

Tourist profile trend (2015)

Canary Islands



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	10,960,604	10,701,588	11,150,021	11,951,495	12,310,044
Average daily expenditure (€)	118.33	125.23	125.59	127.48	133.60
. in their place of residence	81.21	88.01	87.66	89.85	95.33
. in the Canary Islands	37.12	37.21	37.93	37.63	38.27
Average lenght of stay	9.59	9.45	9.60	9.32	9.46
Turnover per tourist (€)	1,012	1,072	1,075	1,070	1,125
Total turnover (> 16 years old) (€m)	11,090	11,476	11,981	12,789	13,854
Year on year variation of turnover	--	3.5%	4.4%	6.7%	8.3%
Year on year variation of tourist	--	-2.4%	4.2%	7.2%	3.0%

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

Accommodation (*) :	37.86	36.07	42.54	39.55	44.10
- Accommodation	29.93	30.42	37.05	34.05	37.76
- Additional accommodation expenses	7.92	5.65	5.50	5.50	6.33
Transport:	29.67	27.22	27.81	25.43	27.41
- Public transport	4.93	4.61	5.89	4.74	4.99
- Taxi	8.70	7.79	7.39	6.96	7.42
- Car rental	16.04	14.81	14.52	13.74	14.99
Food and drink:	143.57	141.04	150.34	148.22	153.13
- Food purchases at supermarkets	61.01	57.71	65.92	66.05	68.64
- Restaurants	82.56	83.33	84.42	82.17	84.49
Souvenirs:	50.28	55.72	60.85	59.26	55.15
Leisure:	41.83	40.63	37.56	37.13	36.28
- Organized excursions	17.12	16.51	16.08	15.62	14.63
- Leisure, amusement	5.95	5.58	5.00	5.13	5.23
- Trip to other islands	2.10	1.94	2.01	1.66	1.51
- Sporting activities	5.19	4.93	5.11	5.39	5.38
- Cultural activities	1.89	2.06	1.93	2.02	2.18
- Discos and disco-pubs	9.57	9.61	7.42	7.31	7.34
Others:	32.71	23.37	20.32	19.88	15.71
- Wellness	3.33	3.78	3.32	3.21	2.97
- Medical expenses	2.09	1.82	1.47	1.48	1.46
- Other expenses	27.29	17.77	15.53	15.19	11.28

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.6%	0.5%	0.7%	0.6%	0.6%
Between 2 and 7 days	10.2%	9.1%	9.1%	9.0%	7.3%
Between 8 and 15 days	11.8%	10.6%	10.9%	9.7%	8.9%
Between 16 and 30 days	18.1%	17.2%	16.8%	16.3%	15.4%
Between 31 and 90 days	32.1%	32.6%	32.1%	32.0%	33.9%
More than 90 days	27.2%	30.0%	30.4%	32.4%	33.8%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	11.9%	10.4%	12.0%	10.0%	11.1%
Flight and accommodation (room only)	26.4%	24.6%	26.3%	24.9%	25.5%
Flight and accommodation (B&B)	6.7%	7.0%	7.2%	7.7%	7.6%
Flight and accommodation (half board)	21.6%	21.5%	19.9%	19.8%	18.3%
Flight and accommodation (full board)	4.4%	4.9%	4.4%	4.4%	4.4%
Flight and accommodation (all inclusive)	29.0%	31.6%	30.1%	33.2%	33.2%
% Tourists using low-cost airlines	36.0%	35.1%	43.3%	43.6%	47.1%
Other expenses in their place of residence:					
- Car rental	9.1%	9.6%	10.9%	10.7%	11.5%
- Sporting activities	4.9%	5.3%	5.6%	5.1%	5.4%
- Excursions	4.1%	4.4%	5.1%	5.2%	5.7%
- Combined travel to other islands	1.0%	1.2%	1.7%	1.6%	2.0%

