

## Tourist profile trend (2016)

### Canary Islands: Finn market



#### How many are they and how much do they spend?



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	231,203	240,945	245,721	209,850	212,457
Average daily expenditure (€)	135.79	139.65	129.64	137.80	134.95
- in their place of residence	93.98	99.39	89.89	97.99	95.96
- in the Canary Islands	41.81	40.26	39.75	39.81	38.99
Average length of stay	9.74	8.91	9.26	11.27	10.33
Turnover per tourist (€)	1,179	1,136	1,082	1,299	1,212
Total turnover (> 16 years old) (€m)	273	274	266	273	257
Finn turnover: year on year change	--	0.4%	-2.9%	2.5%	-5.6%
Finn tourist arrivals: year on year change	--	4.2%	2.0%	-14.6%	1.2%

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

<b>Accommodation (**):</b>	42.61	45.16	33.78	66.91	55.14
- Accommodation	38.04	42.09	30.78	61.59	51.09
- Additional accommodation expenses	4.57	3.07	3.01	5.31	4.04
<b>Transport:</b>	28.04	28.88	24.52	24.82	29.64
- Public transport	6.77	9.84	5.24	5.54	6.62
- Taxi	10.53	8.26	9.41	9.97	11.02
- Car rental	10.74	10.78	9.88	9.31	12.00
<b>Food and drink:</b>	184.22	164.59	182.13	208.53	176.76
- Food purchases at supermarkets	69.33	71.14	75.94	97.83	82.50
- Restaurants	114.89	93.44	106.20	110.70	94.26
<b>Souvenirs:</b>	69.59	62.93	68.26	74.22	73.36
<b>Leisure:</b>	34.29	26.73	32.89	30.67	32.10
- Organized excursions	11.60	9.97	13.78	10.79	8.73
- Leisure, amusement	6.90	6.29	7.55	7.41	6.84
- Trip to other islands	2.45	0.47	0.63	0.83	5.46
- Sporting activities	2.34	5.28	2.23	4.99	5.09
- Cultural activities	0.39	0.83	1.61	0.95	1.78
- Discos and disco-pubs	10.61	3.88	7.10	5.70	4.20
<b>Others:</b>	19.21	16.94	10.49	14.31	17.41
- Wellness	3.16	1.45	2.07	3.01	4.37
- Medical expenses	1.51	0.55	1.99	1.00	1.97
- Other expenses	14.54	14.95	6.44	10.30	11.07

#### How far in advance do they book their trip?



	2012	2013	2014	2015	2016
The same day they leave	0.0%	0.8%	0.2%	0.5%	0.8%
Between 2 and 7 days	6.1%	12.0%	9.2%	4.3%	6.3%
Between 8 and 15 days	9.6%	8.9%	11.9%	7.7%	11.8%
Between 16 and 30 days	19.1%	14.2%	15.4%	13.3%	17.3%
Between 31 and 90 days	36.5%	37.9%	32.2%	37.0%	30.9%
More than 90 days	28.7%	26.2%	31.1%	37.1%	32.9%

#### What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	7.8%	7.5%	8.4%	8.0%	6.9%
Flight and accommodation (room only)	43.4%	35.4%	38.3%	36.3%	35.8%
Flight and accommodation (B&B)	20.5%	18.2%	22.7%	19.7%	21.8%
Flight and accommodation (half board)	10.8%	10.0%	9.7%	14.3%	14.5%
Flight and accommodation (full board)	0.5%	1.3%	2.4%	2.4%	3.3%
Flight and accommodation (all inclusive)	16.9%	27.6%	18.5%	19.3%	17.8%
<b>% Tourists using low-cost airlines</b>	18.6%	18.4%	16.9%	18.8%	19.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	4.2%	8.7%	2.7%	3.0%	3.3%
- Sporting activities	4.9%	11.3%	3.5%	3.2%	6.2%
- Excursions	3.2%	3.3%	2.6%	3.6%	2.5%
- Trip to other islands	0.3%	0.0%	0.6%	0.4%	0.7%

(\*) 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.

