

Tourist profile trend (2016)

Gran Canaria



How many are they and how much do they spend?



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	2,747,552	2,876,750	3,001,310	3,104,724	3,654,806
Average daily expenditure (€)	130.96	130.27	130.81	141.79	142.38
. in their place of residence	89.76	87.16	90.03	99.83	101.25
. in the Canary Islands	41.20	43.11	40.77	41.95	41.13
Average length of stay	9.62	9.67	10.02	10.00	9.64
Turnover per tourist (€)	1,118	1,087	1,129	1,216	1,203
Total turnover (> 16 years old) (€m)	3,071	3,126	3,387	3,775	4,398
Turnover: year on year change	--	1.8%	8.4%	11.4%	16.5%
Tourist arrivals: year on year change	--	4.7%	4.3%	3.4%	17.7%

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

	2012	2013	2014	2015	2016
Accommodation (**):	32.14	45.68	45.56	53.17	47.56
- Accommodation	26.06	40.86	38.14	46.85	41.25
- Additional accommodation expenses	6.09	4.81	7.42	6.32	6.31
Transport:	26.16	27.01	24.88	26.68	26.82
- Public transport	6.08	8.21	6.30	7.17	7.35
- Taxi	9.91	8.59	8.69	9.58	9.12
- Car rental	10.17	10.21	9.89	9.94	10.35
Food and drink:	169.84	179.28	186.13	180.31	166.21
- Food purchases at supermarkets	71.92	84.99	100.75	94.80	75.31
- Restaurants	97.92	94.29	85.38	85.50	90.90
Souvenirs:	62.08	68.93	63.00	63.53	64.82
Leisure:	39.32	32.92	32.86	33.34	32.03
- Organized excursions	13.07	12.34	12.73	13.28	13.21
- Leisure, amusement	4.47	2.87	3.90	4.42	3.29
- Trip to other islands	1.39	1.19	1.15	1.21	1.43
- Sporting activities	5.48	5.01	4.27	4.63	4.36
- Cultural activities	1.46	1.18	1.31	1.53	1.45
- Discos and disco-pubs	13.46	10.33	9.50	8.28	8.28
Others:	27.49	20.61	16.76	17.47	16.49
- Wellness	4.13	2.83	4.15	3.40	3.59
- Medical expenses	2.18	1.50	1.80	1.61	1.63
- Other expenses	21.18	16.27	10.81	12.45	11.27

How far in advance do they book their trip?



	2012	2013	2014	2015	2016
The same day they leave	0.7%	1.1%	0.8%	0.6%	0.6%
Between 2 and 7 days	10.5%	12.2%	10.2%	8.1%	7.7%
Between 8 and 15 days	11.8%	12.6%	10.5%	9.3%	9.1%
Between 16 and 30 days	17.0%	15.6%	15.8%	16.2%	14.6%
Between 31 and 90 days	31.2%	30.4%	30.5%	33.7%	33.9%
More than 90 days	28.7%	28.0%	32.2%	32.0%	34.0%

What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	11.5%	14.1%	12.4%	11.5%	9.3%
Flight and accommodation (room only)	28.7%	30.5%	28.1%	26.2%	26.5%
Flight and accommodation (B&B)	8.2%	8.3%	8.8%	8.9%	8.2%
Flight and accommodation (half board)	22.4%	20.5%	18.5%	19.5%	21.0%
Flight and accommodation (full board)	3.5%	3.5%	4.7%	4.8%	4.8%
Flight and accommodation (all inclusive)	25.7%	23.1%	27.5%	29.1%	30.3%
% Tourists using low-cost airlines	28.8%	38.6%	37.2%	39.8%	41.4%
Other expenses in their place of residence:					
- Car rental	6.9%	7.5%	8.0%	7.6%	8.4%
- Sporting activities	3.8%	3.8%	4.1%	3.6%	3.7%
- Excursions	3.8%	3.5%	4.6%	4.7%	4.7%
- Trip to other islands	1.5%	2.4%	3.8%	3.8%	2.4%

How do they book?

	2012	2013	2014	2015	2016
Accommodation booking					
Tour Operator	49.6%	43.8%	47.5%	45.5%	44.4%
- Tour Operator's website	74.3%	80.6%	80.6%	80.8%	79.2%
Accommodation	10.3%	12.3%	12.0%	12.3%	12.6%
- Accommodation's website	80.5%	80.8%	79.9%	79.1%	80.8%
Travel agency (High street)	20.4%	20.4%	19.9%	19.1%	21.0%
Online Travel Agency (OTA)	11.7%	13.2%	11.1%	14.5%	14.8%
No need to book accommodation	8.1%	10.2%	9.5%	8.4%	7.2%

