

# Tourist profile trend (2016)

## Gran Canaria: First Quarter

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



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	828,230	819,171	895,237	871,881	991,937
Average daily expenditure (€)	132.47	132.69	133.99	139.63	145.86
. in their place of residence	91.75	87.94	92.93	100.01	105.74
. in the Canary Islands	40.71	44.76	41.06	39.62	40.12
Average length of stay	10.12	10.48	10.50	10.95	10.80
Turnover per tourist (€)	1,163	1,216	1,211	1,269	1,326
Total turnover (> 16 years old) (€m)	963	996	1,084	1,106	1,316
Share of total turnover	31.4%	31.9%	32.0%	29.3%	29.9%
Share of total tourist	30.1%	28.5%	29.8%	28.1%	27.1%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Accommodation (**):</b>	25.71	59.31	48.04	51.32	50.14
- Accommodation	18.66	55.42	41.44	46.61	45.46
- Additional accommodation expenses	7.05	3.88	6.61	4.71	4.69
<b>Transport:</b>	26.62	30.69	26.21	26.27	27.80
- Public transport	6.09	9.38	7.18	7.49	7.70
- Taxi	9.94	9.43	9.22	9.20	9.44
- Car rental	10.60	11.88	9.81	9.58	10.66
<b>Food and drink:</b>	183.31	224.31	204.17	206.27	202.27
- Food purchases at supermarkets	74.06	99.75	110.82	113.41	102.52
- Restaurants	109.24	124.57	93.35	92.86	99.75
<b>Souvenirs:</b>	56.73	70.73	62.07	65.26	61.09
<b>Leisure:</b>	35.26	30.45	29.25	27.05	26.45
- Organized excursions	11.42	10.49	11.53	9.94	10.59
- Leisure, amusement	3.95	2.65	3.27	2.68	2.59
- Trip to other islands	1.12	0.89	0.64	0.90	0.81
- Sporting activities	6.54	4.87	5.45	5.03	5.19
- Cultural activities	0.97	1.25	1.19	1.46	1.31
- Discos and disco-pubs	11.27	10.30	7.17	7.03	5.96
<b>Others:</b>	37.45	18.93	16.60	16.17	16.44
- Wellness	4.86	3.19	3.73	3.73	3.72
- Medical expenses	3.12	1.80	2.17	2.15	1.78
- Other expenses	29.47	13.95	10.69	10.29	10.94

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



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.6%	0.5%	0.8%	0.3%	0.7%
Between 2 and 7 days	10.3%	11.6%	8.5%	7.8%	7.3%
Between 8 and 15 days	11.3%	11.1%	10.9%	8.3%	10.8%
Between 16 and 30 days	18.7%	16.6%	17.0%	17.5%	17.1%
Between 31 and 90 days	30.7%	32.2%	31.6%	34.4%	33.8%
More than 90 days	28.3%	27.9%	31.3%	31.7%	30.3%

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



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	10.4%	17.4%	13.0%	11.4%	10.1%
Flight and accommodation (room only)	32.7%	35.9%	32.2%	30.4%	27.9%
Flight and accommodation (B&B)	10.7%	8.2%	10.0%	10.5%	10.3%
Flight and accommodation (half board)	19.1%	19.0%	16.3%	16.8%	21.3%
Flight and accommodation (full board)	3.4%	2.2%	5.0%	5.4%	4.6%
Flight and accommodation (all inclusive)	23.7%	17.4%	23.5%	25.5%	25.8%
<b>% Tourists using low-cost airlines</b>	23.7%	32.2%	34.2%	35.6%	38.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	6.0%	7.6%	7.4%	7.3%	7.9%
- Sporting activities	3.6%	3.9%	4.5%	3.6%	4.0%
- Excursions	3.3%	2.6%	4.3%	4.4%	4.6%
- Trip to other islands	1.7%	1.5%	6.6%	5.7%	3.9%

### How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Accommodation booking</b>					
<b>Tour Operator</b>	60.4%	48.3%	51.7%	49.0%	48.0%
- Tour Operator's website	73.8%	79.5%	80.3%	80.0%	78.4%
<b>Accommodation</b>	8.4%	12.0%	11.6%	12.9%	13.8%
- Accommodation's website	78.8%	72.9%	80.7%	75.9%	75.3%
<b>Travel agency (High street)</b>	14.4%	15.9%	16.7%	17.0%	17.1%
<b>Online Travel Agency (OTA)</b>	9.2%	12.2%	10.7%	13.6%	13.9%
<b>No need to book accommodation</b>	7.6%	11.5%	9.4%	7.5%	7.2%

