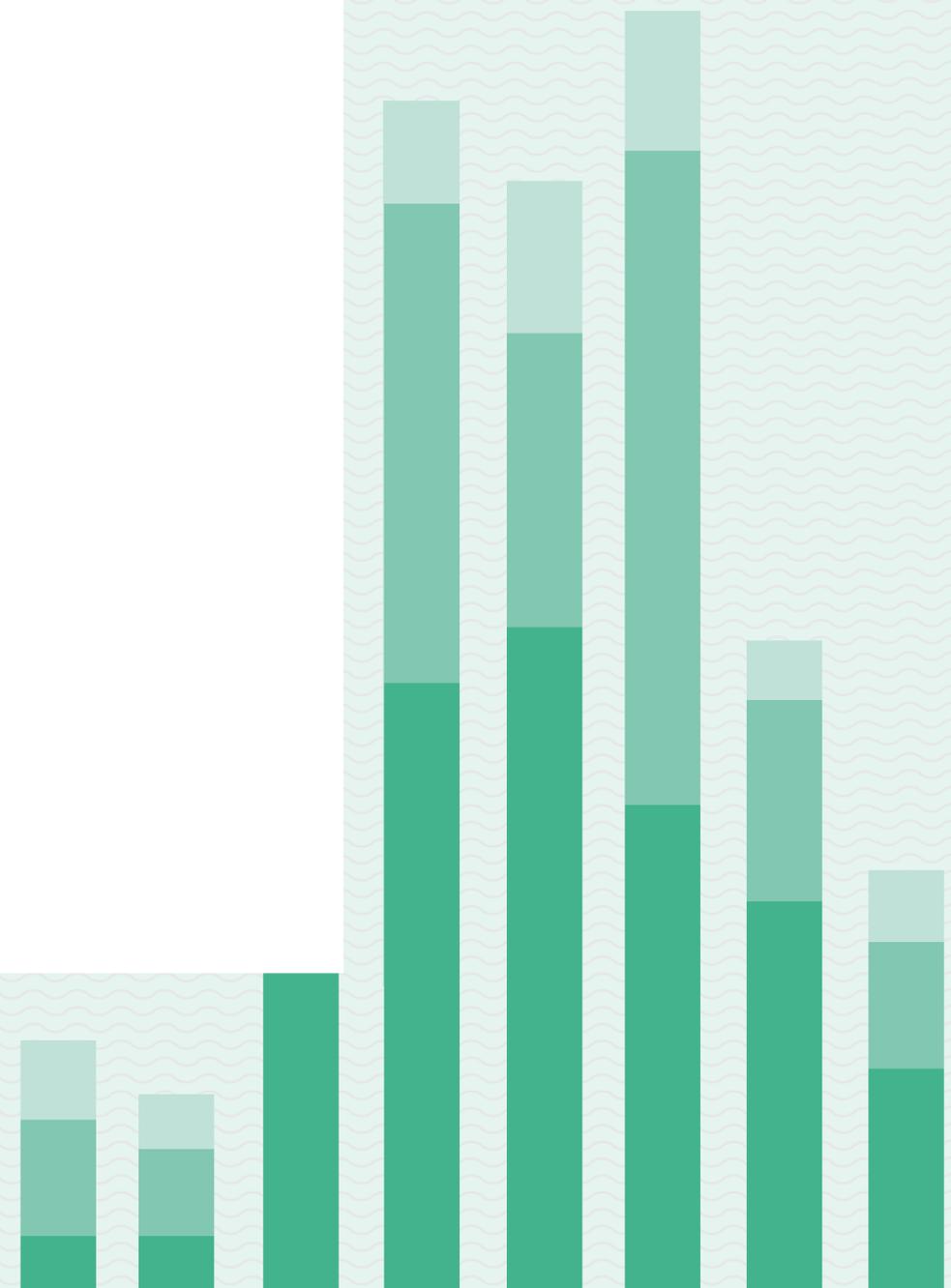




Report

# trivago Industry Insights: West Midlands

Discover key findings about traveller  
search behaviour



# Metasearch users' behaviour in the West Midlands

For 68% of UK travellers<sup>1</sup>, the online booking journey starts on metasearch. Not only that, two out of three guests are searching for a hotel online, and they are leaving behind a huge data footprint.

trivago presents this travel trends report compiled from all searches to destinations in the West Midlands and user behaviour data from 2016-2017,<sup>2</sup> revealing:

- where do travellers to destinations in the West Midlands come from
- what types of travellers visit the West Midlands
- who are visitors from the key markets
- how long do they stay & how much do they spend
- how seasonality affects the average clicked price
- how much travellers plan to spend per season
- what are the most popular destinations
- what is the seasonal traffic share of domestic & international travellers
- when do travellers search for a hotel
- which filters do they use

<sup>1</sup> Source: Phocuswright (June 2015): Search, Shop, Buy: The New Digital Funnel"

<sup>2</sup> About the data: the data is collated from all trivago searches to destinations in the West Midlands between 1 December 2015 - 30 November 2017, for hotel stays during the period of 1 December 2016 - 30 November 2017. All prices shown are the weighted average clicked prices selected by trivago users for a standard double room.