	2012	2013	2014	2015	2016
Flight booking					
Tour Operator	53.8%	46.5%	49.4%	47.4%	46.6%
- Tour Operator's website	72.7%	78.3%	79.2%	79.3%	76.0%
Airline	17.8%	22.6%	21.5%	22.6%	22.1%
- Airline's website	95.1%	95.5%	95.8%	95.0%	94.9%
Travel agency (High street)	19.2%	20.2%	19.4%	19.2%	19.9%
Online Travel Agency (OTA)	9.2%	10.7%	9.6%	10.8%	11.4%

Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	7.1%	7.1%	7.3%	7.3%	7.7%
4* Hotel	29.4%	27.2%	28.2%	29.6%	30.8%
1-2-3* Hotel	21.6%	20.3%	19.4%	19.0%	19.5%
Apartment	31.7%	32.4%	30.9%	31.2%	32.1%
Property (privately-owned, friends, family)	6.1%	8.3%	7.4%	6.5%	5.1%
Others	4.2%	4.7%	6.8%	6.3%	4.8%

Who are they?



	2012	2013	2014	2015	2016
Gender					
Percentage of men	49.5%	50.6%	50.4%	50.9%	50.9%
Percentage of women	50.5%	49.4%	49.6%	49.1%	49.1%

	2012	2013	2014	2015	2016
Age					
Average age (tourists > 16 years old)	43.7	42.3	44.8	46.5	47.9
Standard deviation	14.8	14.5	15.2	15.7	16.1

	2012	2013	2014	2015	2016
Age range (> 16 years old)					
16-24 years old	11.1%	11.9%	10.7%	9.9%	8.7%
25-30 years old	12.8%	14.4%	11.4%	10.2%	9.7%
31-45 years old	30.7%	33.1%	29.4%	26.6%	25.5%
46-60 years old	30.2%	28.0%	30.6%	32.0%	30.4%
Over 60 years old	15.3%	12.6%	17.8%	21.3%	25.7%

	2012	2013	2014	2015	2016
Occupation					
Business owner or self-employed	20.0%	21.3%	21.3%	20.4%	20.4%
Upper/Middle management employee	38.2%	36.9%	39.7%	37.6%	35.3%
Auxiliary level employee	19.8%	19.6%	15.5%	16.5%	15.8%
Students	6.6%	8.5%	6.4%	6.4%	5.6%
Retired	12.8%	11.2%	14.8%	16.7%	20.8%
Unemployed / unpaid dom. work	2.5%	2.6%	2.3%	2.4%	2.0%

	2012	2013	2014	2015	2016
Annual household income level					
€12,000 - €24,000	18.2%	17.1%	17.0%	17.6%	17.6%
€24,001 - €36,000	20.0%	20.0%	18.2%	17.7%	19.3%
€36,001 - €48,000	16.9%	16.2%	16.7%	17.1%	16.4%
€48,001 - €60,000	14.2%	13.8%	15.0%	15.1%	14.7%
€60,001 - €72,000	9.9%	10.8%	9.7%	9.1%	9.5%
€72,001 - €84,000	5.8%	6.8%	6.3%	6.8%	6.3%
More than €84,000	15.0%	15.4%	17.1%	16.5%	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.

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Which island do they choose?



Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	1,740,273	1,820,148	1,911,659	2,033,971	2,328,674
- Fuerteventura	1,440,072	1,514,524	1,595,143	1,668,484	1,914,107
- Gran Canaria	2,747,552	2,876,750	3,001,310	3,104,724	3,654,806
- Tenerife	3,898,912	3,996,638	4,193,228	4,249,936	4,885,901
- La Palma	145,084	143,472	138,916	163,425	221,541

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	17.5%	17.6%	17.6%	18.1%	17.9%
- Fuerteventura	14.4%	14.6%	14.7%	14.9%	14.7%
- Gran Canaria	27.6%	27.8%	27.7%	27.7%	28.1%
- Tenerife	39.1%	38.6%	38.7%	37.9%	37.6%
- La Palma	1.5%	1.4%	1.3%	1.5%	1.7%

Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	11.6%	16.6%	15.9%	13.9%	12.9%
Only with partner	47.8%	41.3%	43.8%	48.9%	46.7%
Only with children (under the age of 13)	1.4%	1.1%	1.5%	1.3%	1.6%
Partner + children (under the age of 13)	8.5%	9.4%	8.9%	8.1%	8.5%
Other relatives	6.1%	5.6%	5.4%	6.1%	5.7%
Friends	9.2%	8.0%	7.4%	7.2%	7.2%
Work colleagues	0.6%	0.9%	0.6%	0.5%	0.5%
Other combinations ⁽¹⁾	14.8%	17.1%	16.6%	14.0%	16.8%

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

How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	91.3%	92.0%	93.3%	91.8%	92.9%
Average rating (scale 1-10)	8.65	8.71	8.77	8.72	8.81

How many are loyal to the destination?

Repeat tourists of the island	2012	2013	2014	2015	2016
Repeat tourists	58.5%	57.0%	57.8%	59.1%	56.9%
In love (at least 10 previous visits)	8.8%	9.4%	8.7%	10.1%	9.0%

Where are they from?



