

Tourist profile by quarter of trip (2016)

Canary Islands: French market



How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	119,336	144,095	139,687	95,343	498,461
Average daily expenditure (€)	141.71	129.22	132.95	137.13	134.77
. in their place of residence	105.28	96.92	100.32	105.01	101.42
. in the Canary Islands	36.43	32.29	32.63	32.12	33.34
Average length of stay	9.28	8.16	9.82	7.98	8.86
Turnover per tourist (€)	1,191	980	1,243	1,036	1,115
Total turnover (> 16 years old) (€m)	142.1	141.2	173.6	98.8	555.7
French turnover: share by quarter	25.6%	25.4%	31.2%	17.8%	100%
French tourist arrivals: share by quarter	23.9%	28.9%	28.0%	19.1%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	46.89	43.61	55.48	42.38	47.49
- Accommodation	42.90	38.72	51.33	39.21	43.35
- Additional accommodation expenses	3.99	4.89	4.15	3.17	4.14
Transport:	39.42	23.63	35.77	28.87	31.81
- Public transport	6.98	2.74	8.19	4.99	5.71
- Taxi	4.53	2.47	5.71	4.28	4.22
- Car rental	27.91	18.42	21.87	19.60	21.89
Food and drink:	132.35	86.47	92.65	85.17	98.94
- Food purchases at supermarkets	58.82	31.36	31.98	23.31	36.57
- Restaurants	73.53	55.11	60.67	61.87	62.37
Souvenirs:	57.16	50.95	63.61	44.40	54.73
Leisure:	38.95	36.42	66.02	37.49	45.53
- Organized excursions	17.53	17.16	29.71	17.48	20.83
- Leisure, amusement	6.22	5.14	6.54	6.54	6.06
- Trip to other islands	1.76	1.28	5.10	0.86	2.39
- Sporting activities	6.57	5.70	13.41	6.99	8.32
- Cultural activities	2.38	3.39	5.77	2.94	3.73
- Discos and disco-pubs	4.49	3.75	5.49	2.69	4.21
Others:	10.07	11.96	13.22	11.90	11.85
- Wellness	3.80	4.34	6.48	4.57	4.85
- Medical expenses	0.31	0.94	1.31	1.16	0.94
- Other expenses	5.96	6.68	5.43	6.17	6.06

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	1.1%	0.9%	0.2%	0.6%	0.7%
Between 2 and 7 days	9.0%	6.3%	8.7%	5.8%	7.5%
Between 8 and 15 days	7.3%	11.6%	8.2%	5.4%	8.4%
Between 16 and 30 days	21.1%	13.9%	14.1%	17.0%	16.3%
Between 31 and 90 days	41.1%	35.1%	30.2%	36.9%	35.5%
More than 90 days	20.5%	32.2%	38.6%	34.3%	31.6%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	6.3%	5.8%	6.0%	5.5%	6.0%
Flight and accommodation (room only)	14.5%	16.7%	12.1%	17.2%	15.0%
Flight and accommodation (B&B)	7.7%	4.9%	4.3%	7.6%	5.9%
Flight and accommodation (half board)	17.6%	16.9%	19.0%	16.8%	17.6%
Flight and accommodation (full board)	12.4%	7.7%	10.3%	8.6%	9.7%
Flight and accommodation (all inclusive)	41.5%	47.9%	48.2%	44.3%	45.8%
% Tourists using low-cost airlines	70.9%	65.2%	60.5%	65.2%	65.2%
Other expenses in their place of residence:					
- Car rental	25.8%	27.3%	20.3%	29.7%	25.4%
- Sporting activities	8.5%	9.3%	14.3%	10.4%	10.8%
- Excursions	12.9%	14.7%	16.2%	18.0%	15.3%
- Trip to other islands	2.4%	2.6%	1.7%	1.1%	2.0%

(*) 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?

	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	33.2%	32.4%	32.1%	30.2%	32.1%
- Tour Operator's website	72.9%	81.5%	78.2%	78.2%	77.4%
Accommodation	18.1%	16.1%	15.2%	21.1%	17.3%
- Accommodation's website	88.2%	91.3%	85.6%	91.7%	89.2%
Travel agency (High street)	29.9%	27.2%	31.0%	22.7%	28.1%
Online Travel Agency (OTA)	14.6%	22.0%	19.5%	23.9%	19.9%
No need to book accommodation	4.2%	2.3%	2.1%	2.1%	2.7%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	37.8%	33.1%	33.4%	32.4%	34.2%
- Tour Operator's website	72.9%	75.2%	81.0%	78.5%	76.7%
Airline	21.1%	24.7%	22.4%	31.1%	24.4%
- Airline's website	97.8%	100.0%	93.6%	97.3%	97.2%
Travel agency (High street)	30.3%	26.6%	30.6%	23.5%	28.0%
Online Travel Agency (OTA)	10.7%	15.5%	13.6%	13.0%	13.3%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	8.1%	8.5%	3.7%	7.0%	6.8%
4* Hotel	42.2%	44.9%	50.5%	44.8%	45.8%
1-2-3* Hotel	25.1%	23.4%	20.0%	20.0%	22.2%
Apartment	20.4%	21.0%	23.9%	26.1%	22.6%
Property (privately-owned, friends, family)	3.1%	1.4%	1.3%	1.3%	1.8%
Others	1.1%	0.9%	0.6%	0.8%	0.8%

