How many are they and how much do they spend?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	26,106	61,261	25,633	28,390	39,730
Average daily expenditure (€)	150.09	146.41	151.93	145.99	155.36
. in their place of residence	115.07	114.83	120.95	112.48	119.12
. in the Canary Islands	35.02	31.58	30.97	33.51	36.24
Average lenght of stay	10.41	10.21	8.99	9.54	9.72
Turnover per tourist (€)	1,464	1,340	1,307	1,276	1,333
Total turnover (> 16 years old) (€m)	38.2	82.1	33.5	36.2	53.0
Share of total turnover	27.2%	32.0%	23.9%	22.6%	22.1%
Share of total tourist	25.2%	32.4%	25.9%	24.5%	22.5%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	74.39	45.77	24.71	44.29	54.31
- Accommodation	55.08	32.01	17.29	33.12	41.10
- Additional accommodation expenses	19.30	13.76	7.42	11.17	13.21
Transport:	37.54	29.23	30.66	30.23	26.43
- Public transport	5.20	4.79	11.49	2.03	1.74
- Taxi	2.87	6.68	2.57	5.06	1.15
- Car rental	29.47	17.76	16.59	23.14	23.55
Food and drink:	99.48	107.05	103.63	109.55	104.59
- Food purchases at supermarkets	33.39	51.34	53.01	47.99	43.35
- Restaurants	66.09	55.71	50.62	61.56	61.25
Souvenirs:	63.29	59.53	63.04	60.08	51.51
Leisure:	58.46	67.31	53.25	41.67	62.47
- Organized excursions	27.55	35.71	30.53	19.46	30.25
- Leisure, amusement	11.55	11.04	10.45	9.91	6.08
- Trip to other islands	6.58	6.69	0.70	2.12	1.50
- Sporting activities	9.27	7.28	2.41	1.94	16.22
- Cultural activities	1.09	4.92	1.31	2.53	3.98
- Discos and disco-pubs	2.41	1.66	7.84	5.69	4.44
Others:	27.42	200.33	3.09	9.23	13.34
- Wellness	8.78	3.35	1.01	2.91	2.69
- Medical expenses	2.08	3.66	0.00	0.46	2.42
- Other expenses	16.56	193.33	2.08	5.86	8.23

How far in advance do they book their trip?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.0%	0.5%	0.0%	2.0%	0.0%
Between 2 and 7 days	5.6%	10.1%	6.1%	3.4%	3.5%
Between 8 and 15 days	10.6%	9.7%	13.1%	7.7%	6.5%
Between 16 and 30 days	9.7%	14.4%	8.9%	7.9%	7.8%
Between 31 and 90 days	21.8%	22.7%	21.5%	26.9%	29.9%
More than 90 days	52.2%	42.6%	50.3%	52.0%	52.3%

What do they book at their place of residence?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	6.6%	4.6%	2.1%	4.2%	6.5%
Flight and accommodation (room only)	9.4%	11.1%	11.9%	15.6%	6.8%
Flight and accommodation (B&B)	5.3%	2.4%	7.2%	9.7%	8.4%
Flight and accommodation (half board)	47.5%	35.0%	28.5%	25.4%	38.1%
Flight and accommodation (full board)	2.6%	1.9%	3.9%	1.7%	4.0%
Flight and accommodation (all inclusive)	28.7%	45.0%	46.5%	43.4%	36.3%
% Tourists using low-cost airlines	28.5%	28.3%	29.9%	30.1%	27.7%
Other expenses in their place of residence:					
- Car rental	16.6%	10.6%	15.8%	17.7%	12.6%
- Sporting activities	7.7%	10.5%	7.6%	10.2%	7.9%
- Excursions	17.7%	13.3%	13.6%	13.1%	15.1%
- Trip to other islands	5.9%	3.1%	2.4%	0.0%	0.8%

How do they book?

Accommodation booking	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tour Operator	40.5%	47.9%	45.7%	38.3%	37.1%
- Tour Operator´s website	48.2%	60.1%	59.9%	70.7%	54.4%
Accommodation	4.4%	3.3%	8.2%	5.7%	6.1%
- Accommodation´s website	70.6%	82.2%	100.0%	100.0%	65.9%
Travel agency (High street)	32.8%	33.2%	29.0%	38.3%	35.2%
Online Travel Agency (OTA)	16.4%	13.8%	15.0%	15.8%	17.8%
No need to book accommodation	5.9%	1.7%	2.1%	1.9%	3.9%

