

# Evaluation of the 2022 Commonwealth Games BATP programme

**Component 2 Visitor Survey: 2023  
SUMMARY OF FINDINGS**

**SOLIHULL**





**WEST  
MIDLANDS**  
GROWTH COMPANY

# Solihull

# Key Findings – Solihull (1)



## Visitor profile

- 223 visitors were interviewed in Solihull for the 2023 visitor survey
- Of these, 65% had visited the area before and 35% were first time visitors
- 96% of visitors to Solihull were from the UK, of these 37% were from the West Midlands
- 5% of visitors were from overseas, Ireland and India were the top countries of origin
- 80% visited for a day trip, 20% stayed overnight
- 27% of visitors visited with friends or family, while 47% visited alone

## Motivation to visit

- Business / work was the main purpose of the visit (42%), followed by visiting attractions (24%)
- In all visiting for business or attending a

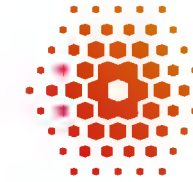
conference was the main purpose of the visit for 49% of interviewees compared to 44% visiting for leisure purposes

## Expenditure

- Average spend on the day of visit was £203. Overseas visitors spent 75% more than UK visitors

## Transport and accommodation

- 48% of people used own personal transport, compared to 40% who used public transport (train, bus, tram/ metro, coach)
- Almost all overnight visitors to Solihull stayed in serviced accommodation (93%), while 4% stayed in a private home



## Summary visitor profile – Solihull (2)

### INTERVIEW LOCATIONS

PROPORTION OF  
VISITORS OVERALL

9%



NEC	8%	n=188
Solihull Town Centre / outside Touchwood	1%	n=35



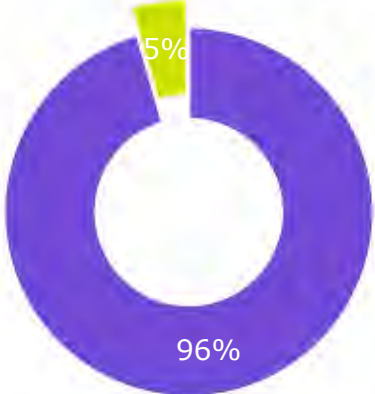
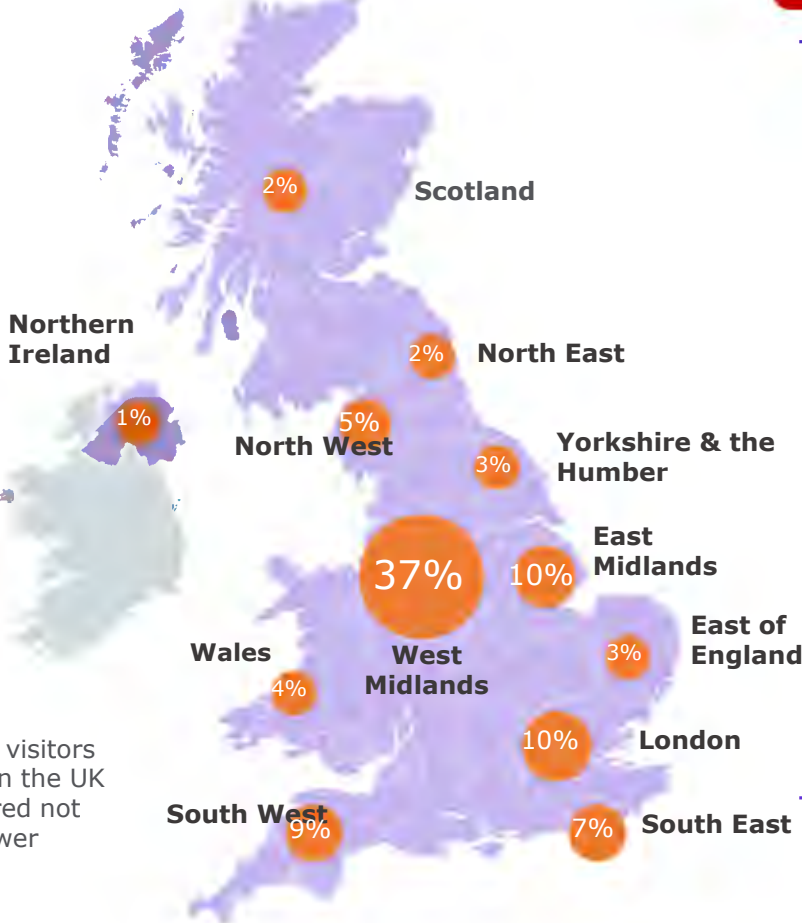
# Summary visitor profile – Solihull (3)

