

Tourist profile trend (2017)

GRAN CANARIA



How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR) (mill.)	3.36	3.53	3.65	4.14	4.48
Tourist arrivals (> 16 years old) (mill.)	2.88	3.00	3.10	3.65	3.90
Average daily expenditure (€)	130.27	130.81	141.79	142.38	145.42
. in their place of residence	87.16	90.03	99.83	101.25	103.06
. in the Canary Islands	43.11	40.77	41.95	41.13	42.35
Average lenght of stay	9.67	10.02	10.00	9.64	9.41
Turnover per tourist (€)	1,087	1,129	1,216	1,203	1,206
Total turnover (€m)	3,654	3,989	4,439	4,977	5,400
Tourist arrivals: year on year change	--	5.1%	3.3%	13.3%	8.3%
Turnover: year on year change	--	9.2%	11.3%	12.1%	8.5%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.5%	12.1%	14.9%	14.5%	13.2%
- Additional accommodation expenses	5.0%	5.8%	5.7%	6.0%	5.5%

Transport:

- Public transport	20.9%	18.1%	19.8%	19.8%	19.3%
- Taxi	24.6%	23.7%	24.5%	25.5%	24.1%
- Car rental	12.9%	12.2%	12.5%	13.8%	14.7%

Food and drink:

- Food purchases at supermarkets	62.7%	60.7%	60.2%	56.6%	56.2%
- Restaurants	55.6%	49.6%	47.8%	51.2%	58.9%

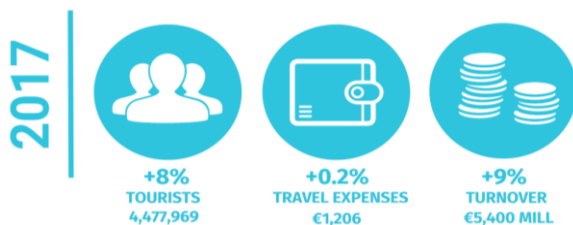
Souvenirs:	52.9%	50.1%	50.4%	51.7%	50.9%
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Leisure:

- Organized excursions	14.0%	13.6%	14.7%	15.8%	14.9%
- Leisure, amusement	6.1%	6.1%	6.7%	6.0%	6.2%
- Trip to other islands	1.3%	1.2%	1.5%	1.5%	1.3%
- Sporting activities	5.4%	4.8%	4.9%	4.9%	5.5%
- Cultural activities	2.5%	2.5%	2.6%	2.9%	3.0%
- Discos and disco-pubs	9.0%	7.6%	7.2%	7.4%	7.5%

Others:

- Wellness	5.1%	5.3%	5.0%	5.4%	4.5%
- Medical expenses	3.6%	3.2%	3.9%	3.8%	4.1%
- Other expenses	8.9%	8.7%	9.7%	9.6%	8.1%



What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	14.1%	12.4%	11.5%	9.3%	10.2%
Flight and accommodation (room only)	30.5%	28.1%	26.2%	26.5%	29.0%
Flight and accommodation (B&B)	8.3%	8.8%	8.9%	8.2%	8.6%
Flight and accommodation (half board)	20.5%	18.5%	19.5%	21.0%	18.7%
Flight and accommodation (full board)	3.5%	4.7%	4.8%	4.8%	4.3%
Flight and accommodation (all inclusive)	23.1%	27.5%	29.1%	30.3%	29.3%
% Tourists using low-cost airlines	38.6%	37.2%	39.8%	41.4%	45.0%
Other expenses in their place of residence:					
- Car rental	7.5%	8.0%	7.6%	8.4%	9.3%
- Sporting activities	3.8%	4.1%	3.6%	3.7%	3.8%
- Excursions	3.5%	4.6%	4.7%	4.7%	5.2%
- Trip to other islands	2.4%	3.8%	3.8%	2.4%	1.8%

How do they book?



	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	43.8%	47.5%	45.5%	44.4%	44.5%
- Tour Operator's website	80.6%	80.6%	80.8%	79.2%	82.3%
Accommodation	12.3%	12.0%	12.3%	12.6%	12.9%
- Accommodation's website	80.8%	79.9%	79.1%	80.8%	82.8%
Travel agency (High street)	20.4%	19.9%	19.1%	21.0%	18.9%
Online Travel Agency (OTA)	13.2%	11.1%	14.5%	14.8%	16.1%
No need to book accommodation	10.2%	9.5%	8.4%	7.2%	7.6%

