Tourist profile by quarter of trip (2016)

Canary Islands: German market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	736,792	630,853	591,310	768,719	2,727,674
Average daily expenditure (€)	140.75	122.36	129.31	149.33	136.43
. in their place of residence	110.62	94.19	102.73	118.66	107.37
. in the Canary Islands	30.13	28.17	26.58	30.67	29.06
Average lenght of stay	11.53	10.92	10.50	9.79	10.67
Turnover per tourist (€)	1,404	1,181	1,278	1,335	1,306
Total turnover (> 16 years old) (€m)	1,034.1	745.2	755.6	1,026.3	3,561.3
German turnover: share by quarter	29.0%	20.9%	21.2%	28.8%	100%
German tourist arrivals: share by quarter	27.0%	23.1%	21.7%	28.2%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	49.34	32.19	28.67	41.66	38.73
- Accommodation	42.05	24.70	21.14	34.56	31.39
- Additional accommodation expenses	7.29	7.49	7.53	7.10	7.33
Transport:	31.16	23.86	22.25	28.38	26.76
- Public transport	4.53	3.76	3.69	3.74	3.95
- Taxi	4.39	3.75	3.37	5.44	4.32
- Car rental	22.24	16.34	15.19	19.19	18.49
Food and drink:	143.08	114.12	100.53	102.40	115.69
- Food purchases at supermarkets	65.40	52.50	43.17	41.76	50.93
- Restaurants	77.69	61.61	57.36	60.64	64.76
Souvenirs:	53.95	64.73	65.15	57.74	59.94
Leisure:	34.20	38.78	45.31	36.91	38.43
- Organized excursions	15.74	19.19	25.08	19.02	19.49
- Leisure, amusement	3.66	5.05	5.92	3.33	4.38
- Trip to other islands	1.45	3.05	2.18	1.55	2.01
- Sporting activities	9.86	6.12	7.17	6.53	7.47
- Cultural activities	2.00	2.17	2.48	1.79	2.09
- Discos and disco-pubs	1.49	3.19	2.47	4.69	3.00
Others:	21.82	15.66	11.86	17.14	16.92
- Wellness	5.65	3.95	3.22	3.98	4.26
- Medical expenses	2.31	3.37	1.22	3.32	2.60
- Other expenses	13.87	8.34	7.41	9.84	10.06

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.5%	0.2%	0.5%	0.2%	0.3%
Between 2 and 7 days	4.0%	5.2%	3.7%	4.6%	4.4%
Between 8 and 15 days	7.9%	5.1%	6.6%	5.3%	6.2%
Between 16 and 30 days	14.4%	13.1%	11.6%	14.7%	13.6%
Between 31 and 90 days	36.1%	36.9%	23.1%	32.9%	32.6%
More than 90 days	37.2%	39.5%	54.4%	42.3%	42.9%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	5.4%	4.5%	5.1%	4.6%	4.9%
Flight and accommodation (room only)	16.0%	11.3%	9.9%	15.0%	13.3%
Flight and accommodation (B&B)	5.9%	3.9%	4.4%	4.9%	4.8%
Flight and accommodation (half board)	32.1%	33.7%	31.0%	30.7%	31.9%
Flight and accommodation (full board)	5.0%	4.6%	3.1%	5.2%	4.5%
Flight and accommodation (all inclusive)	35.6%	42.0%	46.5%	39.7%	40.6%
% Tourists using low-cost airlines	28.1%	28.3%	28.7%	31.1%	29.1%
Other expenses in their place of residence:					
- Car rental	17.1%	14.0%	13.0%	15.1%	14.9%
- Sporting activities	9.9%	7.8%	9.3%	9.2%	9.1%
- Excursions	8.9%	9.6%	9.2%	7.9%	8.8%
- Trip to other islands	5.2%	3.2%	1.8%	2.5%	3.2%

