

Tourist profile trend (2016)

Gran Canaria: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	788,308	901,778	863,399	951,656	1,064,140
Average daily expenditure (€)	141.05	135.94	137.46	148.68	150.87
. in their place of residence	97.00	93.22	96.60	105.39	108.26
. in the Canary Islands	44.05	42.72	40.86	43.29	42.61
Average length of stay	8.93	9.15	9.72	9.67	8.93
Turnover per tourist (€)	1,162	1,052	1,137	1,253	1,213
Total turnover (> 16 years old) (€m)	916	949	981	1,193	1,291
Share of total turnover	29.8%	30.3%	29.0%	31.6%	29.4%
Share of total tourist	28.7%	31.3%	28.8%	30.7%	29.1%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
Accommodation (**):	34.86	35.60	42.45	52.34	47.99
- Accommodation	30.43	31.33	35.76	46.40	41.27
- Additional accommodation expenses	4.43	4.27	6.70	5.94	6.72
Transport:	26.83	25.19	24.17	27.34	30.61
- Public transport	6.06	8.53	5.14	6.79	8.26
- Taxi	11.00	7.76	9.71	10.17	10.83
- Car rental	9.77	8.90	9.32	10.38	11.53
Food and drink:	183.87	163.09	192.09	181.29	161.77
- Food purchases at supermarkets	76.47	82.69	94.75	86.31	67.33
- Restaurants	107.40	80.39	97.34	94.98	94.44
Souvenirs:	63.05	61.11	63.19	61.92	57.73
Leisure:	34.08	31.54	32.34	29.86	33.71
- Organized excursions	11.39	12.19	11.98	12.04	13.46
- Leisure, amusement	4.22	2.49	3.53	4.15	3.05
- Trip to other islands	1.05	0.67	0.82	1.02	1.66
- Sporting activities	3.69	4.89	4.00	3.81	4.12
- Cultural activities	1.58	0.99	1.36	1.02	1.61
- Discos and disco-pubs	12.15	10.31	10.65	7.81	9.80
Others:	21.72	18.40	12.93	19.59	18.84
- Wellness	3.88	2.90	3.45	2.77	4.37
- Medical expenses	1.54	1.22	1.63	1.32	2.00
- Other expenses	16.29	14.28	7.85	15.51	12.47

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.7%	1.6%	0.7%	0.7%	0.5%
Between 2 and 7 days	9.1%	12.8%	10.5%	8.4%	8.0%
Between 8 and 15 days	10.8%	12.3%	9.3%	8.8%	6.9%
Between 16 and 30 days	16.7%	14.1%	14.4%	14.6%	13.8%
Between 31 and 90 days	33.3%	31.4%	32.3%	34.4%	36.3%
More than 90 days	29.5%	27.9%	32.8%	33.2%	34.4%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	11.0%	10.7%	12.4%	10.4%	8.7%
Flight and accommodation (room only)	32.8%	31.1%	27.7%	27.7%	30.6%
Flight and accommodation (B&B)	9.7%	9.5%	11.2%	9.8%	8.7%
Flight and accommodation (half board)	19.4%	18.2%	15.8%	18.1%	19.9%
Flight and accommodation (full board)	3.7%	5.7%	5.0%	5.0%	4.4%
Flight and accommodation (all inclusive)	23.4%	24.8%	28.0%	29.0%	27.8%
% Tourists using low-cost airlines	31.8%	36.3%	33.0%	36.6%	41.6%
Other expenses in their place of residence:					
- Car rental	6.6%	7.1%	7.5%	7.9%	7.9%
- Sporting activities	3.7%	4.8%	3.4%	3.6%	3.5%
- Excursions	3.5%	4.0%	4.3%	4.6%	4.7%
- Trip to other islands	1.6%	5.1%	4.7%	5.2%	1.8%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	48.2%	47.4%	50.1%	50.4%	47.1%
- Tour Operator's website	76.8%	84.2%	84.8%	82.5%	78.9%
Accommodation	11.7%	10.4%	11.6%	11.1%	13.0%
- Accommodation's website	80.1%	87.4%	79.0%	80.3%	82.3%
Travel agency (High street)	19.7%	21.2%	19.1%	17.3%	18.4%
Online Travel Agency (OTA)	12.6%	12.1%	10.1%	13.3%	14.6%
No need to book accommodation	7.9%	8.9%	9.1%	7.9%	6.9%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	51.2%	49.5%	51.0%	52.1%	50.3%
- Tour Operator's website	76.0%	83.7%	82.2%	81.9%	75.6%
Airline	21.6%	18.0%	21.0%	20.7%	22.9%
- Airline's website	95.5%	95.7%	96.3%	94.7%	95.8%
Travel agency (High street)	19.0%	22.0%	19.1%	17.8%	16.9%
Online Travel Agency (OTA)	8.2%	10.6%	8.9%	9.4%	10.0%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	6.4%	6.3%	7.1%	7.2%	6.1%
4* Hotel	28.1%	24.9%	29.1%	28.0%	29.1%
1-2-3* Hotel	20.4%	22.0%	17.9%	18.1%	18.2%
Apartment	34.9%	30.2%	30.4%	31.5%	36.3%
Property (privately-owned, friends, family)	5.8%	7.4%	7.1%	6.2%	4.8%
Others	4.4%	9.3%	8.4%	9.0%	5.5%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	51.4%	50.4%	49.8%	52.2%	51.4%
Percentage of women	48.6%	49.6%	50.2%	47.8%	48.6%

