

# Tourist profile trend (2016)

## Gran Canaria: Second Quarter

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	538,226	530,449	586,170	605,205	750,985
Average daily expenditure (€)	122.12	125.85	125.09	137.35	135.75
. in their place of residence	81.49	81.45	83.45	94.67	93.89
. in the Canary Islands	40.63	44.40	41.64	42.68	41.86
Average length of stay	9.39	9.36	9.68	9.41	9.12
Turnover per tourist (€)	970	997	1,036	1,109	1,072
Total turnover (> 16 years old) (€m)	522	529	607	671	805
Share of total turnover	17.0%	16.9%	17.9%	17.8%	18.3%
Share of total tourist	19.6%	18.4%	19.5%	19.5%	20.5%

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

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation (**):</b>	28.63	43.34	46.69	55.21	41.31
- Accommodation	22.14	38.58	37.14	46.27	36.47
- Additional accommodation expenses	6.49	4.75	9.55	8.94	4.84
<b>Transport:</b>	24.51	25.90	24.53	25.51	22.04
- Public transport	6.09	6.62	6.13	7.18	5.62
- Taxi	9.02	9.01	7.46	9.59	7.83
- Car rental	9.40	10.27	10.94	8.75	8.60
<b>Food and drink:</b>	150.49	170.06	177.69	161.40	143.01
- Food purchases at supermarkets	62.49	80.49	100.63	87.63	66.62
- Restaurants	88.01	89.57	77.06	73.77	76.39
<b>Souvenirs:</b>	54.95	69.56	57.08	59.42	69.07
<b>Leisure:</b>	41.10	30.69	28.86	32.38	30.15
- Organized excursions	12.30	11.04	10.20	12.56	12.30
- Leisure, amusement	4.18	2.68	3.14	4.39	3.46
- Trip to other islands	0.88	2.33	1.96	1.18	1.26
- Sporting activities	6.61	4.10	3.60	4.90	3.84
- Cultural activities	1.43	0.95	1.62	1.19	1.22
- Discos and disco-pubs	15.71	9.60	8.35	8.16	8.08
<b>Others:</b>	27.29	14.26	24.30	17.98	15.65
- Wellness	3.89	2.78	6.99	3.46	3.36
- Medical expenses	1.97	1.72	2.03	1.59	1.70
- Other expenses	21.43	9.77	15.27	12.93	10.60

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.9%	1.4%	1.1%	0.8%	0.6%
Between 2 and 7 days	13.0%	13.6%	11.1%	8.9%	8.2%
Between 8 and 15 days	13.2%	14.5%	12.0%	8.9%	8.7%
Between 16 and 30 days	16.2%	16.4%	16.3%	17.0%	14.9%
Between 31 and 90 days	33.4%	29.8%	32.2%	37.0%	36.1%
More than 90 days	23.3%	24.2%	27.3%	27.4%	31.5%

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	15.0%	15.6%	12.4%	12.8%	7.9%
Flight and accommodation (room only)	22.2%	29.0%	26.9%	23.4%	22.4%
Flight and accommodation (B&B)	6.3%	9.2%	7.3%	8.4%	6.8%
Flight and accommodation (half board)	26.4%	21.1%	23.2%	21.2%	22.4%
Flight and accommodation (full board)	4.0%	2.9%	4.6%	4.8%	6.1%
Flight and accommodation (all inclusive)	26.1%	22.3%	25.5%	29.4%	34.3%
<b>% Tourists using low-cost airlines</b>	30.9%	41.4%	41.4%	42.9%	42.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	9.0%	8.0%	9.2%	7.9%	8.6%
- Sporting activities	3.5%	2.3%	4.4%	4.3%	3.5%
- Excursions	3.6%	3.6%	4.4%	4.9%	4.6%
- Trip to other islands	1.4%	0.8%	1.4%	2.1%	3.2%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	46.3%	38.1%	44.1%	40.8%	43.5%
- Tour Operator's website	72.2%	79.4%	77.0%	80.7%	78.8%
<b>Accommodation</b>	10.9%	15.0%	13.4%	14.2%	12.5%
- Accommodation's website	83.0%	79.2%	78.0%	81.4%	84.9%
<b>Travel agency (High street)</b>	20.1%	22.4%	20.5%	19.7%	23.5%
<b>Online Travel Agency (OTA)</b>	13.7%	14.7%	11.9%	16.7%	14.9%
<b>No need to book accommodation</b>	9.1%	9.9%	10.1%	8.6%	5.7%

