

Tourist profile by quarter of trip (2016)

Canary Islands: Austrian market

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	51,656	38,196	39,730	47,081	176,662
Average daily expenditure (€)	154.33	136.67	155.36	158.82	151.94
. in their place of residence	117.77	106.57	119.12	121.06	116.53
. in the Canary Islands	36.56	30.10	36.24	37.76	35.41
Average length of stay	10.61	9.79	9.72	9.88	10.04
Turnover per tourist (€)	1,451	1,211	1,333	1,390	1,356
Total turnover (> 16 years old) (€m)	75.0	46.3	53.0	65.4	239.6
Austrian turnover: share of quarter	31.3%	19.3%	22.1%	27.3%	100%
Austrian tourist arrivals: share of quarter	29.2%	21.6%	22.5%	26.7%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	59.16	14.04	54.31	43.21	44.06
- Accommodation	50.72	8.93	41.10	32.81	34.75
- Additional accommodation expenses	8.44	5.11	13.21	10.39	9.31
Transport:	32.86	23.60	26.43	29.50	28.52
- Public transport	4.31	2.46	1.74	4.75	3.45
- Taxi	2.28	4.57	1.15	9.19	4.36
- Car rental	26.27	16.57	23.55	15.56	20.70
Food and drink:	166.95	118.03	104.59	132.66	133.21
- Food purchases at supermarkets	70.35	47.04	43.35	38.44	50.73
- Restaurants	96.61	70.99	61.25	94.22	82.48
Souvenirs:	48.12	64.13	51.51	83.15	61.68
Leisure:	44.22	43.78	62.47	48.55	49.38
- Organized excursions	25.62	23.37	30.25	19.76	24.61
- Leisure, amusement	4.71	10.09	6.08	6.01	6.53
- Trip to other islands	1.92	2.52	1.50	2.53	2.12
- Sporting activities	6.84	4.41	16.22	13.59	10.23
- Cultural activities	5.09	2.72	3.98	1.20	3.29
- Discos and disco-pubs	0.03	0.67	4.44	5.46	2.60
Others:	14.81	23.75	13.34	6.52	14.20
- Wellness	4.92	5.39	2.69	3.41	4.12
- Medical expenses	0.36	0.44	2.42	0.06	0.76
- Other expenses	9.53	17.92	8.23	3.05	9.33

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	47.6%	36.7%	37.1%	36.9%	40.0%
- Tour Operator's website	69.8%	70.3%	54.4%	44.1%	60.7%
Accommodation	10.8%	5.6%	6.1%	9.1%	8.1%
- Accommodation's website	96.5%	83.3%	65.9%	81.0%	83.7%
Travel agency (High street)	20.2%	38.5%	35.2%	36.4%	31.8%
Online Travel Agency (OTA)	16.6%	17.2%	17.8%	14.2%	16.4%
No need to book accommodation	4.8%	2.0%	3.9%	3.4%	3.6%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	52.1%	49.3%	47.9%	37.5%	46.7%
- Tour Operator's website	67.9%	47.0%	53.4%	67.8%	59.4%
Airline	12.5%	5.1%	8.3%	11.5%	9.7%
- Airline's website	100.0%	100.0%	100.0%	93.4%	97.9%
Travel agency (High street)	20.6%	30.8%	30.2%	38.3%	29.7%
Online Travel Agency (OTA)	14.7%	14.9%	13.6%	12.7%	14.0%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	6.1%	7.7%	7.7%	6.2%	6.8%
4* Hotel	39.8%	51.5%	51.5%	46.5%	46.8%
1-2-3* Hotel	20.0%	10.8%	13.0%	7.7%	13.2%
Apartment	28.2%	25.1%	23.5%	34.6%	28.2%
Property (privately-owned, friends, family)	3.2%	2.9%	4.1%	2.4%	3.1%
Others	2.8%	2.0%	0.2%	2.6%	2.0%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	49.8%	37.0%	50.0%	46.6%	46.2%
Percentage of women	50.2%	63.0%	50.0%	53.4%	53.8%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	50.8	45.3	38.3	49.4	46.4
Standard deviation	13.0	17.2	14.9	13.8	15.4