	2013	2014	2015	2016	2017
Flight booking					
Tour Operator	46.5%	49.4%	47.4%	46.6%	46.5%
- Tour Operator's website	78.3%	79.2%	79.3%	76.0%	80.9%
Airline	22.6%	21.5%	22.6%	22.1%	23.9%
- Airline's website	95.5%	95.8%	95.0%	94.9%	96.1%
Travel agency (High street)	20.2%	19.4%	19.2%	19.9%	18.2%
Online Travel Agency (OTA)	10.7%	9.6%	10.8%	11.4%	11.3%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	1.1%	0.8%	0.6%	0.6%	0.7%
Between 2 and 7 days	12.2%	10.2%	8.1%	7.7%	7.0%
Between 8 and 15 days	12.6%	10.5%	9.3%	9.1%	8.9%
Between 16 and 30 days	15.6%	15.8%	16.2%	14.6%	13.6%
Between 31 and 90 days	30.4%	30.5%	33.7%	33.9%	34.2%
More than 90 days	28.0%	32.2%	32.0%	34.0%	35.6%

Who are they?



	2013	2014	2015	2016	2017
Gender					
Men	50.6%	50.4%	50.9%	50.9%	49.7%
Women	49.4%	49.6%	49.1%	49.1%	50.3%

Age

Average age (tourists > 16 years old)	42.3	44.8	46.5	47.9	47.1
Standard deviation	14.5	15.2	15.7	16.1	16.1

Age range (> 16 years old)

16-24 years old	11.9%	10.7%	9.9%	8.7%	9.7%
25-30 years old	14.4%	11.4%	10.2%	9.7%	10.1%
31-45 years old	33.1%	29.4%	26.6%	25.5%	26.5%
46-60 years old	28.0%	30.6%	32.0%	30.4%	29.9%
Over 60 years old	12.6%	17.8%	21.3%	25.7%	23.9%

Occupation

Business owner or self-employed	21.3%	21.3%	20.4%	20.4%	21.2%
Upper/Middle management employee	36.9%	39.7%	37.6%	35.3%	35.2%
Auxiliary level employee	19.6%	15.5%	16.5%	15.8%	15.7%
Students	8.5%	6.4%	6.4%	5.6%	6.2%
Retired	11.2%	14.8%	16.7%	20.8%	19.6%
Unemployed / unpaid dom. work	2.6%	2.3%	2.4%	2.0%	2.1%

Annual household income level

€12,000 - €24,000	17.1%	17.0%	17.6%	17.6%	17.6%
€24,001 - €36,000	20.0%	18.2%	17.7%	19.3%	18.9%
€36,001 - €48,000	16.2%	16.7%	17.1%	16.4%	16.6%
€48,001 - €60,000	13.8%	15.0%	15.1%	14.7%	15.0%
€60,001 - €72,000	10.8%	9.7%	9.1%	9.5%	9.6%
€72,001 - €84,000	6.8%	6.3%	6.8%	6.3%	6.4%
More than €84,000	15.4%	17.1%	16.5%	16.3%	16.0%

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Which island do they choose?



Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	1,820,148	1,911,659	2,033,971	2,328,674	2,488,213
- Fuerteventura	1,514,524	1,595,143	1,668,484	1,914,107	1,938,908
- Gran Canaria	2,876,750	3,001,310	3,104,724	3,654,806	3,900,824
- Tenerife	3,996,638	4,193,228	4,249,936	4,885,901	5,144,415
- La Palma	143,472	138,916	163,425	221,541	277,952

Where do they stay?



	2013	2014	2015	2016	2017
5* Hotel	7.1%	7.3%	7.3%	7.7%	7.0%
4* Hotel	27.2%	28.2%	29.6%	30.8%	30.0%
1-2-3* Hotel	20.3%	19.4%	19.0%	19.5%	17.6%
Apartment	32.4%	30.9%	31.2%	32.1%	35.0%
Property (privately-owned, friends, family)	8.3%	7.4%	6.5%	5.1%	5.4%
Others	4.7%	6.8%	6.3%	4.8%	5.0%

Who do they come with?



	2013	2014	2015	2016	2017
Unaccompanied	16.6%	15.9%	13.9%	12.9%	12.0%
Only with partner	41.3%	43.8%	48.9%	46.7%	45.4%
Only with children (under the age of 13)	1.1%	1.5%	1.3%	1.6%	1.7%
Partner + children (under the age of 13)	9.4%	8.9%	8.1%	8.5%	9.4%
Other relatives	5.6%	5.4%	6.1%	5.7%	6.3%
Friends	8.0%	7.4%	7.2%	7.2%	7.4%
Work colleagues	0.9%	0.6%	0.5%	0.5%	0.5%
Other combinations ⁽¹⁾	17.1%	16.6%	14.0%	16.8%	17.3%

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

How do they rate the Canary Islands?



	2013	2014	2015	2016	2017
Impression of their stay					
Good or very good (% tourists)	92.0%	93.3%	91.8%	92.9%	93.3%
Average rating (scale 1-10)	8.71	8.77	8.72	8.81	8.85

How many are loyal to the Canary Islands?