**Over 400,000 hoteliers trust us to help them secure more bookings.**

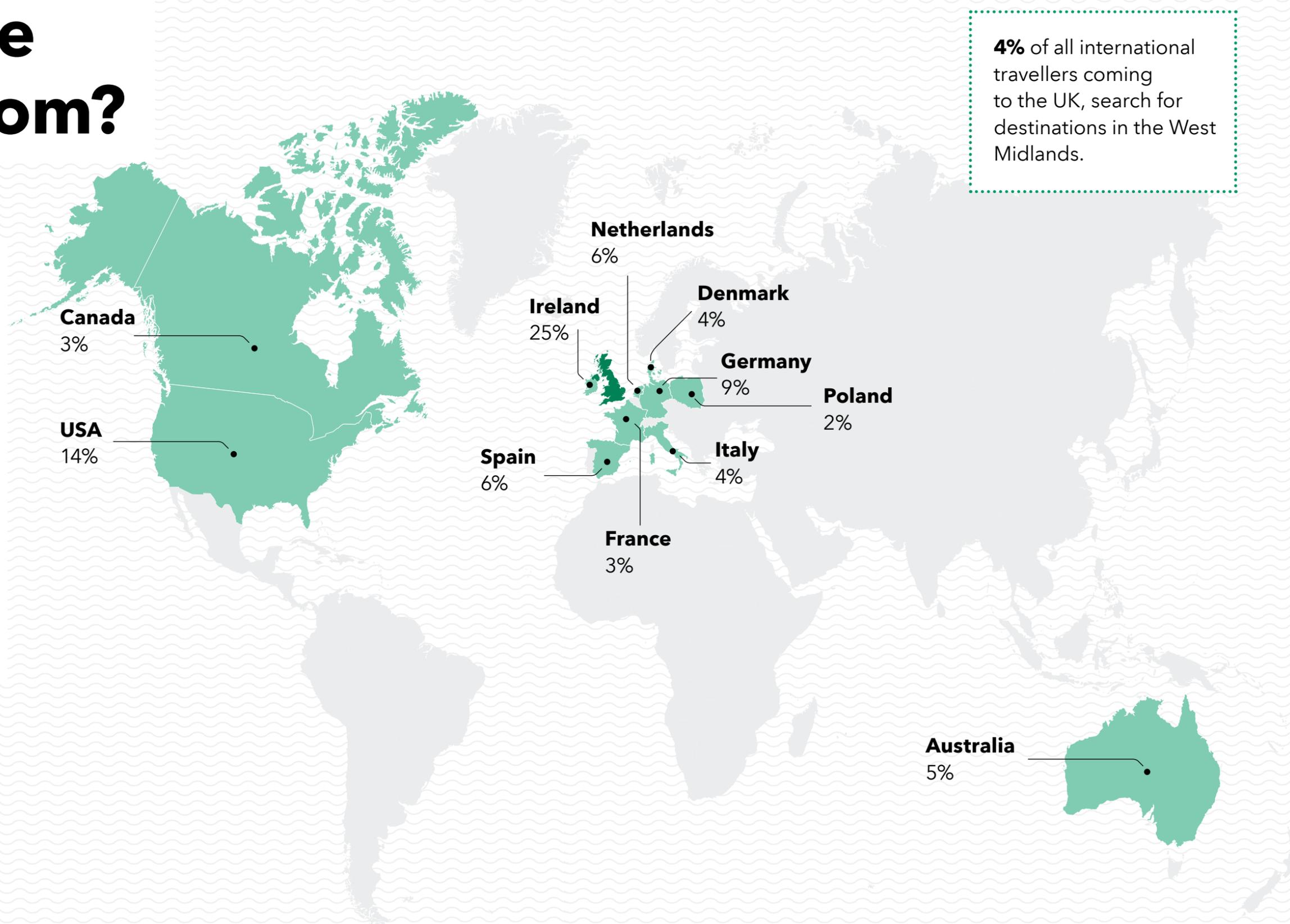
Here's why:  
trivago is comparing deals from approximately **1.8 million of hotels**, on more than **400 booking sites**. We receive **millions of visits** per month from travellers looking for their ideal hotel for the best price.

# Key findings & insights

# Travellers: where do they come from?

**93%** of traffic to destinations in the West Midlands comes from domestic travellers

Based on search volume, **77%** of all international searches for destinations in the West Midlands come from just ten countries: Ireland, the US, Germany, Spain, the Netherlands, Australia, Italy, France, Canada and Poland.



# What kind of guests travel to the West Midlands?

Weekend travellers account for the largest group of guests.

Based on the analysed data, trivago identifies three types of travellers and their search behaviour.



## Business/weekday travellers

are those who look for stays of less than six days with the majority of stays on weekdays. They most frequently apply the filters for free Wifi, breakfast and gym, suggesting that they seek hotel features that offer them routine and home comforts.



## Weekend travellers

are those who search for travel dates at the weekend. They are interested in a great breakfast, pool, 24-hour check in and other services that can add value and convenience to their stay.



