

# Tourist profile trend (2016)

## France: Second Quarter

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	67,085	78,580	106,016	127,217	144,095
Average daily expenditure (€)	127.47	121.52	128.57	121.52	129.22
. in their place of residence	92.63	92.40	97.05	93.64	96.92
. in the Canary Islands	34.85	29.12	31.52	27.89	32.29
Average length of stay	8.98	9.08	8.42	8.48	8.16
Turnover per tourist (€)	984	968	994	949	980
Total turnover (> 16 years old) (€m)	66.0	76.1	105	121	141
Share of total turnover	23.1%	21.5%	25.5%	24.6%	25.4%
Share of total tourist	25.0%	25.1%	27.6%	27.8%	28.9%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	38.99	39.70	44.44	31.55	43.61
- Accommodation	34.71	36.91	42.23	27.12	38.72
- Additional accommodation expenses	4.27	2.78	2.20	4.43	4.89
<b>Transport:</b>	35.71	27.75	25.29	25.10	23.63
- Public transport	4.63	6.34	4.49	5.15	2.74
- Taxi	3.29	5.15	2.34	3.16	2.47
- Car rental	27.79	16.26	18.45	16.80	18.42
<b>Food and drink:</b>	83.95	84.82	80.54	66.93	86.47
- Food purchases at supermarkets	32.05	39.73	32.07	26.15	31.36
- Restaurants	51.90	45.09	48.46	40.79	55.11
<b>Souvenirs:</b>	61.72	50.46	60.32	58.97	50.95
<b>Leisure:</b>	43.45	35.80	34.73	42.84	36.42
- Organized excursions	20.86	15.15	15.94	24.79	17.16
- Leisure, amusement	7.53	5.52	2.98	5.38	5.14
- Trip to other islands	1.84	3.32	2.90	3.18	1.28
- Sporting activities	5.50	4.45	6.44	3.71	5.70
- Cultural activities	2.42	4.11	2.32	4.12	3.39
- Discos and disco-pubs	5.31	3.26	4.16	1.65	3.75
<b>Others:</b>	19.85	14.95	8.04	7.72	11.96
- Wellness	2.51	2.70	3.72	4.06	4.34
- Medical expenses	0.35	1.01	0.43	0.50	0.94
- Other expenses	16.99	11.25	3.89	3.16	6.68

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.0%	0.4%	0.6%	0.0%	0.9%
Between 2 and 7 days	7.7%	7.9%	7.5%	8.1%	6.3%
Between 8 and 15 days	12.3%	14.1%	10.9%	10.1%	11.6%
Between 16 and 30 days	15.9%	24.3%	17.1%	13.7%	13.9%
Between 31 and 90 days	38.8%	36.3%	37.8%	40.8%	35.1%
More than 90 days	25.4%	17.0%	26.1%	27.3%	32.2%