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	41.8%	41.0%	38.2%	38.8%	40.0%
- Tour Operator´s website	60.9%	62.2%	58.8%	59.8%	60.4%
Accommodation	6.2%	4.8%	3.7%	6.1%	5.3%
- Accommodation´s website	71.9%	72.9%	74.1%	81.2%	75.5%
Travel agency (High street)	32.4%	34.1%	39.6%	35.4%	35.2%
Online Travel Agency (OTA)	16.5%	17.2%	14.6%	16.8%	16.3%
No need to book accommodation	3.1%	2.9%	3.9%	3.0%	3.2%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	42.7%	43.3%	39.3%	40.3%	41.4%
- Tour Operator´s website	56.0%	59.5%	55.9%	51.2%	55.5%
Airline	11.6%	8.5%	7.7%	10.8%	9.8%
- Airline´s website	92.9%	91.3%	86.4%	93.8%	91.8%
Travel agency (High street)	30.0%	32.0%	37.9%	32.6%	32.9%
Online Travel Agency (OTA)	15.6%	16.1%	15.0%	16.3%	15.8%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	5.3%	4.6%	3.9%	3.8%	4.4%
4* Hotel	44.1%	52.5%	48.2%	47.6%	47.9%
1-2-3* Hotel	16.8%	18.0%	20.4%	17.1%	17.9%
Apartment	24.0%	18.6%	21.3%	23.1%	21.9%
Property (privately-owned, friends, family)	2.8%	2.4%	3.5%	2.7%	2.8%
Others	7.0%	3.9%	2.8%	5.7%	5.0%

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	50.6%	48.1%	49.7%	50.4%	49.7%
Percentage of women	49.4%	51.9%	50.3%	49.6%	50.3%
Age					
Average age (tourists > 16 years old)	51.2	48.7	41.1	48.4	47.6
Standard deviation	15.4	16.2	14.6	15.4	15.8
Age range (> 16 years old)					
16-24 years old	5.0%	6.8%	16.4%	6.5%	8.3%
25-30 years old	6.8%	13.8%	14.4%	10.3%	11.1%
31-45 years old	23.5%	19.4%	27.1%	24.1%	23.5%
46-60 years old	34.4%	34.0%	32.5%	35.1%	34.1%
Over 60 years old	30.3%	26.0%	9.7%	24.0%	23.0%
Occupation					
Business owner or self-employed	17.2%	11.3%	10.6%	15.4%	13.9%
Upper/Middle management employee	43.0%	47.4%	54.3%	48.3%	48.0%
Auxiliary level employee	8.9%	12.2%	16.2%	11.4%	11.9%
Students	5.0%	4.5%	10.5%	4.4%	5.9%
Retired	24.3%	22.7%	6.8%	19.4%	18.8%
Unemployed / unpaid dom. work	1.6%	1.9%	1.6%	1.1%	1.5%
Annual household income level					
€12,000 - €24,000	13.2%	15.7%	17.4%	10.2%	13.8%
€24,001 - €36,000	17.4%	20.0%	17.4%	16.1%	17.6%
€36,001 - €48,000	17.0%	18.7%	16.4%	19.0%	17.8%
€48,001 - €60,000	15.1%	18.1%	17.7%	16.5%	16.8%
€60,001 - €72,000	11.1%	10.1%	10.5%	9.5%	10.3%
€72,001 - €84,000	6.2%	5.1%	4.7%	7.7%	6.1%
More than €84,000	19.9%	12.4%	15.8%	21.0%	17.6%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Tourist profile by quarter of trip (2016)

Canary Islands: German market

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	77,865	68,150	63,320	88,860	298,196
- Fuerteventura	195,204	197,463	185,632	206,401	784,700
- Gran Canaria	232,375	183,040	176,687	254,719	846,822
- Tenerife	187,761	157,671	145,296	179,745	670,472
- La Palma	26,559	15,874	14,495	24,528	81,455

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10.8%	11.0%	10.8%	11.8%	11.1%
- Fuerteventura	27.1%	31.7%	31.7%	27.4%	29.3%
- Gran Canaria	32.3%	29.4%	30.2%	33.8%	31.6%
- Tenerife	26.1%	25.3%	24.8%	23.8%	25.0%
- La Palma	3.7%	2.6%	2.5%	3.3%	3.0%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.9%	9.6%	6.3%	9.8%	9.3%
Only with partner	57.0%	67.4%	44.2%	52.5%	55.4%
Only with children (under the age of 13)	1.1%	0.1%	1.8%	1.3%	1.1%
Partner + children (under the age of 13)	8.3%	4.9%	14.5%	8.1%	8.8%
Other relatives	4.0%	3.9%	6.0%	6.4%	5.1%
Friends	5.8%	6.7%	4.6%	6.0%	5.8%
Work colleagues	0.3%	0.1%	0.0%	0.2%	0.1%
Other combinations [1]	12.6%	7.3%	22.6%	15.7%	14.4%

** Multi-choise question (different situations have been isolated)*

How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.8%	94.9%	93.5%	92.5%	93.6%
Average rating (scale 1-10)	8.72	8.71	8.74	8.66	8.71

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	93.8%	94.9%	93.5%	92.5%	93.6%
In love (at least 10 previous visits)	872.4%	871.4%	874.1%	865.7%	870.7%

Where does the flight come from?

