

# Profile of tourist visiting Gran Canaria 2017

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



	Gran Canaria	Canary Islands
Tourist arrivals (FRONTUR)	4,477,969	15,975,507
Tourist arrivals (> 16 years old)	3,900,824	13,852,616
Average daily expenditure (€)	145.42	140.18
. in their place of residence	103.06	101.15
. in the Canary Islands	42.35	39.03
Average length of stay	9.41	9.17
Turnover per tourist (€)	1,206	1,155
Total turnover (€m)	5,400	18,450
Share of total tourist	28.0%	100%
Share of total turnover	29.3%	100%
<u>% tourists who pay in the Canary Islands:</u>		
<b>Accommodation:</b>		
- Accommodation	13.2%	13.5%
- Additional accommodation expenses	5.5%	6.3%
<b>Transport:</b>		
- Public transport	19.3%	14.5%
- Taxi	24.1%	21.2%
- Car rental	14.7%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	56.2%	55.0%
- Restaurants	58.9%	57.3%
<b>Souvenirs:</b>		
	50.9%	53.3%
<b>Leisure:</b>		
- Organized excursions	14.9%	17.7%
- Leisure, amusement	6.2%	8.4%
- Trip to other islands	1.3%	2.3%
- Sporting activities	5.5%	6.1%
- Cultural activities	3.0%	4.4%
- Discos and disco-pubs	7.5%	6.1%
<b>Others:</b>		
- Wellness	4.5%	4.9%
- Medical expenses	4.1%	4.0%
- Other expenses	8.1%	9.6%



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



	Gran Canaria	Canary Islands
Flight only	10.2%	9.3%
Flight and accommodation (room only)	29.0%	26.9%
Flight and accommodation (B&B)	8.6%	8.3%
Flight and accommodation (half board)	18.7%	19.3%
Flight and accommodation (full board)	4.3%	4.4%
Flight and accommodation (all inclusive)	29.3%	31.9%
<u>% Tourists using low-cost airlines</u>	45.0%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	9.3%	12.6%
- Sporting activities	3.8%	5.1%
- Excursions	5.2%	6.2%
- Trip to other islands	1.8%	1.5%

## How do they book?



	Gran Canaria	Canary Islands
<u>Accommodation booking</u>		
<b>Tour Operator</b>	44.5%	42.4%
- Tour Operator's website	82.3%	80.6%
<b>Accommodation</b>	12.9%	14.6%
- Accommodation's website	82.8%	84.0%
<b>Travel agency (High street)</b>	18.9%	19.3%
<b>Online Travel Agency (OTA)</b>	16.1%	17.3%
<b>No need to book accommodation</b>	7.6%	6.4%

	Gran Canaria	Canary Islands
<u>Flight booking</u>		
<b>Tour Operator</b>	46.5%	44.8%
- Tour Operator's website	80.9%	78.6%
<b>Airline</b>	23.9%	25.8%
- Airline's website	96.1%	97.3%
<b>Travel agency (High street)</b>	18.2%	18.0%
<b>Online Travel Agency (OTA)</b>	11.3%	11.4%

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



	Gran Canaria	Canary Islands
The same day they leave	0.7%	0.5%
Between 2 and 7 days	7.0%	5.9%
Between 8 and 15 days	8.9%	7.4%
Between 16 and 30 days	13.6%	13.4%
Between 31 and 90 days	34.2%	34.6%
More than 90 days	35.6%	38.3%

## Who are they?



	Gran Canaria	Canary Islands
<u>Gender</u>		
Men	49.7%	48.1%
Women	50.3%	51.9%

	Gran Canaria	Canary Islands
<u>Age</u>		
Average age (tourists > 16 years old)	47.1	46.9
Standard deviation	16.1	15.5

	Gran Canaria	Canary Islands
<u>Age range (&gt; 16 years old)</u>		
16-24 years old	9.7%	8.4%
25-30 years old	10.1%	10.2%
31-45 years old	26.5%	27.9%
46-60 years old	29.9%	31.7%
Over 60 years old	23.9%	21.8%