### Flight booking

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Tour Operator</b>	66.1%	50.6%	54.4%	50.3%	50.0%
- Tour Operator's website	71.6%	77.1%	79.7%	78.8%	73.8%
<b>Airline</b>	13.5%	23.9%	21.3%	22.4%	23.0%
- Airline's website	95.5%	95.3%	95.8%	95.2%	95.8%
<b>Travel agency (High street)</b>	12.6%	16.7%	15.5%	17.7%	16.3%
<b>Online Travel Agency (OTA)</b>	7.9%	8.8%	8.8%	9.6%	10.8%

### Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	5.9%	6.0%	6.6%	5.1%	8.1%
4* Hotel	27.1%	26.8%	24.6%	26.7%	28.7%
1-2-3* Hotel	22.2%	17.9%	17.0%	18.8%	18.9%
Apartment	34.2%	37.8%	35.0%	36.5%	33.1%
Property (privately-owned, friends, family)	4.8%	8.9%	7.0%	5.2%	5.2%
Others	5.8%	2.7%	9.8%	7.7%	6.2%

### Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Gender</b>					
Percentage of men	46.8%	52.1%	49.2%	48.9%	50.9%
Percentage of women	53.2%	47.9%	50.8%	51.1%	49.1%

### Age

Average age (tourists > 16 years old)	48.5	46.4	48.2	50.1	51.8
Standard deviation	14.9	15.2	15.3	15.8	16.2

### Age range (> 16 years old)

16-24 years old	6.5%	9.4%	7.9%	6.7%	6.0%
25-30 years old	8.9%	9.7%	8.2%	7.8%	7.4%
31-45 years old	25.3%	29.5%	25.9%	23.3%	21.0%
46-60 years old	34.5%	30.2%	33.5%	32.8%	30.3%
Over 60 years old	24.6%	21.2%	24.5%	29.4%	35.3%

### Occupation

Business owner or self-employed	18.8%	21.4%	21.8%	20.6%	19.6%
Upper/Middle management employee	35.7%	31.9%	37.3%	34.7%	31.7%
Auxiliary level employee	17.4%	19.6%	13.5%	13.9%	13.9%
Students	4.1%	7.2%	5.3%	5.4%	5.4%
Retired	21.4%	17.7%	20.0%	23.5%	27.7%
Unemployed / unpaid dom. work	2.6%	2.2%	2.1%	2.0%	1.7%

### Annual household income level

€12,000 - €24,000	14.4%	16.3%	13.7%	14.7%	14.1%
€24,001 - €36,000	20.5%	18.4%	16.6%	16.9%	16.0%
€36,001 - €48,000	16.7%	16.0%	16.7%	18.5%	16.8%
€48,001 - €60,000	15.5%	13.7%	15.8%	16.1%	13.7%
€60,001 - €72,000	10.6%	11.7%	10.9%	8.9%	11.6%
€72,001 - €84,000	5.9%	7.6%	6.4%	7.0%	8.2%
More than €84,000	16.3%	16.3%	19.9%	18.0%	19.5%

(\*) 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 trend (2016)

## Gran Canaria: First Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1	Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	427,944	429,077	466,498	483,781	560,886	- Lanzarote	15.5%	15.8%	16.0%	16.3%	16.7%
- Fuerteventura	372,165	366,481	363,967	394,726	473,171	- Fuerteventura	13.5%	13.5%	12.5%	13.3%	14.1%
- Gran Canaria	828,230	819,171	895,237	871,881	991,937	- Gran Canaria	30.1%	30.1%	30.7%	29.3%	29.6%
- Tenerife	1,085,591	1,059,587	1,150,121	1,179,865	1,261,312	- Tenerife	39.4%	38.9%	39.5%	39.7%	37.7%
- La Palma	40,340	48,806	36,356	42,548	61,898	- La Palma	1.5%	1.8%	1.2%	1.4%	1.8%

### Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	11.8%	15.3%	14.3%	13.8%	12.4%
Only with partner	52.5%	46.5%	47.0%	51.8%	55.3%
Only with children (under the age of 13)	0.9%	1.3%	1.7%	1.0%	0.8%
Partner + children (under the age of 13)	5.8%	8.0%	7.3%	6.3%	6.8%
Other relatives	5.4%	6.1%	5.3%	6.2%	4.1%
Friends	9.9%	8.2%	7.5%	7.6%	7.2%
Work colleagues	0.6%	1.3%	0.4%	0.6%	0.3%
Other combinations <sup>(1)</sup>	13.0%	13.4%	16.7%	12.6%	13.3%

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

### How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	89.9%	91.4%	93.8%	89.5%	93.4%
Average rating (scale 1-10)	8.53	8.62	8.74	8.52	8.86

### How many are loyal to the destination?

Repeat tourists of the island	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	67.0%	65.6%	64.4%	65.0%	64.0%
In love (at least 10 previous visits)	10.2%	11.9%	10.5%	11.2%	9.8%

