

Tourist profile trend (2015)

Canary Islands: Russian



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	94,348	114,112	179,920	153,096	82,979
Average daily expenditure (€)	158.40	168.34	158.11	167.83	151.89
- in their place of residence	95.24	108.97	100.21	103.07	92.39
- in the Canary Islands	63.15	59.37	57.91	64.76	59.49
Average length of stay	13.06	11.94	11.55	11.85	12.76
Turnover per tourist (€)	1,833	1,873	1,684	1,709	1,680
Total turnover (> 16 years old) (€m)	185	228	325	281	139
Year on year variation of turnover	--	23.3%	42.1%	-13.4%	-50.4%
Year on year variation of tourist	--	20.9%	57.7%	-14.9%	-45.8%

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

Accommodation (*) :	93.77	83.24	110.62	83.18	128.34
- Accommodation	89.57	78.52	103.55	78.29	120.12
- Additional accommodation expenses	4.20	4.72	7.06	4.89	8.22
Transport:	59.74	46.47	48.06	44.17	38.27
- Public transport	6.33	9.89	8.92	8.03	11.25
- Taxi	20.97	13.33	10.82	7.44	8.58
- Car rental	32.44	23.25	28.32	28.71	18.44
Food and drink:	216.52	175.22	179.17	206.30	259.37
- Food purchases at supermarkets	127.84	56.39	74.43	87.97	130.01
- Restaurants	88.68	118.83	104.74	118.33	129.36
Souvenirs:	158.66	169.44	153.99	225.00	150.53
Leisure:	143.92	103.78	104.28	93.82	63.95
- Organized excursions	101.39	61.69	65.81	55.17	34.47
- Leisure, amusement	10.81	14.89	16.63	14.43	8.92
- Trip to other islands	7.97	5.80	12.47	4.91	3.16
- Sporting activities	3.00	5.09	1.98	7.00	7.31
- Cultural activities	9.38	8.65	4.95	3.64	2.53
- Discos and disco-pubs	11.37	7.66	2.44	8.67	7.56
Others:	84.29	96.20	34.32	38.84	24.64
- Wellness	7.74	7.25	7.34	3.86	5.98
- Medical expenses	0.90	2.31	1.07	1.58	0.05
- Other expenses	75.65	86.64	25.91	33.39	18.61

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.7%	0.4%	1.1%	0.3%	0.2%
Between 2 and 7 days	9.2%	8.2%	11.2%	9.4%	5.5%
Between 8 and 15 days	11.6%	10.3%	13.1%	12.9%	10.8%
Between 16 and 30 days	25.5%	23.1%	20.0%	21.1%	15.5%
Between 31 and 90 days	40.3%	40.0%	31.8%	34.4%	35.2%
More than 90 days	12.7%	18.0%	22.8%	21.9%	32.9%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	15.6%	7.6%	13.5%	10.3%	15.7%
Flight and accommodation (room only)	26.5%	18.6%	21.4%	22.7%	33.9%
Flight and accommodation (B&B)	8.6%	15.9%	16.3%	15.2%	7.2%
Flight and accommodation (half board)	30.8%	22.9%	27.0%	25.8%	20.2%
Flight and accommodation (full board)	6.1%	13.5%	7.2%	9.3%	9.5%
Flight and accommodation (all inclusive)	12.5%	21.4%	14.7%	16.7%	13.5%
% Tourists using low-cost airlines	24.7%	32.3%	42.3%	24.0%	18.3%
Other expenses in their place of residence:					
- Car rental	10.2%	12.5%	22.4%	15.8%	23.7%
- Sporting activities	4.6%	1.0%	6.2%	3.9%	4.2%
- Excursions	20.9%	12.8%	14.8%	15.0%	24.8%
- Combined trip to other islands	3.9%	4.4%	6.4%	5.9%	6.2%