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	48.0%	46.8%	41.5%	45.0%	42.8%
- Tour Operator's website	70.5%	72.3%	77.4%	76.5%	78.8%
Accommodation	12.0%	11.9%	14.2%	13.5%	14.0%
- Accommodation's website	75.8%	79.8%	80.6%	81.4%	81.9%
Travel agency (High street)	19.5%	22.1%	21.4%	20.8%	19.8%
Online Travel Agency (OTA)	12.1%	12.2%	14.6%	13.9%	15.4%
No need to book accommodation	8.3%	7.1%	8.2%	6.8%	8.0%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	56.5%	51.8%	44.0%	47.3%	45.5%
- Tour Operator's website	69.2%	70.7%	75.3%	75.5%	77.7%
Airline	17.9%	19.1%	25.1%	23.1%	24.9%
- Airline's website	95.1%	95.5%	95.8%	96.3%	96.2%
Travel agency (High street)	16.4%	20.1%	20.2%	19.4%	18.6%
Online Travel Agency (OTA)	9.2%	9.0%	10.7%	10.2%	11.0%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	6.5%	7.0%	7.3%	7.1%	6.8%
4* Hotel	38.0%	40.1%	37.2%	39.2%	37.7%
1-2-3* Hotel	16.3%	17.3%	15.5%	16.8%	15.0%
Apartment	30.1%	27.6%	29.9%	28.8%	30.3%
Property (privately-owned, friends, family)	5.8%	5.5%	7.1%	5.8%	7.0%
Others	3.4%	2.5%	2.9%	2.3%	3.2%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	49.4%	49.5%	49.5%	49.6%	49.8%
Percentage of women	50.6%	50.5%	50.5%	50.4%	50.2%

Age

Average age (tourists > 16 years old)	43.9	43.9	43.5	43.5	44.5
Standard deviation	14.9	14.8	14.8	14.8	14.9

Age range

16-24 years old	9.1%	9.1%	9.5%	9.7%	8.8%
25-30 years old	13.6%	13.4%	13.7%	13.5%	13.1%
31-45 years old	34.1%	34.5%	34.9%	34.9%	32.8%
46-60 years old	26.2%	26.4%	26.2%	26.3%	28.4%
Over 60 years old	17.0%	16.7%	15.8%	15.7%	17.0%

Occupation

Business owner or self-employed	22.6%	22.7%	23.4%	23.9%	23.7%
Upper/Middle management employee	36.9%	37.3%	36.2%	38.0%	37.1%
Auxiliary level employee	16.9%	17.3%	17.4%	16.4%	16.6%
Students	5.2%	5.3%	6.2%	5.6%	5.6%
Retired	15.5%	14.9%	14.2%	13.6%	14.5%
Unemployed / unpaid dom. work	2.9%	2.6%	2.7%	2.5%	2.5%

Annual household income level

€12,000 - €24,000	19.0%	19.0%	19.0%	18.3%	18.3%
€24,001 - €36,000	20.7%	20.4%	20.2%	19.6%	18.9%
€36,001 - €48,000	17.7%	17.3%	16.5%	16.8%	16.9%
€48,001 - €60,000	14.9%	13.9%	14.8%	15.0%	14.6%
€60,001 - €72,000	9.0%	9.2%	8.8%	9.0%	9.2%
€72,001 - €84,000	5.7%	5.9%	5.9%	5.9%	6.1%
More than €84,000	13.0%	14.3%	14.8%	15.6%	16.0%

(*) Bear in mind that 89% of the tourists in 2015 paid the accommodation before travelling.

Tourist profile trend (2015)

Canary Islands



Which island do they choose?

Tourists (> 16 years old):	2011	2012	2013	2014	2015
- Lanzarote	1,879,195	1,784,304	1,920,623	2,269,279	2,242,245
- Fuerteventura	1,618,941	1,553,712	1,584,228	1,852,213	1,806,014
- Gran Canaria	3,077,649	3,020,104	3,160,023	3,270,347	3,447,259
- Tenerife	4,090,089	4,079,973	4,221,657	4,270,877	4,518,215
- La Palma	164,416	153,878	151,555	168,474	167,100

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	17.4%	16.8%	17.4%	19.2%	18.4%
- Fuerteventura	14.9%	14.7%	14.4%	15.7%	14.8%
- Gran Canaria	28.4%	28.5%	28.6%	27.6%	28.3%
- Tenerife	37.8%	38.5%	38.2%	36.1%	37.1%
- La Palma	1.5%	1.5%	1.4%	1.4%	1.4%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	8.8%	8.6%	11.2%	9.9%	9.8%
Only with partner	50.5%	49.4%	46.2%	46.3%	48.0%
Only with children (under the age of 13)	1.3%	1.3%	1.4%	1.5%	1.4%
Partner + children (under the age of 13)	11.2%	11.5%	11.3%	12.5%	11.8%
Other relatives	5.5%	6.0%	6.4%	6.1%	6.4%
Friends	6.9%	6.5%	6.4%	6.4%	6.1%
Work colleagues	0.5%	0.5%	0.4%	0.4%	0.4%

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	92.7%	92.8%	93.3%	94.1%	93.3%
Average rating (scale 1-10)	8.75	8.76	8.80	8.85	8.84

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	76.4%	76.2%	76.1%	76.1%	76.4%
In love (more than 10 visits)	15.8%	15.9%	16.5%	15.0%	16.7%

Where are they from?



