

# Tourist profile by quarter of trip (2016)

## Gran Canaria



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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	991,937	750,985	847,744	1,064,140	3,654,806
Average daily expenditure (€)	145.86	135.75	133.53	150.87	142.38
- in their place of residence	105.74	93.89	93.71	108.26	101.25
- in the Canary Islands	40.12	41.86	39.82	42.61	41.13
Average length of stay	10.80	9.12	9.63	8.93	9.64
Turnover per tourist (€)	1,326	1,072	1,163	1,213	1,203
Total turnover (> 16 years old) (€m)	1,315.6	804.7	986.3	1,290.9	4,397.6
Turnover: share by quarter	29.9%	18.3%	22.4%	29.4%	100%
Tourist arrivals: share by quarter	27.1%	20.5%	23.2%	29.1%	100%

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

	Q1	Q2	Q3	Q4	Total
<b>Accommodation (**):</b>	50.14	41.31	49.53	47.99	47.56
- Accommodation	45.46	36.47	40.52	41.27	41.25
- Additional accommodation expenses	4.69	4.84	9.00	6.72	6.31
<b>Transport:</b>	27.80	22.04	25.16	30.61	26.82
- Public transport	7.70	5.62	7.35	8.26	7.35
- Taxi	9.44	7.83	7.75	10.83	9.12
- Car rental	10.66	8.60	10.07	11.53	10.35
<b>Food and drink:</b>	202.27	143.01	150.15	161.77	166.21
- Food purchases at supermarkets	102.52	66.62	61.18	67.33	75.31
- Restaurants	99.75	76.39	88.97	94.44	90.90
<b>Souvenirs:</b>	61.09	69.07	74.33	57.73	64.82
<b>Leisure:</b>	26.45	30.15	38.11	33.71	32.03
- Organized excursions	10.59	12.30	16.75	13.46	13.21
- Leisure, amusement	2.59	3.46	4.26	3.05	3.29
- Trip to other islands	0.81	1.26	2.04	1.66	1.43
- Sporting activities	5.19	3.84	4.17	4.12	4.36
- Cultural activities	1.31	1.22	1.62	1.61	1.45
- Discos and disco-pubs	5.96	8.08	9.27	9.80	8.28
<b>Others:</b>	16.44	15.65	14.35	18.84	16.49
- Wellness	3.72	3.36	2.66	4.37	3.59
- Medical expenses	1.78	1.70	0.95	2.00	1.63
- Other expenses	10.94	10.60	10.74	12.47	11.27

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.7%	0.6%	0.8%	0.5%	0.6%
Between 2 and 7 days	7.3%	8.2%	7.4%	8.0%	7.7%
Between 8 and 15 days	10.8%	8.7%	10.2%	6.9%	9.1%
Between 16 and 30 days	17.1%	14.9%	12.5%	13.8%	14.6%
Between 31 and 90 days	33.8%	36.1%	29.1%	36.3%	33.9%
More than 90 days	30.3%	31.5%	40.0%	34.4%	34.0%

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



	Q1	Q2	Q3	Q4	Total
Flight only	10.1%	7.9%	10.1%	8.7%	9.3%
Flight and accommodation (room only)	27.9%	22.4%	23.2%	30.6%	26.5%
Flight and accommodation (B&B)	10.3%	6.8%	6.2%	8.7%	8.2%
Flight and accommodation (half board)	21.3%	22.4%	20.7%	19.9%	21.0%
Flight and accommodation (full board)	4.6%	6.1%	4.3%	4.4%	4.8%
Flight and accommodation (all inclusive)	25.8%	34.3%	35.5%	27.8%	30.3%
<b>% Tourists using low-cost airlines</b>	38.2%	42.4%	43.9%	41.6%	41.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	7.9%	8.6%	9.4%	7.9%	8.4%
- Sporting activities	4.0%	3.5%	3.6%	3.5%	3.7%
- Excursions	4.6%	4.6%	5.1%	4.7%	4.7%
- Trip to other islands	3.9%	3.2%	0.9%	1.8%	2.4%