Age					
Average age (tourists > 16 years old)	44.7	42.8	47.0	48.8	48.4
Standard deviation	14.6	13.6	14.9	15.3	15.6

Age range (> 16 years old)					
16-24 years old	9.4%	8.2%	7.7%	6.6%	7.6%
25-30 years old	11.6%	14.5%	8.9%	8.7%	8.6%
31-45 years old	30.3%	35.9%	28.9%	24.9%	26.4%
46-60 years old	32.9%	30.4%	34.1%	34.5%	31.5%
Over 60 years old	15.8%	11.0%	20.3%	25.3%	25.9%

Occupation					
Business owner or self-employed	20.6%	20.2%	19.4%	19.8%	21.2%
Upper/Middle management employee	39.6%	41.5%	41.7%	37.7%	36.1%
Auxiliary level employee	20.2%	19.8%	14.4%	16.4%	15.1%
Students	5.0%	5.5%	4.9%	4.0%	4.9%
Retired	12.4%	10.6%	17.6%	19.9%	21.0%
Unemployed / unpaid dom. work	2.3%	2.3%	2.1%	2.2%	1.7%

Annual household income level					
€12,000 - €24,000	16.2%	13.0%	14.2%	16.0%	15.6%
€24,001 - €36,000	18.7%	20.4%	16.5%	16.8%	18.3%
€36,001 - €48,000	17.1%	16.5%	17.8%	16.8%	17.2%
€48,001 - €60,000	14.7%	13.8%	15.8%	14.9%	15.2%
€60,001 - €72,000	10.3%	12.6%	9.4%	10.3%	9.6%
€72,001 - €84,000	6.6%	7.8%	7.4%	7.4%	6.6%
More than €84,000	16.4%	16.1%	18.9%	17.8%	17.6%

