

Tourist profile by quarter of trip (2017)

GRAN CANARIA

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	1,175	964	1,093	1,246	4,478
Tourist arrivals (> 16 years old) (thousands)	1,049	833	910	1,108	3,901
Average daily expenditure (€)	156.80	134.11	136.45	150.52	145.42
. in their place of residence	112.44	93.59	95.50	107.53	103.06
. in the Canary Islands	44.36	40.52	40.95	42.99	42.35
Average length of stay	10.06	9.12	9.27	9.13	9.41
Turnover per tourist (€)	1,349	1,063	1,144	1,229	1,206
Total turnover (€m)	1,585	1,025	1,250	1,531	5,400
Tourist arrivals: share by quarter	26.3%	21.5%	24.4%	27.8%	100%
Turnover: share by quarter	29.4%	19.0%	23.1%	28.3%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.1%	14.1%	12.0%	12.4%	13.2%
- Additional accommodation expenses	5.1%	5.7%	6.6%	4.8%	5.5%

Transport:

- Public transport	20.7%	18.0%	19.4%	18.8%	19.3%
- Taxi	24.9%	22.3%	24.9%	24.1%	24.1%
- Car rental	14.5%	14.2%	16.7%	13.6%	14.7%

Food and drink:

- Food purchases at supermarkets	57.4%	54.8%	56.2%	56.2%	56.2%
- Restaurants	60.0%	58.8%	55.2%	61.0%	58.9%

Souvenirs:	48.7%	48.8%	58.7%	48.3%	50.9%
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Leisure:

- Organized excursions	11.9%	15.6%	20.4%	12.9%	14.9%
- Leisure, amusement	5.2%	5.7%	8.7%	5.5%	6.2%
- Trip to other islands	1.6%	1.2%	1.6%	0.8%	1.3%
- Sporting activities	5.4%	4.6%	7.0%	4.9%	5.5%
- Cultural activities	2.9%	2.7%	3.1%	3.2%	3.0%
- Discos and disco-pubs	7.4%	7.8%	8.6%	6.5%	7.5%

Others:

- Wellness	4.7%	4.1%	4.5%	4.6%	4.5%
- Medical expenses	5.1%	3.7%	4.2%	3.5%	4.1%
- Other expenses	8.4%	9.1%	7.8%	7.3%	8.1%

2017



+8%
TOURISTS
4,477,969



+0.2%
TRAVEL EXPENSES
€1,206



+9%
TURNOVER
€5,400 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	10.7%	9.5%	10.4%	10.0%	10.2%
Flight and accommodation (room only)	29.7%	28.6%	26.1%	30.8%	29.0%
Flight and accommodation (B&B)	10.7%	7.1%	7.3%	8.8%	8.6%
Flight and accommodation (half board)	18.1%	20.4%	19.2%	17.7%	18.7%
Flight and accommodation (full board)	5.3%	4.0%	3.6%	4.1%	4.3%
Flight and accommodation (all inclusive)	25.5%	30.4%	33.3%	28.7%	29.3%
% Tourists using low-cost airlines	40.9%	48.4%	49.2%	42.8%	45.0%
Other expenses in their place of residence:					
- Car rental	9.0%	8.5%	10.0%	9.7%	9.3%
- Sporting activities	4.3%	3.4%	3.8%	3.7%	3.8%
- Excursions	4.7%	5.1%	6.3%	4.7%	5.2%
- Trip to other islands	2.5%	1.9%	0.9%	1.7%	1.8%

How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	47.7%	43.6%	39.6%	46.4%	44.5%
- Tour Operator's website	83.6%	80.9%	80.2%	83.8%	82.3%
Accommodation	13.0%	13.5%	13.0%	12.3%	12.9%
- Accommodation's website	80.9%	84.8%	79.8%	85.8%	82.8%
Travel agency (High street)	15.8%	20.2%	22.8%	17.5%	18.9%
Online Travel Agency (OTA)	15.8%	15.7%	16.1%	16.6%	16.1%
No need to book accommodation	7.8%	7.0%	8.5%	7.3%	7.6%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	50.1%	45.3%	42.1%	47.7%	46.5%
- Tour Operator's website	82.2%	78.8%	80.5%	81.5%	80.9%
Airline	24.7%	23.6%	23.4%	23.9%	23.9%
- Airline's website	97.5%	95.5%	94.3%	96.4%	96.1%
Travel agency (High street)	14.9%	19.4%	22.4%	17.1%	18.2%
Online Travel Agency (OTA)	10.4%	11.7%	12.1%	11.2%	11.3%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	0.8%	0.9%	0.5%	0.7%
Between 2 and 7 days	6.8%	7.6%	7.2%	6.5%	7.0%
Between 8 and 15 days	7.5%	9.2%	9.6%	9.4%	8.9%
Between 16 and 30 days	13.8%	12.4%	13.1%	14.6%	13.6%
Between 31 and 90 days	37.7%	36.0%	28.3%	34.6%	34.2%
More than 90 days	33.7%	33.9%	40.8%	34.4%	35.6%