Ten main origin markets	Q1	Q2	Q3	Q4	Total
Germany	94.3%	94.5%	91.3%	93.7%	93.5%
Spanish Mainland	2.1%	2.4%	5.0%	4.1%	3.4%
Switzerland	2.1%	2.4%	3.0%	1.4%	2.1%
Belgium	0.3%	0.1%	0.1%	0.2%	0.2%
Austria	0.3%	0.1%	0.0%	0.1%	0.1%
United Kingdom	0.2%	0.1%	0.2%	0.0%	0.1%
Netherlands	0.1%	0.0%	0.0%	0.0%	0.0%
Norway	0.1%	0.0%	0.1%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.1%	0.0%
Italy	0.0%	0.0%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?

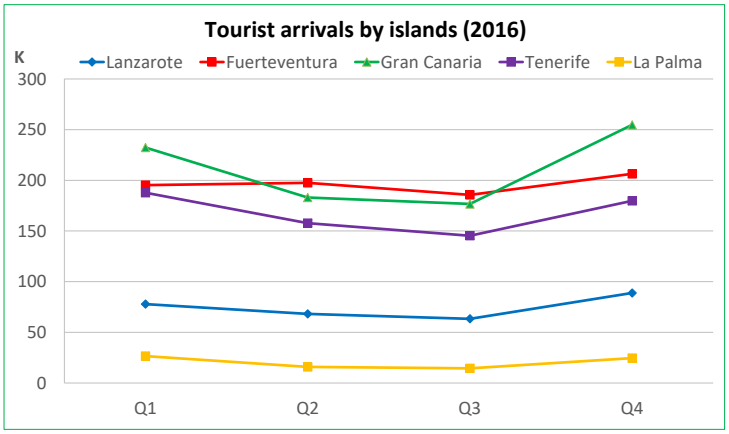
Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	94.8%	93.0%	91.7%	94.6%	93.6%
Beaches	39.3%	46.0%	55.0%	46.6%	46.3%
Tranquillity/rest/relaxation	42.0%	42.6%	45.6%	44.0%	43.5%
Scenery	35.5%	29.3%	23.7%	30.3%	30.0%
Security	12.7%	17.3%	18.5%	15.2%	15.7%
Visiting new places	11.2%	15.1%	15.3%	13.2%	13.6%
Active tourism	9.4%	6.3%	3.8%	5.9%	6.5%
Ease of travel	7.4%	4.9%	2.5%	6.3%	5.5%
Price	4.4%	5.5%	7.6%	4.0%	5.2%
Suitable destination for children	4.2%	2.4%	5.7%	4.4%	4.2%
Quality of the environment	4.1%	3.7%	2.2%	3.2%	3.4%
Nautical activities	2.7%	2.4%	4.0%	3.3%	3.1%
Culture	1.6%	2.4%	2.5%	1.7%	2.0%
Theme parks	1.4%	1.6%	3.5%	0.9%	1.8%
Rural tourism	1.5%	1.4%	1.8%	1.3%	1.5%
Shopping	0.9%	1.9%	1.3%	1.7%	1.4%

** Multi-choise question*

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	74.4%	64.7%	54.7%	67.9%	66.0%
Recommendation by friends or relatives	27.1%	31.3%	34.9%	29.6%	30.5%
The Canary Islands television channel	0.8%	0.5%	0.5%	0.5%	0.6%
Other television or radio channels	1.5%	2.1%	1.5%	0.7%	1.4%
Information in the press/magazines/books	4.0%	4.5%	3.6%	4.7%	4.2%
Attendance at a tourism fair	0.5%	0.6%	0.5%	0.4%	0.5%
Tour Operator's brochure or catalogue	8.0%	9.8%	12.3%	8.6%	9.5%
Recommendation by Travel Agency	13.6%	16.3%	25.5%	17.5%	17.9%
Information obtained via the Internet	19.4%	24.2%	27.8%	20.5%	22.7%
Senior Tourism programme	0.1%	0.1%	0.1%	0.0%	0.0%
Others	5.4%	4.5%	4.2%	5.6%	5.0%

** Multi-choise question*



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable " and "No answer" have been excluded.