## Holiday travellers

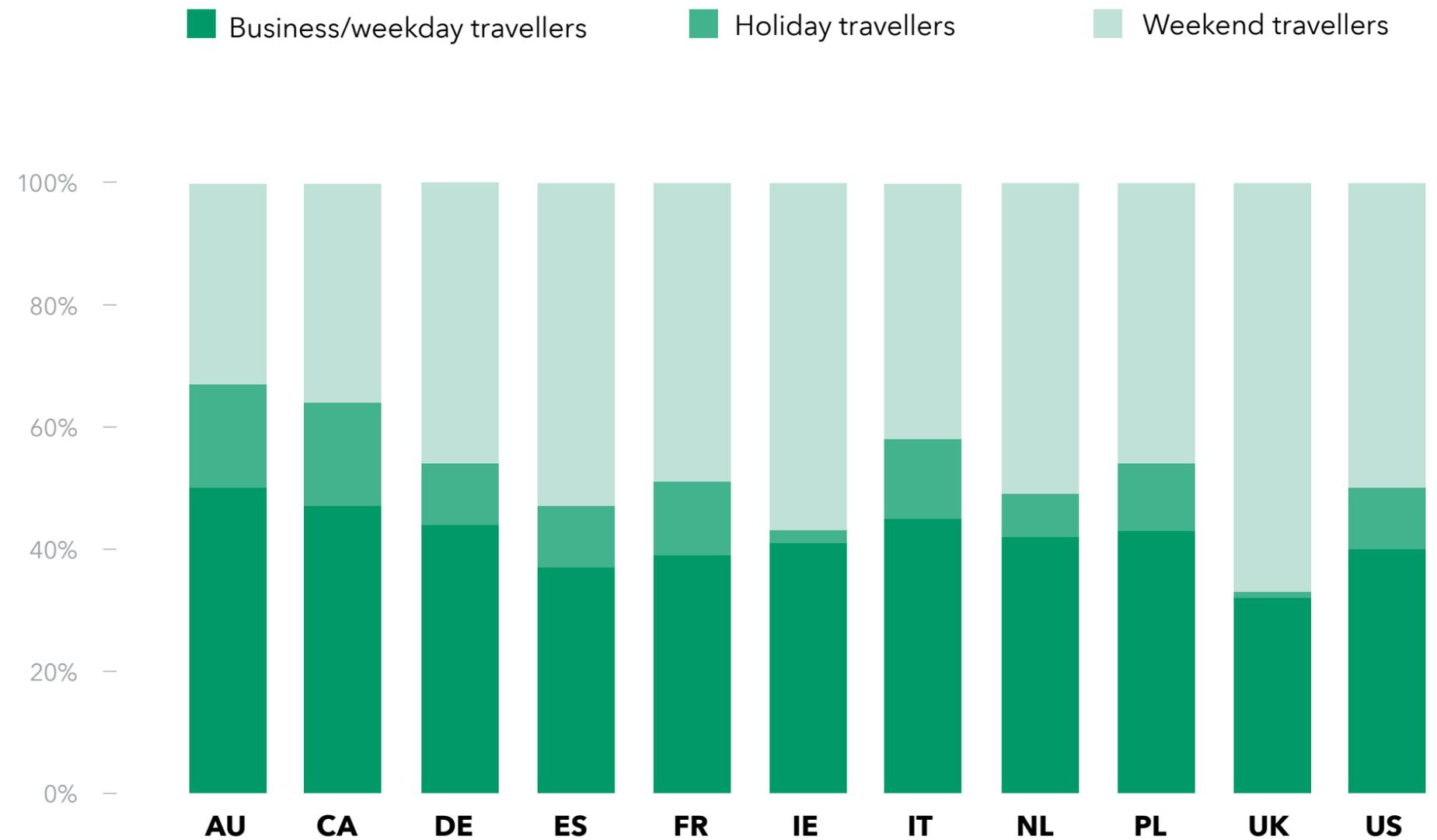
are those who stay at least six days, and they plan and book their travel on weekends. They seek free Wifi, complimentary breakfast and swimming pool.

# Who are the guests from the key markets?

The majority of visitors from the key markets are weekend and business/weekday travellers.

