

Tourist profile trend (2016)

Canary Islands: Second Quarter



How many are they and how much do they spend?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	2,146,433	2,196,684	2,445,421	2,468,665	3,002,026
Average daily expenditure (€)	121.74	120.15	124.96	131.12	128.17
. in their place of residence	83.98	82.96	87.65	93.05	90.47
. in the Canary Islands	37.76	37.19	37.31	38.07	37.70
Average length of stay	9.16	9.39	9.02	8.88	8.88
Turnover per tourist (€)	979	992	1,013	1,041	1,019
Total turnover (> 16 years old) (€m)	2,101	2,180	2,476	2,570	3,060
Share of total turnover	19.3%	19.4%	20.8%	19.8%	20.5%
Share of total tourist	21.4%	21.1%	22.4%	21.8%	22.9%

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

Accommodation (**):	35.59	43.95	40.36	42.33	41.18
- Accommodation	29.75	38.07	34.72	35.85	35.07
- Additional accommodation expenses	5.83	5.89	5.65	6.48	6.11
Transport:	25.82	26.01	24.61	25.74	22.58
- Public transport	4.34	5.91	4.68	4.85	3.95
- Taxi	7.20	6.84	6.50	7.10	6.13
- Car rental	14.27	13.25	13.42	13.79	12.51
Food and drink:	129.70	143.65	137.06	141.03	134.77
- Food purchases at supermarkets	53.61	65.71	61.34	63.11	58.29
- Restaurants	76.09	77.93	75.72	77.92	76.49
Souvenirs:	55.23	55.51	56.75	53.01	54.72
Leisure:	39.96	34.68	34.04	36.58	32.23
- Organized excursions	15.96	15.21	13.93	13.90	14.35
- Leisure, amusement	5.47	4.62	4.20	5.10	4.21
- Trip to other islands	1.54	2.62	1.74	3.28	1.88
- Sporting activities	4.93	3.82	5.31	6.13	4.47
- Cultural activities	2.31	1.87	2.23	1.95	1.84
- Discos and disco-pubs	9.75	6.54	6.63	6.22	5.49
Others:	24.08	15.50	15.43	17.45	12.59
- Wellness	3.45	3.53	3.90	2.95	2.85
- Medical expenses	1.75	1.81	1.55	3.91	1.68
- Other expenses	18.89	10.16	9.98	10.59	8.06

How far in advance do they book their trip?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.6%	0.7%	0.6%	0.7%	0.6%
Between 2 and 7 days	10.2%	9.2%	8.5%	7.7%	6.7%
Between 8 and 15 days	10.6%	11.4%	9.4%	8.4%	7.4%
Between 16 and 30 days	15.9%	18.4%	16.5%	14.9%	14.8%
Between 31 and 90 days	34.7%	32.7%	34.0%	36.6%	36.5%
More than 90 days	28.0%	27.5%	31.0%	31.7%	34.1%

What do they book at their place of residence?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	11.5%	12.7%	9.5%	9.5%	8.2%
Flight and accommodation (room only)	22.1%	24.4%	24.2%	24.0%	24.2%
Flight and accommodation (B&B)	6.3%	7.2%	6.9%	7.7%	7.1%
Flight and accommodation (half board)	23.6%	21.3%	21.2%	19.7%	20.9%
Flight and accommodation (full board)	4.2%	4.3%	4.6%	4.2%	4.5%
Flight and accommodation (all inclusive)	32.3%	30.1%	33.7%	34.8%	35.1%
% Tourists using low-cost airlines	37.0%	45.9%	44.8%	49.6%	51.9%
Other expenses in their place of residence:					
- Car rental	10.5%	11.1%	10.7%	11.9%	12.3%
- Sporting activities	5.2%	5.0%	5.2%	5.9%	5.2%
- Excursions	3.8%	4.9%	5.3%	5.6%	5.7%
- Trip to other islands	0.9%	1.1%	1.4%	1.6%	1.7%