	Q1	Q2	Q3	Q4	Total
Age range (> 16 years old)					
16-24 years old	2.3%	13.7%	20.8%	5.4%	9.7%
25-30 years old	5.5%	14.8%	19.1%	4.3%	10.3%
31-45 years old	22.0%	17.9%	27.2%	27.2%	23.7%
46-60 years old	49.0%	30.0%	28.7%	45.0%	39.3%
Over 60 years old	21.3%	23.6%	4.3%	18.1%	17.1%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	21.3%	13.5%	8.1%	14.3%	14.7%
Upper/Middle management employee	50.1%	47.2%	51.3%	58.0%	51.9%
Auxiliary level employee	7.2%	8.2%	21.3%	3.8%	9.7%
Students	1.5%	3.4%	15.4%	5.9%	6.3%
Retired	19.7%	25.4%	2.7%	17.0%	16.4%
Unemployed / unpaid dom. work	0.3%	2.1%	1.1%	1.0%	1.1%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	9.5%	28.4%	29.1%	16.6%	20.4%
€24,001 - €36,000	20.4%	28.9%	15.6%	19.2%	20.8%
€36,001 - €48,000	14.3%	11.2%	16.1%	12.2%	13.5%
€48,001 - €60,000	16.0%	16.4%	14.5%	28.7%	19.3%
€60,001 - €72,000	7.5%	5.5%	12.5%	6.6%	8.0%
€72,001 - €84,000	8.3%	5.5%	2.6%	4.2%	5.1%
More than €84,000	24.2%	4.0%	9.5%	12.5%	12.9%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.0%	0.0%	0.0%	0.0%
Between 2 and 7 days	0.8%	4.1%	3.5%	4.7%	3.1%
Between 8 and 15 days	10.7%	9.0%	6.5%	5.4%	8.0%
Between 16 and 30 days	12.8%	27.0%	7.8%	9.0%	13.8%
Between 31 and 90 days	39.1%	24.3%	29.9%	39.8%	34.1%
More than 90 days	36.6%	35.6%	52.3%	41.1%	41.0%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	8.8%	3.9%	6.5%	8.1%	7.0%
Flight and accommodation (room only)	19.1%	11.7%	6.8%	13.7%	13.3%
Flight and accommodation (B&B)	10.7%	7.3%	8.4%	15.7%	10.7%
Flight and accommodation (half board)	34.9%	44.3%	38.1%	29.3%	36.2%
Flight and accommodation (full board)	3.5%	0.0%	4.0%	3.0%	2.7%
Flight and accommodation (all inclusive)	23.0%	32.9%	36.3%	30.2%	30.0%
% Tourists using low-cost airlines	30.6%	36.3%	27.7%	37.8%	33.1%
Other expenses in their place of residence:					
- Car rental	23.0%	20.8%	12.6%	15.4%	18.2%
- Sporting activities	8.1%	17.2%	7.9%	8.1%	10.1%
- Excursions	10.3%	9.1%	15.1%	8.1%	10.6%
- Trip to other islands	2.6%	0.0%	0.8%	1.9%	1.4%

(*) 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: Austrian market



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	1,788	2,460	7,772	4,788	16,808
- Fuerteventura	10,858	9,033	6,229	5,332	31,452
- Gran Canaria	12,494	8,975	7,592	11,887	40,948
- Tenerife	21,220	15,245	15,531	15,723	67,718
- La Palma	3,700	1,538	2,139	9,059	16,435

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	3.6%	6.6%	19.8%	10.2%	9.7%
- Fuerteventura	21.7%	24.2%	15.9%	11.4%	18.1%
- Gran Canaria	25.0%	24.1%	19.3%	25.4%	23.6%
- Tenerife	42.4%	40.9%	39.6%	33.6%	39.1%
- La Palma	7.4%	4.1%	5.4%	19.4%	9.5%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.5%	10.6%	4.2%	13.9%	10.0%
Only with partner	63.3%	64.4%	40.2%	55.5%	56.3%
Only with children (under the age of 13)	1.2%	0.9%	1.1%	0.0%	0.8%
Partner + children (under the age of 13)	7.1%	4.0%	15.3%	8.3%	8.6%
Other relatives	2.0%	6.6%	7.4%	4.8%	5.0%
Friends	3.2%	9.1%	6.3%	3.2%	5.2%
Work colleagues	0.0%	0.0%	0.0%	0.2%	0.1%
Other combinations ⁽¹⁾	12.7%	4.4%	25.5%	14.1%	14.1%

* Multi-choice 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)	95.6%	99.1%	94.1%	97.0%	96.4%
Average rating (scale 1-10)	9.34	9.23	9.16	9.26	9.25