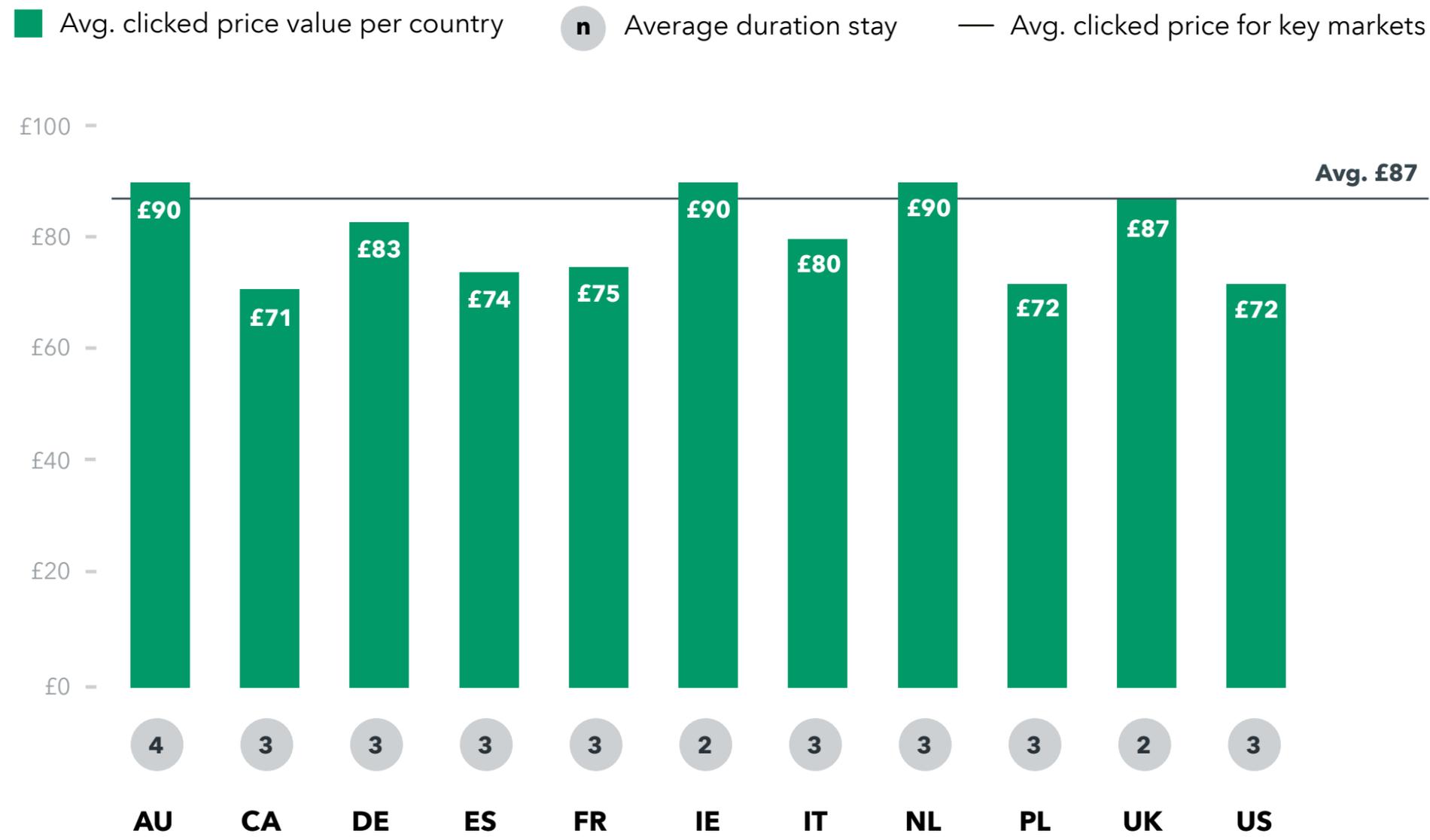
Data shows that 67% of domestic travellers search for weekend stays and half of visitors from Australia search for visits during the week.

Visitors taking long-haul flights from Canada stand out from other markets with a higher number of searches for stays of at least six nights. Similar to UK residents, travellers from Ireland have the lowest number of searches for holiday stays and prefer weekend visits.



# What are travellers willing to pay and how long do they stay?

The average clicked price per night decreased by 4% over the previous 12 months.



Guests from the key markets choose rooms at £87 per night on average and search for stays of 2 to 4 nights.

Visitors from Australia, Ireland and the Netherlands can be considered as the biggest spenders, with an average clicked price of £90. Domestic travellers are the next biggest spenders, while visitors from Canada select the lowest average price-per-night at £71.

The average duration of stay reveals that visitors from Australia search for the longest stays of four nights on average, whereas visitors from Ireland and the UK search for the shortest stays of two nights, on average.

# How do seasons affect the average clicked prices?

The average clicked price in autumn is 6% higher than in summer.<sup>3</sup>

Unlike other regions in the UK, the average searched price chosen by visitors from the key markets is lowest in summer. In autumn, travellers pay the highest rate of £89 on average, followed by spring and winter.

