oxford, Bath, Birmingham, York, Bristol, Cambridge, Canterbury, Newcastle upon Tyne, Eastbourne, Bournemouth, Windsor, Hastings, Stratford Upon Avon, Leeds, Nottingham and Exeter. Please note that although Dover is in the top 20 most visited destinations, it's role as a 'gateway destination' to the UK suggests that the majority of these visitors are 'transient' and travelling elsewhere. Dover is therefore excluded from this analysis. The main focus of this report is overseas holiday visitors – these are predominantly referred to as 'holiday visitors' throughout the report.

The report also refers to 'target markets'. These are France, Germany, USA, Spain, Italy, Netherlands, Australia and The Nordics (Sweden, Norway, Denmark, Finland and Iceland). Markets have been chosen due to their current high volume of visits to England.

Due to the way in which the IPS questionnaire for 2016 was asked, it is not possible to explicitly link where visitors were staying with their daytrip destination, if they stayed in more than one destination overnight. Daytrip data is therefore calculated by measuring the origin and destination of visitors who stayed overnight at **one location only**. This makes up the vast majority of overseas visitors to the UK (83% in total), so we can confidently assume that our results are representative of all overseas visitors. Day trip data that does not link origin and destination is taken from the whole dataset.

## About this report/2

Each town/city summary lists the top gateway regions used by visitors to these destinations. Gateways refer to the area of the country that visitors entered on arrival in the UK. Each region is defined as below:

| Gateway Region       | Gateways  |
|----------------------|---|
| <b>London</b>        | All London airports (see Gateway Mode below), Eurostar  |
| <b>Scotland</b>      | Edinburgh Airport, Glasgow Airport, Aberdeen Airport, Prestwick Airport                             |
| <b>Wales</b>         | Cardiff Airport, Pembroke Port, Fishguard Port, Holyhead Port                                       |
| <b>N.Ireland</b>     | Belfast Airport   |
| <b>South East</b>    | Southampton Airport, Dover Port, Folkestone Port, Southampton Port, Portsmouth Port, Other SE Ports |
| <b>South West</b>    | Bristol Airport, Bournemouth Airport  |
| <b>East</b>          | Harwich Port, Other East Ports  |
| <b>West Midlands</b> | Birmingham Airport  |
| <b>North West</b>    | Manchester Airport, Liverpool Airport   |
| <b>North East</b>    | Newcastle Airport, North East Ports   |

Through this report reference is made to ‘mode of travel’ to the UK based on where visitors are exiting the UK. We have made the assumption that entry point will largely correspond with exit point, and so ‘mode of travel’ is intermittently referred to as ‘mode of arrival’ throughout the report.

## About this report/3

The table below outlines the destinations featured in this report, along with base sizes for each year. Due to small base sizes, the majority of charts are reported as an average of 2014-16 data. For destinations with total 2014-16 base sizes of 300 or below, single year data should be treated indicatively only. For these destinations movements from year to year are likely to be driven by sample size, so commentary has not been provided.

| Destination                | Base Sizes |         |        |         |        |         |        |         |        |         |         |         |
|----------------------------|------------|---------|--------|---------|--------|---------|--------|---------|--------|---------|---------|---------|
|                            | 2012       |         | 2013   |         | 2014   |         | 2015   |         | 2016   |         | 2014-16 |         |
|                            | All        | Holiday | All    | Holiday | All    | Holiday | All    | Holiday | All    | Holiday | All     | Holiday |
| <b>Bath</b>                | 287        | 149     | 387    | 235     | 317    | 179     | 366    | 210     | 379    | 213     | 1,062   | 602     |
| <b>Birmingham</b>          | 942        | 160     | 1,059  | 185     | 907    | 168     | 961    | 174     | 957    | 147     | 2,825   | 489     |
| <b>Bournemouth</b>         | 211        | 70      | 187    | 71      | 169    | 57      | 181    | 66      | 186    | 77      | 536     | 200     |
| <b>Brighton and Hove</b>   | 348        | 151     | 412    | 197     | 384    | 188     | 428    | 191     | 398    | 166     | 1,210   | 545     |
| <b>Bristol</b>             | 529        | 138     | 601    | 182     | 592    | 151     | 609    | 175     | 667    | 190     | 1,868   | 516     |
| <b>Cambridge</b>           | 504        | 155     | 517    | 159     | 473    | 141     | 441    | 110     | 511    | 168     | 1,425   | 419     |
| <b>Canterbury</b>          | 182        | 92      | 199    | 106     | 174    | 90      | 175    | 92      | 157    | 73      | 506     | 255     |
| <b>Eastbourne</b>          | 79         | 34      | 89     | 46      | 100    | 55      | 114    | 61      | 93     | 46      | 307     | 162     |
| <b>Exeter</b>              | 98         | 32      | 142    | 61      | 110    | 48      | 132    | 57      | 129    | 52      | 371     | 157     |
| <b>Hastings</b>            | 81         | 41      | 80     | 44      | 70     | 49      | 109    | 76      | 63     | 33      | 242     | 158     |
| <b>Leeds</b>               | 364        | 79      | 343    | 66      | 331    | 60      | 353    | 83      | 334    | 65      | 1,018   | 208     |
| <b>Liverpool</b>           | 704        | 209     | 740    | 260     | 729    | 265     | 718    | 227     | 729    | 264     | 2,176   | 756     |
| <b>London</b>              | 20,381     | 9,034   | 21,835 | 10,131  | 20,725 | 9,536   | 20,206 | 9,107   | 19,800 | 8,931   | 60,731  | 27,574  |
| <b>Manchester</b>          | 1,442      | 342     | 1,490  | 345     | 1,348  | 316     | 1,501  | 361     | 1,373  | 319     | 4,222   | 996     |
| <b>Newcastle Upon Tyne</b> | 261        | 103     | 249    | 104     | 280    | 108     | 295    | 103     | 320    | 104     | 895     | 315     |
| <b>Nottingham</b>          | 250        | 55      | 265    | 56      | 253    | 44      | 204    | 48      | 262    | 55      | 719     | 147     |
| <b>Oxford</b>              | 612        | 193     | 668    | 239     | 651    | 247     | 632    | 205     | 601    | 242     | 1,884   | 694     |
| <b>Stratford Upon Avon</b> | 118        | 60      | 149    | 83      | 155    | 79      | 143    | 72      | 119    | 57      | 417     | 208     |
| <b>Windsor</b>             | 270        | 79      | 271    | 77      | 241    | 84      | 255    | 79      | 256    | 68      | 752     | 231     |
| <b>York</b>                | 357        | 204     | 419    | 252     | 400    | 245     | 356    | 206     | 344    | 190     | 1,100   | 641     |