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	51.3%	49.3%	47.7%	50.0%	49.7%
Women	48.7%	50.7%	52.3%	50.0%	50.3%

Age

Average age (tourists > 16 years old)	49.9	47.6	41.1	49.0	47.1
Standard deviation	15.9	16.3	15.3	15.6	16.1

Age range (> 16 years old)

16-24 years old	6.4%	9.2%	17.5%	6.8%	9.7%
25-30 years old	8.2%	10.9%	13.5%	8.4%	10.1%
31-45 years old	24.7%	24.6%	29.9%	26.8%	26.5%
46-60 years old	31.4%	28.7%	27.0%	31.5%	29.9%
Over 60 years old	29.2%	26.6%	12.1%	26.6%	23.9%

Occupation

Business owner or self-employed	22.4%	21.1%	21.0%	20.5%	21.2%
Upper/Middle management employee	34.7%	33.7%	37.0%	35.4%	35.2%
Auxiliary level employee	12.5%	15.5%	19.8%	15.5%	15.7%
Students	5.4%	5.1%	10.4%	4.3%	6.2%
Retired	22.9%	22.6%	9.3%	22.6%	19.6%
Unemployed / unpaid dom. work	2.0%	2.1%	2.5%	1.8%	2.1%

Annual household income level

€12,000 - €24,000	13.9%	19.0%	22.9%	15.5%	17.6%
€24,001 - €36,000	17.0%	20.9%	22.2%	16.6%	18.9%
€36,001 - €48,000	15.7%	17.9%	16.7%	16.5%	16.6%
€48,001 - €60,000	14.7%	14.7%	14.0%	16.3%	15.0%
€60,001 - €72,000	11.0%	8.2%	7.7%	10.8%	9.6%
€72,001 - €84,000	7.9%	5.5%	4.5%	7.1%	6.4%
More than €84,000	20.0%	13.8%	11.9%	17.3%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	587,359	596,949	645,448	658,457	2,488,213
- Fuerteventura	465,865	465,709	493,948	513,386	1,938,908
- Gran Canaria	1,048,766	833,276	910,485	1,108,297	3,900,824
- Tenerife	1,325,456	1,223,771	1,237,883	1,357,305	5,144,415
- La Palma	78,025	55,392	57,969	86,566	277,952

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	6.2%	7.8%	7.9%	6.4%	7.0%
4* Hotel	29.2%	32.2%	32.8%	26.9%	30.0%
1-2-3* Hotel	16.7%	17.9%	17.4%	18.3%	17.6%
Apartment	34.4%	32.7%	33.6%	38.3%	35.0%
Property (privately-owned, friends, family)	5.8%	4.9%	6.2%	4.9%	5.4%
Others	7.7%	4.5%	2.1%	5.3%	5.0%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.6%	12.6%	10.7%	13.0%	12.0%
Only with partner	48.9%	50.9%	37.5%	44.2%	45.4%
Only with children (under the age of 13)	2.0%	0.8%	2.0%	1.7%	1.7%
Partner + children (under the age of 13)	8.3%	7.8%	13.6%	8.4%	9.4%
Other relatives	5.5%	5.4%	7.3%	6.8%	6.3%
Friends	7.2%	8.3%	7.8%	6.5%	7.4%
Work colleagues	0.5%	0.7%	0.2%	0.6%	0.5%
Other combinations ⁽¹⁾	16.0%	13.5%	20.7%	18.7%	17.3%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.7%	93.4%	93.4%	92.9%	93.3%
Average rating (scale 1-10)	8.83	8.90	8.87	8.82	8.85