	Gran Canaria	Canary Islands
<u>Occupation</u>		
Business owner or self-employed	21.2%	23.8%
Upper/Middle management employee	35.2%	35.2%
Auxiliary level employee	15.7%	15.3%
Students	6.2%	5.0%
Retired	19.6%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

	Gran Canaria	Canary Islands
<u>Annual household income level</u>		
€12,000 - €24,000	17.6%	17.9%
€24,001 - €36,000	18.9%	19.3%
€36,001 - €48,000	16.6%	16.1%
€48,001 - €60,000	15.0%	15.1%
€60,001 - €72,000	9.6%	9.3%
€72,001 - €84,000	6.4%	6.3%
More than €84,000	16.0%	16.0%

# Profile of tourist visiting Gran Canaria 2017

## Tourist per year



Tourists (> 16 years old)	Gran Canaria	Canary Islands
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
2017	3,900,824	13,852,616

Year on year growth (%)	Gran Canaria	Canary Islands
2013	--	--
2014	4.3%	4.9%
2015	3.4%	3.5%
2016	17.7%	15.9%
2017	6.7%	5.6%

## Where do they stay?



	Gran Canaria	Canary Islands
5* Hotel	7.0%	6.8%
4* Hotel	30.0%	38.4%
1-2-3* Hotel	17.6%	14.4%
Apartment	35.0%	32.4%
Property (privately-owned, friends, family)	5.4%	4.8%
Others	5.0%	3.2%

## Why do they choose the Canary Islands?



Aspects influencing the choice	Gran Canaria	Canary Islands
Climate/sun	89.7%	89.8%
Beaches	40.9%	35.1%
Tranquillity/rest/relaxation	39.2%	37.2%
Scenery	17.7%	22.9%
Visiting new places	14.0%	14.7%
Price	12.2%	12.2%
Security	11.4%	9.7%
Ease of travel	7.2%	8.9%
Suitable destination for children	6.7%	7.6%
Nightlife/fun	5.0%	3.8%
Quality of the environment	4.5%	6.5%
Active tourism	3.7%	5.4%
Shopping	2.9%	2.5%
Culture	2.4%	2.7%
Nautical activities	1.7%	2.0%
Golf	1.1%	1.0%

\* Multi-choice question

## Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	12.0%	8.7%
Only with partner	45.4%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	9.4%	11.9%
Other relatives	6.3%	6.0%
Friends	7.4%	6.1%
Work colleagues	0.5%	0.3%
Other combinations <sup>(1)</sup>	17.3%	18.5%

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

## How do they rate the Canary Islands?



Opinion on their stay	Gran Canaria	Canary Islands
Good or very good (% tourists)	93.3%	94.0%
Average rating (scale 1-10)	8.85	8.92

## How many are loyal to the Canary Islands?



Repeat tourists (previous visits)	Gran Canaria	Canary Islands
At least 1 visit to the island	57.1%	77.3%
At least 10 visits to the island	10.1%	16.9%
At least 1 visit to the Canary Islands	79.2%	77.3%
At least 10 visits to the Canary Islands	19.9%	16.9%

## Where are they from?



Tourists (> 16 years old)	%	Abolsute
Germany	22.2%	866,202
United Kingdom	19.0%	742,202
Spanish Mainland	12.6%	491,254
Sweden	8.3%	325,163
Norway	7.4%	288,304
Netherlands	5.3%	207,963
Denmark	3.4%	132,290
Switzerland	2.8%	107,885
Belgium	2.6%	103,260
Others	16.3%	636,300

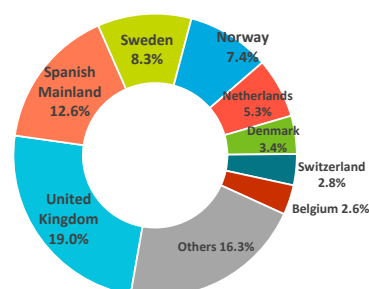
## What did motivate them to come?



Prescription sources	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	65.6%	64.9%
Recommendation by friends/relatives	33.6%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	7.5%	7.2%
Recommendation by Travel Agency	9.8%	9.3%
Information obtained via the Internet	26.2%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	7.8%	5.9%

\* Multi-choice question

## Share of tourists > 16 years old by source markets



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.