

Tourist profile trend (2015)

Canary Islands: British



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	3,263,025	3,193,326	3,322,780	3,684,563	3,867,102
Average daily expenditure (€)	102.11	115.34	114.73	121.03	135.79
- in their place of residence	67.83	80.40	80.04	84.32	96.44
- in the Canary Islands	34.28	34.94	34.69	36.71	39.35
Average length of stay	8.98	9.22	9.17	8.85	8.98
Turnover per tourist (€)	844	976	961	984	1,108
Total turnover (> 16 years old) (€m)	2,982	3,373	3,449	3,919	4,283
Share of british turnover	--	13.1%	2.3%	13.6%	9.3%
Share of british tourist	--	-2.1%	4.1%	10.9%	5.0%

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

Accommodation (*) :	28.11	28.71	33.75	33.23	41.32
- Accommodation	23.21	24.46	29.37	28.36	35.07
- Additional accommodation expenses	4.91	4.25	4.39	4.87	6.25
Transport:	21.52	20.92	18.81	18.61	22.19
- Public transport	3.85	3.49	3.50	3.49	4.14
- Taxi	9.53	9.34	8.08	8.18	9.40
- Car rental	8.14	8.09	7.24	6.93	8.65
Food and drink:	157.24	161.33	160.98	158.55	168.72
- Food purchases at supermarkets	66.99	69.14	68.08	68.31	75.71
- Restaurants	90.26	92.19	92.90	90.24	93.01
Souvenirs:	32.52	39.20	42.56	48.21	48.61
Leisure:	33.85	35.18	32.40	34.00	33.68
- Organized excursions	11.32	11.30	12.48	12.11	11.51
- Leisure, amusement	4.90	4.67	4.37	4.69	4.74
- Trip to other islands	0.65	0.93	1.09	0.88	0.79
- Sporting activities	3.14	3.44	3.26	4.11	3.94
- Cultural activities	1.30	1.27	1.57	1.63	1.63
- Discos and disco-pubs	12.54	13.58	9.63	10.58	11.07
Others:	43.35	19.11	17.45	21.56	13.61
- Wellness	1.97	2.60	2.72	3.04	2.55
- Medical expenses	1.32	1.19	1.22	1.19	1.16
- Other expenses	40.06	15.31	13.51	17.33	9.90

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.4%	0.5%	0.4%	0.5%	0.7%
Between 2 and 7 days	7.3%	6.3%	5.2%	6.5%	5.3%
Between 8 and 15 days	8.8%	7.0%	7.9%	6.7%	6.9%
Between 16 and 30 days	16.8%	14.6%	14.4%	13.0%	12.3%
Between 31 and 90 days	34.3%	33.3%	33.2%	32.9%	32.9%
More than 90 days	32.4%	38.3%	38.9%	40.4%	42.0%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	12.7%	11.7%	11.0%	9.8%	9.6%
Flight and accommodation (room only)	37.2%	33.3%	34.0%	32.7%	33.5%
Flight and accommodation (B&B)	4.0%	4.2%	5.3%	5.4%	6.1%
Flight and accommodation (half board)	15.4%	15.6%	14.2%	14.3%	13.1%
Flight and accommodation (full board)	1.9%	2.2%	2.5%	2.1%	2.3%
Flight and accommodation (all inclusive)	28.7%	33.0%	33.0%	35.8%	35.3%
% Tourists using low-cost airlines	54.7%	50.9%	59.0%	60.8%	61.1%
Other expenses in their place of residence:					
- Car rental	3.8%	3.6%	3.9%	3.9%	3.9%
- Sporting activities	3.8%	3.8%	4.1%	3.8%	3.9%
- Excursions	1.5%	1.8%	1.9%	2.4%	2.1%
- Combined trip to other islands	0.4%	0.7%	0.6%	0.8%	0.7%