UK VISITORS (n=213)

**ORIGIN OF VISITORS**



OVERSEAS VISITORS (n=10)

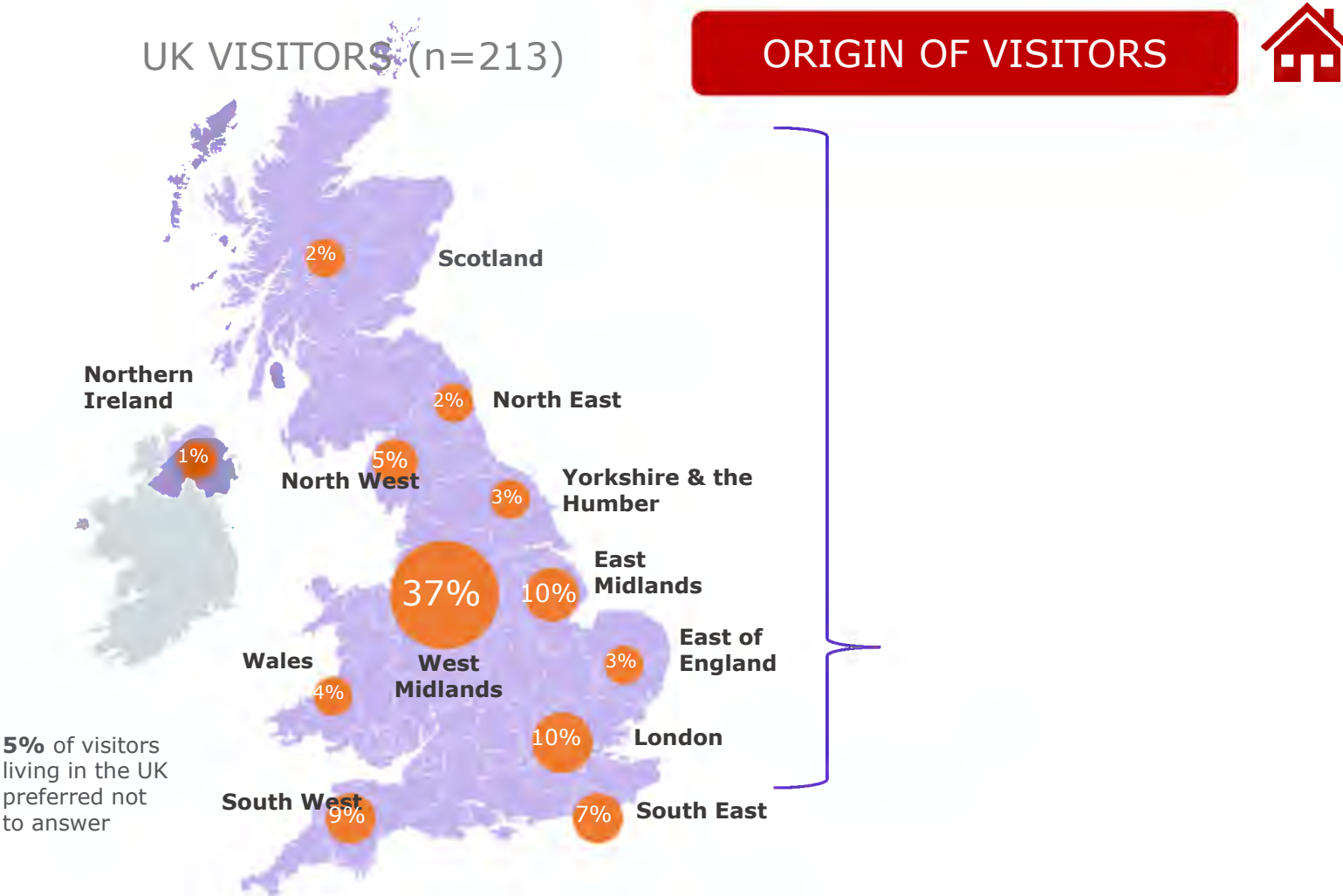


■ UK ■ Overseas

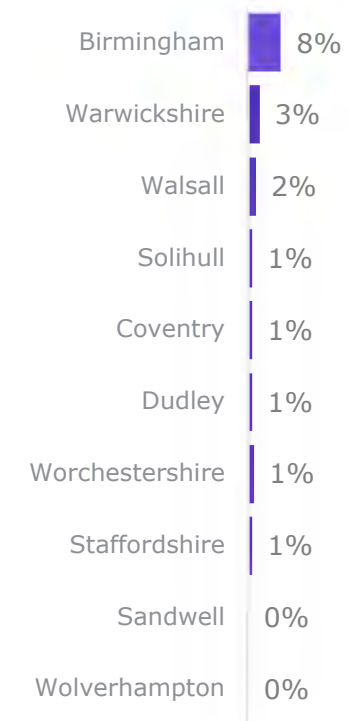
- Overseas visitors from:**
- China
  - India
  - Ireland
  - Netherlands
  - Poland
  - Switzerland
  - USA

