

# Tourist profile by quarter of trip (2015)

## Canary Islands: Spanish



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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	271,519	330,992	502,480	327,982	1,432,973
Average daily expenditure (€)	131.85	132.67	122.86	126.60	127.68
. in their place of residence	84.04	88.14	82.23	78.34	83.05
. in the Canary Islands	47.81	44.52	40.62	48.26	44.63
Average length of stay	7.87	6.83	8.63	7.24	7.75
Turnover per tourist (€)	811	769	896	757	819
Total turnover (> 16 years old) (€m)	220.1	254.5	450.2	248.3	1,173.1
Share of spanish turnover	18.8%	21.7%	38.4%	21.2%	100%
Share of spanish tourist	18.9%	23.1%	35.1%	22.9%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
<b>Accommodation (*)</b> :	49.85	38.68	43.61	40.26	42.88
- Accommodation	40.17	30.98	35.02	33.79	34.78
- Additional accommodation expenses	9.68	7.70	8.59	6.47	8.10
<b>Transport:</b>	36.79	31.61	35.65	34.53	34.67
- Public transport	7.61	5.87	5.61	5.26	5.97
- Taxi	7.49	6.05	4.03	5.04	5.38
- Car rental	21.69	19.69	26.01	24.23	23.32
<b>Food and drink:</b>	119.54	104.25	117.98	124.72	116.65
- Food purchases at supermarkets	47.02	36.71	48.52	50.78	46.02
- Restaurants	72.51	67.55	69.47	73.94	70.62
<b>Souvenirs:</b>	52.86	45.99	47.94	52.69	49.51
<b>Leisure:</b>	27.11	26.18	47.75	25.98	33.87
- Organized excursions	10.82	9.39	18.61	8.16	12.61
- Leisure, amusement	3.76	5.82	10.82	4.08	6.79
- Trip to other islands	2.48	2.24	2.74	1.62	2.32
- Sporting activities	2.12	2.57	3.92	3.71	3.22
- Cultural activities	1.40	1.93	3.73	2.18	2.52
- Discos and disco-pubs	6.53	4.23	7.93	6.22	6.42
<b>Others:</b>	8.35	12.10	13.14	15.09	12.44
- Wellness	1.85	1.94	3.00	1.85	2.27
- Medical expenses	1.17	0.66	0.68	0.98	0.83
- Other expenses	5.33	9.51	9.46	12.27	9.33

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.7%	0.7%	0.9%	1.0%	0.8%
Between 2 and 7 days	12.2%	13.0%	9.3%	12.7%	11.5%
Between 8 and 15 days	11.8%	10.4%	12.5%	14.6%	12.3%
Between 16 and 30 days	23.1%	23.4%	21.2%	23.2%	22.5%
Between 31 and 90 days	36.2%	37.4%	37.0%	34.0%	36.2%
More than 90 days	16.1%	15.2%	19.1%	14.6%	16.6%

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



	Q1	Q2	Q3	Q4	Total
Flight only	24.7%	19.2%	20.7%	30.2%	23.2%
Flight and accommodation (room only)	16.4%	15.7%	18.0%	17.3%	17.0%
Flight and accommodation (B&B)	11.5%	9.2%	6.2%	9.5%	8.6%
Flight and accommodation (half board)	19.0%	21.1%	22.1%	18.1%	20.4%
Flight and accommodation (full board)	12.5%	9.1%	6.2%	6.3%	8.1%
Flight and accommodation (all inclusive)	15.9%	25.7%	26.9%	18.7%	22.7%
<b>% Tourists using low-cost airlines</b>	54.8%	58.3%	55.1%	61.2%	57.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	21.2%	20.5%	25.0%	22.1%	22.6%
- Sporting activities	1.2%	2.5%	2.7%	1.4%	2.1%
- Excursions	5.1%	4.9%	7.8%	4.2%	5.8%
- Combined trip to other islands	2.0%	2.2%	1.6%	1.3%	1.7%

