

# Profile of tourist visiting Tenerife

## 2015

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



|                                     | Tenerife  | Canary Islands |
|-------------------------------------|-----------|----------------|
| Tourist arrivals (> 16 years old)   | 4,518,215 | 12,310,044     |
| Average daily expenditure (€)       | 138.56    | 133.60         |
| . in their place of residence       | 96.53     | 95.33          |
| . in the Canary Islands             | 42.03     | 38.27          |
| Average length of stay              | 9.21      | 9.46           |
| Turnover per tourist (€)            | 1,135     | 1,125          |
| Total turnover (>16 years old) (€m) | 5,130     | 13,854         |
| Share of total turnover             | 37.0%     | 100%           |
| Share of total tourist              | 36.7%     | 100%           |

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

|                                     | Tenerife | Canary Islands |
|-------------------------------------|----------|----------------|
| <b>Accommodation (*)</b> :          | 51.75    | 44.10          |
| - Accommodation                     | 43.03    | 37.76          |
| - Additional accommodation expenses | 8.71     | 6.33           |
| <b>Transport:</b>                   | 25.56    | 27.41          |
| - Public transport                  | 4.53     | 4.99           |
| - Taxi                              | 6.98     | 7.42           |
| - Car rental                        | 14.04    | 14.99          |
| <b>Food and drink:</b>              | 161.67   | 153.13         |
| - Food purchases at supermarkets    | 71.90    | 68.64          |
| - Restaurants                       | 89.76    | 84.49          |
| <b>Souvenirs:</b>                   | 60.57    | 55.15          |
| <b>Leisure:</b>                     | 41.74    | 36.28          |
| - Organized excursions              | 17.57    | 14.63          |
| - Leisure, amusement                | 7.97     | 5.23           |
| - Trip to other islands             | 1.11     | 1.51           |
| - Sporting activities               | 4.45     | 5.38           |
| - Cultural activities               | 1.79     | 2.18           |
| - Discos and disco-pubs             | 8.86     | 7.34           |
| <b>Others:</b>                      | 17.91    | 15.71          |
| - Wellness                          | 2.69     | 2.97           |
| - Medical expenses                  | 1.30     | 1.46           |
| - Other expenses                    | 13.92    | 11.28          |

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



|                         | Tenerife | Canary Islands |
|-------------------------|----------|----------------|
| The same day they leave | 0.7%     | 0.6%           |
| Between 2 and 7 days    | 7.4%     | 7.3%           |
| Between 8 and 15 days   | 8.7%     | 8.9%           |
| Between 16 and 30 days  | 14.5%    | 15.4%          |
| Between 31 and 90 days  | 33.1%    | 33.9%          |
| More than 90 days       | 35.6%    | 33.8%          |

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



|  | Tenerife | Canary Islands |
|--|----------|----------------|
| Flight only  | 13.7%    | 11.1%          |
| Flight and accommodation (room only)               | 25.5%    | 25.5%          |
| Flight and accommodation (B&B)                     | 8.7%     | 7.6%           |
| Flight and accommodation (half board)              | 19.5%    | 18.3%          |
| Flight and accommodation (full board)              | 4.7%     | 4.4%           |
| Flight and accommodation (all inclusive)           | 27.8%    | 33.2%          |
| <b>% Tourists using low-cost airlines</b>          | 49.4%    | 47.1%          |
| <b>Other expenses in their place of residence:</b> |          |                |
| - Car rental                                       | 12.8%    | 11.5%          |
| - Sporting activities                              | 4.4%     | 5.4%           |
| - Excursions                                       | 7.1%     | 5.7%           |
| - Combined trip to other islands                   | 1.2%     | 2.0%           |

### How do they book?



|                                      | Tenerife | Canary Islands |
|--------------------------------------|----------|----------------|
| <b>Accommodation booking</b>         |          |                |
| <b>Tour Operator</b>                 | 41.0%    | 42.8%          |
| - Tour Operator's website            | 78.9%    | 78.8%          |
| <b>Accommodation</b>                 | 14.7%    | 14.0%          |
| - Accommodation's website            | 81.6%    | 81.9%          |
| <b>Travel agency (High street)</b>   | 19.4%    | 19.8%          |
| <b>Online Travel Agency (OTA)</b>    | 15.1%    | 15.4%          |
| <b>No need to book accommodation</b> | 9.9%     | 8.0%           |

|                                    | Tenerife | Canary Islands |
|------------------------------------|----------|----------------|
| <b>Flight booking</b>              |          |                |
| <b>Tour Operator</b>               | 44.2%    | 45.5%          |
| - Tour Operator's website          | 77.7%    | 77.7%          |
| <b>Airline</b>                     | 27.1%    | 24.9%          |
| - Airline's website                | 96.1%    | 96.2%          |
| <b>Travel agency (High street)</b> | 17.6%    | 18.6%          |
| <b>Online Travel Agency (OTA)</b>  | 11.0%    | 11.0%          |