How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	Q1	Q2	Q3	Q4	Total
At least 1 visit to the island	64.1%	54.3%	45.1%	62.2%	57.1%
At least 10 visits to the island	10.8%	10.7%	6.8%	11.7%	10.1%
At least 1 visit to the Canary Islands	84.3%	79.3%	69.4%	82.2%	79.2%
At least 10 visits to the Canary Islands	22.3%	20.1%	13.9%	22.2%	19.9%

Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Germany	21.4%	24.1%	20.5%	23.0%	22.2%
United Kingdom	14.5%	24.3%	24.7%	14.6%	19.0%
Spanish Mainland	9.2%	13.9%	19.4%	9.3%	12.6%
Sweden	13.1%	4.2%	2.9%	11.5%	8.3%
Norway	11.3%	3.8%	3.0%	9.9%	7.4%
Netherlands	4.7%	5.8%	6.2%	4.8%	5.3%
Denmark	5.1%	2.0%	1.4%	4.4%	3.4%
Switzerland	1.8%	2.7%	3.0%	3.4%	2.8%
Belgium	2.2%	2.9%	3.3%	2.3%	2.6%
Others	16.7%	16.3%	15.5%	16.6%	16.3%

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.8%	18.8%	19.3%	17.7%	18.1%
- Fuerteventura	13.3%	14.7%	14.8%	13.8%	14.1%
- Gran Canaria	29.9%	26.2%	27.2%	29.8%	28.4%
- Tenerife	37.8%	38.5%	37.0%	36.4%	37.4%
- La Palma	2.2%	1.7%	1.7%	2.3%	2.0%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	91.1%	88.4%	87.0%	91.5%	89.7%
Beaches	34.8%	40.7%	47.0%	42.0%	40.9%
Tranquillity/rest/relaxation	40.0%	37.3%	37.7%	41.3%	39.2%
Scenery	18.3%	19.2%	17.6%	15.9%	17.7%
Visiting new places	11.7%	14.4%	19.4%	11.5%	14.0%
Price	10.4%	14.1%	15.1%	10.2%	12.2%
Security	12.2%	11.9%	9.1%	12.1%	11.4%
Ease of travel	9.0%	7.5%	4.6%	7.4%	7.2%
Suitable destination for children	6.7%	5.5%	8.1%	6.5%	6.7%
Nightlife/fun	4.5%	6.0%	5.3%	4.4%	5.0%
Quality of the environment	4.8%	5.0%	4.0%	4.0%	4.5%
Active tourism	5.3%	2.7%	2.3%	3.9%	3.7%
Shopping	2.5%	3.3%	3.5%	2.5%	2.9%
Culture	2.4%	2.4%	2.8%	2.1%	2.4%
Nautical activities	1.8%	1.8%	1.7%	1.6%	1.7%
Golf	1.5%	0.9%	0.8%	1.1%	1.1%

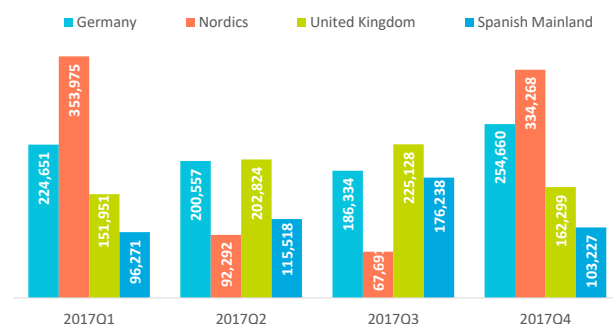
* Multi-choice question

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	71.4%	64.9%	55.5%	69.1%	65.6%
Recommendation by friends/relatives	31.5%	33.8%	37.9%	31.9%	33.6%
The Canary Islands television channel	0.5%	0.6%	0.4%	0.2%	0.4%
Other television or radio channels	0.7%	1.0%	1.4%	0.9%	1.0%
Information in press/magazines/books	3.0%	3.5%	4.0%	3.4%	3.4%
Attendance at a tourism fair	0.4%	0.5%	0.8%	0.6%	0.6%
Tour Operator's brochure or catalogue	6.1%	8.4%	9.3%	6.5%	7.5%
Recommendation by Travel Agency	7.7%	9.7%	14.1%	8.3%	9.8%
Information obtained via the Internet	23.8%	26.0%	29.6%	26.0%	26.2%
Senior Tourism programme	0.1%	0.5%	0.2%	0.1%	0.2%
Others	9.2%	7.4%	6.3%	7.9%	7.8%

* Multi-choice question

Main markets: tourist arrivals by quarters



Tourists over 16 years old.

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.