

# Tourist profile trend (2015)

## Canary Islands: Portuguese



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



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	46,789	43,128	36,911	42,134	43,778
Average daily expenditure (€)	115.80	108.66	113.78	115.51	125.08
. in their place of residence	83.49	80.46	77.71	84.01	91.31
. in the Canary Islands	32.31	28.20	36.07	31.50	33.78
Average length of stay	7.04	8.04	7.34	8.12	7.15
Turnover per tourist (€)	782	763	780	818	803
Total turnover (> 16 years old) (€m)	37	33	29	34	35
Year on year variation of turnover	--	-10.0%	-12.6%	19.8%	2.0%
Year on year variation of tourist	--	-7.8%	-14.4%	14.2%	3.9%

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

<b>Accommodation (*)</b> :	23.06	19.54	50.16	35.98	38.32
- Accommodation	16.16	16.11	46.44	32.35	30.71
- Additional accommodation expenses	6.90	3.43	3.73	3.62	7.61
<b>Transport:</b>	21.63	26.37	20.33	20.78	19.00
- Public transport	3.90	8.59	5.37	2.94	4.70
- Taxi	4.64	2.29	1.17	2.88	1.92
- Car rental	13.10	15.49	13.79	14.97	12.38
<b>Food and drink:</b>	48.78	46.66	80.10	81.82	75.06
- Food purchases at supermarkets	19.61	21.63	31.78	52.09	51.58
- Restaurants	29.17	25.03	48.32	29.72	23.48
<b>Souvenirs:</b>	67.72	69.26	72.77	59.54	59.01
<b>Leisure:</b>	38.48	38.05	20.61	29.42	19.20
- Organized excursions	23.63	20.73	6.64	18.20	11.21
- Leisure, amusement	6.20	4.40	4.17	2.24	2.93
- Trip to other islands	1.55	1.05	0.28	3.74	1.42
- Sporting activities	1.72	3.38	0.73	2.16	1.57
- Cultural activities	1.52	1.65	0.70	1.17	0.80
- Discos and disco-pubs	3.86	6.85	8.09	1.92	1.27
<b>Others:</b>	14.92	11.41	10.49	5.23	4.93
- Wellness	1.83	0.11	0.32	0.78	0.69
- Medical expenses	1.24	0.71	0.20	0.23	0.14
- Other expenses	11.84	10.60	9.97	4.21	4.10

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



	2011	2012	2013	2014	2015
The same day they leave	0.0%	0.8%	1.2%	0.7%	0.0%
Between 2 and 7 days	16.1%	24.2%	9.0%	13.8%	9.7%
Between 8 and 15 days	20.4%	20.2%	21.7%	11.4%	14.4%
Between 16 and 30 days	16.0%	16.0%	25.2%	20.9%	21.6%
Between 31 and 90 days	28.5%	24.7%	30.0%	35.3%	34.9%
More than 90 days	19.1%	14.1%	12.9%	17.8%	19.4%

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



	2011	2012	2013	2014	2015
Flight only	5.4%	5.1%	7.7%	8.4%	8.1%
Flight and accommodation (room only)	7.0%	3.9%	18.6%	8.8%	10.5%
Flight and accommodation (B&B)	5.4%	2.8%	1.8%	1.8%	2.8%
Flight and accommodation (half board)	22.8%	23.8%	24.8%	21.9%	22.4%
Flight and accommodation (full board)	12.9%	5.8%	3.8%	6.6%	6.8%
Flight and accommodation (all inclusive)	46.5%	58.7%	43.3%	52.6%	49.4%
<b>% Tourists using low-cost airlines</b>	30.9%	44.0%	47.0%	46.4%	46.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	4.8%	8.6%	11.4%	10.7%	10.8%
- Sporting activities	2.0%	2.7%	1.1%	1.3%	1.0%
- Excursions	3.7%	2.5%	2.7%	3.4%	2.1%
- Combined trip to other islands	0.0%	0.4%	6.5%	3.0%	1.8%

(\*) Bear in mind that 92% of portuguese tourists in 2015 paid the accommodation before travelling.