Who are they?

	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	58.6%	47.4%	46.7%	49.6%	50.3%
Percentage of women	41.4%	52.6%	53.3%	50.4%	49.7%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	50.7	46.0	43.7	46.7	46.6
Standard deviation	16.0	13.7	14.5	12.4	14.5

Age range (> 16 years old)					
16-24 years old	4.5%	4.2%	11.5%	3.2%	6.1%
25-30 years old	10.1%	12.2%	14.0%	6.1%	11.0%
31-45 years old	22.7%	33.4%	28.5%	40.5%	30.8%
46-60 years old	30.4%	34.6%	31.5%	33.9%	32.6%
Over 60 years old	32.2%	15.7%	14.6%	16.2%	19.4%

Occupation					
Business owner or self-employed	13.9%	14.1%	16.0%	20.4%	15.8%
Upper/Middle management employee	44.5%	60.5%	50.1%	55.8%	52.9%
Auxiliary level employee	3.7%	7.3%	13.0%	6.0%	7.8%
Students	1.5%	2.3%	6.6%	1.4%	3.2%
Retired	34.3%	14.6%	13.2%	15.7%	19.0%
Unemployed / unpaid dom. work	2.2%	1.2%	1.1%	0.6%	1.3%

Annual household income level					
€12,000 - €24,000	15.0%	13.4%	19.7%	11.4%	15.2%
€24,001 - €36,000	22.2%	19.5%	25.1%	19.0%	21.7%
€36,001 - €48,000	19.0%	23.9%	15.9%	24.0%	20.5%
€48,001 - €60,000	18.3%	17.1%	15.7%	16.3%	16.8%
€60,001 - €72,000	8.3%	6.1%	8.0%	9.2%	7.7%
€72,001 - €84,000	5.2%	4.9%	3.9%	7.2%	5.2%
More than €84,000	12.0%	15.1%	11.8%	12.8%	13.0%



Tourist profile by quarter of trip (2016)

Canary Islands: French market



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	33,871	37,487	33,723	24,075	129,156
- Fuerteventura	24,628	32,731	38,923	18,541	114,823
- Gran Canaria	17,833	25,162	25,793	17,348	86,135
- Tenerife	40,040	44,483	38,179	33,057	155,759
- La Palma	1,663	3,385	2,751	1,701	9,500

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	28.7%	26.2%	24.2%	25.4%	26.1%
- Fuerteventura	20.9%	22.8%	27.9%	19.6%	23.2%
- Gran Canaria	15.1%	17.6%	18.5%	18.3%	17.4%
- Tenerife	33.9%	31.1%	27.4%	34.9%	31.4%
- La Palma	1.4%	2.4%	2.0%	1.8%	1.9%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	7.8%	6.2%	6.1%	3.5%	6.1%
Only with partner	62.1%	42.7%	45.5%	35.5%	46.7%
Only with children (under the age of 13)	0.7%	2.1%	1.2%	3.6%	1.8%
Partner + children (under the age of 13)	10.4%	17.8%	11.9%	24.7%	15.7%
Other relatives	1.6%	2.6%	2.4%	5.2%	2.8%
Friends	4.6%	8.0%	5.9%	3.9%	5.8%
Work colleagues	0.5%	0.0%	0.1%	0.0%	0.2%
Other combinations ⁽¹⁾	12.2%	20.6%	26.9%	23.5%	20.9%

* 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)	92.9%	94.1%	94.9%	96.5%	94.5%
Average rating (scale 1-10)	8.84	8.85	8.72	8.86	8.81