Flight booking	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tour Operator	44.6%	47.8%	47.0%	37.4%	47.9%
- Tour Operator´s website	45.3%	53.2%	58.6%	70.5%	53.4%
Airline	7.3%	5.0%	7.0%	8.5%	8.3%
- Airline´s website	85.3%	92.3%	68.7%	100.0%	100.0%
Travel agency (High street)	33.2%	36.2%	32.3%	39.3%	30.2%
Online Travel Agency (OTA)	14.8%	11.0%	13.7%	14.7%	13.6%

Where do they stay?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	14.3%	3.3%	12.4%	7.5%	7.7%
4* Hotel	54.1%	63.5%	58.0%	49.6%	51.5%
1-2-3* Hotel	11.0%	14.3%	10.2%	10.2%	13.0%
Apartment	14.8%	15.0%	17.4%	27.8%	23.5%
Property (privately-owned,friends,family)	4.9%	2.6%	2.0%	1.9%	4.1%
Others	0.8%	1.3%	0.0%	3.0%	0.2%

Who are they?

Gender	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Percentage of men	46.1%	42.2%	42.8%	43.4%	50.0%
Percentage of women	53.9%	57.8%	57.2%	56.6%	50.0%
Age					
Average age (tourists > 16 years old)	35.3	35.8	35.8	36.2	38.3
Standard deviation	11.4	11.3	12.3	12.2	14.9
Age range (> 16 years old)					
16-24 years old	17.9%	18.2%	25.5%	19.9%	20.8%
25-30 years old	26.5%	24.1%	14.5%	23.0%	19.1%
31-45 years old	36.0%	32.4%	38.7%	29.2%	27.2%
46-60 years old	17.1%	25.3%	18.5%	26.5%	28.7%
Over 60 years old	2.6%	0.0%	2.8%	1.3%	4.3%
Occupation					
Business owner or self-employed	10.6%	14.2%	4.7%	13.7%	8.1%
Upper/Middle management employee	65.3%	55.7%	55.7%	56.9%	51.3%
Auxiliary level employee	10.9%	20.4%	17.1%	13.1%	21.3%
Students	11.0%	8.9%	14.1%	12.1%	15.4%
Retired	1.1%	0.8%	6.1%	1.8%	2.7%
Unemployed / unpaid dom. work	1.1%	0.0%	2.2%	2.4%	1.1%
Annual household income level					
€12,000 - €24,000	21.4%	22.9%	36.7%	29.7%	29.1%
€24,001 - €36,000	26.8%	26.2%	17.9%	21.4%	15.6%
€36,001 - €48,000	21.3%	14.9%	18.9%	21.2%	16.1%
€48,001 - €60,000	11.9%	5.9%	7.5%	8.4%	14.5%
€60,001 - €72,000	2.1%	5.1%	9.0%	3.5%	12.5%
€72,001 - €84,000	1.4%	7.7%	4.3%	5.8%	2.6%
More than €84,000	15.1%	17.2%	5.6%	10.0%	9.5%

(*) 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 trend (2016)
Austria: Third Quarter

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	1,553	8,706	2,406	3,339	7,772
- Fuerteventura	3,787	20,217	4,656	5,086	6,229
- Gran Canaria	11,507	9,132	7,055	8,452	7,592
- Tenerife	8,277	22,130	9,437	9,411	15,531
- La Palma	737	692	1,751	1,764	2,139

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	6.0%	14.3%	9.5%	11.9%	19.8%
- Fuerteventura	14.6%	33.2%	18.4%	18.1%	15.9%
- Gran Canaria	44.5%	15.0%	27.9%	30.1%	19.3%
- Tenerife	32.0%	36.4%	37.3%	33.5%	39.6%
- La Palma	2.8%	1.1%	6.9%	6.3%	5.4%

Who do they come with?

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	10.8%	3.8%	6.4%	3.2%	4.2%
Only with partner	53.9%	43.5%	49.4%	53.0%	40.2%
Only with children (under the age of 13)	1.0%	3.4%	3.9%	0.6%	1.1%
Partner + children (under the age of 13)	13.3%	9.7%	10.7%	13.7%	15.3%
Other relatives	1.7%	2.3%	6.9%	6.7%	7.4%
Friends	2.0%	6.6%	6.5%	6.1%	6.3%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations [1]	17.4%	30.6%	16.3%	16.6%	25.5%

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

Why do they choose the Canary Islands?

Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	92.8%	86.5%	81.5%	81.9%	80.5%
Beaches	55.1%	53.6%	46.0%	61.0%	45.9%
Tranquillity/rest/relaxation	37.7%	31.7%	49.9%	36.0%	36.9%
Scenery	36.3%	29.3%	27.0%	28.6%	33.7%
Visiting new places	16.5%	22.6%	26.9%	14.3%	24.5%
Security	4.7%	2.1%	1.7%	8.5%	22.0%
Price	5.1%	3.7%	2.5%	4.9%	7.3%
Active tourism	4.6%	7.2%	8.7%	7.0%	7.2%
Theme parks	5.6%	11.0%	15.0%	7.0%	6.1%
Nautical activities	10.1%	14.5%	4.5%	5.8%	5.8%
Ease of travel	0.0%	0.0%	1.3%	4.4%	4.3%
Quality of the environment	4.5%	3.3%	3.4%	2.0%	4.3%
Culture	2.2%	3.1%	4.3%	3.5%	3.8%
Suitable destination for children	3.2%	6.6%	4.1%	3.6%	3.3%
Nightlife/fun	3.6%	4.9%	2.0%	1.5%	1.2%
Rural tourism	0.8%	2.4%	0.7%	0.6%	1.1%

* Multi-choise question

How do they rate the destination?

Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	93.3%	93.3%	88.0%	95.7%	94.1%
Average rating (scale 1-10)	9.00	8.98	8.91	9.00	9.16

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	59.4%	56.4%	49.6%	51.7%	54.3%
In love (at least 10 previous visits)	5.1%	4.4%	5.6%	6.8%	8.6%

Where does the flight come from?

Ten main origin countries	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Austria	63.7%	71.1%	66.8%	55.8%	63.4%
Germany	21.4%	19.2%	19.4%	29.9%	20.4%
Spanish Mainland	14.0%	5.4%	12.7%	11.1%	12.3%
Switzerland	1.0%	4.1%	1.1%	2.2%	3.9%
Belgium	0.0%	0.2%	0.0%	0.0%	0.0%
Russia	0.0%	0.0%	0.0%	1.1%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%

What did motivate them to come?

Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	49.7%	45.5%	34.3%	41.7%	36.0%
Recommendation by friends or relatives	30.6%	36.7%	34.1%	39.3%	27.9%
The Canary Islands television channel	0.0%	0.0%	0.0%	3.5%	0.0%
Other television or radio channels	5.4%	3.3%	5.7%	2.3%	4.7%
Information in the press/magazines/books	7.4%	7.7%	6.3%	2.2%	3.9%
Attendance at a tourism fair	0.0%	0.0%	1.2%	0.9%	0.0%
Tour Operator's brochure or catalogue	22.9%	15.5%	16.9%	17.8%	20.4%
Recommendation by Travel Agency	13.5%	18.0%	13.7%	12.5%	18.3%
Information obtained via the Internet	28.9%	23.1%	34.3%	37.2%	38.0%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	9.3%	5.8%	5.0%	5.2%	6.9%

* Multi-choise question

Tourist arrivals trend (> 16 years old) (Third Quarter)
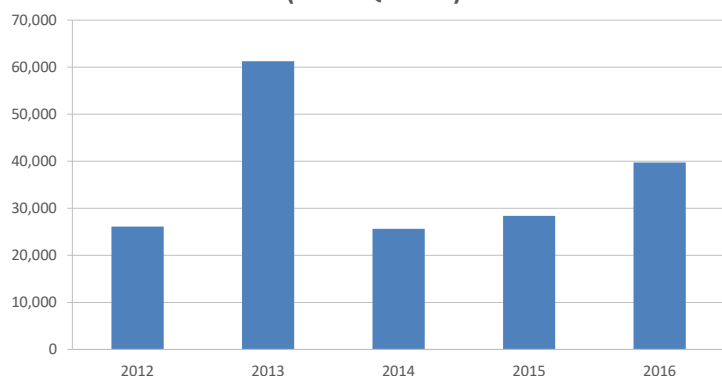
Share of tourists (> 16 years old) (Third Quarter)
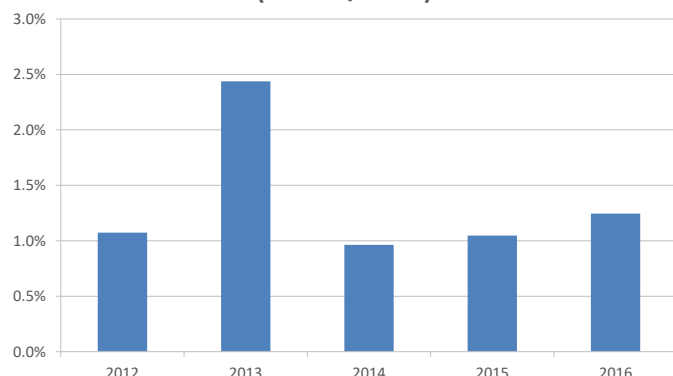
Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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