Ten main source markets	2011	2012	2013	2014	2015
United Kingdom	3,283,279	3,185,799	3,234,724	3,673,532	3,867,102
Germany	2,339,459	2,363,761	2,563,894	2,500,328	2,537,069
Spain	1,920,281	1,641,210	2,146,815	1,814,285	1,432,973
Sweden	387,432	416,764	328,354	485,075	550,792
Norway	410,794	421,054	481,310	499,322	407,410
Ireland	359,136	341,691	385,937	406,433	389,702
Netherlands	367,228	378,145	159,023	391,298	463,602
Belgium	328,834	311,744	344,826	329,943	344,091
France	99,725	158,048	88,388	229,494	496,571
Denmark	306,012	309,536	347,388	327,067	269,694

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	90.2%	90.9%	90.0%	90.1%	89.3%
Tranquility/rest/relaxation	41.5%	41.1%	39.0%	39.0%	37.9%
Beaches	33.6%	33.7%	34.1%	34.3%	33.6%
Scenery	21.6%	20.1%	20.4%	21.3%	22.6%
Price	15.2%	15.3%	14.3%	15.1%	14.1%
Visiting new places	14.9%	15.0%	14.1%	14.4%	14.1%
Ease of travel	9.1%	9.1%	8.7%	8.4%	8.3%
Suitable destination for children	7.8%	7.8%	8.0%	8.6%	7.7%
Quality of the environment	6.5%	6.1%	6.5%	6.0%	6.4%
Security	5.6%	5.0%	5.2%	5.1%	7.5%
Nightlife/fun	5.2%	5.4%	5.1%	4.4%	4.3%
Active tourism	3.9%	4.2%	4.7%	4.9%	5.2%
Shopping	3.2%	3.2%	2.8%	3.0%	3.0%
Theme parks	2.5%	2.7%	2.6%	2.7%	3.1%
Culture	2.4%	2.4%	2.6%	2.5%	2.7%
Nautical activities	2.0%	2.0%	2.3%	2.3%	2.1%

* Multi-choice question

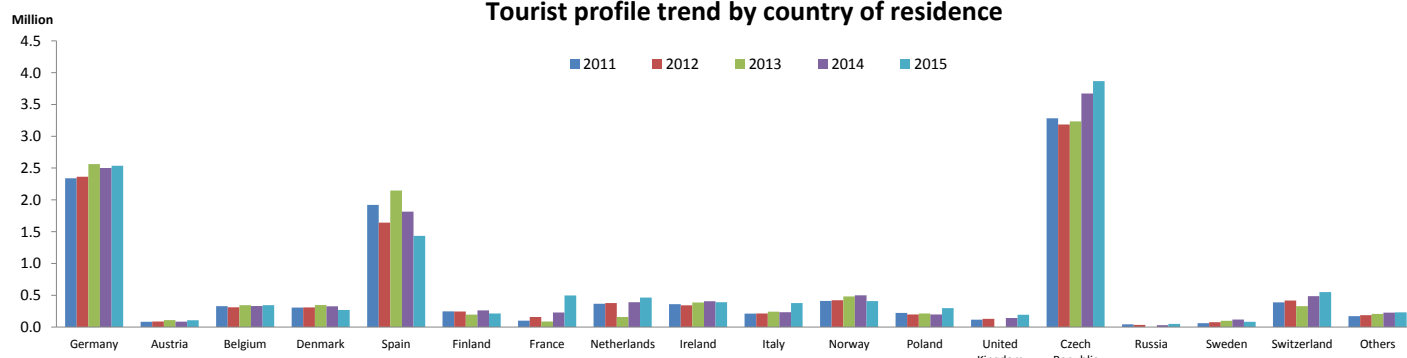
What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	65.4%	65.4%	63.8%	63.6%	64.1%
Recommendation by friends or relatives	35.1%	35.3%	34.7%	35.0%	34.7%
The Canary Islands television channel	0.4%	0.4%	0.3%	0.4%	0.4%
Other television or radio channels	1.0%	0.8%	0.7%	0.7%	0.7%
Information in the press/magazines/books	4.5%	4.3%	4.2%	4.0%	3.7%
Attendance at a tourism fair	0.5%	0.6%	0.6%	0.5%	0.5%
Tour Operator's brochure or catalogue	11.2%	10.9%	8.9%	8.8%	8.2%
Recommendation by Travel Agency	11.3%	11.2%	9.7%	9.8%	9.5%
Information obtained via the Internet	26.1%	25.6%	26.0%	26.3%	25.6%
Senior Tourism programme	0.9%	0.9%	0.7%	0.4%	0.3%
Others	6.8%	6.7%	7.3%	6.8%	6.7%

* Multi-choice question

Tourist profile trend by country of residence



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.