Repeat tourists (previous visits)	2013	2014	2015	2016	2017
At least 1 visit to the island	57.0%	57.8%	59.1%	56.9%	57.1%
At least 10 visits to the island	9.4%	8.7%	10.1%	9.0%	10.1%
At least 1 visit to the Canary Islands	77.5%	78.5%	80.0%	78.9%	79.2%
At least 10 visits to the Canary Islands	18.6%	18.1%	20.4%	18.3%	19.9%

Where are they from?



Tourists (> 16 years old)	2013	2014	2015	2016	2017
Germany	22.2%	23.3%	23.1%	23.2%	22.2%
United Kingdom	15.1%	16.1%	16.2%	18.1%	19.0%
Spanish Mainland	13.9%	12.8%	12.8%	13.3%	12.6%
Sweden	10.3%	9.1%	9.7%	8.4%	8.3%
Norway	10.7%	9.6%	8.3%	7.5%	7.4%
Netherlands	5.7%	5.3%	5.5%	5.7%	5.3%
Denmark	3.6%	3.9%	3.8%	3.5%	3.4%
Switzerland	2.5%	2.5%	2.7%	2.7%	2.8%
Belgium	2.5%	2.5%	2.7%	2.7%	2.6%
Others	13.5%	14.9%	15.3%	14.9%	16.3%

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.

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	17.6%	17.6%	18.1%	17.9%	18.1%
- Fuerteventura	14.6%	14.7%	14.9%	14.7%	14.1%
- Gran Canaria	27.8%	27.7%	27.7%	28.1%	28.4%
- Tenerife	38.6%	38.7%	37.9%	37.6%	37.4%
- La Palma	1.4%	1.3%	1.5%	1.7%	2.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	88.1%	87.9%	88.6%	88.8%	89.7%
Beaches	41.5%	39.3%	39.3%	41.2%	40.9%
Tranquillity/rest/relaxation	37.8%	39.0%	40.6%	38.4%	39.2%
Scenery	14.8%	16.6%	17.2%	16.6%	17.7%
Visiting new places	12.0%	12.6%	12.9%	13.9%	14.0%
Price	13.1%	13.5%	12.8%	11.4%	12.2%
Security	5.8%	5.8%	8.4%	12.7%	11.4%
Ease of travel	6.9%	7.1%	7.4%	7.6%	7.2%
Suitable destination for children	7.4%	6.9%	5.8%	5.8%	6.7%
Nightlife/fun	8.6%	5.9%	5.5%	5.1%	5.0%
Quality of the environment	3.8%	4.2%	4.4%	4.4%	4.5%
Active tourism	3.5%	3.5%	3.7%	3.5%	3.7%
Shopping	3.3%	3.8%	3.6%	2.8%	2.9%
Culture	2.1%	2.2%	2.1%	2.1%	2.4%
Nautical activities	1.8%	1.6%	1.4%	1.5%	1.7%
Golf	1.3%	1.1%	1.3%	1.0%	1.1%

* Multi-choice question

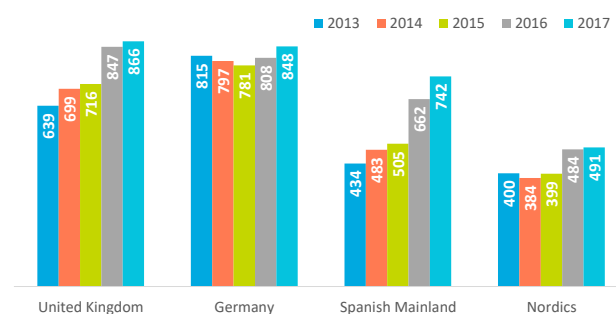
What did motivate them to come?



Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	63.1%	64.1%	66.3%	64.6%	65.6%
Recommendation by friends/relatives	31.9%	31.9%	30.7%	31.9%	33.6%
The Canary Islands television channel	0.5%	0.5%	0.3%	0.4%	0.4%
Other television or radio channels	0.7%	0.6%	0.6%	0.8%	1.0%
Information in press/magazines/books	3.6%	3.5%	3.7%	3.9%	3.4%
Attendance at a tourism fair	0.6%	0.6%	0.6%	0.5%	0.6%
Tour Operator's brochure or catalogue	8.2%	8.4%	8.4%	8.4%	7.5%
Recommendation by Travel Agency	9.4%	9.4%	9.1%	10.6%	9.8%
Information obtained via the Internet	24.8%	23.6%	25.3%	26.2%	26.2%
Senior Tourism programme	0.1%	0.3%	0.2%	0.3%	0.2%
Others	9.9%	10.0%	9.3%	8.0%	7.8%

* Multi-choice question

Main markets: tourist arrivals (thousands)



Tourists over 16 years old.