Ten main source markets	2012	2013	2014	2015	2016
Germany	661,228	638,700	698,575	715,643	846,822
United Kingdom	430,993	434,320	483,319	504,513	662,210
Spanish Mainland	352,460	399,994	383,540	398,534	484,482
Sweden	225,626	297,199	272,913	300,002	307,592
Norway	242,544	308,313	288,517	257,172	274,698
Netherlands	163,162	163,600	158,587	170,860	209,880
Denmark	106,477	103,063	118,487	117,461	126,098
Belgium	71,530	71,013	74,078	82,320	100,151
Finland	139,483	106,452	116,941	106,317	99,318
Switzerland	72,041	70,885	75,248	82,807	97,243

Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	90.5%	88.1%	87.9%	88.6%	88.8%
Beaches	42.0%	41.5%	39.3%	39.3%	41.2%
Tranquillity/rest/relaxation	41.6%	37.8%	39.0%	40.6%	38.4%
Scenery	15.2%	14.8%	16.6%	17.2%	16.6%
Visiting new places	13.5%	12.0%	12.6%	12.9%	13.9%
Security	5.5%	5.8%	5.8%	8.4%	12.7%
Price	13.7%	13.1%	13.5%	12.8%	11.4%
Ease of travel	7.3%	6.9%	7.1%	7.4%	7.6%
Suitable destination for children	6.6%	7.4%	6.9%	5.8%	5.8%
Nightlife/fun	7.9%	8.6%	5.9%	5.5%	5.1%
Quality of the environment	3.9%	3.8%	4.2%	4.4%	4.4%
Active tourism	2.9%	3.5%	3.5%	3.7%	3.5%
Shopping	4.4%	3.3%	3.8%	3.6%	2.8%
Culture	2.1%	2.1%	2.2%	2.1%	2.1%
Nautical activities	1.5%	1.8%	1.6%	1.4%	1.5%
Security against natural catastrophes	0.6%	0.4%	0.7%	0.7%	1.0%

* Multi-choice question

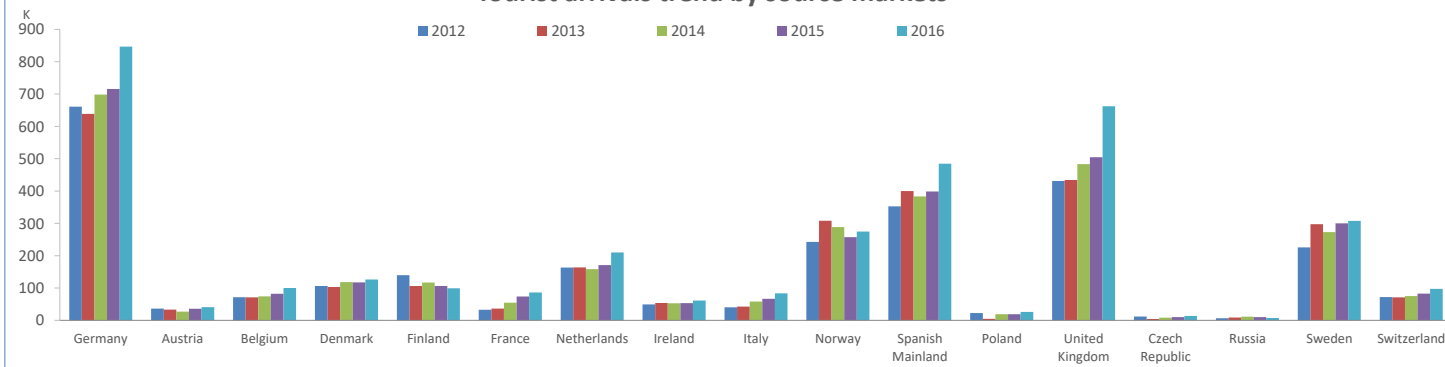
What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	66.0%	63.1%	64.1%	66.3%	64.6%
Recommendation by friends or relatives	32.2%	31.9%	31.9%	30.7%	31.9%
The Canary Islands television channel	0.4%	0.5%	0.5%	0.3%	0.4%
Other television or radio channels	0.6%	0.7%	0.6%	0.6%	0.8%
Information in the press/magazines/books	3.6%	3.6%	3.5%	3.7%	3.9%
Attendance at a tourism fair	0.5%	0.6%	0.6%	0.6%	0.5%
Tour Operator's brochure or catalogue	10.7%	8.2%	8.4%	8.4%	8.4%
Recommendation by Travel Agency	10.5%	9.4%	9.4%	9.1%	10.6%
Information obtained via the Internet	25.4%	24.8%	23.6%	25.3%	26.2%
Senior Tourism programme	0.3%	0.1%	0.3%	0.2%	0.3%
Others	8.7%	9.9%	10.0%	9.3%	8.0%

* Multi-choice question

Tourist arrivals trend 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.