

Tourist profile trend (2017)

Gran Canaria: First Quarter

How many are they and how much do they spend?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	819,171	895,237	871,881	991,937	1,048,751
Average daily expenditure (€)	132.69	133.99	139.63	145.86	156.80
. in their place of residence	87.94	92.93	100.01	105.74	112.44
. in the Canary Islands	44.76	41.06	39.62	40.12	44.36
Average length of stay	10.48	10.50	10.95	10.80	10.06
Turnover per tourist (€)	1,216	1,211	1,269	1,326	1,349
Total turnover (> 16 years old) (€m)	996	1,084	1,106	1,316	1,414
Share of total turnover	31.9%	32.0%	29.3%	29.9%	--
Share of total tourist	28.5%	29.8%	28.1%	27.1%	--

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	59.31	48.04	51.32	50.14	56.92
- Accommodation	55.42	41.44	46.61	45.46	49.61
- Additional accommodation expenses	3.88	6.61	4.71	4.69	7.31
Transport:	30.69	26.21	26.27	27.80	27.51
- Public transport	9.38	7.18	7.49	7.70	6.31
- Taxi	9.43	9.22	9.20	9.44	9.67
- Car rental	11.88	9.81	9.58	10.66	11.53
Food and drink:	224.31	204.17	206.27	202.27	203.53
- Food purchases at supermarkets	99.75	110.82	113.41	102.52	85.44
- Restaurants	124.57	93.35	92.86	99.75	118.09
Souvenirs:	70.73	62.07	65.26	61.09	64.19
Leisure:	30.45	29.25	27.05	26.45	28.46
- Organized excursions	10.49	11.53	9.94	10.59	9.58
- Leisure, amusement	2.65	3.27	2.68	2.59	3.03
- Trip to other islands	0.89	0.64	0.90	0.81	1.81
- Sporting activities	4.87	5.45	5.03	5.19	4.98
- Cultural activities	1.25	1.19	1.46	1.31	1.50
- Discos and disco-pubs	10.30	7.17	7.03	5.96	7.56
Others:	18.93	16.60	16.17	16.44	15.96
- Wellness	3.19	3.73	3.73	3.72	3.37
- Medical expenses	1.80	2.17	2.15	1.78	1.94
- Other expenses	13.95	10.69	10.29	10.94	10.65

How far in advance do they book their trip?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	0.5%	0.8%	0.3%	0.7%	0.6%
Between 2 and 7 days	11.6%	8.5%	7.8%	7.3%	6.8%
Between 8 and 15 days	11.1%	10.9%	8.3%	10.8%	7.5%
Between 16 and 30 days	16.6%	17.0%	17.5%	17.1%	13.8%
Between 31 and 90 days	32.2%	31.6%	34.4%	33.8%	37.7%
More than 90 days	27.9%	31.3%	31.7%	30.3%	33.7%

What do they book at their place of residence?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	17.4%	13.0%	11.4%	10.1%	10.7%
Flight and accommodation (room only)	35.9%	32.2%	30.4%	27.9%	29.7%
Flight and accommodation (B&B)	8.2%	10.0%	10.5%	10.3%	10.7%
Flight and accommodation (half board)	19.0%	16.3%	16.8%	21.3%	18.1%
Flight and accommodation (full board)	2.2%	5.0%	5.4%	4.6%	5.3%
Flight and accommodation (all inclusive)	17.4%	23.5%	25.5%	25.8%	25.5%
% Tourists using low-cost airlines	32.2%	34.2%	35.6%	38.2%	40.9%
Other expenses in their place of residence:					
- Car rental	7.6%	7.4%	7.3%	7.9%	9.0%
- Sporting activities	3.9%	4.5%	3.6%	4.0%	4.3%
- Excursions	2.6%	4.3%	4.4%	4.6%	4.7%
- Trip to other islands	1.5%	6.6%	5.7%	3.9%	2.5%