How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Accommodation booking					
Tour Operator	46.5%	38.6%	43.4%	41.3%	41.6%
- Tour Operator's website	70.1%	74.9%	75.2%	79.4%	78.0%
Accommodation	12.4%	16.5%	14.3%	15.2%	14.8%
- Accommodation's website	80.6%	79.6%	82.3%	81.8%	84.5%
Travel agency (High street)	19.7%	21.3%	21.4%	20.5%	21.4%
Online Travel Agency (OTA)	14.1%	15.5%	14.6%	16.7%	17.2%
No need to book accommodation	7.4%	8.2%	6.3%	6.3%	5.1%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight booking					
Tour Operator	54.0%	41.2%	44.6%	44.4%	43.8%
- Tour Operator's website	69.8%	71.9%	73.6%	77.3%	76.0%
Airline	18.9%	26.7%	24.2%	26.0%	24.0%
- Airline's website	96.9%	96.2%	97.0%	96.0%	96.3%
Travel agency (High street)	17.3%	20.3%	20.3%	18.8%	19.9%
Online Travel Agency (OTA)	9.9%	11.8%	10.9%	10.9%	12.3%

Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	7.8%	8.5%	7.3%	8.0%	7.7%
4* Hotel	41.4%	38.6%	40.2%	40.0%	41.6%
1-2-3* Hotel	15.6%	14.4%	15.8%	15.5%	15.4%
Apartment	26.9%	29.5%	28.5%	28.9%	29.1%
Property (privately-owned, friends, family)	5.6%	6.9%	5.7%	5.2%	3.8%
Others	2.7%	2.1%	2.4%	2.4%	2.5%

Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Gender					
Percentage of men	49.3%	48.3%	49.0%	47.6%	47.5%
Percentage of women	50.7%	51.7%	51.0%	52.4%	52.5%

Age					
Average age (tourists > 16 years old)	44.0	43.4	44.5	44.0	46.7
Standard deviation	14.2	14.5	14.5	14.8	15.5

Age range (> 16 years old)					
16-24 years old	8.8%	9.3%	8.2%	10.0%	7.1%
25-30 years old	13.1%	14.0%	13.4%	13.3%	12.6%
31-45 years old	32.2%	33.9%	31.5%	30.5%	27.6%
46-60 years old	31.4%	28.1%	30.9%	30.9%	31.0%
Over 60 years old	14.5%	14.7%	15.9%	15.4%	21.7%

Occupation					
Business owner or self-employed	22.3%	22.6%	23.1%	23.9%	22.0%
Upper/Middle management employee	39.2%	37.4%	38.4%	37.6%	35.2%
Auxiliary level employee	17.6%	18.2%	16.8%	16.1%	16.0%
Students	4.8%	5.9%	4.4%	6.0%	4.1%
Retired	13.5%	13.1%	14.3%	13.6%	20.2%
Unemployed / unpaid dom. work	2.4%	2.8%	3.0%	2.8%	2.5%

Annual household income level					
€12,000 - €24,000	18.3%	20.7%	18.8%	18.5%	19.3%
€24,001 - €36,000	20.5%	20.5%	20.5%	18.9%	20.5%
€36,001 - €48,000	16.9%	16.1%	17.1%	16.7%	17.1%
€48,001 - €60,000	14.5%	14.4%	14.7%	14.5%	14.9%
€60,001 - €72,000	9.6%	8.7%	9.3%	8.8%	9.1%
€72,001 - €84,000	5.8%	5.6%	5.9%	6.9%	5.5%
More than €84,000	14.3%	13.9%	13.7%	15.7%	13.6%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	401,337	417,411	469,065	478,832	562,021
- Fuerteventura	310,869	328,775	391,383	388,881	461,607
- Gran Canaria	538,226	530,449	586,170	605,205	750,985
- Tenerife	855,260	880,137	952,834	938,517	1,159,088
- La Palma	27,363	25,365	29,530	36,959	46,894

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	18.8%	19.1%	19.3%	19.6%	18.9%
- Fuerteventura	14.6%	15.1%	16.1%	15.9%	15.5%
- Gran Canaria	25.2%	24.3%	24.1%	24.7%	25.2%
- Tenerife	40.1%	40.3%	39.2%	38.3%	38.9%
- La Palma	1.3%	1.2%	1.2%	1.5%	1.6%

Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	8.4%	11.8%	10.8%	9.1%	10.0%
Only with partner	52.7%	47.9%	49.7%	50.2%	52.6%
Only with children (under the age of 13)	1.2%	1.3%	1.2%	1.3%	1.1%
Partner + children (under the age of 13)	11.0%	11.7%	10.7%	11.1%	9.1%
Other relatives	5.3%	6.1%	5.9%	6.1%	5.4%
Friends	6.2%	6.7%	6.5%	6.7%	7.0%
Work colleagues	0.6%	0.5%	0.5%	0.5%	0.4%
Other combinations ⁽¹⁾	14.6%	14.1%	14.8%	15.1%	14.4%

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

How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	93.8%	92.8%	94.1%	94.6%	94.9%
Average rating (scale 1-10)	8.85	8.76	8.90	8.92	8.97

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	76.4%	76.8%	76.0%	75.1%	76.3%
In love (at least 10 previous visits)	16.3%	16.8%	15.6%	16.4%	16.4%

Where are they from?



Ten main source markets	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
United Kingdom	722,844	763,008	858,319	859,956	1,065,205
Germany	459,587	433,937	503,938	499,429	630,853
Spanish Mainland	338,671	315,948	308,348	309,983	372,102
France	67,085	78,580	106,016	127,217	144,095
Netherlands	75,412	83,148	80,854	89,526	124,827
Ireland	79,716	93,729	100,925	105,775	107,983
Italy	45,204	43,034	60,575	79,260	99,475
Belgium	55,584	55,668	61,345	72,479	83,624
Switzerland	43,983	42,262	46,571	53,038	56,494
Sweden	33,819	44,269	52,007	47,882	43,623

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	90.5%	89.7%	89.4%	89.1%	88.5%
Tranquillity/rest/relaxation	42.2%	39.3%	39.9%	38.1%	36.1%
Beaches	34.0%	33.6%	33.5%	32.9%	33.7%
Scenery	21.5%	20.7%	21.3%	21.7%	22.5%
Visiting new places	15.2%	13.8%	15.4%	15.1%	14.8%
Price	15.8%	15.9%	15.8%	15.8%	14.1%
Security	4.9%	4.3%	5.0%	6.0%	11.4%
Ease of travel	9.4%	9.7%	8.6%	9.7%	8.9%
Quality of the environment	6.3%	6.5%	6.3%	7.1%	7.0%
Suitable destination for children	7.8%	7.7%	7.5%	7.7%	6.1%
Active tourism	3.7%	4.1%	4.6%	5.3%	4.9%
Nightlife/fun	5.0%	5.0%	4.2%	4.2%	3.8%
Theme parks	2.7%	2.9%	2.5%	3.4%	3.2%
Culture	2.5%	3.0%	2.4%	2.6%	2.8%
Shopping	3.2%	3.3%	3.0%	2.6%	2.6%
Nautical activities	1.8%	2.0%	2.2%	2.0%	2.1%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	65.7%	63.7%	62.7%	62.0%	63.1%
Recommendation by friends or relatives	36.1%	35.9%	35.0%	35.3%	35.4%
The Canary Islands television channel	0.3%	0.4%	0.3%	0.5%	0.3%
Other television or radio channels	0.9%	0.5%	0.8%	0.6%	1.0%
Information in the press/magazines/books	4.7%	4.1%	3.7%	3.9%	3.8%
Attendance at a tourism fair	0.5%	0.6%	0.4%	0.5%	0.6%
Tour Operator's brochure or catalogue	10.5%	8.7%	9.7%	8.2%	8.3%
Recommendation by Travel Agency	10.9%	9.9%	9.9%	9.9%	9.4%
Information obtained via the Internet	25.3%	26.8%	25.9%	26.5%	25.2%
Senior Tourism programme	1.1%	0.5%	0.4%	0.3%	0.5%
Others	6.6%	7.7%	6.9%	6.7%	6.3%

* Multi-choice question

Share of tourists (> 16 years old) by quarter of trip



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.