

Tourist profile by quarter of trip (2017)

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How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old) (thousands)	37	24	24	49	134
Average daily expenditure (€)	159.36	--	--	167.97	159.73
. in their place of residence	121.81	--	--	123.43	119.47
. in the Canary Islands	37.54	--	--	44.54	40.25
Average length of stay	12.18	--	--	9.70	11.24
Turnover per tourist (€)	1,630	--	--	1,448	1,546
Total turnover (€m)	60.3	--	--	71.3	208
Tourist arrivals: share by quarter	27.5%	17.8%	18.1%	36.6%	100%
Turnover: share by quarter	29.0%	--	--	34.3%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	15.2%	--	--	13.8%	13.7%
- Additional accommodation expenses	5.4%	--	--	10.4%	8.5%
Transport:					
- Public transport	13.9%	--	--	10.6%	10.7%
- Taxi	12.1%	--	--	13.8%	12.9%
- Car rental	24.1%	--	--	24.8%	24.6%
Food and drink:					
- Food purchases at supermarkets	57.5%	--	--	46.5%	50.6%
- Restaurants	58.5%	--	--	58.1%	60.1%
Souvenirs:					
	55.2%	--	--	59.1%	55.3%
Leisure:					
- Organized excursions	15.0%	--	--	18.9%	18.6%
- Leisure, amusement	6.5%	--	--	8.2%	8.7%
- Trip to other islands	0.7%	--	--	4.2%	2.9%
- Sporting activities	6.4%	--	--	10.5%	7.8%
- Cultural activities	4.5%	--	--	1.4%	3.8%
- Discos and disco-pubs	1.3%	--	--	4.5%	3.6%
Others:					
- Wellness	3.7%	--	--	4.4%	4.3%
- Medical expenses	7.6%	--	--	6.8%	5.2%
- Other expenses	7.6%	--	--	7.0%	8.7%

2017



-24%
TOURISTS*
134,428



+14%
TRAVEL EXPENSES
€1,546



-13%
TURNOVER
€208 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	8.9%	--	--	7.6%	7.7%
Flight and accommodation (room only)	21.5%	--	--	18.0%	17.6%
Flight and accommodation (B&B)	13.1%	--	--	21.0%	14.7%
Flight and accommodation (half board)	26.9%	--	--	31.4%	33.2%
Flight and accommodation (full board)	5.6%	--	--	2.4%	4.0%
Flight and accommodation (all inclusive)	24.0%	--	--	19.6%	22.7%
<u>% Tourists using low-cost airlines</u>	44.6%	--	--	37.1%	35.3%
<u>Other expenses in their place of residence:</u>					
- Car rental	28.2%	--	--	21.7%	22.5%
- Sporting activities	8.3%	--	--	5.7%	5.6%
- Excursions	4.5%	--	--	11.4%	9.6%
- Trip to other islands	2.7%	--	--	0.8%	2.2%

* Tourists over 16 years old.

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	36.7%	--	--	39.6%	37.9%
- Tour Operator's website	68.9%	--	--	58.7%	59.0%
Accommodation	9.2%	--	--	6.0%	8.8%
- Accommodation's website	82.6%	--	--	93.7%	80.6%
Travel agency (High street)	32.5%	--	--	28.9%	31.5%
Online Travel Agency (OTA)	17.0%	--	--	20.1%	16.7%
No need to book accommodation	4.7%	--	--	5.3%	5.2%
Flight booking					
Tour Operator	43.3%	--	--	40.6%	41.8%
- Tour Operator's website	51.5%	--	--	50.9%	50.6%
Airline	17.2%	--	--	16.3%	16.8%
- Airline's website	97.6%	--	--	100.0%	97.9%
Travel agency (High street)	25.7%	--	--	27.1%	27.0%
Online Travel Agency (OTA)	13.8%	--	--	15.9%	14.4%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.1%	--	--	0.0%	0.0%
Between 2 and 7 days	3.0%	--	--	3.4%	3.3%
Between 8 and 15 days	5.2%	--	--	3.8%	4.7%
Between 16 and 30 days	16.3%	--	--	16.6%	14.2%
Between 31 and 90 days	34.4%	--	--	42.7%	34.8%
More than 90 days	40.9%	--	--	33.5%	43.0%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	52.9%	--	--	54.2%	49.7%
Women	47.1%	--	--	45.8%	50.3%
Age					
Average age (tourists > 16 years old)	52.7	--	--	50.8	49.5
Standard deviation	16.1	--	--	15.3	16.5
Age range (> 16 years old)					
16-24 years old	7.2%	--	--	7.0%	8.9%
25-30 years old	5.5%	--	--	7.7%	10.4%
31-45 years old	16.4%	--	--	18.5%	18.6%
46-60 years old	30.5%	--	--	40.8%	32.4%
Over 60 years old	40.5%	--	--	26.1%	29.7%
Occupation					
Business owner or self-employed	16.0%	--	--	14.5%	14.7%
Upper/Middle management employee	36.6%	--	--	44.7%	42.4%
Auxiliary level employee	6.1%	--	--	10.6%	10.2%
Students	3.2%	--	--	6.6%	5.2%
Retired	37.7%	--	--	21.7%	25.3%
Unemployed / unpaid dom. work	0.5%	--	--	1.9%	2.1%
Annual household income level					
€12,000 - €24,000	15.7%	--	--	27.1%	22.6%
€24,001 - €36,000	32.7%	--	--	21.6%	26.4%
€36,001 - €48,000	20.8%	--	--	9.8%	16.4%
€48,001 - €60,000	12.0%	--	--	10.5%	12.2%
€60,001 - €72,000	4.4%	--	--	7.4%	5.2%
€72,001 - €84,000	4.5%	--	--	7.7%	5.9%
More than €84,000	9.9%	--	--	16.0%	11.3%