(*) Bear in mind that 84% of Russian tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	63.1%	55.6%	33.7%	43.0%	27.4%
- Tour Operator's website	12.6%	20.0%	29.5%	19.3%	29.7%
Accommodation	13.0%	11.3%	17.2%	20.1%	30.0%
- Accommodation's website	58.1%	76.0%	82.4%	72.5%	83.3%
Travel agency (High street)	8.8%	18.1%	16.7%	13.4%	9.5%
Online Travel Agency (OTA)	10.0%	12.0%	30.5%	20.3%	28.4%
No need to book accommodation	5.0%	3.0%	1.8%	3.1%	4.6%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	64.0%	54.2%	31.4%	40.1%	24.5%
- Tour Operator's website	18.8%	13.2%	18.4%	19.7%	35.4%
Airline	21.8%	17.6%	36.5%	37.1%	56.8%
- Airline's website	74.4%	75.5%	85.0%	91.5%	88.3%
Travel agency (High street)	7.7%	18.1%	14.2%	10.9%	8.4%
Online Travel Agency (OTA)	6.4%	10.1%	17.9%	12.0%	10.2%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	15.6%	18.7%	16.7%	18.3%	18.2%
4* Hotel	38.2%	52.2%	45.3%	46.5%	33.2%
1-2-3* Hotel	11.9%	14.9%	21.7%	20.7%	21.3%
Apartment	27.6%	11.6%	14.2%	10.1%	19.9%
Property (privately-owned, friends, family)	2.8%	2.1%	1.4%	3.7%	4.9%
Others	3.8%	0.5%	0.6%	0.6%	2.5%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	39.9%	42.7%	35.1%	44.3%	47.0%
Percentage of women	60.1%	57.3%	64.9%	55.7%	53.0%

Age

Average age (tourists > 16 years old)	38.5	38.2	36.5	36.8	38.3
Standard deviation	12.3	12.7	9.8	10.8	10.8

Age range

16-24 years old	11.7%	10.5%	9.0%	9.3%	8.1%
25-30 years old	17.0%	23.6%	21.0%	24.3%	20.9%
31-45 years old	46.6%	42.9%	51.7%	48.1%	47.8%
46-60 years old	19.7%	15.9%	16.9%	15.6%	20.4%
Over 60 years old	5.0%	7.1%	1.3%	2.8%	2.9%

Occupation

Business owner or self-employed	33.5%	32.4%	24.6%	36.5%	31.2%
Upper/Middle management employee	36.9%	36.0%	41.9%	31.4%	33.9%
Auxiliary level employee	16.5%	21.7%	25.8%	22.2%	24.2%
Students	3.4%	2.6%	3.4%	6.1%	4.1%
Retired	4.1%	2.9%	1.6%	2.0%	3.0%
Unemployed / unpaid dom. work	5.6%	4.5%	2.8%	1.8%	3.6%

Annual household income level

€12,000 - €24,000	40.0%	32.6%	32.2%	29.8%	50.1%
€24,001 - €36,000	23.0%	21.7%	26.3%	18.9%	19.4%
€36,001 - €48,000	15.2%	15.6%	10.7%	13.4%	10.8%
€48,001 - €60,000	9.1%	10.4%	7.1%	15.9%	7.3%
€60,001 - €72,000	5.1%	6.3%	5.9%	8.1%	3.9%
€72,001 - €84,000	1.4%	1.4%	4.2%	2.4%	1.6%
More than €84,000	6.1%	12.0%	13.6%	11.6%	6.9%

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Canary Islands: Russian



Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	611	344	501	713	95
- Fuerteventura	412	1,888	7,075	908	835
- Gran Canaria	7,118	8,522	11,584	11,992	5,991
- Tenerife	86,153	103,347	160,620	139,417	76,039
- La Palma	54	11	141	65	0

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	0.6%	0.3%	0.3%	0.5%	0.1%
- Fuerteventura	0.4%	1.7%	3.9%	0.6%	1.0%
- Gran Canaria	7.5%	7.5%	6.4%	7.8%	7.2%
- Tenerife	91.3%	90.6%	89.3%	91.1%	91.7%
- La Palma	0.1%	0.0%	0.1%	0.0%	0.0%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	5.7%	9.0%	10.7%	12.9%	16.7%
Only with partner	23.0%	30.6%	28.4%	28.0%	29.5%
Only with children (under the age of 13)	4.2%	4.0%	5.5%	4.3%	4.1%
Partner + children (under the age of 13)	13.5%	9.4%	10.9%	9.5%	8.3%
Other relatives	8.8%	7.0%	7.7%	9.0%	4.8%
Friends	10.7%	11.5%	6.6%	10.1%	5.3%
Work colleagues	1.6%	1.1%	0.0%	1.5%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	87.1%	92.2%	86.8%	88.2%	85.2%
Beaches	23.5%	24.3%	34.2%	29.6%	33.7%
Tranquility/rest/relaxation	27.7%	25.1%	18.5%	25.6%	24.1%
Scenery	22.5%	20.3%	21.0%	20.6%	22.0%
Visiting new places	23.2%	22.8%	30.7%	22.0%	21.4%
Quality of the environment	18.4%	20.6%	13.9%	18.7%	20.6%
Security	13.4%	12.5%	13.3%	10.2%	11.4%
Active tourism	5.5%	8.2%	13.6%	7.9%	9.6%
Suitable destination for children	12.2%	11.1%	10.7%	8.3%	9.6%
Theme parks	8.8%	6.4%	9.4%	8.0%	7.2%
Nautical activities	4.8%	4.7%	2.9%	3.9%	5.8%
Shopping	10.7%	8.0%	6.6%	8.6%	5.2%
Culture	4.9%	7.1%	3.6%	3.8%	4.3%
Price	6.5%	5.8%	9.2%	8.4%	3.5%
Ease of travel	2.5%	2.8%	1.7%	3.1%	1.0%
Nightlife/fun	2.2%	2.3%	0.9%	1.8%	0.3%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	95.2%	95.2%	96.0%	96.6%	96.3%
Average rating (scale 1-10)	9.10	9.10	8.98	9.14	9.30