5% of visitors living in the UK preferred not to answer

# Summary visitor profile – Solihull (4)



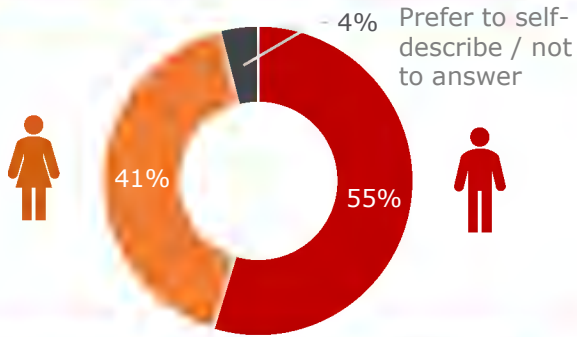
## WEST MIDLAND VISITORS (validated postcodes)



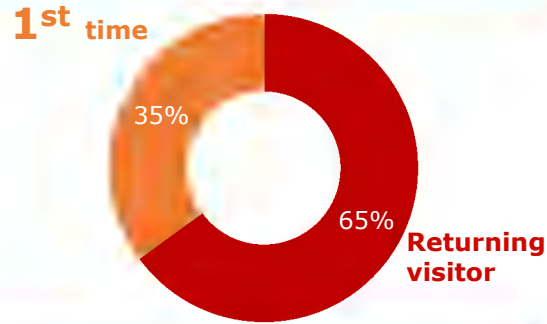
# Summary visitor profile – Solihull (5)