### Where are they from?



Ten main source markets	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Germany	209,067	162,859	215,823	210,313	232,375
United Kingdom	88,545	81,817	103,865	92,249	126,052
Norway	105,992	143,770	124,728	100,083	114,897
Sweden	100,911	126,211	113,221	130,176	108,481
Spanish Mainland	64,689	76,747	68,224	70,014	94,202
Denmark	53,395	45,431	53,386	52,238	69,724
Finland	53,746	49,788	57,069	50,829	54,981
Netherlands	43,871	41,386	45,013	40,524	48,354
Italy	13,861	11,972	17,839	17,090	21,450
Belgium	17,209	16,378	19,112	17,241	19,682

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	91.8%	91.1%	91.8%	90.2%	91.8%
Tranquillity/rest/relaxation	44.0%	37.9%	39.8%	42.7%	41.1%
Beaches	33.9%	36.4%	34.1%	33.0%	36.9%
Scenery	15.7%	15.4%	18.9%	18.2%	17.3%
Security	7.2%	6.1%	6.6%	8.0%	13.4%
Visiting new places	11.1%	9.9%	11.5%	10.4%	12.2%
Price	12.6%	12.8%	10.9%	11.8%	9.3%
Ease of travel	9.0%	8.8%	9.1%	9.3%	9.0%
Active tourism	3.7%	4.1%	5.5%	4.6%	5.8%
Suitable destination for children	5.4%	5.7%	6.4%	4.9%	4.5%
Quality of the environment	3.6%	3.8%	4.6%	4.6%	4.4%
Nightlife/fun	5.7%	9.3%	4.5%	4.9%	4.2%
Culture	2.3%	2.4%	2.4%	2.1%	2.1%
Shopping	4.3%	4.0%	3.2%	4.4%	2.1%
Golf	2.1%	1.8%	1.6%	1.7%	1.2%
Nautical activities	1.3%	1.3%	2.0%	1.2%	1.1%

\* Multi-choice question

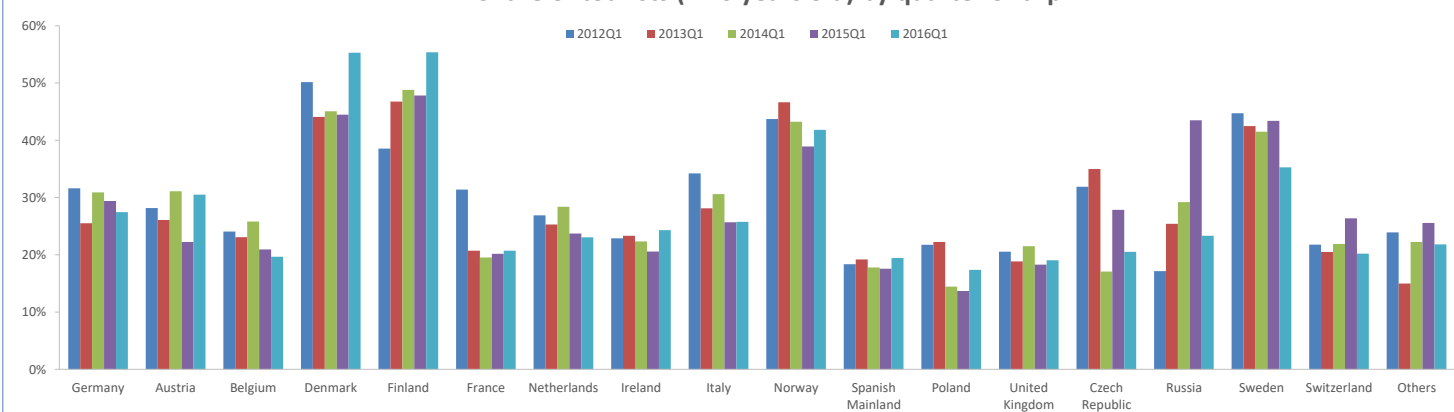
### What did motivate them to come?



Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	73.0%	72.0%	71.2%	72.8%	71.9%
Recommendation by friends or relatives	29.1%	29.0%	30.2%	28.8%	29.6%
The Canary Islands television channel	0.3%	0.2%	0.4%	0.2%	0.6%
Other television or radio channels	0.3%	0.7%	0.6%	0.5%	0.7%
Information in the press/magazines/books	3.1%	3.6%	4.0%	4.1%	3.4%
Attendance at a tourism fair	0.4%	1.1%	0.5%	0.7%	0.5%
Tour Operator's brochure or catalogue	10.0%	7.0%	7.2%	7.3%	7.5%
Recommendation by Travel Agency	8.4%	6.2%	7.0%	7.5%	8.2%
Information obtained via the Internet	24.0%	23.6%	23.1%	23.2%	23.8%
Senior Tourism programme	0.2%	0.0%	0.3%	0.1%	0.0%
Others	8.8%	9.8%	8.8%	8.9%	8.4%

\* 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.