(*) Bear in mind that 90% of british tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	54.6%	54.1%	51.3%	52.4%	52.3%
- Tour Operator's website	72.2%	75.6%	79.7%	79.2%	82.3%
Accommodation	15.6%	15.3%	17.4%	17.1%	17.3%
- Accommodation's website	77.3%	81.1%	81.9%	82.8%	82.2%
Travel agency (High street)	7.6%	9.9%	10.8%	10.6%	10.2%
Online Travel Agency (OTA)	12.2%	11.6%	12.5%	12.8%	13.1%
No need to book accommodation	10.0%	9.0%	8.1%	7.1%	7.2%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	66.6%	61.7%	53.1%	55.0%	54.6%
- Tour Operator's website	73.5%	75.9%	79.2%	79.7%	83.3%
Airline	22.2%	23.8%	30.2%	28.6%	28.4%
- Airline's website	96.8%	96.5%	96.8%	97.5%	97.0%
Travel agency (High street)	5.0%	8.2%	9.4%	9.1%	8.9%
Online Travel Agency (OTA)	6.2%	6.3%	7.3%	7.3%	8.2%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	5.8%	6.7%	7.7%	7.6%	8.4%
4* Hotel	29.6%	32.1%	31.1%	32.6%	33.3%
1-2-3* Hotel	11.7%	12.7%	12.3%	13.6%	12.2%
Apartment	40.3%	37.9%	38.9%	37.6%	37.1%
Property (privately-owned, friends, family)	6.4%	6.6%	7.2%	6.2%	6.3%
Others	6.2%	4.0%	2.9%	2.4%	2.8%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	48.1%	48.1%	46.7%	47.6%	47.1%
Percentage of women	51.9%	51.9%	53.3%	52.4%	52.9%

Age

Average age (tourists > 16 years old)	45.0	45.2	44.9	44.3	44.8
Standard deviation	14.6	14.5	14.7	14.8	14.6

Age range

16-24 years old	8.8%	8.5%	9.4%	9.9%	9.0%
25-30 years old	11.3%	10.4%	11.3%	11.5%	11.3%
31-45 years old	32.6%	33.7%	31.9%	33.6%	32.9%
46-60 years old	29.4%	29.4%	29.5%	28.3%	30.0%
Over 60 years old	17.9%	18.1%	17.9%	16.6%	16.9%

Occupation

Business owner or self-employed	29.7%	31.3%	31.8%	33.0%	33.8%
Upper/Middle management employee	28.0%	27.0%	26.2%	27.0%	26.4%
Auxiliary level employee	19.1%	18.5%	18.5%	18.0%	17.7%
Students	3.3%	3.3%	4.5%	4.0%	3.8%
Retired	17.4%	17.8%	16.7%	15.9%	16.0%
Unemployed / unpaid dom. work	2.4%	2.1%	2.3%	2.1%	2.2%

Annual household income level

€12,000 - €24,000	17.2%	17.6%	18.2%	18.2%	16.8%
€24,001 - €36,000	20.3%	20.4%	21.0%	20.7%	18.9%
€36,001 - €48,000	19.2%	18.2%	17.5%	16.8%	16.7%
€48,001 - €60,000	15.7%	14.2%	15.6%	14.6%	14.2%
€60,001 - €72,000	9.6%	10.0%	8.3%	8.9%	9.9%
€72,001 - €84,000	5.9%	6.0%	5.5%	5.8%	6.3%
More than €84,000	12.1%	13.6%	14.0%	15.1%	17.2%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	814,977	797,677	878,332	1,055,839	1,043,767
- Fuerteventura	380,010	331,367	386,843	467,035	449,896
- Gran Canaria	540,055	536,139	482,831	544,339	560,426
- Tenerife	1,496,633	1,490,921	1,540,454	1,578,655	1,765,457
- La Palma	13,699	18,976	11,616	19,659	25,814

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	25.1%	25.1%	26.6%	28.8%	27.1%
- Fuerteventura	11.7%	10.4%	11.7%	12.7%	11.7%
- Gran Canaria	16.6%	16.9%	14.6%	14.9%	14.6%
- Tenerife	46.1%	47.0%	46.7%	43.1%	45.9%
- La Palma	0.4%	0.6%	0.4%	0.5%	0.7%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	5.3%	5.7%	6.8%	7.0%	6.6%
Only with partner	53.0%	48.7%	49.1%	46.0%	47.5%
Only with children (under the age of 13)	0.9%	1.1%	1.1%	1.1%	1.4%
Partner + children (under the age of 13)	12.0%	13.3%	11.4%	13.1%	12.5%
Other relatives	5.8%	6.5%	6.7%	7.2%	7.2%
Friends	5.8%	6.1%	5.9%	6.5%	6.1%
Work colleagues	0.2%	0.1%	0.1%	0.2%	0.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	94.2%	94.9%	93.6%	92.5%	91.9%
Tranquility/rest/relaxation	38.6%	37.4%	37.4%	34.6%	33.4%
Beaches	24.6%	24.5%	25.1%	25.4%	25.9%
Price	23.9%	22.6%	20.8%	22.2%	21.2%
Ease of travel	19.0%	18.4%	16.8%	16.3%	16.2%
Scenery	13.3%	13.3%	13.3%	13.6%	14.7%
Visiting new places	12.9%	13.3%	13.0%	13.5%	12.3%
Suitable destination for children	9.9%	10.3%	9.9%	10.9%	10.0%
Quality of the environment	9.2%	9.2%	9.3%	8.9%	8.5%
Nightlife/fun	9.1%	9.8%	8.2%	7.8%	7.6%
Security	4.1%	4.0%	4.0%	3.3%	6.0%
Theme parks	3.1%	3.1%	3.2%	3.9%	4.6%
Culture	3.6%	3.6%	3.8%	3.3%	3.8%
Shopping	2.6%	2.9%	2.4%	2.8%	3.2%
Active tourism	1.8%	1.8%	2.6%	2.5%	2.7%
Golf	1.3%	1.3%	1.2%	1.1%	1.2%