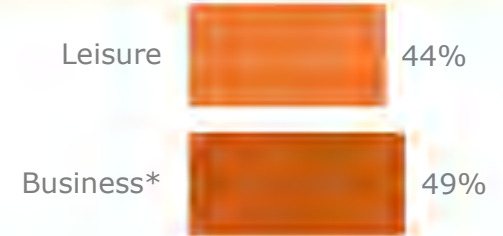
## GENDER



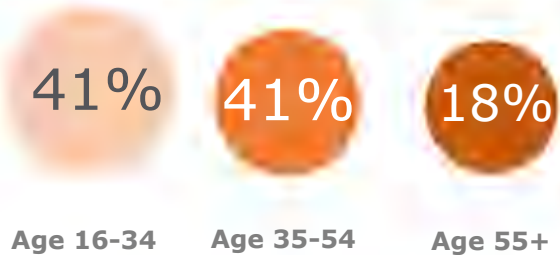
## FIRST TIME VISITING



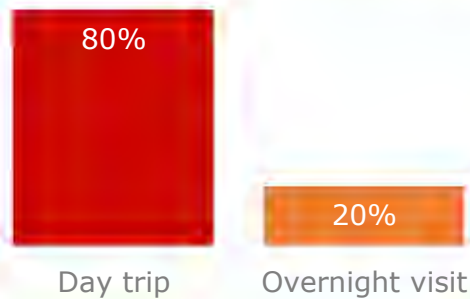
## MAIN REASON FOR VISITING



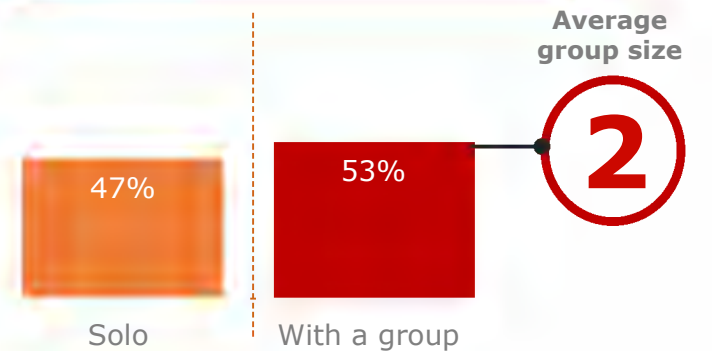
## AGE



## LENGTH OF VISIT



## AVERAGE SIZE OF GROUP



\* Attending for business or as a delegate at an event or conference

Base: n=223 visitors to Solihull

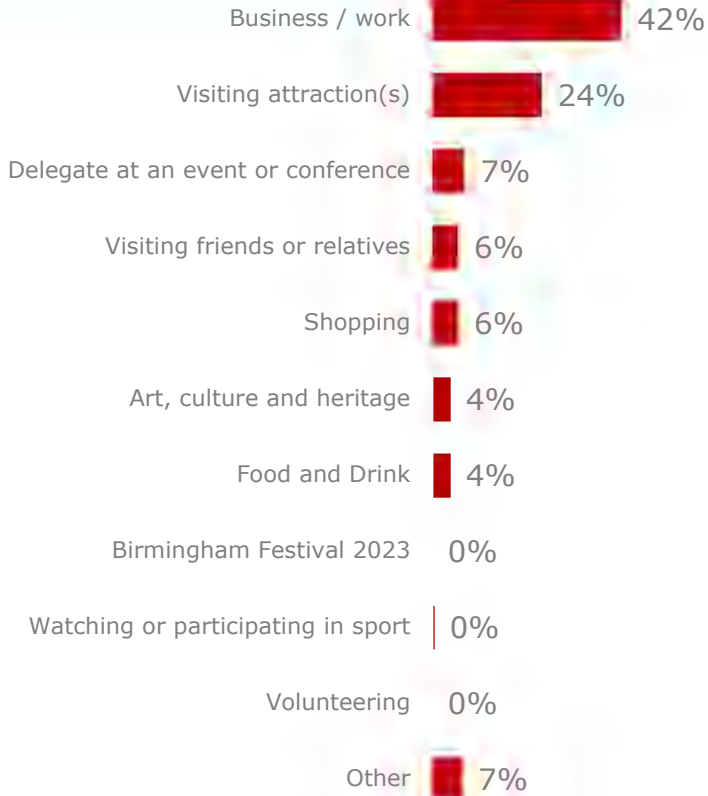
# Summary visitor profile – Solihull (6)