#### How do they book?



	2012	2013	2014	2015	2016
<b>Accommodation booking</b>					
<b>Tour Operator</b>	72.7%	79.7%	76.0%	75.0%	70.0%
- Tour Operator's website	81.9%	89.1%	88.6%	89.4%	94.9%
<b>Accommodation</b>	6.2%	7.1%	5.9%	6.0%	6.4%
- Accommodation's website	72.5%	49.4%	85.8%	85.6%	66.0%
<b>Travel agency (High street)</b>	6.2%	3.9%	6.1%	5.2%	4.5%
<b>Online Travel Agency (OTA)</b>	11.3%	5.3%	7.2%	9.5%	16.1%
<b>No need to book accommodation</b>	3.6%	4.0%	4.7%	4.3%	2.9%

	2012	2013	2014	2015	2016
<b>Flight booking</b>					
<b>Tour Operator</b>	75.0%	86.4%	80.5%	74.4%	74.9%
- Tour Operator's website	79.3%	84.1%	89.3%	89.1%	93.1%
<b>Airline</b>	11.5%	6.9%	7.9%	12.9%	10.6%
- Airline's website	97.5%	88.1%	94.4%	96.4%	94.9%
<b>Travel agency (High street)</b>	5.7%	3.2%	5.7%	4.6%	3.8%
<b>Online Travel Agency (OTA)</b>	7.9%	3.4%	6.0%	8.1%	10.7%

#### Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	3.4%	3.9%	4.9%	5.1%	4.0%
4* Hotel	26.2%	33.4%	26.0%	27.9%	28.0%
1-2-3* Hotel	15.7%	17.6%	18.3%	18.5%	17.6%
Apartment	50.9%	41.4%	45.8%	45.8%	48.4%
Property (privately-owned, friends, family)	1.9%	2.8%	3.7%	2.1%	1.4%
Others	1.9%	0.8%	1.2%	0.6%	0.6%

#### Who are they?



	2012	2013	2014	2015	2016
<b>Gender</b>					
Percentage of men	41.2%	48.2%	42.2%	44.6%	44.3%
Percentage of women	58.8%	51.8%	57.8%	55.4%	55.7%

	2012	2013	2014	2015	2016
<b>Age</b>					
Average age (tourists > 16 years old)	47.9	45.7	46.7	49.8	48.7
Standard deviation	14.8	13.8	14.2	14.6	15.5

	2012	2013	2014	2015	2016
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	8.1%	5.8%	8.3%	7.0%	9.4%
25-30 years old	7.9%	7.3%	7.9%	4.0%	7.0%
31-45 years old	24.8%	38.0%	29.9%	26.5%	22.4%
46-60 years old	37.5%	33.5%	36.5%	35.3%	34.2%
Over 60 years old	21.7%	15.3%	17.4%	27.2%	27.1%

	2012	2013	2014	2015	2016
<b>Occupation</b>					
Business owner or self-employed	11.7%	6.4%	12.5%	11.4%	12.9%
Upper/Middle management employee	34.6%	37.2%	37.4%	33.1%	29.7%
Auxiliary level employee	29.4%	32.6%	26.6%	25.5%	19.8%
Students	4.3%	5.1%	5.6%	5.2%	11.2%
Retired	17.0%	18.7%	15.7%	22.2%	23.3%
Unemployed / unpaid dom. work	3.1%	0.0%	2.1%	2.7%	3.0%

	2012	2013	2014	2015	2016
<b>Annual household income level</b>					
€12,000 - €24,000	13.3%	13.1%	10.9%	10.1%	17.0%
€24,001 - €36,000	18.2%	17.2%	16.7%	15.3%	15.0%
€36,001 - €48,000	15.8%	20.2%	15.2%	18.1%	16.1%
€48,001 - €60,000	17.4%	11.2%	16.7%	16.8%	11.7%
€60,001 - €72,000	11.5%	9.2%	14.0%	10.4%	13.4%
€72,001 - €84,000	5.6%	9.1%	8.7%	9.7%	8.6%
More than €84,000	18.2%	20.0%	17.7%	19.6%	18.3%

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## Canary Islands: Finn market

### Which island do they choose?

Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	16,987	7,295	18,338	11,618	9,107
- Fuerteventura	7,902	0	5,469	10,140	11,763
- Gran Canaria	139,483	106,452	116,941	106,317	99,318
- Tenerife	65,779	119,439	104,400	79,942	90,007
- La Palma	29	6,304	204	551	847

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	7.4%	3.0%	7.5%	5.6%	4.3%
- Fuerteventura	3.4%	0.0%	2.2%	4.9%	5.6%
- Gran Canaria	60.6%	44.4%	47.7%	51.0%	47.1%
- Tenerife	28.6%	49.9%	42.6%	38.3%	42.6%
- La Palma	0.0%	2.6%	0.1%	0.3%	0.4%

### Who do they come with?

	2012	2013	2014	2015	2016
Unaccompanied	5.6%	5.5%	5.8%	7.8%	7.0%
Only with partner	46.1%	46.6%	43.5%	44.9%	49.6%
Only with children (under the age of 13)	1.7%	3.6%	2.3%	0.8%	1.6%
Partner + children (under the age of 13)	11.9%	17.5%	15.3%	15.7%	10.1%
Other relatives	5.7%	3.9%	4.3%	4.3%	5.4%
Friends	8.2%	4.4%	6.7%	7.5%	5.9%
Work colleagues	0.4%	0.0%	0.4%	0.0%	0.3%
Other combinations <sup>(1)</sup>	20.5%	18.5%	21.8%	19.0%	19.9%

