

# Tourist profile trend (2015)

## Canary Islands: Austrian



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



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	100,980	102,590	96,451	95,504	106,985
Average daily expenditure (€)	142.81	148.80	152.19	151.42	157.21
- in their place of residence	108.63	114.69	120.88	117.28	118.33
- in the Canary Islands	34.17	34.10	31.30	34.13	38.88
Average length of stay	10.56	9.87	9.57	10.15	9.51
Turnover per tourist (€)	1,275	1,313	1,322	1,409	1,375
Total turnover (> 16 years old) (€m)	129	135	127	135	147
Year on year variation of turnover	--	4.6%	-5.3%	5.6%	9.3%
Year on year variation of tourist	--	1.6%	-6.0%	-1.0%	12.0%

### Expenditure in the Canary Islands per tourist and trip (€)

<b>Accommodation (*)</b> :	35.49	48.00	41.65	32.87	52.73
- Accommodation	24.26	34.04	33.74	22.36	42.60
- Additional accommodation expenses	11.23	13.96	7.92	10.51	10.13
<b>Transport:</b>	28.08	31.50	27.46	23.48	28.22
- Public transport	3.24	4.17	3.29	3.78	3.58
- Taxi	5.69	4.04	5.21	3.07	5.17
- Car rental	19.15	23.29	18.95	16.62	19.47
<b>Food and drink:</b>	107.75	95.18	88.61	122.35	131.75
- Food purchases at supermarkets	44.83	37.67	34.41	48.39	65.02
- Restaurants	62.91	57.51	54.20	73.96	66.73
<b>Souvenirs:</b>	72.89	69.61	63.88	77.43	64.87
<b>Leisure:</b>	52.63	48.96	50.21	42.77	45.68
- Organized excursions	23.02	17.60	21.99	18.67	23.67
- Leisure, amusement	7.46	6.92	8.55	6.65	7.05
- Trip to other islands	4.32	3.73	4.62	4.88	1.04
- Sporting activities	9.90	13.06	8.87	8.31	6.67
- Cultural activities	1.93	1.19	3.00	1.41	3.44
- Discos and disco-pubs	6.01	6.46	3.18	2.85	3.80
<b>Others:</b>	30.97	24.44	46.82	247.78	16.31
- Wellness	2.13	5.06	4.16	3.72	7.20
- Medical expenses	1.63	1.65	0.65	0.96	2.78
- Other expenses	27.20	17.73	42.00	243.11	6.32

### How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	1.0%	0.1%	0.3%	0.7%	0.8%
Between 2 and 7 days	7.4%	7.3%	8.1%	5.6%	6.7%
Between 8 and 15 days	10.0%	13.9%	10.5%	10.5%	6.9%
Between 16 and 30 days	17.6%	15.7%	16.6%	12.7%	12.5%
Between 31 and 90 days	35.3%	29.6%	33.6%	32.9%	39.2%
More than 90 days	28.7%	33.5%	30.9%	37.7%	34.0%

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



	2011	2012	2013	2014	2015
Flight only	6.2%	4.1%	3.3%	3.7%	6.1%
Flight and accommodation (room only)	7.5%	6.9%	7.3%	8.0%	9.9%
Flight and accommodation (B&B)	6.4%	4.4%	6.5%	11.9%	12.4%
Flight and accommodation (half board)	41.6%	46.9%	36.8%	39.7%	35.8%
Flight and accommodation (full board)	2.3%	2.1%	3.1%	3.8%	2.7%
Flight and accommodation (all inclusive)	36.2%	35.7%	43.0%	32.8%	33.1%
<b>% Tourists using low-cost airlines</b>	27.9%	32.5%	31.2%	30.8%	25.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	13.2%	13.8%	15.4%	11.9%	15.4%
- Sporting activities	6.1%	8.2%	9.8%	6.2%	8.3%
- Excursions	9.2%	10.8%	9.7%	6.8%	10.2%
- Combined trip to other islands	1.1%	2.4%	3.4%	1.8%	1.3%

### How do they book?



	2011	2012	2013	2014	2015
<b>Accommodation booking</b>					
<b>Tour Operator</b>	47.4%	49.2%	46.2%	47.8%	41.4%
- Tour Operator's website	59.6%	49.7%	56.8%	51.7%	59.6%
<b>Accommodation</b>	6.3%	3.4%	2.4%	7.2%	6.3%
- Accommodation's website	90.9%	84.1%	76.6%	86.9%	87.9%
<b>Travel agency (High street)</b>	28.2%	31.0%	37.0%	29.4%	35.2%
<b>Online Travel Agency (OTA)</b>	13.4%	13.4%	12.1%	12.2%	14.6%
<b>No need to book accommodation</b>	4.7%	3.0%	2.4%	3.3%	2.5%