### How do they book?



	2011	2012	2013	2014	2015
<b>Accommodation booking</b>					
<b>Tour Operator</b>	29.9%	28.0%	25.6%	20.9%	21.8%
- Tour Operator's website	34.5%	46.6%	62.2%	71.7%	66.7%
<b>Accommodation</b>	9.4%	8.8%	22.6%	14.5%	8.6%
- Accommodation's website	88.8%	86.4%	88.9%	69.6%	86.2%
<b>Travel agency (High street)</b>	51.0%	50.8%	38.2%	53.8%	53.5%
<b>Online Travel Agency (OTA)</b>	7.9%	8.1%	9.4%	6.0%	9.8%
<b>No need to book accommodation</b>	1.9%	4.3%	4.1%	4.8%	6.4%

### Flight booking

	2011	2012	2013	2014	2015
<b>Tour Operator</b>	36.6%	34.4%	29.4%	27.0%	23.0%
- Tour Operator's website	36.7%	49.1%	61.8%	69.8%	58.3%
<b>Airline</b>	12.6%	13.3%	28.7%	17.8%	16.6%
- Airline's website	82.2%	83.5%	76.8%	92.7%	93.0%
<b>Travel agency (High street)</b>	46.9%	47.0%	38.6%	48.5%	54.6%
<b>Online Travel Agency (OTA)</b>	3.9%	5.2%	3.3%	6.7%	5.8%

### Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	5.7%	8.6%	9.0%	8.6%	6.9%
4* Hotel	58.9%	60.3%	49.9%	51.4%	57.5%
1-2-3* Hotel	28.2%	21.8%	29.0%	26.1%	22.3%
Apartment	5.3%	7.8%	7.7%	6.1%	7.7%
Property (privately-owned, friends, family)	1.5%	1.5%	3.9%	4.9%	5.1%
Others	0.4%	0.0%	0.4%	2.9%	0.4%

### How are they?



	2011	2012	2013	2014	2015
<b>Gender</b>					
Percentage of men	53.6%	53.7%	57.4%	58.1%	51.8%
Percentage of women	46.4%	46.3%	42.6%	41.9%	48.2%
<b>Age</b>					
Average age (tourists > 16 years old)	40.4	42.2	41.4	40.3	38.0
Standard deviation	12.9	15.0	12.7	12.0	10.7
<b>Age range</b>					
16-24 years old	2.8%	8.5%	4.5%	4.1%	7.2%
25-30 years old	21.5%	18.1%	12.6%	22.6%	19.0%
31-45 years old	49.4%	38.3%	55.1%	44.7%	51.0%
46-60 years old	15.4%	20.6%	18.3%	19.3%	19.6%
Over 60 years old	10.8%	14.5%	9.6%	9.3%	3.2%
<b>Occupation</b>					
Business owner or self-employed	27.6%	29.9%	25.0%	23.2%	25.5%
Upper/Middle management employee	47.5%	40.9%	41.8%	53.2%	50.5%
Auxiliary level employee	9.2%	13.6%	16.8%	7.2%	14.5%
Students	2.4%	3.1%	1.6%	3.8%	5.4%
Retired	9.6%	10.2%	9.9%	9.2%	3.2%
Unemployed / unpaid dom. work	3.6%	2.2%	4.9%	3.4%	0.8%
<b>Annual household income level</b>					
€12,000 - €24,000	39.7%	46.0%	31.7%	54.9%	47.1%
€24,001 - €36,000	23.6%	19.0%	32.3%	22.8%	25.4%
€36,001 - €48,000	13.0%	12.5%	18.3%	9.7%	6.7%
€48,001 - €60,000	10.2%	13.8%	9.4%	4.5%	10.5%
€60,001 - €72,000	7.4%	0.7%	7.6%	3.5%	7.3%
€72,001 - €84,000	2.2%	2.2%	0.0%	0.9%	2.3%
More than €84,000	3.8%	5.8%	0.7%	3.6%	0.6%

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### Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	4,937	7,662	2,677	5,428	3,739
- Fuerteventura	4,671	5,055	5,519	3,906	4,528
- Gran Canaria	20,675	13,709	12,342	19,249	19,948
- Tenerife	16,457	16,702	16,374	13,551	15,562
- La Palma	49	0	0	0	0

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	10.6%	17.8%	7.3%	12.9%	8.5%
- Fuerteventura	10.0%	11.7%	15.0%	9.3%	10.3%
- Gran Canaria	44.2%	31.8%	33.4%	45.7%	45.6%
- Tenerife	35.2%	38.7%	44.4%	32.2%	35.5%
- La Palma	0.1%	0.0%	0.0%	0.0%	0.0%

### Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	6.6%	5.9%	12.2%	8.6%	10.1%
Only with partner	73.9%	72.0%	65.9%	74.8%	70.5%
Only with children (under the age of 13)	3.3%	0.6%	0.0%	1.6%	4.5%
Partner + children (under the age of 13)	18.1%	10.6%	19.3%	17.2%	22.6%
Other relatives	3.6%	4.6%	9.1%	2.6%	6.1%
Friends	7.0%	5.6%	3.1%	5.9%	2.2%
Work colleagues	0.1%	1.2%	0.0%	0.5%	0.8%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	74.7%	76.1%	77.5%	79.0%	77.1%
Beaches	55.6%	43.9%	50.0%	49.3%	56.7%
Tranquillity/rest/relaxation	32.3%	21.3%	27.9%	30.2%	34.3%
Visiting new places	28.6%	28.3%	28.5%	24.7%	23.1%
Scenery	16.3%	14.0%	9.3%	15.3%	16.9%
Price	27.8%	27.5%	17.8%	26.7%	15.1%
Security	4.6%	4.6%	4.1%	5.1%	11.2%
Ease of travel	9.4%	6.7%	11.9%	5.2%	6.5%
Suitable destination for children	4.9%	4.1%	6.9%	3.2%	5.9%
Shopping	2.5%	3.2%	1.5%	3.0%	4.5%
Theme parks	1.7%	1.2%	1.7%	2.2%	3.2%
Active tourism	1.8%	0.7%	3.4%	3.3%	2.4%
Nautical activities	1.6%	0.8%	4.3%	3.9%	1.3%
Nightlife/fun	2.6%	4.0%	1.6%	1.2%	0.9%
Culture	0.6%	2.0%	0.1%	0.7%	0.4%
Quality of the environment	2.4%	6.6%	6.2%	0.8%	0.1%

\* Multi-choice question

### How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	83.2%	92.0%	91.3%	93.1%	89.4%
Average rating (scale 1-10)	8.12	8.47	8.40	8.44	8.42

### How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	53.3%	59.6%	58.4%	58.4%	56.5%
In love (more than 10 visits)	3.1%	8.5%	2.7%	6.3%	7.3%

### What did motivate them to come?



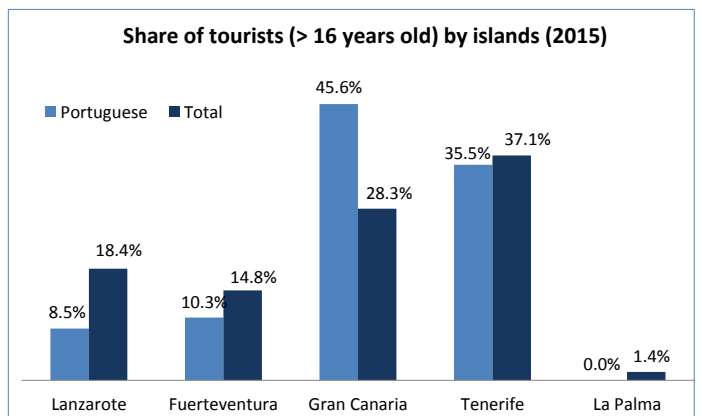
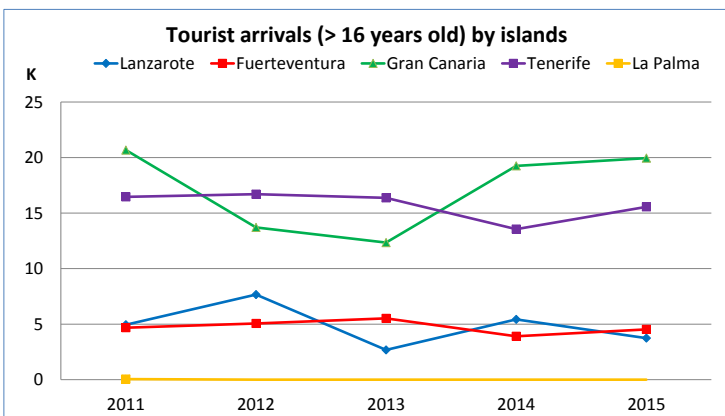
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	40.4%	40.8%	34.1%	41.4%	45.8%
Recommendation by friends or relatives	29.1%	23.4%	35.9%	36.0%	36.4%
The Canary Islands television channel	0.8%	0.1%	1.3%	0.0%	0.0%
Other television or radio channels	0.7%	1.3%	1.9%	0.7%	0.0%
Information in the press/magazines/books	9.0%	3.5%	8.7%	8.4%	6.0%
Attendance at a tourism fair	1.9%	1.1%	0.5%	2.5%	3.6%
Tour Operator's brochure or catalogue	20.2%	16.8%	9.0%	12.4%	13.7%
Recommendation by Travel Agency	28.9%	36.4%	19.4%	23.9%	27.8%
Information obtained via the Internet	26.7%	21.4%	31.0%	25.7%	26.2%
Senior Tourism programme	0.5%	0.0%	0.5%	0.0%	0.0%
Others	3.3%	8.4%	6.9%	4.8%	6.4%

\* Multi-choice question

### Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
Portugal	39,565	37,237	23,075	33,724	33,354
Spain	7,183	5,264	13,820	7,958	9,671
Others	41	157	0	453	372
Germany	0	0	0	0	200
United Kingdom	0	470	15	0	103
France	0	0	0	0	78
Denmark	0	0	0	0	0
Netherlands	0	0	0	0	0
Ireland	0	0	0	0	0
Italy	0	0	0	0	0



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.