### Where do they stay?



|   | Tenerife | Canary Islands |
|---|----------|----------------|
| 5* Hotel                                    | 9.3%     | 6.8%           |
| 4* Hotel                                    | 39.6%    | 37.7%          |
| 1-2-3* Hotel                                | 11.5%    | 15.0%          |
| Apartment                                   | 28.1%    | 30.3%          |
| Property (privately-owned, friends, family) | 9.2%     | 7.0%           |
| Others                                      | 2.3%     | 3.2%           |

### How are they?



|                     | Tenerife | Canary Islands |
|---------------------|----------|----------------|
| <b>Gender</b>       |          |                |
| Percentage of men   | 48.8%    | 49.8%          |
| Percentage of women | 51.2%    | 50.2%          |

|                                       | Tenerife | Canary Islands |
|---------------------------------------|----------|----------------|
| <b>Age</b>                            |          |                |
| Average age (tourists > 16 years old) | 42.1     | 44.5           |
| Standard deviation                    | 14.1     | 14.9           |

|                   | Tenerife | Canary Islands |
|-------------------|----------|----------------|
| <b>Age range</b>  |          |                |
| 16-24 years old   | 10.2%    | 8.8%           |
| 25-30 years old   | 15.6%    | 13.1%          |
| 31-45 years old   | 35.0%    | 32.8%          |
| 46-60 years old   | 27.6%    | 28.4%          |
| Over 60 years old | 11.6%    | 17.0%          |

|                                  | Tenerife | Canary Islands |
|----------------------------------|----------|----------------|
| <b>Occupation</b>                |          |                |
| Business owner or self-employed  | 27.0%    | 23.7%          |
| Upper/Middle management employee | 35.4%    | 37.1%          |
| Auxiliary level employee         | 18.8%    | 16.6%          |
| Students                         | 6.2%     | 5.6%           |
| Retired                          | 9.8%     | 14.5%          |
| Unemployed / unpaid dom. work    | 2.9%     | 2.5%           |

|                                      | Tenerife | Canary Islands |
|--------------------------------------|----------|----------------|
| <b>Annual household income level</b> |          |                |
| €12,000 - €24,000                    | 20.4%    | 18.3%          |
| €24,001 - €36,000                    | 20.0%    | 18.9%          |
| €36,001 - €48,000                    | 16.3%    | 16.9%          |
| €48,001 - €60,000                    | 14.0%    | 14.6%          |
| €60,001 - €72,000                    | 8.4%     | 9.2%           |
| €72,001 - €84,000                    | 5.4%     | 6.1%           |
| More than €84,000                    | 15.5%    | 16.0%          |

(\*) Bear in mind that 86% of the tourists visiting Tenerife pay the accommodation before travelling.

# Profile of tourist visiting Tenerife 2015

## Tourist per year

| Tourists (> 16 years old) | Tenerife  | Canary Islands |
|---------------------------|-----------|----------------|
| 2011                      | 4,090,089 | 10,960,604     |
| 2012                      | 4,079,973 | 10,701,588     |
| 2013                      | 4,221,657 | 11,150,021     |
| 2014                      | 4,270,877 | 11,951,495     |
| 2015                      | 4,518,215 | 12,310,044     |

| Year on year growth (%) | Tenerife | Canary Islands |
|-------------------------|----------|----------------|
| 2011                    | --       | --             |
| 2012                    | -0.2%    | -2.4%          |
| 2013                    | 3.5%     | 4.2%           |
| 2014                    | 1.2%     | 7.2%           |
| 2015                    | 5.8%     | 3.0%           |

## Who do they come with?



|  | Tenerife | Canary Islands |
|--|----------|----------------|
| Unaccompanied                            | 8.8%     | 9.8%           |
| Only with partner                        | 45.1%    | 48.0%          |
| Only with children (under the age of 13) | 1.6%     | 1.4%           |
| Partner + children (under the age of 13) | 12.6%    | 11.8%          |
| Other relatives                          | 6.8%     | 6.4%           |
| Friends                                  | 5.7%     | 6.1%           |
| Work colleagues                          | 0.4%     | 0.4%           |