	2011	2012	2013	2014	2015
<b>Flight booking</b>					
<b>Tour Operator</b>	56.2%	50.8%	45.6%	49.9%	42.6%
- Tour Operator's website	46.4%	47.2%	49.8%	59.0%	55.4%
<b>Airline</b>	5.9%	5.9%	6.1%	9.8%	10.8%
- Airline's website	89.4%	91.9%	65.9%	70.0%	87.0%
<b>Travel agency (High street)</b>	24.9%	30.4%	36.3%	28.9%	33.9%
<b>Online Travel Agency (OTA)</b>	12.9%	13.0%	12.0%	11.4%	12.7%

### Where do they stay?



	2011	2012	2013	2014	2015
<b>5* Hotel</b>	11.6%	10.7%	7.7%	16.0%	10.0%
<b>4* Hotel</b>	56.8%	61.0%	60.1%	61.9%	55.9%
<b>1-2-3* Hotel</b>	16.5%	17.1%	23.0%	12.4%	14.0%
<b>Apartment</b>	10.4%	8.4%	6.2%	6.3%	14.8%
<b>Property (privately-owned, friends, family)</b>	2.8%	2.5%	1.8%	2.7%	2.3%
<b>Others</b>	1.8%	0.3%	1.2%	0.8%	3.0%

### How are they?



<b>Gender</b>	2011	2012	2013	2014	2015
Percentage of men	47.6%	50.1%	44.3%	43.6%	54.4%
Percentage of women	52.4%	49.9%	55.7%	56.4%	45.6%

<b>Age</b>	2011	2012	2013	2014	2015
Average age (tourists > 16 years old)	44.8	41.6	42.1	44.2	45.5
Standard deviation	14.8	14.1	14.0	15.0	15.1

<b>Age range</b>	2011	2012	2013	2014	2015
16-24 years old	5.4%	10.3%	7.6%	10.3%	8.7%
25-30 years old	12.9%	17.2%	19.5%	11.0%	11.8%
31-45 years old	40.3%	37.5%	32.7%	35.8%	29.1%
46-60 years old	22.4%	23.4%	29.2%	27.2%	33.7%
Over 60 years old	19.0%	11.6%	11.0%	15.8%	16.6%

<b>Occupation</b>	2011	2012	2013	2014	2015
Business owner or self-employed	17.7%	16.4%	15.2%	19.0%	22.7%
Upper/Middle management employee	50.9%	53.4%	53.2%	44.5%	47.3%
Auxiliary level employee	7.5%	13.1%	14.1%	9.1%	9.6%
Students	3.7%	4.1%	4.4%	7.2%	4.3%
Retired	16.7%	12.5%	11.5%	18.7%	14.6%
Unemployed / unpaid dom. work	3.6%	0.5%	1.6%	1.5%	1.4%

<b>Annual household income level</b>	2011	2012	2013	2014	2015
€12,000 - €24,000	25.1%	23.3%	23.7%	26.3%	24.2%
€24,001 - €36,000	26.0%	26.4%	25.5%	18.4%	24.0%
€36,001 - €48,000	17.2%	18.7%	15.2%	17.3%	22.8%
€48,001 - €60,000	11.4%	13.4%	12.0%	13.8%	9.9%
€60,001 - €72,000	6.6%	5.1%	4.9%	9.2%	6.1%
€72,001 - €84,000	4.0%	3.3%	5.9%	5.3%	3.2%
More than €84,000	9.7%	9.7%	12.7%	9.6%	10.0%

(\*) Bear in mind that 94% of austrian tourists in 2015 paid the accommodation before travelling.

## Tourist profile trend (2015)

### Canary Islands: Austrian

#### Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	9,592	10,839	13,344	16,153	14,591
- Fuerteventura	15,519	14,329	35,033	13,113	12,126
- Gran Canaria	36,691	36,558	15,216	27,362	37,879
- Tenerife	37,064	38,748	32,033	37,518	39,910
- La Palma	1,551	1,369	350	830	1,812

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	9.6%	10.6%	13.9%	17.0%	13.7%
- Fuerteventura	15.5%	14.1%	36.5%	13.8%	11.4%
- Gran Canaria	36.5%	35.9%	15.9%	28.8%	35.6%
- Tenerife	36.9%	38.0%	33.4%	39.5%	37.5%
- La Palma	1.5%	1.3%	0.4%	0.9%	1.7%

#### Who do they come with?

	2011	2012	2013	2014	2015
Unaccompanied	8.0%	13.0%	10.4%	10.3%	8.8%
Only with partner	54.6%	52.6%	44.5%	51.0%	59.7%
Only with children (under the age of 13)	0.9%	0.5%	1.5%	1.5%	0.5%
Partner + children (under the age of 13)	11.5%	8.9%	8.7%	10.0%	9.1%
Other relatives	3.4%	5.4%	6.8%	6.9%	3.1%
Friends	5.5%	6.5%	8.5%	4.1%	6.4%
Work colleagues	0.8%	0.0%	0.1%	0.9%	0.3%