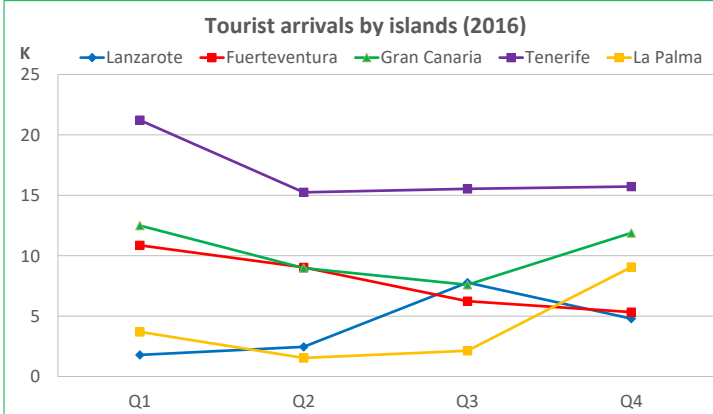
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	75.7%	61.4%	54.3%	73.9%	67.4%
In love (at least 10 previous visits)	17.0%	15.0%	8.6%	24.4%	16.8%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Austria	64.5%	50.9%	63.4%	43.3%	55.7%
Germany	29.6%	36.8%	20.4%	35.4%	30.7%
Spanish Mainland	4.4%	9.7%	12.3%	8.2%	8.3%
Switzerland	0.2%	1.1%	3.9%	12.5%	4.5%
Belgium	0.0%	1.4%	0.0%	0.0%	0.3%
United Kingdom	0.6%	0.0%	0.0%	0.0%	0.2%
Norway	0.5%	0.0%	0.0%	0.0%	0.1%
Czech Republic	0.3%	0.0%	0.0%	0.0%	0.1%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	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	90.4%	88.9%	80.5%	94.5%	88.9%
Scenery	45.2%	35.9%	33.7%	34.6%	37.8%
Tranquillity/rest/relaxation	31.4%	38.2%	36.9%	37.9%	35.8%
Beaches	24.3%	39.1%	45.9%	36.2%	35.5%
Visiting new places	14.8%	17.6%	24.5%	21.5%	19.4%
Security	13.7%	22.8%	22.0%	20.2%	19.3%
Active tourism	8.9%	13.3%	7.2%	9.8%	9.7%
Ease of travel	9.1%	8.3%	4.3%	4.8%	6.7%
Nautical activities	5.5%	5.1%	5.8%	1.7%	4.5%
Price	2.7%	5.3%	7.3%	1.5%	4.0%
Quality of the environment	4.6%	4.7%	4.3%	1.6%	3.8%
Theme parks	3.1%	0.9%	6.1%	3.5%	3.4%
Suitable destination for children	1.2%	4.1%	3.3%	3.7%	3.0%
Culture	3.1%	1.9%	3.8%	2.5%	2.9%
Shopping	4.7%	2.4%	0.0%	0.8%	2.1%
Rural tourism	1.4%	0.0%	1.1%	2.0%	1.2%

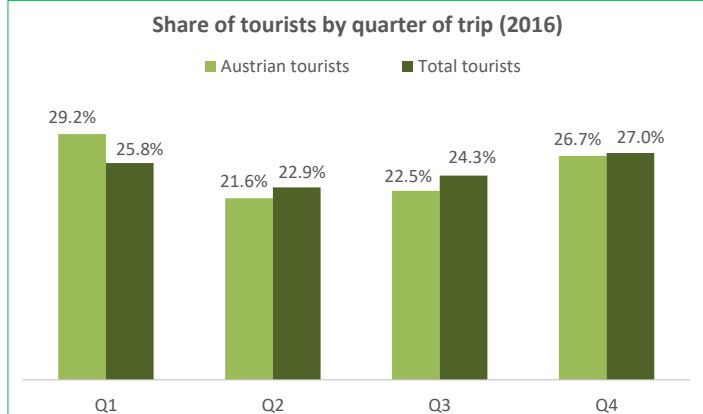
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	63.1%	48.3%	36.0%	64.8%	54.3%
Recommendation by friends or relatives	42.3%	37.4%	27.9%	28.5%	34.3%
The Canary Islands television channel	2.0%	0.8%	0.0%	0.8%	0.9%
Other television or radio channels	2.2%	2.7%	4.7%	0.0%	2.3%
Information in the press/magazines/books	5.3%	5.1%	3.9%	3.0%	4.3%
Attendance at a tourism fair	0.0%	0.0%	0.0%	0.0%	0.0%
Tour Operator's brochure or catalogue	6.4%	10.8%	20.4%	6.3%	10.5%
Recommendation by Travel Agency	4.3%	13.5%	18.3%	14.7%	12.2%
Information obtained via the Internet	24.1%	31.4%	38.0%	25.7%	29.2%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	1.0%	4.0%	6.9%	3.9%	3.7%

* Multi-choice 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.