(*) 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)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4	Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	445,569	482,417	467,397	527,062	600,909	- Lanzarote	16.7%	16.3%	16.3%	17.0%	17.1%
- Fuerteventura	371,091	407,337	398,938	437,284	495,222	- Fuerteventura	13.9%	13.8%	14.0%	14.1%	14.1%
- Gran Canaria	788,308	901,778	863,399	951,656	1,064,140	- Gran Canaria	29.5%	30.6%	30.2%	30.6%	30.3%
- Tenerife	1,026,851	1,123,476	1,092,650	1,144,231	1,280,669	- Tenerife	38.5%	38.1%	38.2%	36.8%	36.5%
- La Palma	37,879	35,785	37,346	45,080	65,961	- La Palma	1.4%	1.2%	1.3%	1.5%	1.9%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	12.4%	18.4%	16.3%	14.8%	12.7%
Only with partner	46.5%	38.8%	46.4%	50.9%	42.9%
Only with children (under the age of 13)	1.4%	0.7%	1.3%	1.0%	1.9%
Partner + children (under the age of 13)	7.5%	9.5%	8.7%	7.3%	8.6%
Other relatives	7.3%	4.6%	5.2%	5.8%	7.4%
Friends	8.7%	7.6%	6.3%	6.5%	7.3%
Work colleagues	0.6%	0.6%	0.7%	0.5%	0.6%
Other combinations ⁽¹⁾	15.6%	19.7%	15.2%	13.2%	18.6%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	93.0%	93.6%	93.1%	92.5%	91.4%
Average rating (scale 1-10)	8.69	8.79	8.77	8.77	8.68

How many are loyal to the destination?

Repeat tourists of the island	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	60.8%	53.7%	59.1%	64.1%	59.1%
In love (at least 10 previous visits)	9.6%	8.6%	9.1%	12.1%	9.3%

Where are they from?



Ten main source markets	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Germany	175,798	226,147	210,696	227,846	254,719
United Kingdom	100,313	109,977	107,817	128,827	162,005
Sweden	91,249	124,262	112,178	122,024	146,729
Norway	92,585	102,142	96,056	102,622	110,411
Spanish Mainland	74,450	91,334	82,993	85,601	96,191
Netherlands	41,812	44,673	40,222	45,656	53,569
Finland	76,683	47,112	49,242	46,742	39,289
Denmark	34,951	37,891	41,757	43,832	33,167
Switzerland	18,407	21,815	23,823	23,833	29,383
Belgium	18,750	20,071	19,843	22,686	26,143

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	90.5%	90.0%	88.4%	89.5%	90.3%
Beaches	42.1%	43.0%	38.2%	39.9%	41.0%
Tranquillity/rest/relaxation	42.2%	38.1%	40.5%	41.2%	40.1%
Scenery	14.7%	15.4%	15.5%	17.2%	16.1%
Visiting new places	10.2%	12.8%	10.6%	11.3%	12.7%
Security	5.6%	7.0%	6.4%	9.9%	11.8%
Price	13.0%	10.2%	14.3%	10.4%	10.9%
Ease of travel	6.9%	6.7%	7.7%	6.9%	7.8%
Suitable destination for children	7.1%	8.8%	6.0%	5.2%	5.5%
Nightlife/fun	8.1%	7.8%	5.6%	5.4%	4.9%
Quality of the environment	3.4%	3.3%	4.0%	4.5%	3.8%
Active tourism	3.0%	4.0%	2.7%	4.0%	3.3%
Shopping	4.0%	2.4%	4.2%	3.1%	3.1%
Culture	1.9%	1.1%	2.0%	2.1%	2.1%
Nautical activities	1.7%	2.3%	1.1%	1.6%	2.0%
Security against natural catastrophes	0.5%	0.5%	0.8%	1.0%	1.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	68.3%	61.5%	65.6%	69.9%	67.2%
Recommendation by friends or relatives	31.5%	31.7%	31.9%	28.3%	31.2%
The Canary Islands television channel	0.4%	0.5%	0.4%	0.3%	0.2%
Other television or radio channels	0.5%	0.6%	0.6%	0.6%	0.7%
Information in the press/magazines/books	3.5%	3.8%	3.1%	3.5%	4.0%
Attendance at a tourism fair	0.7%	0.5%	0.5%	0.4%	0.5%
Tour Operator's brochure or catalogue	9.6%	8.6%	7.7%	7.8%	7.7%
Recommendation by Travel Agency	8.1%	9.1%	8.8%	7.6%	9.7%
Information obtained via the Internet	26.8%	24.8%	21.2%	23.8%	25.4%
Senior Tourism programme	0.1%	0.1%	0.1%	0.3%	0.1%
Others	9.9%	9.4%	10.2%	9.9%	7.5%

* Multi-choice question

Share of tourists (> 16 years old) by quarter of trip



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.