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	13.2%	13.7%	13.1%	11.4%	12.9%
- Tour Operator's website	70.7%	62.2%	75.7%	76.2%	71.8%
<b>Accommodation</b>	21.1%	19.9%	16.3%	18.3%	18.5%
- Accommodation's website	84.2%	87.4%	81.1%	78.6%	82.8%
<b>Travel agency (High street)</b>	29.2%	31.3%	32.3%	25.8%	30.0%
<b>Online Travel Agency (OTA)</b>	16.4%	20.2%	20.5%	19.3%	19.4%
<b>No need to book accommodation</b>	20.1%	14.8%	17.9%	25.1%	19.2%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	16.8%	18.9%	18.8%	17.7%	18.2%
- Tour Operator's website	79.1%	70.7%	73.7%	75.6%	74.3%
<b>Airline</b>	40.4%	37.1%	33.2%	43.5%	37.8%
- Airline's website	97.5%	98.2%	97.6%	98.5%	98.0%
<b>Travel agency (High street)</b>	30.6%	30.1%	31.8%	25.1%	29.7%
<b>Online Travel Agency (OTA)</b>	12.2%	13.8%	16.2%	13.6%	14.3%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	7.8%	9.4%	7.7%	6.3%	7.8%
4* Hotel	39.4%	46.9%	39.8%	32.8%	39.8%
1-2-3* Hotel	16.0%	14.9%	10.6%	14.9%	13.6%
Apartment	16.5%	13.7%	23.9%	18.6%	18.9%
Property (privately-owned, friends, family)	18.6%	13.6%	16.4%	24.8%	18.1%
Others	1.7%	1.5%	1.6%	2.6%	1.8%

### How are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	54.4%	49.1%	51.2%	54.9%	52.1%
Percentage of women	45.6%	50.9%	48.8%	45.1%	47.9%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	46.5	42.8	39.6	41.1	42.0
Standard deviation	15.5	15.2	12.6	12.3	14.0

	Q1	Q2	Q3	Q4	Total
<b>Age range</b>					
16-24 years old	6.3%	11.6%	11.6%	6.6%	9.4%
25-30 years old	11.8%	12.8%	15.8%	15.7%	14.3%
31-45 years old	32.0%	38.3%	43.4%	44.5%	40.3%
46-60 years old	27.3%	20.2%	22.5%	25.4%	23.5%
Over 60 years old	22.6%	17.2%	6.7%	7.8%	12.4%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	23.0%	17.7%	19.4%	20.2%	19.9%
Upper/Middle management employee	30.9%	34.7%	32.2%	35.6%	33.3%
Auxiliary level employee	16.0%	20.6%	28.2%	27.5%	24.0%
Students	5.5%	8.8%	8.5%	5.2%	7.3%
Retired	21.2%	13.3%	6.4%	6.0%	10.6%
Unemployed / unpaid dom. work	3.4%	4.9%	5.3%	5.4%	4.9%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	25.1%	28.5%	33.7%	33.2%	30.8%
€24,001 - €36,000	26.6%	25.3%	27.4%	26.1%	26.5%
€36,001 - €48,000	17.3%	16.5%	16.6%	15.2%	16.4%
€48,001 - €60,000	12.2%	12.6%	9.2%	9.5%	10.6%
€60,001 - €72,000	5.2%	5.0%	4.7%	6.7%	5.3%
€72,001 - €84,000	4.0%	3.5%	3.1%	2.4%	3.2%
More than €84,000	9.7%	8.6%	5.3%	6.9%	7.2%

(\*) Bear in mind that 77% of spanish tourists pay the accommodation before travelling.

# Tourist profile by quarter of trip (2015)

## Canary Islands: Spanish



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	39,602	53,621	89,941	44,605	227,770
- Fuerteventura	13,971	26,548	42,341	25,499	108,358
- Gran Canaria	94,382	111,001	153,388	106,978	465,749
- Tenerife	113,164	126,883	199,029	134,982	574,059
- La Palma	6,633	10,134	12,079	13,238	42,084

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	14.8%	16.3%	18.1%	13.7%	16.1%
- Fuerteventura	5.2%	8.1%	8.5%	7.8%	7.6%
- Gran Canaria	35.2%	33.8%	30.9%	32.9%	32.8%
- Tenerife	42.3%	38.7%	40.1%	41.5%	40.5%
- La Palma	2.5%	3.1%	2.4%	4.1%	3.0%

### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	22.1%	16.9%	14.5%	22.7%	18.4%
Only with partner	45.2%	40.5%	41.1%	40.5%	41.6%
Only with children (under the age of 13)	1.3%	1.2%	1.7%	1.0%	1.4%
Partner + children (under the age of 13)	7.6%	14.8%	18.5%	11.5%	14.0%
Other relatives	4.0%	4.5%	4.4%	5.5%	4.6%
Friends	8.6%	6.6%	5.7%	4.7%	6.2%
Work colleagues	1.3%	1.1%	0.5%	1.1%	0.9%

### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	71.5%	73.6%	66.2%	72.8%	70.4%
Tranquillity/rest/relaxation	30.9%	35.9%	36.6%	34.8%	34.9%
Beaches	26.8%	32.9%	40.3%	32.9%	34.3%
Scenery	30.2%	26.2%	32.9%	26.1%	29.3%
Visiting new places	15.3%	19.0%	24.0%	13.6%	18.8%
Price	6.8%	8.7%	11.8%	8.1%	9.3%
Quality of the environment	6.9%	7.2%	7.9%	8.4%	7.6%
Suitable destination for children	4.1%	7.8%	8.1%	5.5%	6.7%
Active tourism	3.6%	4.6%	4.0%	4.9%	4.3%
Theme parks	1.8%	4.0%	4.5%	2.3%	3.4%
Security	2.9%	3.3%	2.8%	2.8%	2.9%
Nightlife/fun	4.4%	2.1%	2.5%	1.7%	2.6%
Nautical activities	1.7%	1.8%	3.4%	2.6%	2.5%
Shopping	2.2%	2.2%	2.2%	2.5%	2.3%
Ease of travel	2.8%	2.4%	1.6%	2.8%	2.3%
Culture	2.7%	2.4%	2.0%	1.5%	2.1%

### How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	91.2%	94.6%	93.9%	93.3%	93.5%
Average rating (scale 1-10)	8.66	8.89	8.93	8.84	8.85

### How many are loyal to the destination?

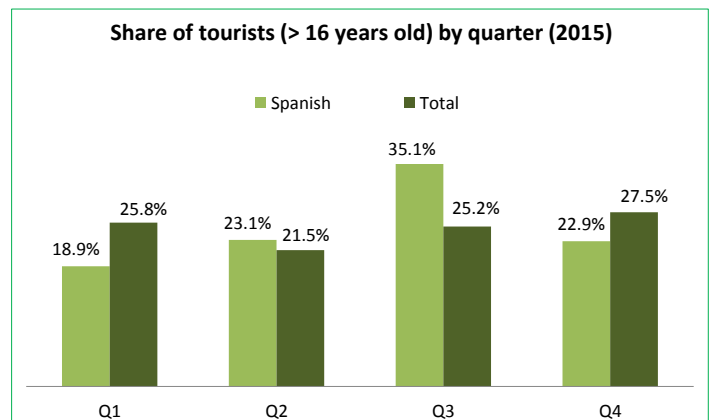
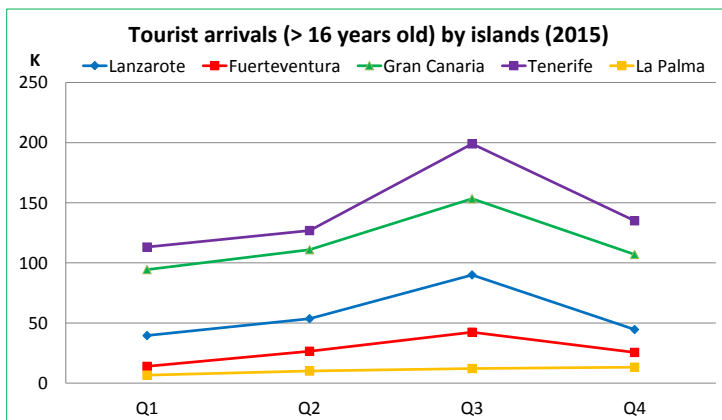
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	84.8%	78.9%	75.5%	82.5%	79.6%
In love (more than 10 visits)	21.0%	17.7%	11.6%	22.5%	17.2%

### Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Spain	99.1%	99.6%	99.6%	99.7%	99.5%
Others	0.4%	0.2%	0.2%	0.0%	0.2%
Belgium	0.0%	0.0%	0.3%	0.0%	0.1%
Germany	0.2%	0.1%	0.0%	0.1%	0.1%
United Kingdom	0.1%	0.1%	0.0%	0.1%	0.0%
Switzerland	0.2%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.1%	0.0%
Italy	0.0%	0.0%	0.0%	0.1%	0.0%
Finland	0.1%	0.0%	0.0%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%

### What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	64.1%	60.4%	58.1%	61.5%	60.5%
Recommendation by friends or relatives	33.5%	36.3%	41.3%	36.5%	37.6%
The Canary Islands television channel	0.5%	0.2%	0.1%	0.1%	0.2%
Other television or radio channels	0.9%	0.6%	1.4%	0.6%	1.0%
Information in the press/magazines/books	3.2%	3.4%	4.4%	2.4%	3.5%
Attendance at a tourism fair	0.9%	0.6%	0.6%	0.3%	0.6%
Tour Operator's brochure or catalogue	0.7%	3.0%	2.9%	1.4%	2.2%
Recommendation by Travel Agency	4.4%	7.7%	9.8%	5.2%	7.3%
Information obtained via the Internet	14.8%	19.4%	26.8%	18.6%	21.0%
Senior Tourism programme	4.0%	3.7%	0.4%	0.7%	1.9%
Others	16.7%	12.9%	9.7%	17.1%	13.4%



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.