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	33.4%	25.6%	23.8%	35.5%	47.0%
In love (more than 10 visits)	2.4%	1.6%	1.2%	3.0%	5.4%

What did motivate them to come?



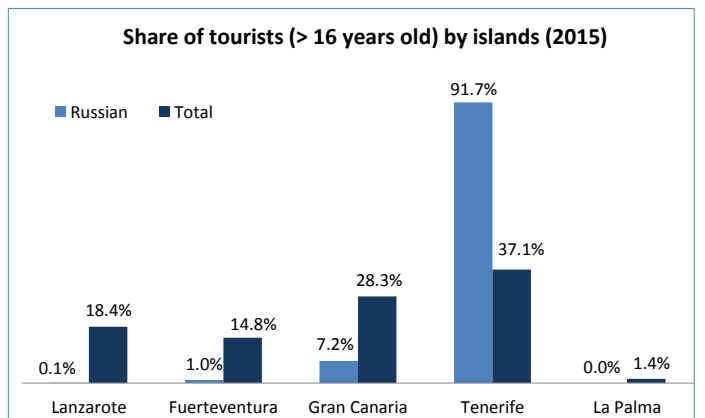
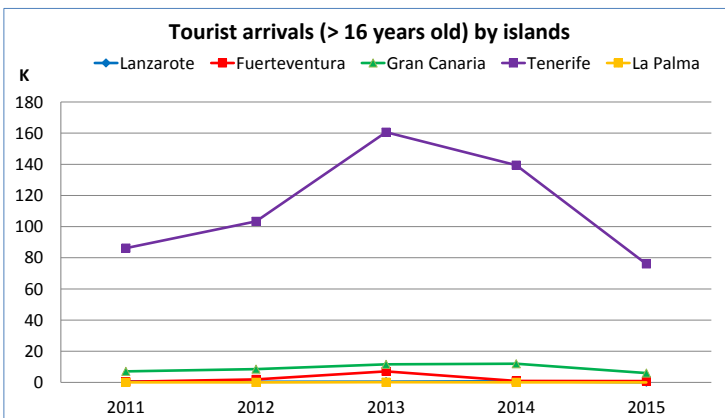
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	30.0%	20.7%	21.9%	31.4%	42.9%
Recommendation by friends or relatives	47.6%	49.4%	44.4%	49.1%	38.8%
The Canary Islands television channel	0.4%	0.7%	1.3%	0.9%	0.6%
Other television or radio channels	3.9%	2.8%	3.2%	1.7%	3.0%
Information in the press/magazines/books	9.5%	5.2%	10.5%	7.2%	4.3%
Attendance at a tourism fair	3.0%	2.5%	3.6%	1.1%	5.1%
Tour Operator's brochure or catalogue	12.7%	7.3%	12.7%	5.7%	6.8%
Recommendation by Travel Agency	17.1%	23.4%	10.0%	13.8%	7.4%
Information obtained via the Internet	39.3%	48.5%	55.0%	43.3%	41.0%
Senior Tourism programme	0.4%	0.0%	0.0%	1.0%	0.3%
Others	4.6%	3.9%	3.4%	3.5%	5.4%

* Multi-choice question

Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
Russia	61,825	76,462	94,602	115,092	67,269
Spain	19,315	20,468	66,801	21,186	8,654
Others	784	4,049	3,710	3,638	2,057
Germany	6,207	4,247	12,197	2,123	2,021
Finland	3,326	4,343	0	1,640	905
Switzerland	988	1,120	0	0	622
United Kingdom	203	336	151	2,297	562
Poland	0	1,103	0	5,550	422
Netherlands	0	456	0	410	374
Denmark	0	0	0	0	94



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.