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	93.5%	94.2%	94.5%	95.4%	94.8%
Average rating (scale 1-10)	8.92	8.98	9.01	9.05	9.06

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	83.9%	84.4%	83.9%	83.7%	83.7%
In love (more than 10 visits)	20.0%	21.2%	21.0%	19.1%	20.3%

Where does the flight come from?

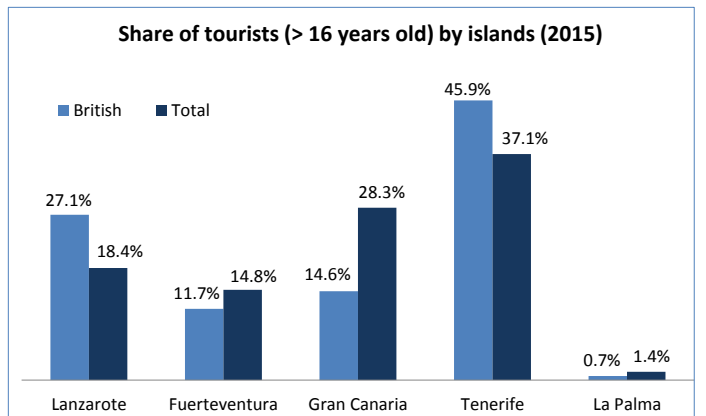
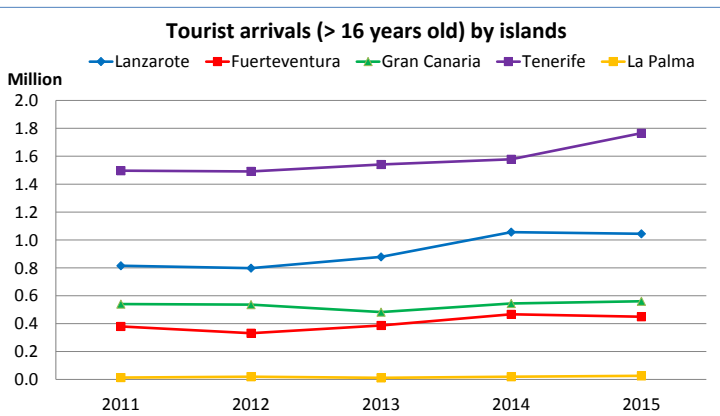


Ten main origin countries	2011	2012	2013	2014	2015
United Kingdom	3,218,437	3,150,117	3,202,043	3,626,738	3,786,123
Spain	19,078	23,907	80,844	30,735	40,098
Ireland	15,420	11,789	30,350	21,617	25,642
Germany	2,523	1,608	5,641	1,503	4,763
Others	4,595	1,065	1,319	2,540	3,071
Norway	0	301	0	0	2,696
Czech Republic	0	303	0	0	1,585
Belgium	649	574	1,395	0	923
Poland	720	738	0	404	755
Netherlands	0	0	0	0	631

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	73.6%	74.3%	72.3%	70.7%	70.5%
Recommendation by friends or relatives	38.1%	38.0%	37.1%	37.1%	37.1%
The Canary Islands television channel	0.1%	0.2%	0.3%	0.3%	0.2%
Other television or radio channels	0.5%	0.5%	0.3%	0.3%	0.2%
Information in the press/magazines/books	3.3%	3.1%	3.1%	2.5%	2.5%
Attendance at a tourism fair	0.2%	0.2%	0.2%	0.3%	0.2%
Tour Operator's brochure or catalogue	13.2%	12.4%	9.7%	9.7%	8.6%
Recommendation by Travel Agency	6.7%	6.4%	5.1%	5.6%	5.2%
Information obtained via the internet	27.2%	26.1%	26.8%	25.8%	24.7%
Senior Tourism programme	0.1%	0.1%	0.1%	0.1%	0.0%
Others	6.0%	6.5%	6.5%	5.9%	6.1%



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.