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

### How do they rate the destination?

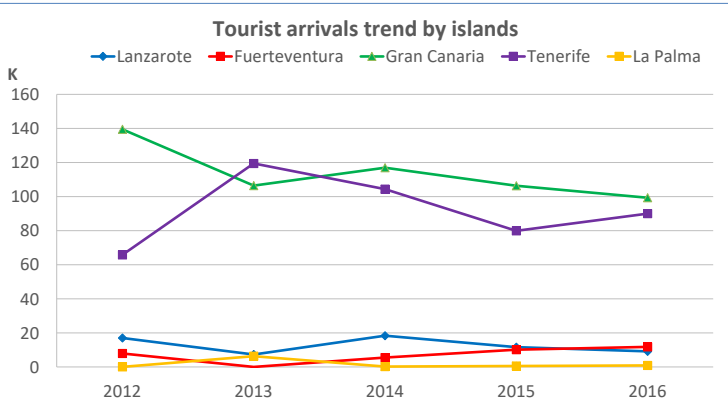
Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	89.7%	92.1%	91.7%	90.4%	89.8%
Average rating (scale 1-10)	8.33	8.44	8.50	8.47	8.44

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	83.9%	78.7%	82.2%	87.4%	85.5%
In love (at least 10 previous visits)	16.9%	13.5%	13.5%	19.6%	15.0%

### Where does the flight come from?

Ten main origin countries	2012	2013	2014	2015	2016
Finland	218,485	218,058	235,612	197,829	195,982
United Kingdom	2,096	1,567	543	1,262	6,214
Spanish Mainland	1,164	11,764	1,992	2,199	5,834
Germany	1,068	6,387	239	103	2,145
Norway	0	0	161	1,281	1,879
Sweden	4,267	1,041	4,675	4,074	234
Denmark	1,668	0	910	1,183	169
Austria	0	2,128	0	0	0
Belgium	1,479	0	0	0	0
France	0	0	1,330	194	0



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.

### Why do they choose the Canary Islands?

Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	93.7%	93.8%	93.9%	92.9%	95.4%
Beaches	32.9%	32.9%	35.9%	34.4%	34.3%
Tranquillity/rest/relaxation	36.1%	26.2%	37.1%	31.5%	33.4%
Security	13.6%	18.9%	13.5%	16.1%	21.4%
Scenery	16.6%	22.8%	17.4%	19.7%	21.2%
Price	16.3%	17.3%	17.0%	15.3%	14.1%
Visiting new places	15.9%	13.4%	13.5%	10.7%	13.4%
Ease of travel	9.4%	12.0%	8.4%	12.4%	11.1%
Suitable destination for children	11.9%	19.2%	14.3%	15.1%	8.6%
Shopping	7.0%	5.4%	5.2%	6.6%	6.3%
Active tourism	3.3%	5.0%	4.6%	5.7%	5.2%
Nautical activities	3.9%	1.2%	1.7%	2.7%	4.0%
Quality of the environment	2.3%	1.3%	4.8%	4.6%	3.8%
Nightlife/fun	5.3%	3.3%	3.3%	4.7%	2.6%
Golf	2.2%	6.3%	1.1%	1.9%	1.8%
Security against natural catastrophes	1.9%	1.5%	1.5%	1.3%	1.2%

\* Multi-choice question

### What did motivate them to come?

Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	74.1%	67.1%	72.1%	77.4%	75.0%
Recommendation by friends or relatives	30.2%	27.2%	28.5%	29.0%	27.7%
The Canary Islands television channel	0.0%	0.0%	0.0%	0.0%	0.1%
Other television or radio channels	0.6%	0.6%	0.3%	0.5%	0.1%
Information in the press/magazines/books	2.8%	0.0%	3.4%	2.8%	2.8%
Attendance at a tourism fair	1.3%	0.0%	0.9%	0.9%	0.7%
Tour Operator's brochure or catalogue	11.9%	14.9%	11.8%	9.6%	6.8%
Recommendation by Travel Agency	2.8%	5.0%	4.0%	2.7%	2.2%
Information obtained via the Internet	41.3%	44.7%	41.1%	41.0%	44.0%
Senior Tourism programme	0.2%	0.0%	0.2%	0.0%	0.0%
Others	8.8%	6.3%	7.9%	6.8%	6.0%

\* Multi-choice question