## ACTIVITIES UNDERTAKEN



## MAIN PURPOSE OF VISIT

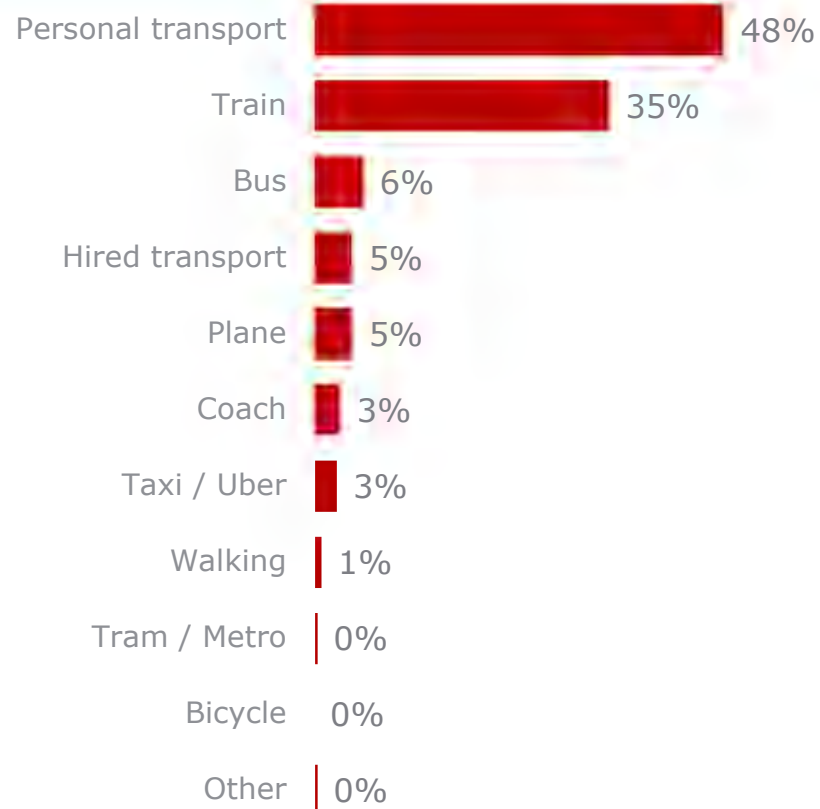




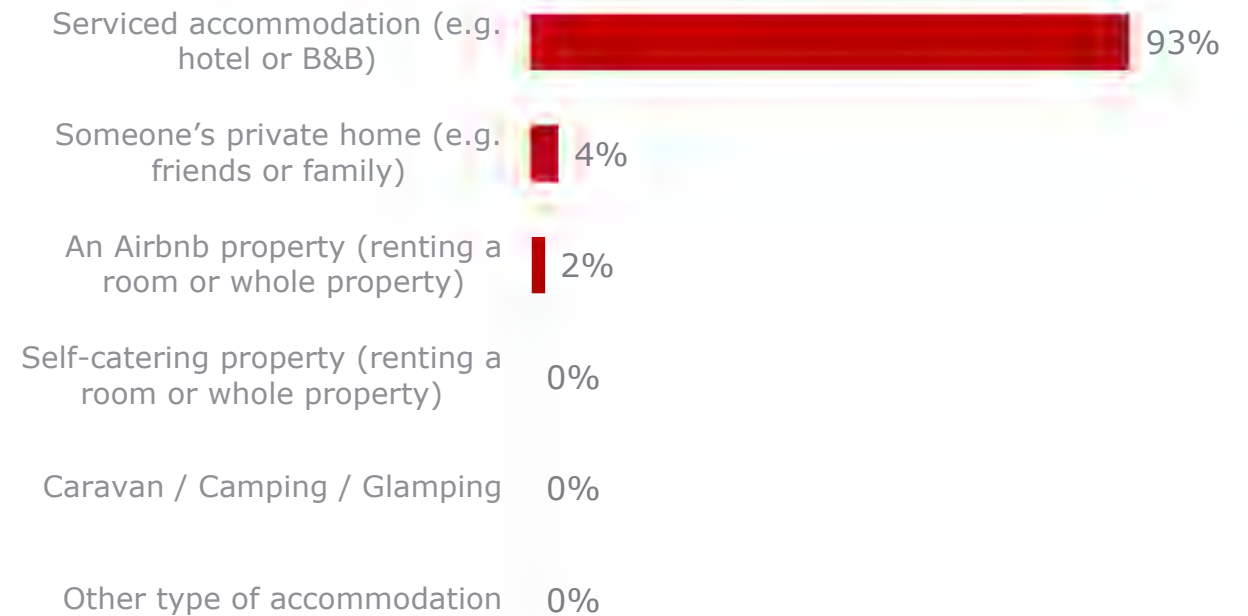
# Summary visitor profile – Solihull (7)



