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## West Midlands and Domestic Tourism

### West Midlands

The West Midlands comprises the counties of West Midlands, Herefordshire, Shropshire, Worcestershire, Warwickshire and Staffordshire. It has a population of 5.7 million, representing 11% of the total England population.

### Value to Domestic Tourism in England

In 2015, there were more than 8.8 million domestic overnight trips to the West Midlands, with about £1.5 billion in expenditure – 9% and 7% of the England total respectively. There were 115 million day trips, 9% of all trips in England, worth about £4.7 billion.

	Total England	West Midlands trips	West Midlands trips (as % of total)
<b>Domestic Overnight Trips</b>			
Trips (millions)	102.73	8.83	9%
Spend (£ millions)	19,571	1,454	7%
<b>Day Visits</b>			
Trips (millions)	1,298	115	9%
Spend (£ millions)	46,422	4,692	10%



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## Trip Type

### Overnight Travel

The proportion of trips to West Midlands that are visits to friends and relatives (43%) is higher than average (39%). About two in five (17%) of trips to the region are business trips, which is also slightly higher than the national average (14%). In contrast, there are fewer holidays in the West Midlands than the average (33% compared to 43%), particularly longer, 4+ night holidays (7% vs. 14%).

	Total England	% of trips taken by all trip takers	West Midlands trips	% of West Midlands trips taken
<b>All Overnight Trips (millions)</b>	<b>102.73</b>	<b>100%</b>	<b>8.83</b>	<b>100%</b>
All Holidays	43.72	43%	2.94	33%
1-3 night holidays	29.18	28%	2.31	26%
4+ night holidays	14.55	14%	0.63	7%
Visiting Friends and Relatives	40.55	39%	3.83	43%
Business Travel	13.87	14%	1.53	17%

### Day Trips

Most of the top activities on a day trip in the West Midlands are similar to those for the nation as a whole. Day trips that involved special shopping or going out for entertainment are slightly higher in the region than national-wide, while it is less likely to be a trip as a general day out in West Midlands.

	Total England	% of trips taken by all trip takers	West Midlands trips	% of West Midlands trips taken
<b>All Day Trips, millions (selected activities)</b>	<b>1,298</b>	<b>100%</b>	<b>115</b>	<b>100%</b>
Visiting friends or family	327	25%	29	25%
Going out for a meal	134	10%	11	10%
Going on a night out	97	7%	8	7%
General day out	101	8%	7	6%
Undertaking outdoor activities	96	7%	8	7%
Special shopping	88	7%	10	9%
Going out for entertainment	81	6%	9	8%



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## Holidays in West Midlands

Holidays in the West Midlands are shorter than on average, with a slightly higher average spend per night. However, the shorter trip length results in a lower average spend per trip (£198) than for England as a whole (£245).

Domestic Holidays	Total England	West Midlands trips
Average spend per trip	£245	£198
Average spend per night	£73	£79
Average trip length (nights)	3.35	2.49

About seven in ten (68%) of holidays to the West Midlands are to cities or towns, far higher than the average for England (47%). Countryside/village visits are also more common in the region than national-wide (36% vs. 24%). Serviced accommodation is the most popular, accounting for 55% of trips (compared to 48% overall). Holidays to the West Midlands are more likely to be booked two to six months prior to the trip than average (30% vs. 25%).

Those taking trips to the West Midlands are more likely to be in the 35 -54 age group (49% vs. 42%) and from C1 social group (33% vs. 28%) than the national average for all holidays. A quarter of those taking holidays in the West Midlands (23%) are local to the region. The South East and East Midlands are also key source markets, making up 14% and 13% of trips respectively.

Outdoor activities are most popular on holidays in the West Midlands, although it is still below the national average (including long walks: 41% vs. 47%; excluding long walks: 35% vs. 39%). Arts, cultural entertainment activities are more popular on holidays in the West Midlands when compared to the average of all holidays in England (17% vs. 15%), as are event, festivals and exhibitions (16% vs. 12%).

Destination Type	% of trips taken by all trip takers	% of West Midlands trips taken
Seaside	31%	2%
Large city/ large town	30%	38%
Small town	17%	30%
Countryside/ village	24%	36%



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Cont.	% of trips taken by all trip takers	% of West Midlands trips taken
<b>Accommodation used</b>		
Serviced rented	48%	55%
Self-catering rented	33%	27%
<i>Camping / Caravanning</i>	23%	21%
<i>Other self-catering rented</i>	14%	10%
<b>Transport used</b>		
Public transport	17%	11%
Car	79%	86%
<b>When booked</b>		
More than six months before trip	7%	7%
Between 2 and 6 months before trip	25%	30%
About a month before trip	13%	12%
2-3 weeks before trip	12%	10%
In the week before trip	12%	13%
Same day / after setting off on trip	1%	0%
<b>How booked</b>		
Booked online	53%	54%
<i>On a laptop or desktop PC</i>	35%	36%
<i>On a smartphone</i>	5%	4%
<i>On a tablet</i>	10%	12%
<b>Age groups</b>		
16-34	24%	21%
35-54	42%	49%
55+	34%	31%
<b>Social grade</b>		
AB	41%	39%
C1	28%	33%
C2	18%	18%
DE	13%	10%
<b>Children in household</b>	37%	39%