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	10.7%	10.8%	9.3%	6.2%	5.8%
Flight and accommodation (room only)	14.3%	17.5%	13.7%	14.2%	16.7%
Flight and accommodation (B&B)	1.5%	4.6%	5.4%	2.8%	4.9%
Flight and accommodation (half board)	30.4%	16.0%	17.7%	13.0%	16.9%
Flight and accommodation (full board)	7.2%	8.8%	8.6%	12.8%	7.7%
Flight and accommodation (all inclusive)	35.9%	42.3%	45.3%	51.0%	47.9%
<b>% Tourists using low-cost airlines</b>	51.6%	50.2%	54.9%	64.2%	65.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	24.9%	27.9%	25.6%	25.4%	27.3%
- Sporting activities	12.8%	4.0%	7.2%	7.7%	9.3%
- Excursions	10.1%	9.7%	15.4%	14.9%	14.7%
- Trip to other islands	3.4%	1.5%	1.5%	2.0%	2.6%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	51.4%	30.8%	38.5%	35.4%	32.4%
- Tour Operator's website	66.7%	67.0%	80.5%	77.2%	81.5%
<b>Accommodation</b>	6.4%	21.2%	14.8%	14.6%	16.1%
- Accommodation's website	94.5%	74.1%	88.3%	74.4%	91.3%
<b>Travel agency (High street)</b>	16.9%	24.2%	23.9%	27.2%	27.2%
<b>Online Travel Agency (OTA)</b>	19.2%	19.9%	19.6%	18.8%	22.0%
<b>No need to book accommodation</b>	6.1%	3.9%	3.2%	4.0%	2.3%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Flight booking</b>					
<b>Tour Operator</b>	53.1%	35.2%	34.2%	37.4%	33.1%
- Tour Operator's website	66.8%	70.2%	76.6%	75.7%	75.2%
<b>Airline</b>	18.3%	24.7%	22.2%	22.1%	24.7%
- Airline's website	96.5%	98.9%	97.6%	96.2%	100.0%
<b>Travel agency (High street)</b>	17.2%	25.0%	26.6%	26.5%	26.6%
<b>Online Travel Agency (OTA)</b>	11.4%	15.1%	17.1%	14.0%	15.5%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	7.8%	5.6%	6.0%	4.0%	8.5%
4* Hotel	52.0%	46.7%	48.1%	49.8%	44.9%
1-2-3* Hotel	12.1%	20.0%	17.1%	16.9%	23.4%
Apartment	22.9%	22.8%	25.1%	25.6%	21.0%
Property (privately-owned, friends, family)	4.4%	3.5%	2.6%	2.6%	1.4%
Others	0.8%	1.4%	1.0%	1.1%	0.9%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	50.2%	44.0%	52.3%	45.0%	47.4%
Percentage of women	49.8%	56.0%	47.7%	55.0%	52.6%

Age					
Average age (tourists > 16 years old)	43.8	44.1	46.3	46.2	46.0
Standard deviation	14.8	13.4	13.8	13.8	13.7

Age range (> 16 years old)					
16-24 years old	8.6%	4.5%	4.3%	3.6%	4.2%
25-30 years old	18.7%	14.7%	12.4%	11.4%	12.2%
31-45 years old	25.3%	39.3%	32.3%	36.4%	33.4%
46-60 years old	32.9%	28.7%	35.9%	32.8%	34.6%
Over 60 years old	14.5%	12.9%	15.0%	15.7%	15.7%

Occupation					
Business owner or self-employed	9.3%	15.9%	11.9%	12.9%	14.1%
Upper/Middle management employee	53.1%	56.6%	57.4%	56.7%	60.5%
Auxiliary level employee	9.7%	10.5%	10.2%	9.6%	7.3%
Students	8.3%	2.2%	2.8%	3.4%	2.3%
Retired	18.6%	13.0%	16.2%	16.6%	14.6%
Unemployed / unpaid dom. work	1.0%	1.8%	1.5%	0.9%	1.2%

Annual household income level					
€12,000 - €24,000	19.7%	21.9%	15.2%	14.8%	13.4%
€24,001 - €36,000	24.8%	19.6%	19.1%	23.6%	19.5%
€36,001 - €48,000	20.4%	14.5%	25.3%	22.1%	23.9%
€48,001 - €60,000	14.2%	21.2%	17.7%	15.9%	17.1%
€60,001 - €72,000	8.9%	7.4%	8.2%	7.4%	6.1%
€72,001 - €84,000	4.7%	6.6%	4.1%	4.3%	4.9%
More than €84,000	7.4%	8.7%	10.5%	12.0%	15.1%

(\*) 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)

### France: Second Quarter

#### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	9,012	16,372	22,400	35,323	37,487
- Fuerteventura	17,864	22,632	23,415	29,200	32,731
- Gran Canaria	6,268	8,509	14,745	20,491	25,162
- Tenerife	33,377	30,903	43,519	40,415	44,483
- La Palma	178	163	1,126	1,380	3,385

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	13.5%	20.8%	21.3%	27.9%	26.2%
- Fuerteventura	26.8%	28.8%	22.3%	23.0%	22.8%
- Gran Canaria	9.4%	10.8%	14.0%	16.2%	17.6%
- Tenerife	50.0%	39.3%	41.4%	31.9%	31.1%
- La Palma	0.3%	0.2%	1.1%	1.1%	2.4%

#### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	10.4%	8.3%	6.0%	6.4%	6.2%
Only with partner	57.9%	39.5%	49.5%	49.8%	42.7%
Only with children (under the age of 13)	0.5%	1.1%	2.3%	2.1%	2.1%
Partner + children (under the age of 13)	8.6%	20.2%	16.2%	18.2%	17.8%
Other relatives	1.6%	4.6%	3.7%	2.0%	2.6%
Friends	5.9%	10.2%	6.6%	4.0%	8.0%
Work colleagues	1.4%	0.0%	0.2%	0.4%	0.0%
Other combinations <sup>(1)</sup>	13.6%	16.2%	15.5%	17.0%	20.6%

\* 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)	93.5%	87.8%	92.2%	94.2%	94.1%
Average rating (scale 1-10)	8.68	8.60	8.66	8.86	8.85

#### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	40.4%	51.2%	46.9%	42.1%	49.1%
In love (at least 10 previous visits)	7.9%	3.7%	6.4%	4.2%	4.0%

#### Where does the flight come from?



Ten main origin countries	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
France	54.5%	22.0%	53.5%	58.1%	40.6%
Spanish Mainland	22.0%	55.7%	27.6%	18.1%	31.5%
Belgium	6.9%	2.6%	4.1%	7.9%	9.4%
Switzerland	5.9%	4.0%	4.9%	5.1%	7.4%
Germany	4.4%	7.4%	5.1%	4.0%	4.4%
Norway	0.0%	0.1%	0.0%	0.0%	0.2%
Netherlands	0.0%	0.0%	0.1%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.3%	0.0%
United Kingdom	0.0%	0.1%	0.3%	1.9%	0.0%
Sweden	0.0%	0.0%	1.0%	0.0%	0.0%



#### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	90.9%	93.0%	93.1%	94.4%	91.8%
Scenery	32.3%	29.2%	40.2%	36.5%	35.5%
Beaches	33.7%	39.1%	28.1%	27.3%	32.3%
Tranquility/rest/relaxation	32.1%	32.1%	31.4%	31.6%	31.6%
Visiting new places	19.3%	21.8%	23.1%	22.6%	20.8%
Price	18.6%	18.3%	21.2%	22.6%	19.3%
Security	9.2%	5.6%	6.0%	11.9%	13.0%
Active tourism	6.3%	5.2%	8.5%	7.6%	9.3%
Suitable destination for children	3.4%	5.6%	3.4%	7.4%	5.9%
Quality of the environment	6.3%	6.2%	6.2%	5.3%	5.8%
Nautical activities	5.1%	6.1%	3.9%	3.3%	4.4%
Culture	2.3%	1.5%	1.4%	1.4%	4.1%
Theme parks	0.0%	2.5%	1.2%	1.3%	2.6%
Ease of travel	3.5%	2.5%	4.7%	3.8%	2.4%
Nightlife/fun	6.1%	4.0%	4.3%	1.9%	2.3%
Rural tourism	3.1%	0.2%	1.0%	2.2%	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	34.8%	43.7%	38.3%	36.1%	43.0%
Recommendation by friends or relatives	39.8%	41.2%	35.8%	31.5%	36.2%
The Canary Islands television channel	0.0%	0.0%	0.6%	0.2%	0.3%
Other television or radio channels	1.0%	0.4%	1.6%	1.2%	1.1%
Information in the press/magazines/books	7.5%	7.6%	5.4%	7.6%	4.3%
Attendance at a tourism fair	0.8%	0.5%	0.6%	0.2%	2.1%
Tour Operator's brochure or catalogue	21.8%	11.1%	19.3%	19.3%	16.6%
Recommendation by Travel Agency	12.5%	12.3%	17.5%	19.4%	15.1%
Information obtained via the Internet	27.1%	31.0%	29.9%	29.5%	27.8%
Senior Tourism programme	0.0%	0.8%	0.2%	0.0%	0.0%
Others	7.1%	4.5%	7.6%	5.3%	4.5%

\* 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.