## MODE OF TRAVEL



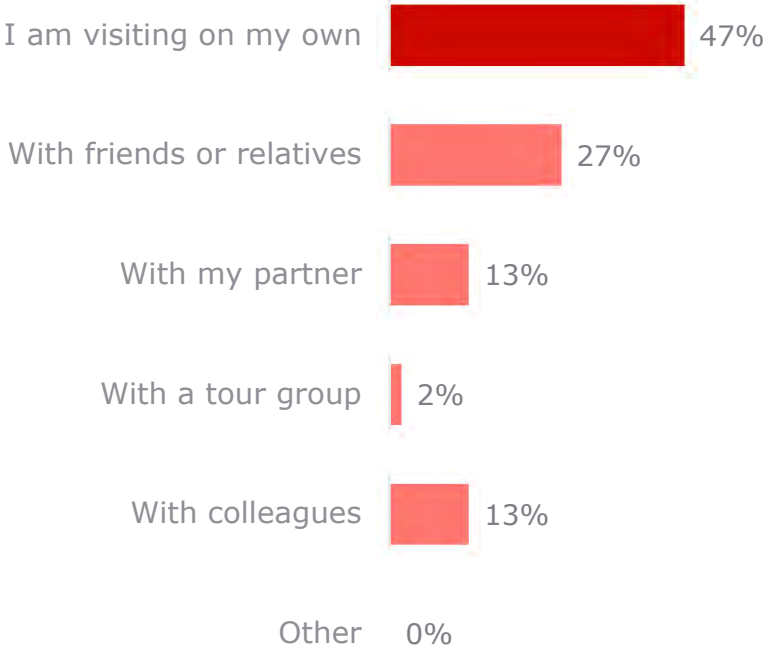
## ACCOMMODATION



# Summary visitor profile – Solihull (8)



## ACCOMPANIED BY



# Summary visitor profile – Solihull (9)



**AVERAGE SPEND**

<b>AVERAGE APPROXIMATE EXPENDITURE ON DAY OF VISIT FOR GROUP</b>	<b>All Visitors to the local authority (n=223)</b>	<b>UK visitors (n=213)</b>	<b>Overseas visitors (n=10*)</b>
...accommodation	£58	£53	£167
...food and drink	£35	£34	£67
...entertainment	£13	£13	£16
... travel and transport in the area	£29	£27	£58
...shopping	£67	£70	£43
...anything else	£1	£1	£0
<b>Total average</b>	<b>£203</b>	<b>£198</b>	<b>£351</b>

Base: n=223 visitors to Solihull  
 \* NOTE Low Overseas visitor base

# CONTACT

**Shannon Chu**

Senior Research and Evaluation Manager

[Shannon.chu@wmgrowth.com](mailto:Shannon.chu@wmgrowth.com)