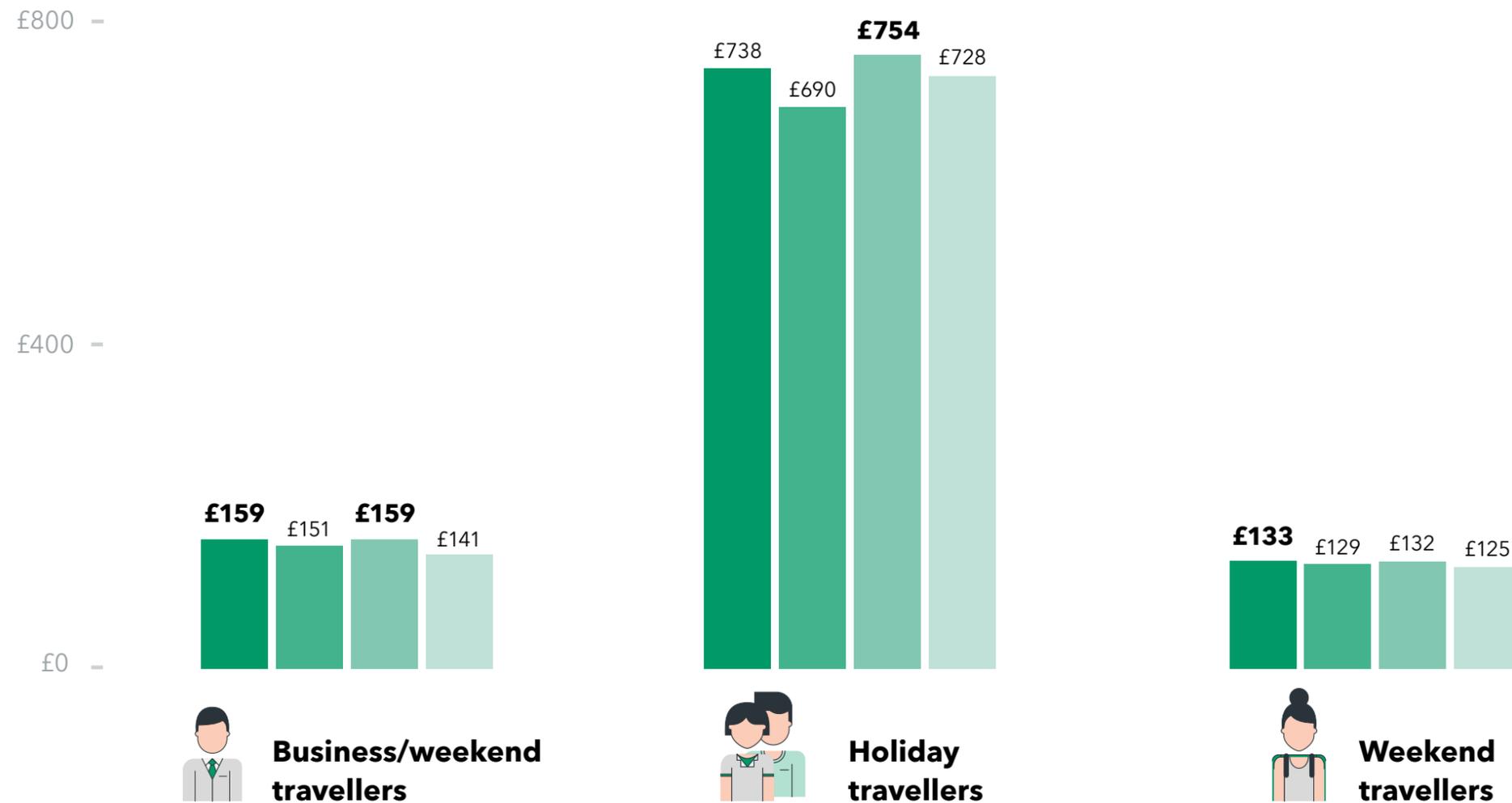
While locals and visitors from Ireland pay the highest price in autumn, visitors from Australia, the Netherlands, and the US, spend more in spring.

<sup>3</sup> The data is collated for hotel stays during the period of 1 December 2016 - 30 November 2017. The total average clicked price is calculated from all key markets and the seasons are defined as spring (March, April, May); summer (June, July, August); autumn (September, October, November); and winter (December, January, February).



# How much are visitors to the West Midlands planning to spend per season?

■ Spring ■ Summer ■ Autumn ■ Winter



Holiday travellers pay up to £754, on average, in total for their stays in autumn

Average total basket value reveals how much travellers plan to spend for their whole hotel stay in the West Midlands. Holiday travellers, who stay more than six nights, capture the highest average total basket value per stay.

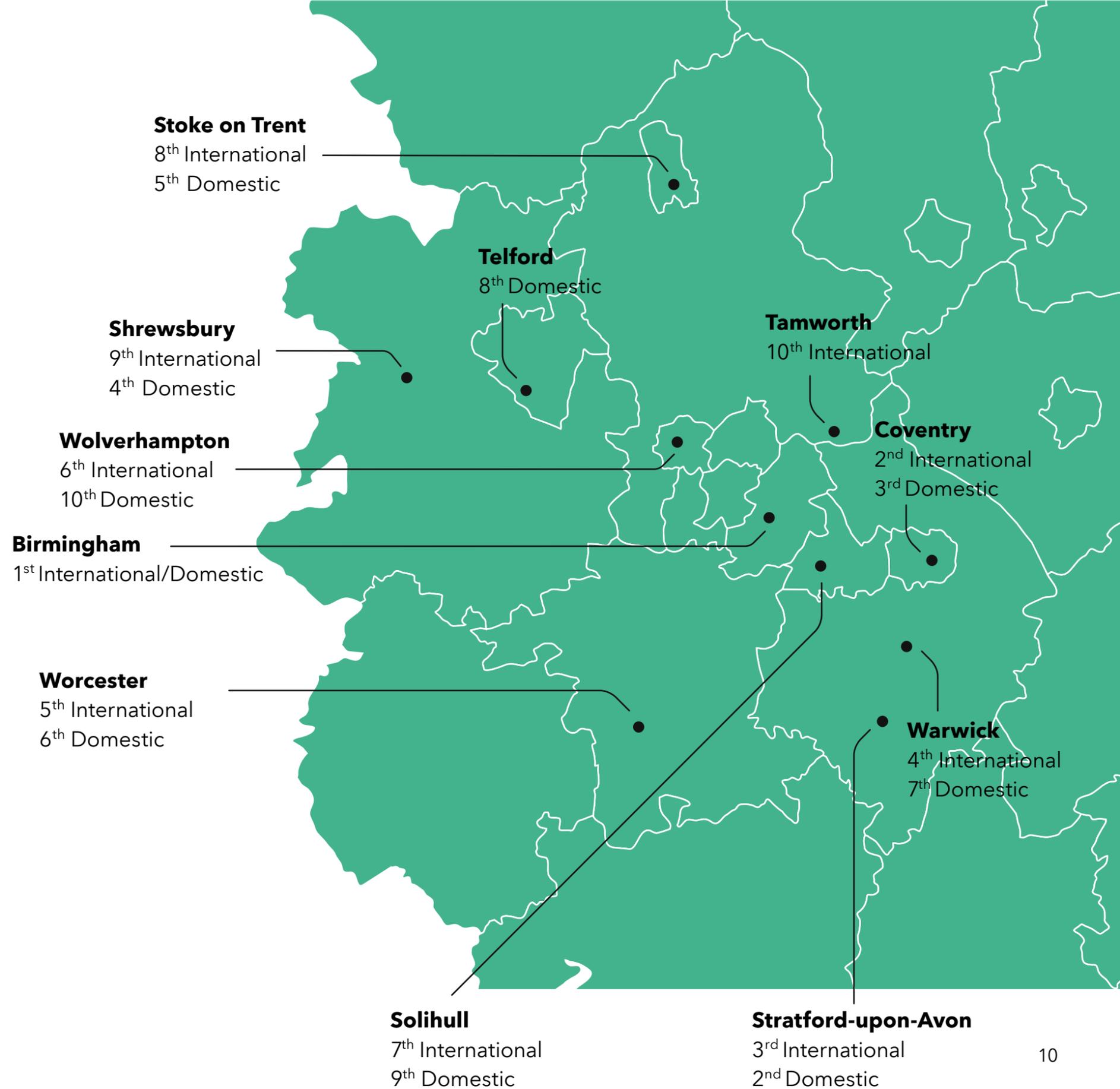
# What are the most popular destinations in the West Midlands?