How do they book?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Accommodation booking					
Tour Operator	48.3%	51.7%	49.0%	48.0%	47.7%
- Tour Operator's website	79.5%	80.3%	80.0%	78.4%	83.6%
Accommodation	12.0%	11.6%	12.9%	13.8%	13.0%
- Accommodation's website	72.9%	80.7%	75.9%	75.3%	80.9%
Travel agency (High street)	15.9%	16.7%	17.0%	17.1%	15.8%
Online Travel Agency (OTA)	12.2%	10.7%	13.6%	13.9%	15.8%
No need to book accommodation	11.5%	9.4%	7.5%	7.2%	7.8%

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight booking					
Tour Operator	50.6%	54.4%	50.3%	50.0%	50.1%
- Tour Operator's website	77.1%	79.7%	78.8%	73.8%	82.2%
Airline	23.9%	21.3%	22.4%	23.0%	24.7%
- Airline's website	95.3%	95.8%	95.2%	95.8%	97.5%
Travel agency (High street)	16.7%	15.5%	17.7%	16.3%	14.9%
Online Travel Agency (OTA)	8.8%	8.8%	9.6%	10.8%	10.4%

Where do they stay?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
5* Hotel	6.0%	6.6%	5.1%	8.1%	6.2%
4* Hotel	26.8%	24.6%	26.7%	28.7%	29.2%
1-2-3* Hotel	17.9%	17.0%	18.8%	18.9%	16.7%
Apartment	37.8%	35.0%	36.5%	33.1%	34.4%
Property (privately-owned, friends, family)	8.9%	7.0%	5.2%	5.2%	5.8%
Others	2.7%	9.8%	7.7%	6.2%	7.7%

Who are they?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Gender					
Percentage of men	52.1%	49.2%	48.9%	50.9%	51.3%
Percentage of women	47.9%	50.8%	51.1%	49.1%	48.7%

Age					
Average age (tourists > 16 years old)	46.4	48.2	50.1	51.8	49.9
Standard deviation	15.2	15.3	15.8	16.2	15.9

Age range (> 16 years old)					
16-24 years old	9.4%	7.9%	6.7%	6.0%	6.4%
25-30 years old	9.7%	8.2%	7.8%	7.4%	8.2%
31-45 years old	29.5%	25.9%	23.3%	21.0%	24.7%
46-60 years old	30.2%	33.5%	32.8%	30.3%	31.4%
Over 60 years old	21.2%	24.5%	29.4%	35.3%	29.2%

Occupation					
Business owner or self-employed	21.4%	21.8%	20.6%	19.6%	22.4%
Upper/Middle management employee	31.9%	37.3%	34.7%	31.7%	34.7%
Auxiliary level employee	19.6%	13.5%	13.9%	13.9%	12.5%
Students	7.2%	5.3%	5.4%	5.4%	5.4%
Retired	17.7%	20.0%	23.5%	27.7%	22.9%
Unemployed / unpaid dom. work	2.2%	2.1%	2.0%	1.7%	2.0%

Annual household income level					
€12,000 - €24,000	16.3%	13.7%	14.7%	14.1%	13.9%
€24,001 - €36,000	18.4%	16.6%	16.9%	16.0%	17.0%
€36,001 - €48,000	16.0%	16.7%	18.5%	16.8%	15.7%
€48,001 - €60,000	13.7%	15.8%	16.1%	13.7%	14.7%
€60,001 - €72,000	11.7%	10.9%	8.9%	11.6%	11.0%
€72,001 - €84,000	7.6%	6.4%	7.0%	8.2%	7.9%
More than €84,000	16.3%	19.9%	18.0%	19.5%	20.0%

(*) 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)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	429,077	466,498	483,781	560,886	587,352
- Fuerteventura	366,481	363,967	394,726	473,171	465,858
- Gran Canaria	819,171	895,237	871,881	991,937	1,048,751
- Tenerife	1,059,587	1,150,121	1,179,865	1,261,312	1,325,439
- La Palma	48,806	36,356	42,548	61,898	78,022

Share (%)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	15.8%	16.0%	16.3%	16.7%	16.8%
- Fuerteventura	13.5%	12.5%	13.3%	14.1%	13.3%
- Gran Canaria	30.1%	30.7%	29.3%	29.6%	29.9%
- Tenerife	38.9%	39.5%	39.7%	37.7%	37.8%
- La Palma	1.8%	1.2%	1.4%	1.8%	2.2%