#### Why do they choose the Canary Islands?

Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	91.2%	93.0%	89.7%	91.5%	90.4%
Scenery	31.1%	30.8%	25.2%	31.8%	40.1%
Beaches	37.4%	39.6%	44.4%	39.4%	35.3%
Tranquillity/rest/relaxation	39.4%	35.0%	40.3%	40.0%	30.2%
Active tourism	5.9%	7.2%	7.7%	9.1%	12.8%
Visiting new places	17.9%	16.3%	18.8%	14.4%	12.5%
Security	8.7%	9.4%	6.6%	7.3%	11.6%
Ease of travel	7.6%	6.6%	6.5%	7.7%	6.2%
Quality of the environment	3.0%	3.1%	4.3%	2.7%	4.4%
Theme parks	2.7%	4.0%	6.3%	4.4%	4.2%
Price	4.6%	6.4%	3.4%	2.3%	4.0%
Nautical activities	5.3%	3.2%	6.6%	4.1%	2.9%
Suitable destination for children	4.9%	4.5%	5.7%	3.2%	2.6%
Culture	1.6%	2.9%	2.5%	1.5%	2.5%
Shopping	4.5%	3.0%	3.1%	1.7%	2.3%
Golf	2.6%	2.6%	1.7%	1.3%	2.1%

#### How do they value the destination?

Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	92.7%	93.5%	95.0%	90.7%	95.9%
Average rating (scale 1-10)	8.90	8.85	9.07	8.97	9.14

#### How many are loyal to the destination?

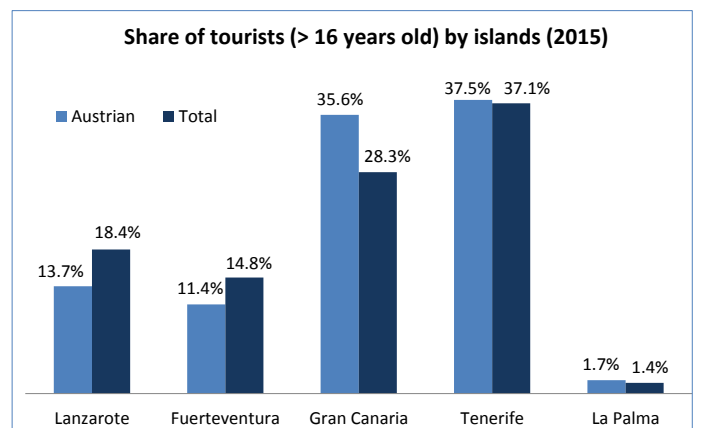
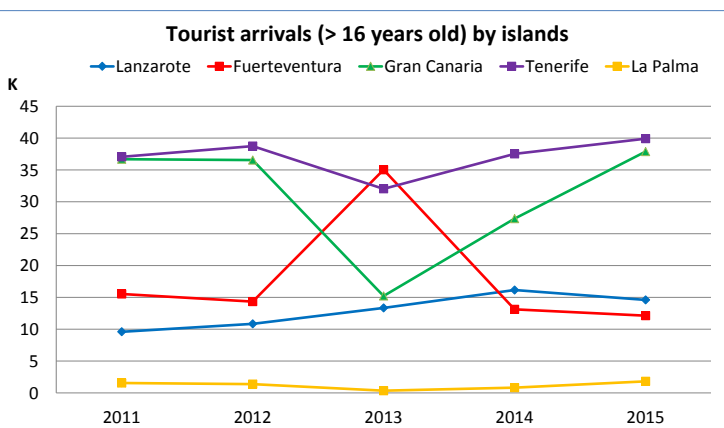
Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	67.5%	64.5%	67.7%	71.5%	66.1%
In love (more than 10 visits)	12.0%	11.4%	8.1%	13.5%	11.5%

#### Where does the flight come from?

Ten main origin countries	2011	2012	2013	2014	2015
Austria	69,039	72,773	65,928	67,224	62,929
Germany	25,426	23,841	23,956	20,414	31,528
Spain	4,363	3,859	3,872	6,232	8,502
Switzerland	1,343	1,680	1,882	1,245	2,845
Netherlands	0	0	0	0	395
Norway	0	0	0	0	303
Italy	0	152	0	291	281
Belgium	0	97	733	0	108
Russia	0	0	0	0	94
Denmark	0	0	0	0	0

#### What did motivate them to come?

Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	55.7%	56.7%	53.3%	59.1%	55.8%
Recommendation by friends or relatives	29.7%	28.3%	30.1%	33.5%	28.5%
The Canary Islands television channel	0.7%	0.6%	0.2%	0.8%	0.5%
Other television or radio channels	1.1%	2.7%	1.4%	3.2%	2.0%
Information in the press/magazines/books	4.8%	7.8%	5.6%	5.8%	4.2%
Attendance at a tourism fair	0.4%	0.5%	0.1%	0.2%	0.7%
Tour Operator's brochure or catalogue	19.8%	17.2%	10.8%	10.3%	13.6%
Recommendation by Travel Agency	11.3%	13.8%	18.2%	9.1%	14.6%
Information obtained via the Internet	27.8%	23.2%	23.8%	21.4%	26.4%
Senior Tourism programme	0.2%	0.1%	0.0%	0.0%	0.0%
Others	7.7%	7.2%	5.3%	6.5%	3.9%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.