Birmingham ranks as the number one destination for both domestic & international travellers

**Birmingham accounts for 57% of all inbound searches to the West Midlands**, and 46% of searches from domestic travellers.

Coventry and Stratford-upon-Avon are the second and third most searched destinations for international travellers, but switch places in the ranking for domestic residents.

The remaining destinations show few variation between international visitors and locals, with the same destinations represented, but in a different order. One difference is that Tamworth makes the top ten for international guests, while Telford ranks for domestic travellers.



# What is the seasonal traffic share of domestic & international travellers?

Inbound visitors to the West Midlands plan their trips preferably in summer

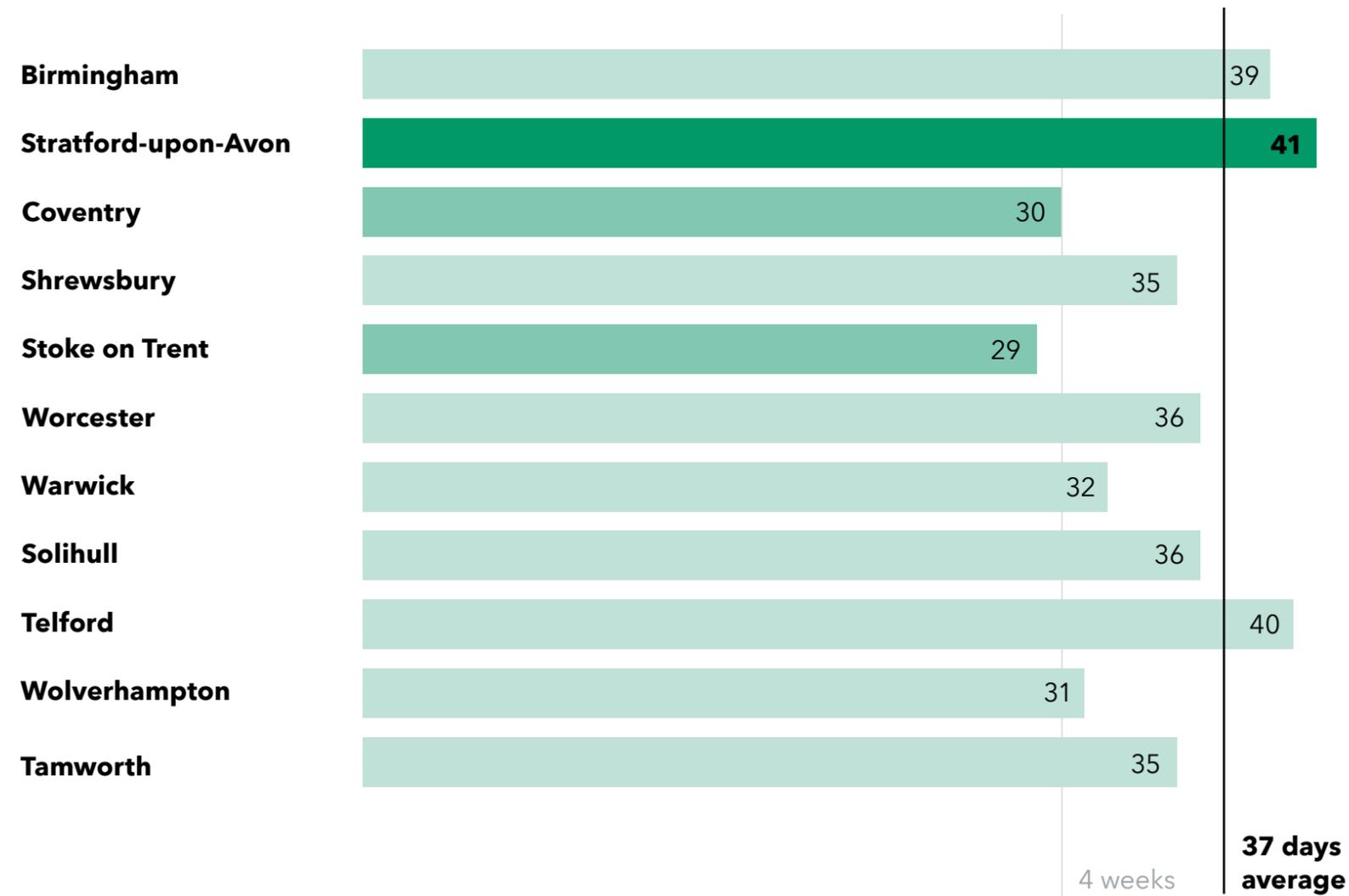
Summer is the most popular season for international travellers visiting the West Midlands, closely followed by autumn and spring. Domestic travellers don't prefer any season in particular, with summer and autumn showing the same proportion of searches.