Who do they come with?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	15.3%	14.3%	13.8%	12.4%	11.6%
Only with partner	46.5%	47.0%	51.8%	55.3%	48.9%
Only with children (under the age of 13)	1.3%	1.7%	1.0%	0.8%	2.0%
Partner + children (under the age of 13)	8.0%	7.3%	6.3%	6.8%	8.3%
Other relatives	6.1%	5.3%	6.2%	4.1%	5.5%
Friends	8.2%	7.5%	7.6%	7.2%	7.2%
Work colleagues	1.3%	0.4%	0.6%	0.3%	0.5%
Other combinations ⁽¹⁾	13.4%	16.7%	12.6%	13.3%	16.0%

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

How do they rate the destination?



Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	91.4%	93.8%	89.5%	93.4%	93.7%
Average rating (scale 1-10)	8.62	8.74	8.52	8.86	8.83

How many are loyal to the destination?

Repeat tourists of the island	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	65.6%	64.4%	65.0%	64.0%	64.1%
In love (at least 10 previous visits)	11.9%	10.5%	11.2%	9.8%	10.8%

Where are they from?



Ten main source markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Germany	162,859	215,823	210,313	232,375	224,648
United Kingdom	81,817	103,865	92,249	126,052	151,950
Sweden	126,211	113,221	130,176	108,481	137,205
Norway	143,770	124,728	100,083	114,897	118,602
Spanish Mainland	76,747	68,224	70,014	94,202	96,269
Denmark	45,431	53,386	52,238	69,724	53,554
Netherlands	41,386	45,013	40,524	48,354	49,244
Finland	49,788	57,069	50,829	54,981	44,609
Italy	11,972	17,839	17,090	21,450	26,400
Belgium	16,378	19,112	17,241	19,682	22,677

Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Climate/sun	91.1%	91.8%	90.2%	91.8%	91.1%
Tranquillity/rest/relaxation	37.9%	39.8%	42.7%	41.1%	40.0%
Beaches	36.4%	34.1%	33.0%	36.9%	34.8%
Scenery	15.4%	18.9%	18.2%	17.3%	18.3%
Security	6.1%	6.6%	8.0%	13.4%	12.2%
Visiting new places	9.9%	11.5%	10.4%	12.2%	11.7%
Price	12.8%	10.9%	11.8%	9.3%	10.4%
Ease of travel	8.8%	9.1%	9.3%	9.0%	9.0%
Suitable destination for children	5.7%	6.4%	4.9%	4.5%	6.7%
Active tourism	4.1%	5.5%	4.6%	5.8%	5.3%
Quality of the environment	3.8%	4.6%	4.6%	4.4%	4.8%
Nightlife/fun	9.3%	4.5%	4.9%	4.2%	4.5%
Shopping	4.0%	3.2%	4.4%	2.1%	2.5%
Culture	2.4%	2.4%	2.1%	2.1%	2.4%
Nautical activities	1.3%	2.0%	1.2%	1.1%	1.8%
Golf	1.8%	1.6%	1.7%	1.2%	1.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Previous visits to the Canary Islands	72.0%	71.2%	72.8%	71.9%	71.4%
Recommendation by friends or relatives	29.0%	30.2%	28.8%	29.6%	31.5%
The Canary Islands television channel	0.2%	0.4%	0.2%	0.6%	0.5%
Other television or radio channels	0.7%	0.6%	0.5%	0.7%	0.7%
Information in the press/magazines/books	3.6%	4.0%	4.1%	3.4%	3.0%
Attendance at a tourism fair	1.1%	0.5%	0.7%	0.5%	0.4%
Tour Operator's brochure or catalogue	7.0%	7.2%	7.3%	7.5%	6.1%
Recommendation by Travel Agency	6.2%	7.0%	7.5%	8.2%	7.7%
Information obtained via the Internet	23.6%	23.1%	23.2%	23.8%	23.8%
Senior Tourism programme	0.0%	0.3%	0.1%	0.0%	0.1%
Others	9.8%	8.8%	8.9%	8.4%	9.2%

* 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.