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	48.0%	43.5%	38.0%	47.1%	44.4%
- Tour Operator's website	78.4%	78.8%	81.4%	78.9%	79.2%
<b>Accommodation</b>	13.8%	12.5%	10.7%	13.0%	12.6%
- Accommodation's website	75.3%	84.9%	82.4%	82.3%	80.8%
<b>Travel agency (High street)</b>	17.1%	23.5%	26.5%	18.4%	21.0%
<b>Online Travel Agency (OTA)</b>	13.9%	14.9%	16.0%	14.6%	14.8%
<b>No need to book accommodation</b>	7.2%	5.7%	8.9%	6.9%	7.2%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	50.0%	45.1%	39.5%	50.3%	46.6%
- Tour Operator's website	73.8%	77.5%	78.7%	75.6%	76.0%
<b>Airline</b>	23.0%	20.2%	21.8%	22.9%	22.1%
- Airline's website	95.8%	95.4%	92.3%	95.8%	94.9%
<b>Travel agency (High street)</b>	16.3%	22.1%	26.0%	16.9%	19.9%
<b>Online Travel Agency (OTA)</b>	10.8%	12.6%	12.7%	10.0%	11.4%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
<b>5* Hotel</b>	8.1%	9.0%	8.3%	6.1%	7.7%
<b>4* Hotel</b>	28.7%	33.8%	32.9%	29.1%	30.8%
<b>1-2-3* Hotel</b>	18.9%	22.7%	18.9%	18.2%	19.5%
<b>Apartment</b>	33.1%	26.6%	30.3%	36.3%	32.1%
<b>Property (privately-owned, friends, family)</b>	5.2%	3.9%	6.6%	4.8%	5.1%
<b>Others</b>	6.2%	4.1%	2.9%	5.5%	4.8%

### Who are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	50.9%	51.9%	49.3%	51.4%	50.9%
Percentage of women	49.1%	48.1%	50.7%	48.6%	49.1%
<b>Age</b>					
Average age (tourists > 16 years old)	51.8	48.5	42.3	48.4	47.9
Standard deviation	16.2	15.8	15.4	15.6	16.1

	Q1	Q2	Q3	Q4	Total
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	6.0%	6.3%	15.5%	7.6%	8.7%
25-30 years old	7.4%	11.0%	12.6%	8.6%	9.7%
31-45 years old	21.0%	25.3%	29.8%	26.4%	25.5%
46-60 years old	30.3%	31.6%	28.0%	31.5%	30.4%
Over 60 years old	35.3%	25.8%	14.1%	25.9%	25.7%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	19.6%	21.1%	19.7%	21.2%	20.4%
Upper/Middle management employee	31.7%	34.5%	38.9%	36.1%	35.3%
Auxiliary level employee	13.9%	15.4%	19.2%	15.1%	15.8%
Students	5.4%	3.5%	8.8%	4.9%	5.6%
Retired	27.7%	23.3%	10.8%	21.0%	20.8%
Unemployed / unpaid dom. work	1.7%	2.2%	2.6%	1.7%	2.0%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	14.1%	19.3%	22.6%	15.6%	17.6%
€24,001 - €36,000	16.0%	21.2%	22.4%	18.3%	19.3%
€36,001 - €48,000	16.8%	16.7%	14.6%	17.2%	16.4%
€48,001 - €60,000	13.7%	16.2%	13.7%	15.2%	14.7%
€60,001 - €72,000	11.6%	7.6%	8.8%	9.6%	9.5%
€72,001 - €84,000	8.2%	5.7%	4.3%	6.6%	6.3%
More than €84,000	19.5%	13.3%	13.6%	17.6%	16.3%

(\*) 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 by quarter of trip (2016)

## Gran Canaria



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	560,886	562,021	604,857	600,909	2,328,674
- Fuerteventura	473,171	461,607	484,107	495,222	1,914,107
- Gran Canaria	991,937	750,985	847,744	1,064,140	3,654,806
- Tenerife	1,261,312	1,159,088	1,184,832	1,280,669	4,885,901
- La Palma	61,898	46,894	46,789	65,961	221,541

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.7%	18.9%	19.1%	17.1%	17.9%
- Fuerteventura	14.1%	15.5%	15.3%	14.1%	14.7%
- Gran Canaria	29.6%	25.2%	26.8%	30.3%	28.1%
- Tenerife	37.7%	38.9%	37.4%	36.5%	37.6%
- La Palma	1.8%	1.6%	1.5%	1.9%	1.7%

### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	12.4%	16.1%	11.0%	12.7%	12.9%
Only with partner	55.3%	49.8%	38.8%	42.9%	46.7%
Only with children (under the age of 13)	0.8%	1.5%	2.4%	1.9%	1.6%
Partner + children (under the age of 13)	6.8%	5.6%	13.1%	8.6%	8.5%
Other relatives	4.1%	4.4%	6.5%	7.4%	5.7%
Friends	7.2%	7.9%	6.7%	7.3%	7.2%
Work colleagues	0.3%	0.8%	0.3%	0.6%	0.5%
Other combinations <sup>(1)</sup>	13.3%	14.0%	21.3%	18.6%	16.8%

\* 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)	93.4%	94.1%	93.1%	91.4%	92.9%
Average rating (scale 1-10)	8.86	8.92	8.83	8.68	8.81

### How many are loyal to the destination?

Repeat tourists of the island	Q1	Q2	Q3	Q4	Total
Repeat tourists	64.0%	56.4%	46.3%	59.1%	56.9%
In love (at least 10 previous visits)	9.8%	10.0%	6.7%	9.3%	9.0%

### Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
Germany	232,375	183,040	176,687	254,719	846,822
United Kingdom	126,052	175,889	198,264	162,005	662,210
Spanish Mainland	94,202	121,115	172,974	96,191	484,482
Sweden	108,481	30,651	21,731	146,729	307,592
Norway	114,897	25,235	24,155	110,411	274,698
Netherlands	48,354	44,821	63,136	53,569	209,880
Denmark	69,724	13,695	9,512	33,167	126,098
Belgium	19,682	23,790	30,536	26,143	100,151
Finland	54,981	5,048	0	39,289	99,318
Switzerland	19,645	21,840	26,376	29,383	97,243

### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	91.8%	86.3%	85.7%	90.3%	88.8%
Beaches	36.9%	40.9%	46.8%	41.0%	41.2%
Tranquillity/rest/relaxation	41.1%	35.8%	35.6%	40.1%	38.4%
Scenery	17.3%	17.3%	15.7%	16.1%	16.6%
Visiting new places	12.2%	13.4%	17.8%	12.7%	13.9%
Security	13.4%	13.4%	12.3%	11.8%	12.7%
Price	9.3%	12.3%	13.9%	10.9%	11.4%
Ease of travel	9.0%	7.1%	6.1%	7.8%	7.6%
Suitable destination for children	4.5%	5.4%	8.1%	5.5%	5.8%
Nightlife/fun	4.2%	5.9%	6.0%	4.9%	5.1%
Quality of the environment	4.4%	5.4%	4.1%	3.8%	4.4%
Active tourism	5.8%	2.7%	1.9%	3.3%	3.5%
Shopping	2.1%	2.9%	3.3%	3.1%	2.8%
Culture	2.1%	1.9%	2.3%	2.1%	2.1%
Nautical activities	1.1%	1.2%	1.8%	2.0%	1.5%
Security against natural catastrophes	0.9%	0.6%	0.8%	1.5%	1.0%

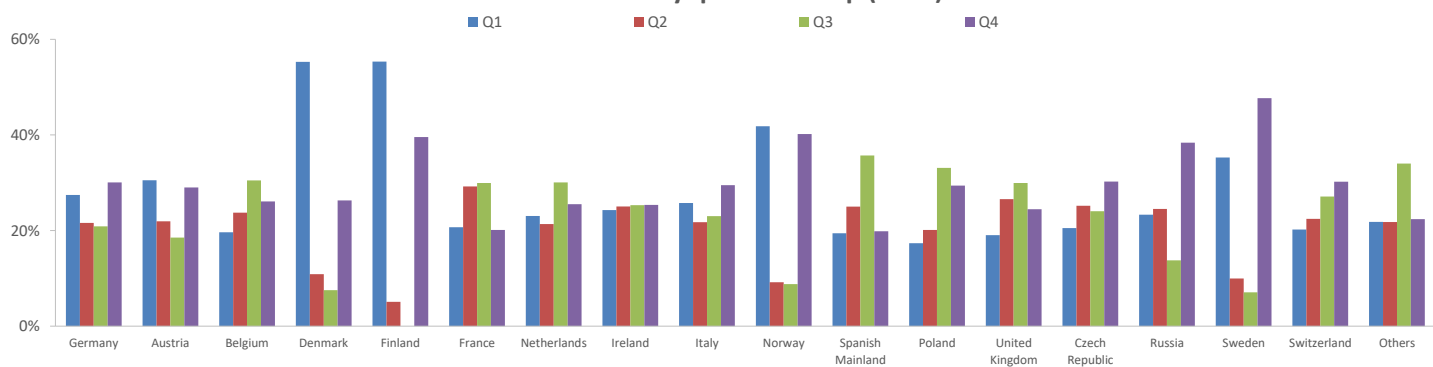
\* Multi-choice question

### What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	71.9%	62.9%	54.4%	67.2%	64.6%
Recommendation by friends or relatives	29.6%	32.1%	35.3%	31.2%	31.9%
The Canary Islands television channel	0.6%	0.4%	0.4%	0.2%	0.4%
Other television or radio channels	0.7%	0.7%	1.0%	0.7%	0.8%
Information in the press/magazines/books	3.4%	4.0%	4.4%	4.0%	3.9%
Attendance at a tourism fair	0.5%	0.6%	0.5%	0.5%	0.5%
Tour Operator's brochure or catalogue	7.5%	9.4%	9.6%	7.7%	8.4%
Recommendation by Travel Agency	8.2%	10.9%	14.1%	9.7%	10.6%
Information obtained via the Internet	23.8%	25.5%	30.7%	25.4%	26.2%
Senior Tourism programme	0.0%	0.8%	0.4%	0.1%	0.3%
Others	8.4%	9.7%	6.7%	7.5%	8.0%

\* Multi-choice question

### Share of tourists by quarter of trip (2016)



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.