Graph compares share of traffic per season, per traveller group. It does not represent a comparison of the overall share of traffic between domestic and international travellers (see page 4 for this information).



# When do travellers search for a hotel stay?

Avg. number of days searched in advance per destination



On average, travellers to destinations in the West Midlands search 37 days in advance.

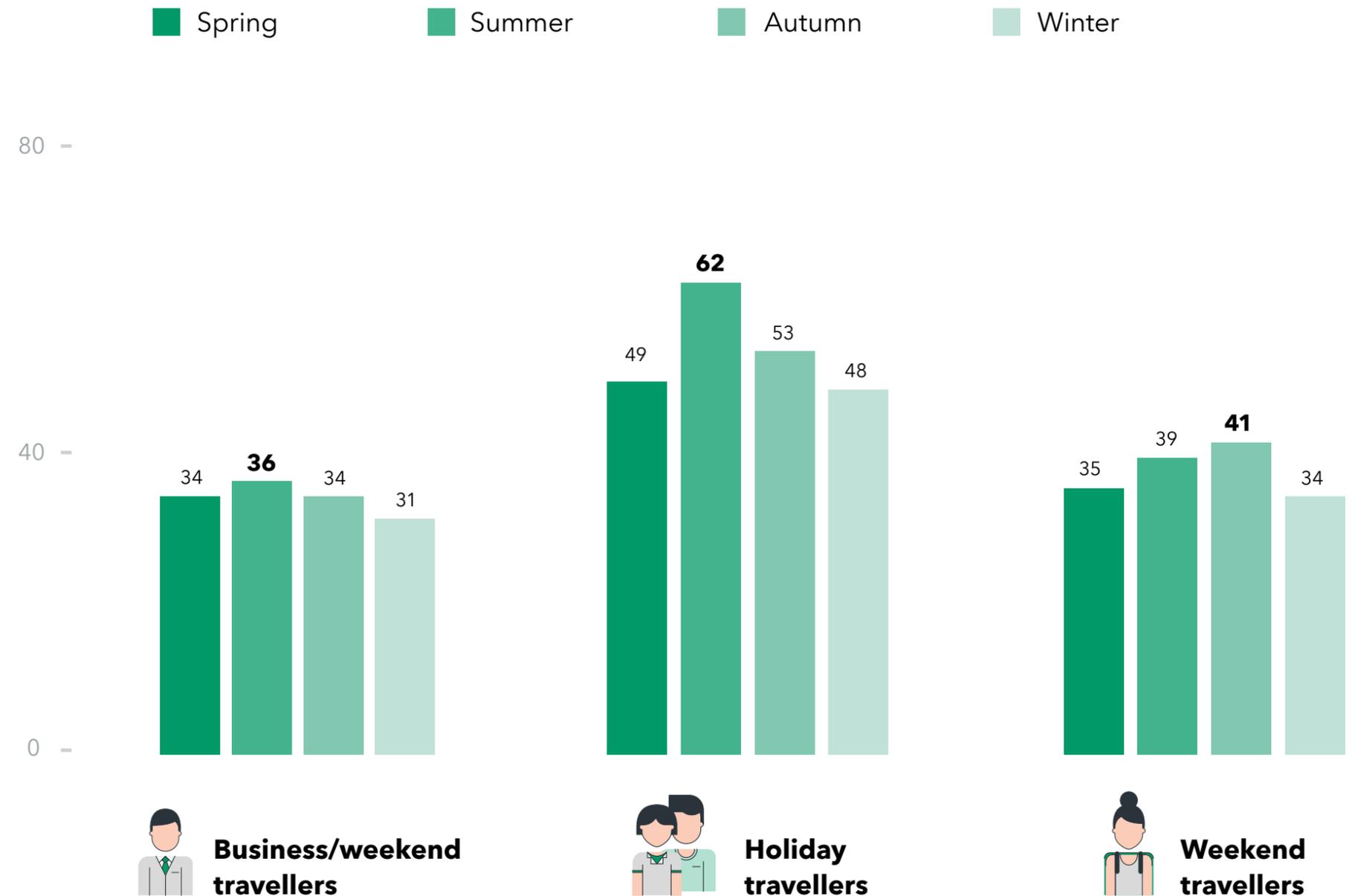
Visitors to Stratford-upon-Avon plan their trip approximately six weeks before their actual trip, whereas visitors to Stoke-on-Trent and Coventry plan only four weeks in advance.