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Cont.	% of trips taken by all trip takers	% of West Midlands trips taken
<b>Region of origin</b>		
North East	6%	1%
Yorks & Humberside	12%	7%
East Midlands	10%	13%
East of England	8%	6%
London	7%	7%
South East (excluding London)	15%	14%
South West	13%	9%
West Midlands	10%	23%
North West	12%	11%
Scotland	3%	3%
Wales	4%	6%
<b>Activities undertaken</b>		
History & heritage	22%	18%
Arts, culture & entertainment	15%	17%
Visitor Attractions	33%	33%
Parks and Gardens	13%	13%
Events, festivals and exhibitions	12%	16%
Outdoor activities (including long walks)	47%	41%
Outdoor activities (excluding long walks)	39%	35%
Visited beach	20%	2%
Special shopping	5%	3%
Live sport	3%	3%
Special personal event	3%	2%



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## Trends

Holiday trips to the West Midlands have grown on average by 4% each year since 2008, a faster growth rate than the national average (2%).

Number of domestic holidays Millions	Total England	West Midlands trips
2008	39.75	2.28
2009	47.01	2.87
2010	43.54	2.53
2011	46.16	2.73
2012	45.99	2.88
2013	44.93	3.15
2014	40.74	2.70
2015	43.72	2.94
Annual average growth 2008-2015	2%	4%



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## Appendix

### Sub-Regional Volume and Value – Domestic Overnight Tourism - 3-year averages 2013 - 2015

#### West Midlands Counties

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
West Midlands	3483	7485	547	857	1560	163
Herefordshire, County of	1282	3349	171	251	633	47
Worcestershire	925	2152	111	320	835	47
Shropshire	1148	3193	201	493	1497	109
Warwickshire	1119	2569	190	463	1005	89
Staffordshire	1314	2780	177	561	1226	92

#### West Midlands Local Authorities

	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
<b>England</b>	<b>99028</b>	<b>289850</b>	<b>18788</b>	<b>43127</b>	<b>144492</b>	<b>10411</b>
Birmingham	2306	4835	393	637	1096	125
Coventry	585	1253	76	127	276	22
Dudley	99	253	10	16	19	1
Sandwell	48	95	5	10	15	0
Solihull	200	504	35	38	61	11
Walsall	99	211	8	15	44	1
Wolverhampton	142	289	19	14	48	3
<b>West Midlands (county)</b>	<b>3483</b>	<b>7485</b>	<b>547</b>	<b>857</b>	<b>1560</b>	<b>163</b>
Bromsgrove	127	241	13	48	94	3
<b>Herefordshire, County of</b>	<b>477</b>	<b>1468</b>	<b>84</b>	<b>258</b>	<b>968</b>	<b>59</b>
Malvern Hills	183	449	24	88	217	14



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Cont.	Total trips (thousands)	Total nights (thousands)	Total spend (£millions)	Holiday trips (thousands)	Holiday nights (thousands)	Holiday spend (£millions)
Redditch	64	150	7	3	3	1
Worcester	197	444	24	64	154	11
Wychavon	213	567	28	75	256	12
Wyre Forest	144	292	16	45	112	6
<b>Worcestershire</b>	<b>925</b>	<b>2152</b>	<b>111</b>	<b>320</b>	<b>835</b>	<b>47</b>
Telford and Wrekin	229	453	36	57	106	8
Shropshire	903	2683	161	435	1384	101
<b>Shropshire</b>	<b>1148</b>	<b>3193</b>	<b>201</b>	<b>493</b>	<b>1497</b>	<b>109</b>
North Warwickshire	44	121	5	12	38	1
Nuneaton and Bedworth	70	165	7	10	23	1
Rugby	137	410	17	30	109	5
Stratford-on-Avon	473	1135	109	251	557	62
Warwick	387	731	51	157	277	21
<b>Warwickshire</b>	<b>1119</b>	<b>2569</b>	<b>190</b>	<b>463</b>	<b>1005</b>	<b>89</b>
Cannock Chase	72	142	9	24	62	5
East Staffordshire	141	262	19	46	92	8
Lichfield	101	263	13	42	116	8
Newcastle-under- Lyme	134	327	19	54	181	9
South Staffordshire	91	209	17	30	60	3
Stafford	205	444	23	58	121	7
Staffordshire Moorlands	274	551	45	198	382	36
Stoke-on-Trent	201	365	23	74	123	10
Tamworth	99	209	9	40	84	5
<b>Staffordshire</b>	<b>1314</b>	<b>2780</b>	<b>177</b>	<b>561</b>	<b>1226</b>	<b>92</b>