## Why do they choose the Canary Islands?



| Aspects influencing the choice    | Tenerife | Canary Islands |
|-----------------------------------|----------|----------------|
| Climate/sun                       | 88.4%    | 89.3%          |
| Tranquillity/rest/relaxation      | 32.1%    | 37.9%          |
| Beaches                           | 24.7%    | 33.6%          |
| Scenery                           | 26.7%    | 22.6%          |
| Price                             | 13.8%    | 14.1%          |
| Visiting new places               | 14.8%    | 14.1%          |
| Ease of travel                    | 7.9%     | 8.3%           |
| Suitable destination for children | 7.9%     | 7.7%           |
| Security                          | 6.4%     | 7.5%           |
| Quality of the environment        | 7.1%     | 6.4%           |
| Active tourism                    | 5.8%     | 5.2%           |
| Nightlife/fun                     | 5.5%     | 4.3%           |
| Theme parks                       | 7.5%     | 3.1%           |
| Shopping                          | 3.9%     | 3.0%           |
| Culture                           | 2.9%     | 2.7%           |
| Nautical activities               | 1.8%     | 2.1%           |

\* Multi-choice question

## How do they value the destination?



| Impression of their stay       | Tenerife | Canary Islands |
|--------------------------------|----------|----------------|
| Good or very good (% tourists) | 93.3%    | 93.3%          |
| Average rating (scale 1-10)    | 8.85     | 8.84           |

## How many are loyal to the destination?

| Percentage of repeat tourists      | Tenerife | Canary Islands |
|------------------------------------|----------|----------------|
| Repeat tourists of the island      | 47.9%    | 76.4%          |
| -more than 10 visits to the island | 7.3%     | 16.7%          |

## Where are they from?



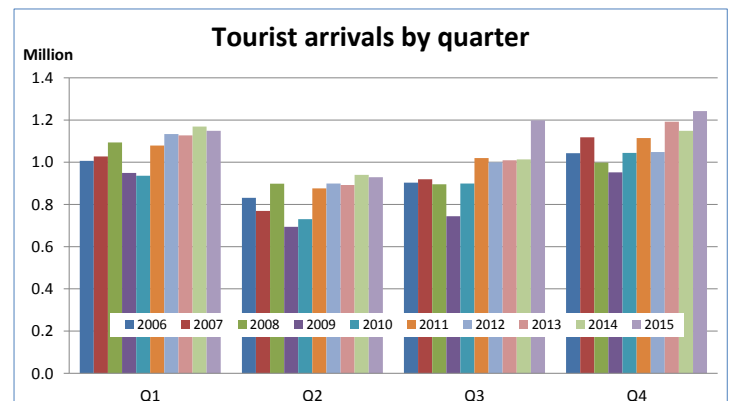
| Ten main source markets | Share | Absolute  |
|-------------------------|-------|-----------|
| United Kingdom          | 39.1% | 1,765,457 |
| Germany                 | 13.5% | 609,239   |
| Spain                   | 12.7% | 574,059   |
| Belgium                 | 4.3%  | 194,810   |
| France                  | 3.8%  | 172,150   |
| Italy                   | 3.6%  | 164,017   |
| Others                  | 3.4%  | 152,014   |
| Netherlands             | 3.2%  | 143,581   |
| Sweden                  | 2.8%  | 126,158   |
| Ireland                 | 2.0%  | 88,189    |

## What did motivate them to come?



| Aspects motivating the choice            | Tenerife | Canary Islands |
|--|----------|----------------|
| Previous visits to the Canary Islands    | 61.1%    | 64.1%          |
| Recommendation by friends or relatives   | 37.7%    | 34.7%          |
| The Canary Islands television channel    | 0.4%     | 0.4%           |
| Other television or radio channels       | 0.8%     | 0.7%           |
| Information in the press/magazines/books | 3.5%     | 3.7%           |
| Attendance at a tourism fair             | 0.5%     | 0.5%           |
| Tour Operator's brochure or catalogue    | 6.6%     | 8.2%           |
| Recommendation by Travel Agency          | 8.3%     | 9.5%           |
| Information obtained via the Internet    | 22.4%    | 25.6%          |
| Senior Tourism programme                 | 0.4%     | 0.3%           |
| Others                                   | 6.0%     | 6.7%           |

\* Multi-choice question



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.