# When do different types of travellers plan their trip?

Holiday travellers search for a summer trip 62 days beforehand, on average.

While weekend and business/weekday travellers search for a hotel five weeks in advance on average, holiday travellers heading to the West Midlands for at least six nights, plan their stays on average eight weeks in advance.

Holiday and business/weekday travellers search for hotels farthest in advance in summer, whereas weekend travellers plan farthest ahead in autumn.

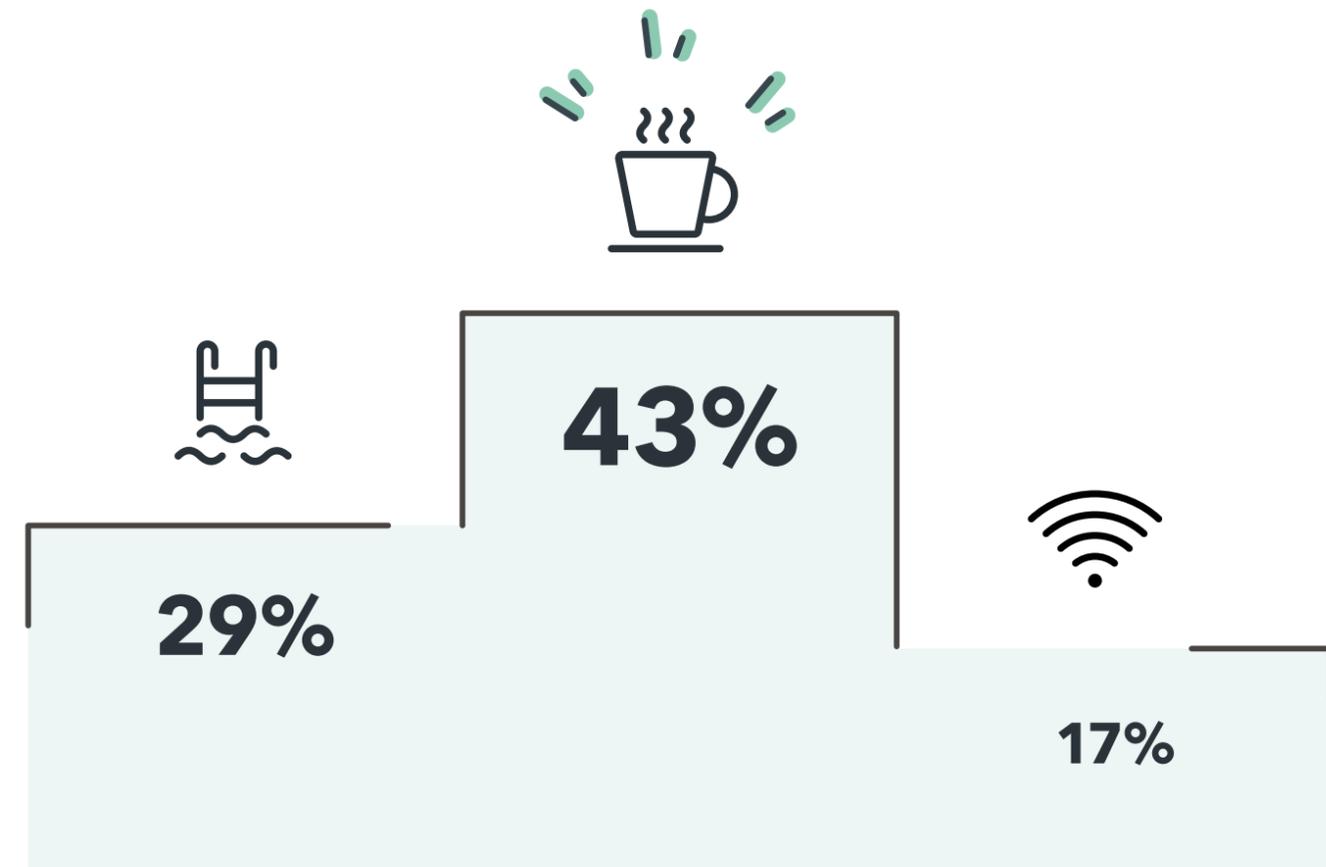


# What are the top 3 filters?

Breakfast is the most popular top filter, when searching for a hotel.

For 43% of all travellers that use the top filters, the breakfast offer is their first concern, which is 2% less than the National average<sup>4</sup>. The Pool and Wifi are the second and third most used filters.

Within other top used filters, Pet ranks high for destinations such as Worcester and Shrewsbury.



<sup>4</sup>trivago Industry Insights Report: United Kingdom

# Harness the data and take action



**Target guests** based on where they come from and what type of traveller they are



**Customise your content** according to what travellers want

**Set attractive & competitive prices** to appeal to travellers' spending preferences



**Get a competitive edge on trivago**

# Contact us

For further information about the report and webinars please contact Lenka Trckova.



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