### Flight booking

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Tour Operator</b>	52.0%	42.3%	46.2%	43.5%	45.1%
- Tour Operator's website	72.6%	75.3%	75.1%	78.2%	77.5%
<b>Airline</b>	18.0%	24.4%	22.2%	24.4%	20.2%
- Airline's website	95.5%	96.2%	95.9%	95.5%	95.4%
<b>Travel agency (High street)</b>	18.4%	20.9%	20.6%	19.4%	22.1%
<b>Online Travel Agency (OTA)</b>	11.6%	12.4%	11.0%	12.6%	12.6%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	8.3%	8.0%	6.7%	8.6%	9.0%
4* Hotel	31.7%	29.8%	29.4%	32.9%	33.8%
1-2-3* Hotel	21.7%	19.0%	22.3%	19.0%	22.7%
Apartment	27.7%	32.6%	29.9%	28.0%	26.6%
Property (privately-owned, friends, family)	7.1%	7.6%	7.5%	6.9%	3.9%
Others	3.5%	3.1%	4.3%	4.6%	4.1%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	49.3%	51.4%	50.3%	50.6%	51.9%
Percentage of women	50.7%	48.6%	49.7%	49.4%	48.1%

### Age

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Average age (tourists > 16 years old)	42.8	42.2	44.5	45.7	48.5
Standard deviation	14.1	14.7	15.0	15.7	15.8

### Age range (> 16 years old)

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
16-24 years old	9.0%	11.6%	8.9%	10.1%	6.3%
25-30 years old	15.1%	15.8%	13.4%	12.4%	11.0%
31-45 years old	34.5%	32.7%	31.4%	25.7%	25.3%
46-60 years old	27.9%	26.3%	28.5%	31.9%	31.6%
Over 60 years old	13.4%	13.6%	17.7%	19.9%	25.8%

### Occupation

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Business owner or self-employed	19.5%	20.3%	22.2%	20.6%	21.1%
Upper/Middle management employee	40.6%	36.0%	40.6%	37.5%	34.5%
Auxiliary level employee	20.5%	21.4%	14.4%	16.5%	15.4%
Students	5.3%	8.1%	5.6%	6.4%	3.5%
Retired	11.9%	11.5%	14.7%	16.6%	23.3%
Unemployed / unpaid dom. work	2.2%	2.8%	2.5%	2.4%	2.2%

### Annual household income level

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
€12,000 - €24,000	18.6%	18.2%	17.9%	17.4%	19.3%
€24,001 - €36,000	20.2%	20.0%	18.9%	17.9%	21.2%
€36,001 - €48,000	17.1%	16.7%	17.1%	16.1%	16.7%
€48,001 - €60,000	14.1%	14.3%	15.1%	15.5%	16.2%
€60,001 - €72,000	9.7%	9.0%	9.9%	8.7%	7.6%
€72,001 - €84,000	5.4%	5.5%	7.0%	8.2%	5.7%
More than €84,000	14.8%	16.3%	14.0%	16.1%	13.3%

(\*) 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.

# Tourist profile trend (2016)

## Gran Canaria: Second Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	401,337	417,411	469,065	478,832	562,021
- Fuerteventura	310,869	328,775	391,383	388,881	461,607
- Gran Canaria	538,226	530,449	586,170	605,205	750,985
- Tenerife	855,260	880,137	952,834	938,517	1,159,088
- La Palma	27,363	25,365	29,530	36,959	46,894

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	18.8%	19.1%	19.3%	19.6%	18.9%
- Fuerteventura	14.6%	15.1%	16.1%	15.9%	15.5%
- Gran Canaria	25.2%	24.3%	24.1%	24.7%	25.2%
- Tenerife	40.1%	40.3%	39.2%	38.3%	38.9%
- La Palma	1.3%	1.2%	1.2%	1.5%	1.6%

### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	11.5%	19.3%	19.1%	13.5%	16.1%
Only with partner	50.5%	41.7%	42.2%	50.6%	49.8%
Only with children (under the age of 13)	1.4%	1.2%	0.9%	1.4%	1.5%
Partner + children (under the age of 13)	9.6%	9.1%	7.8%	7.1%	5.6%
Other relatives	5.1%	5.9%	5.7%	6.1%	4.4%
Friends	8.0%	7.7%	7.6%	7.4%	7.9%
Work colleagues	1.0%	1.1%	1.0%	0.6%	0.8%
Other combinations <sup>(1)</sup>	12.8%	14.1%	15.8%	13.3%	14.0%

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

### How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	91.5%	91.9%	93.4%	93.6%	94.1%
Average rating (scale 1-10)	8.74	8.72	8.81	8.83	8.92

### How many are loyal to the destination?

Repeat tourists of the island	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	56.4%	56.9%	58.4%	55.5%	56.4%
In love (at least 10 previous visits)	9.1%	10.2%	8.6%	9.5%	10.0%

### Where are they from?



Ten main source markets	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Germany	138,777	121,405	132,335	146,206	183,040
United Kingdom	119,621	111,749	130,077	132,434	175,889
Spanish Mainland	92,686	93,244	98,746	97,587	121,115
Netherlands	31,772	34,819	30,968	34,063	44,821
Sweden	18,449	26,396	30,060	31,579	30,651
Norway	21,606	29,596	38,300	28,778	25,235
France	6,268	8,509	14,745	20,491	25,162
Belgium	15,639	14,625	14,813	19,195	23,790
Switzerland	17,919	16,284	13,946	16,153	21,840
Italy	7,874	6,683	11,837	13,891	18,111

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	90.5%	85.5%	85.8%	89.0%	86.3%
Beaches	42.8%	40.5%	39.1%	40.0%	40.9%
Tranquillity/rest/relaxation	42.7%	37.1%	38.7%	39.8%	35.8%
Scenery	16.3%	15.6%	15.7%	17.5%	17.3%
Security	4.6%	4.9%	5.1%	6.9%	13.4%
Visiting new places	14.7%	10.9%	13.3%	14.0%	13.4%
Price	14.1%	15.7%	14.5%	14.1%	12.3%
Ease of travel	8.2%	7.5%	7.4%	8.8%	7.1%
Nightlife/fun	7.4%	7.8%	6.3%	5.5%	5.9%
Quality of the environment	3.5%	4.4%	4.2%	4.6%	5.4%
Suitable destination for children	6.1%	7.1%	6.3%	5.6%	5.4%
Shopping	4.1%	3.5%	3.7%	2.9%	2.9%
Active tourism	2.7%	2.3%	3.0%	3.0%	2.7%
Culture	2.0%	3.5%	2.5%	1.7%	1.9%
Nautical activities	1.2%	0.9%	1.5%	1.1%	1.2%
Rural tourism	0.8%	0.5%	0.7%	0.8%	1.0%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	65.4%	61.9%	64.5%	62.8%	62.9%
Recommendation by friends or relatives	33.0%	30.6%	30.6%	32.7%	32.1%
The Canary Islands television channel	0.5%	1.0%	0.4%	0.3%	0.4%
Other television or radio channels	0.7%	0.6%	0.6%	0.6%	0.7%
Information in the press/magazines/books	3.8%	3.6%	3.2%	3.6%	4.0%
Attendance at a tourism fair	0.4%	0.2%	0.5%	0.7%	0.6%
Tour Operator's brochure or catalogue	9.2%	7.3%	8.9%	7.4%	9.4%
Recommendation by Travel Agency	12.7%	10.0%	9.2%	9.6%	10.9%
Information obtained via the Internet	22.6%	24.6%	23.3%	25.1%	25.5%
Senior Tourism programme	1.0%	0.2%	0.5%	0.2%	0.8%
Others	8.6%	11.2%	11.1%	10.1%	9.7%

\* 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.