Tourist profile by quarter of trip (2017)

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	3,466	--	--	3,329	9,630
- Fuerteventura	2,902	--	--	6,246	14,298
- Gran Canaria	12,457	--	--	13,781	41,390
- Tenerife	15,539	--	--	22,554	58,900
- La Palma	2,159	--	--	3,058	9,487

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	7.2%	--	--	9.8%	9.0%
4* Hotel	43.5%	--	--	47.7%	46.4%
1-2-3* Hotel	13.3%	--	--	8.0%	10.6%
Apartment	26.6%	--	--	29.2%	26.9%
Property (privately-owned, friends, family)	2.9%	--	--	3.3%	3.4%
Others	6.5%	--	--	2.0%	3.8%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.2%	--	--	9.8%	7.7%
Only with partner	60.2%	--	--	59.4%	58.5%
Only with children (under the age of 13)	2.1%	--	--	0.9%	1.7%
Partner + children (under the age of 13)	5.2%	--	--	4.8%	4.6%
Other relatives	0.4%	--	--	5.3%	2.8%
Friends	7.7%	--	--	2.0%	6.4%
Work colleagues	1.7%	--	--	0.0%	0.7%
Other combinations ⁽¹⁾	12.4%	--	--	17.8%	17.6%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	96.9%	--	--	91.7%	93.4%
Average rating (scale 1-10)	9.25	--	--	9.01	9.06

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	80.3%	--	--	75.7%	72.2%
At least 10 previous visits	22.6%	--	--	10.9%	17.2%

Where does the flight come from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Austria	58.6%	--	--	47.2%	50.6%
Germany	29.7%	--	--	31.7%	31.5%
Spanish Mainland	9.9%	--	--	18.3%	14.3%
Switzerland	0.0%	--	--	1.1%	2.2%
United Kingdom	1.0%	--	--	0.3%	0.5%
Belgium	0.4%	--	--	0.0%	0.3%
Sweden	0.5%	--	--	0.0%	0.1%
Others	0.0%	--	--	1.3%	0.5%

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	9.5%	--	--	6.8%	7.2%
- Fuerteventura	7.9%	--	--	12.8%	10.7%
- Gran Canaria	34.1%	--	--	28.1%	31.0%
- Tenerife	42.5%	--	--	46.1%	44.1%
- La Palma	5.9%	--	--	6.2%	7.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	96.0%	--	--	95.8%	92.3%
Beaches	29.4%	--	--	39.5%	38.1%
Scenery	42.8%	--	--	31.9%	33.7%
Tranquility/rest/relaxation	27.0%	--	--	33.3%	32.4%
Security	12.7%	--	--	17.7%	17.2%
Visiting new places	17.6%	--	--	13.0%	16.6%
Active tourism	10.1%	--	--	7.8%	8.2%
Ease of travel	4.2%	--	--	8.0%	5.5%
Price	5.3%	--	--	2.7%	4.4%
Nautical activities	1.8%	--	--	5.0%	4.1%
Quality of the environment	2.5%	--	--	3.4%	2.9%
Theme parks	3.0%	--	--	2.6%	2.8%
Culture	0.6%	--	--	2.7%	2.4%
Golf	3.1%	--	--	3.1%	2.3%
Suitable destination for children	1.1%	--	--	2.5%	2.3%
Security against natural catastrophes	3.2%	--	--	2.5%	2.1%

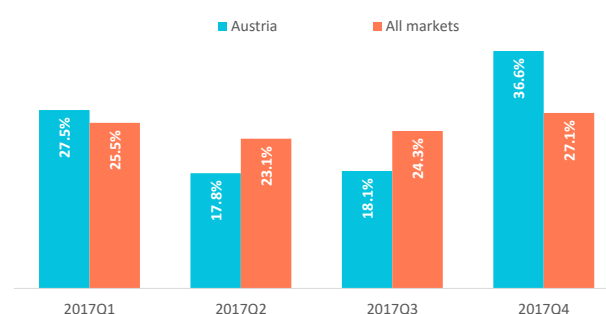
* Multi-choice question

Share of tourist arrivals by quarters

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	68.0%	--	--	58.7%	61.5%
Recommendation by friends/relatives	35.5%	--	--	38.4%	36.2%
The Canary Islands television channel	1.6%	--	--	0.0%	0.7%
Other television or radio channels	0.0%	--	--	0.0%	0.5%
Information in press/magazines/books	2.8%	--	--	4.7%	4.1%
Attendance at a tourism fair	0.0%	--	--	2.1%	0.9%
Tour Operator's brochure or catalogue	11.8%	--	--	9.3%	10.2%
Recommendation by Travel Agency	5.9%	--	--	11.5%	11.0%
Information obtained via the Internet	25.7%	--	--	19.0%	24.2%
Senior Tourism programme	0.6%	--	--	0.0%	0.2%
Others	6.3%	--	--	7.7%	5.7%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.