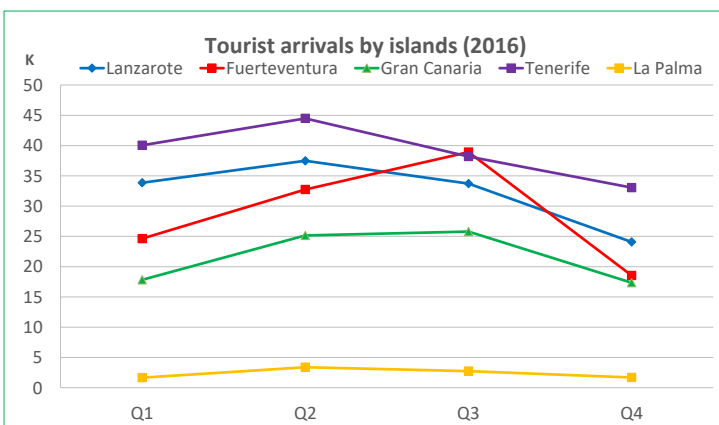
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	57.5%	49.1%	41.2%	57.3%	50.5%
In love (at least 10 previous visits)	7.7%	4.0%	5.8%	6.2%	5.8%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
France	53.8%	40.6%	47.8%	35.6%	44.8%
Spanish Mainland	16.9%	31.5%	23.7%	36.9%	26.8%
Belgium	10.4%	9.4%	9.8%	8.8%	9.6%
Switzerland	9.1%	7.4%	10.8%	6.3%	8.5%
Germany	2.2%	4.4%	1.9%	3.3%	2.9%
United Kingdom	1.8%	0.0%	0.2%	0.5%	0.6%
Italy	1.0%	0.0%	0.0%	0.2%	0.3%
Norway	0.0%	0.2%	0.0%	0.0%	0.1%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	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	94.0%	91.8%	90.5%	96.0%	92.7%
Scenery	33.4%	35.5%	35.7%	37.0%	35.3%
Beaches	20.7%	32.3%	40.3%	33.8%	32.1%
Tranquility/rest/relaxation	30.8%	31.6%	30.2%	26.1%	30.0%
Visiting new places	21.5%	20.8%	24.1%	20.4%	21.8%
Price	20.0%	19.3%	16.8%	15.3%	18.0%
Security	19.4%	13.0%	10.2%	15.3%	14.2%
Active tourism	12.0%	9.3%	7.6%	8.3%	9.3%
Quality of the environment	9.3%	5.8%	2.8%	5.0%	5.6%
Nautical activities	2.6%	4.4%	7.6%	6.4%	5.2%
Suitable destination for children	1.5%	5.9%	3.2%	6.1%	4.1%
Ease of travel	5.6%	2.4%	3.5%	1.7%	3.3%
Culture	1.6%	4.1%	1.8%	2.6%	2.6%
Nightlife/fun	2.4%	2.3%	2.6%	0.9%	2.2%
Theme parks	0.7%	2.6%	1.5%	2.9%	1.9%
Rural tourism	2.2%	2.1%	1.1%	1.6%	1.7%

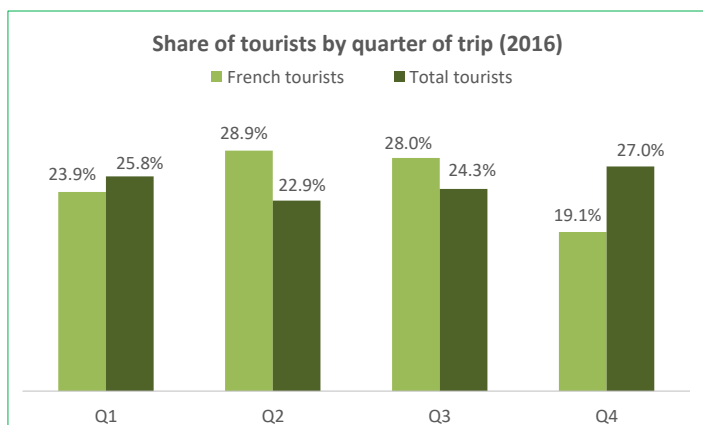
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	44.9%	43.0%	35.7%	50.9%	42.9%
Recommendation by friends or relatives	28.2%	36.2%	35.4%	38.4%	34.5%
The Canary Islands television channel	0.0%	0.3%	0.2%	0.4%	0.2%
Other television or radio channels	0.7%	1.1%	3.8%	1.0%	1.8%
Information in the press/magazines/books	5.8%	4.3%	4.7%	4.3%	4.8%
Attendance at a tourism fair	0.0%	2.1%	1.2%	1.1%	1.2%
Tour Operator's brochure or catalogue	16.1%	16.6%	21.1%	10.4%	16.6%
Recommendation by Travel Agency	18.5%	15.1%	19.5%	13.5%	16.8%
Information obtained via the Internet	28.0%	27.8%	27.0%	23.5%	26.8%
Senior Tourism programme	0.0%	0.0%	0.0%	0.1%	0.0%
Others	4.7%	4.5%	4.7%	4.6%	4.6%

* 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.