

Profile of tourist visiting Gran Canaria 2016



How many are they and how much do they spend?

	Gran Canaria	Canary Islands
Tourist arrivals (> 16 years old)	3,654,806	13,114,359
Average daily expenditure (€)	142.38	135.94
. in their place of residence	101.25	98.03
. in the Canary Islands	41.13	37.90
Average length of stay	9.64	9.36
Turnover per tourist (€)	1,203	1,141
Total turnover (> 16 years old) (€m)	4,398	14,957
Share of total turnover	29.4%	100%
Share of total tourist	27.9%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	47.56	47.11
- Accommodation	41.25	40.52
- Additional accommodation expenses	6.31	6.60
Transport:	26.82	26.01
- Public transport	7.35	5.14
- Taxi	9.12	6.94
- Car rental	10.35	13.93
Food and drink:	166.21	148.33
- Food purchases at supermarkets	75.31	63.46
- Restaurants	90.90	84.87
Souvenirs:	64.82	53.88
Leisure:	32.03	34.52
- Organized excursions	13.21	14.95
- Leisure, amusement	3.29	4.55
- Trip to other islands	1.43	1.85
- Sporting activities	4.36	5.11
- Cultural activities	1.45	2.04
- Discos and disco-pubs	8.28	6.01
Others:	16.49	13.91
- Wellness	3.59	3.23
- Medical expenses	1.63	1.69
- Other expenses	11.27	8.99

How far in advance do they book their trip?

	Gran Canaria	Canary Islands
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.7%	6.3%
Between 8 and 15 days	9.1%	7.9%
Between 16 and 30 days	14.6%	14.7%
Between 31 and 90 days	33.9%	34.3%
More than 90 days	34.0%	36.2%

What do they book at their place of residence?

	Gran Canaria	Canary Islands
Flight only	9.3%	8.8%
Flight and accommodation (room only)	26.5%	25.7%
Flight and accommodation (B&B)	8.2%	8.0%
Flight and accommodation (half board)	21.0%	20.4%
Flight and accommodation (full board)	4.8%	4.3%
Flight and accommodation (all inclusive)	30.3%	32.8%
% Tourists using low-cost airlines	41.4%	48.7%
Other expenses in their place of residence:		
- Car rental	8.4%	11.8%
- Sporting activities	3.7%	5.3%
- Excursions	4.7%	5.7%
- Trip to other islands	2.4%	1.6%

How do they book?

	Gran Canaria	Canary Islands
Accommodation booking		
Tour Operator	44.4%	42.3%
- Tour Operator's website	79.2%	78.8%
Accommodation	12.6%	14.7%
- Accommodation's website	80.8%	83.5%
Travel agency (High street)	21.0%	20.5%
Online Travel Agency (OTA)	14.8%	16.5%
No need to book accommodation	7.2%	6.0%

	Gran Canaria	Canary Islands
Flight booking		
Tour Operator	46.6%	44.6%
- Tour Operator's website	76.0%	76.3%
Airline	22.1%	24.8%
- Airline's website	94.9%	96.2%
Travel agency (High street)	19.9%	19.1%
Online Travel Agency (OTA)	11.4%	11.5%

Where do they stay?

	Gran Canaria	Canary Islands
5* Hotel	7.7%	7.1%
4* Hotel	30.8%	39.6%
1-2-3* Hotel	19.5%	14.6%
Apartment	32.1%	31.5%
Property (privately-owned, friends, family)	5.1%	4.6%
Others	4.8%	2.6%

Who are they?

	Gran Canaria	Canary Islands
Gender		
Percentage of men	50.9%	48.5%
Percentage of women	49.1%	51.5%
Age		
Average age (tourists > 16 years old)	47.9	46.3
Standard deviation	16.1	15.3
Age range (> 16 years old)		
16-24 years old	8.7%	8.2%
25-30 years old	9.7%	11.1%
31-45 years old	25.5%	29.1%
46-60 years old	30.4%	30.9%
Over 60 years old	25.7%	20.7%
Occupation		
Business owner or self-employed	20.4%	23.1%
Upper/Middle management employee	35.3%	36.1%
Auxiliary level employee	15.8%	15.5%
Students	5.6%	5.1%
Retired	20.8%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%
Annual household income level		
€12,000 - €24,000	17.6%	17.8%
€24,001 - €36,000	19.3%	19.4%
€36,001 - €48,000	16.4%	16.9%
€48,001 - €60,000	14.7%	14.6%
€60,001 - €72,000	9.5%	9.5%
€72,001 - €84,000	6.3%	6.0%
More than €84,000	16.3%	15.8%

(*) 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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Tourist per year

Tourist (> 16 years old):	Gran Canaria	Canary Islands
2012	2,747,552	10,051,044
2013	2,876,750	10,425,147
2014	3,001,310	10,932,170
2015	3,104,724	11,314,639
2016	3,654,806	13,114,359

Year on year growth (%)	Gran Canaria	Canary Islands
2012	--	--
2013	4.7%	3.7%
2014	4.3%	4.9%
2015	3.4%	3.5%
2016	17.7%	15.9%

Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	12.9%	9.1%
Only with partner	46.7%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	8.5%	11.8%
Other relatives	5.7%	6.0%
Friends	7.2%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	16.8%	17.5%

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

How do they rate the destination?



Impression of their stay	Gran Canaria	Canary Islands
Good or very good (% tourists)	92.9%	94.1%
Average rating (scale 1-10)	8.81	8.90

How many are loyal to the destination?

Repeat tourists of the island	Gran Canaria	Canary Islands
Repeat tourists	56.9%	77.3%
In love (at least 10 previous visits)	9.0%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Germany	23.2%	846,822
United Kingdom	18.1%	662,210
Spanish Mainland	13.3%	484,482
Sweden	8.4%	307,592
Norway	7.5%	274,698
Netherlands	5.7%	209,880
Denmark	3.5%	126,098
Belgium	2.7%	100,151
Finland	2.7%	99,318
Switzerland	2.7%	97,243



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	Gran Canaria	Canary Islands
Climate/sun	88.8%	89.8%
Beaches	41.2%	34.5%
Tranquillity/rest/relaxation	38.4%	36.6%
Scenery	16.6%	21.9%
Visiting new places	13.9%	14.6%
Security	12.7%	11.1%
Price	11.4%	12.7%
Ease of travel	7.6%	8.9%
Suitable destination for children	5.8%	7.5%
Nightlife/fun	5.1%	3.8%
Quality of the environment	4.4%	6.5%
Active tourism	3.5%	5.1%
Shopping	2.8%	2.6%
Culture	2.1%	2.6%
Nautical activities	1.5%	2.2%
Security against natural catastrophes	1.0%	0.8%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	64.6%	64.1%
Recommendation by friends or relatives	31.9%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	3.9%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.4%	8.0%
Recommendation by Travel Agency	10.6%	9.7%
Information obtained via the Internet	26.2%	25.8%
Senior Tourism programme	0.3%	0.2%
Others	8.0%	6.1%

* Multi-choice question

