

Tourist profile trend (2017)

Gran Canaria: Second Quarter

How many are they and how much do they spend?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tourist arrivals (> 16 years old)	530,449	586,170	605,205	750,985	833,264
Average daily expenditure (€)	125.85	125.09	137.35	135.75	134.11
. in their place of residence	81.45	83.45	94.67	93.89	93.59
. in the Canary Islands	44.40	41.64	42.68	41.86	40.52
Average length of stay	9.36	9.68	9.41	9.12	9.12
Turnover per tourist (€)	997	1,036	1,109	1,072	1,063
Total turnover (> 16 years old) (€m)	529	607	671	805	886
Share of total turnover	16.9%	17.9%	17.8%	18.3%	--
Share of total tourist	18.4%	19.5%	19.5%	20.5%	--

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

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Accommodation (**):	43.34	46.69	55.21	41.31	45.26
- Accommodation	38.58	37.14	46.27	36.47	39.63
- Additional accommodation expenses	4.75	9.55	8.94	4.84	5.64
Transport:	25.90	24.53	25.51	22.04	22.33
- Public transport	6.62	6.13	7.18	5.62	5.04
- Taxi	9.01	7.46	9.59	7.83	7.21
- Car rental	10.27	10.94	8.75	8.60	10.08
Food and drink:	170.06	177.69	161.40	143.01	159.40
- Food purchases at supermarkets	80.49	100.63	87.63	66.62	60.93
- Restaurants	89.57	77.06	73.77	76.39	98.47
Souvenirs:	69.56	57.08	59.42	69.07	49.80
Leisure:	30.69	28.86	32.38	30.15	29.87
- Organized excursions	11.04	10.20	12.56	12.30	11.81
- Leisure, amusement	2.68	3.14	4.39	3.46	3.63
- Trip to other islands	2.33	1.96	1.18	1.26	0.84
- Sporting activities	4.10	3.60	4.90	3.84	3.69
- Cultural activities	0.95	1.62	1.19	1.22	1.59
- Discos and disco-pubs	9.60	8.35	8.16	8.08	8.31
Others:	14.26	24.30	17.98	15.65	14.53
- Wellness	2.78	6.99	3.46	3.36	2.35
- Medical expenses	1.72	2.03	1.59	1.70	1.23
- Other expenses	9.77	15.27	12.93	10.60	10.94

How far in advance do they book their trip?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
The same day they leave	1.4%	1.1%	0.8%	0.6%	0.8%
Between 2 and 7 days	13.6%	11.1%	8.9%	8.2%	7.6%
Between 8 and 15 days	14.5%	12.0%	8.9%	8.7%	9.2%
Between 16 and 30 days	16.4%	16.3%	17.0%	14.9%	12.4%
Between 31 and 90 days	29.8%	32.2%	37.0%	36.1%	36.0%
More than 90 days	24.2%	27.3%	27.4%	31.5%	33.9%

What do they book at their place of residence?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight only	15.6%	12.4%	12.8%	7.9%	9.5%
Flight and accommodation (room only)	29.0%	26.9%	23.4%	22.4%	28.6%
Flight and accommodation (B&B)	9.2%	7.3%	8.4%	6.8%	7.1%
Flight and accommodation (half board)	21.1%	23.2%	21.2%	22.4%	20.4%
Flight and accommodation (full board)	2.9%	4.6%	4.8%	6.1%	4.0%
Flight and accommodation (all inclusive)	22.3%	25.5%	29.4%	34.3%	30.4%
% Tourists using low-cost airlines	41.4%	41.4%	42.9%	42.4%	48.4%
Other expenses in their place of residence:					
- Car rental	8.0%	9.2%	7.9%	8.6%	8.5%
- Sporting activities	2.3%	4.4%	4.3%	3.5%	3.4%
- Excursions	3.6%	4.4%	4.9%	4.6%	5.1%
- Trip to other islands	0.8%	1.4%	2.1%	3.2%	1.9%

How do they book?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Accommodation booking					
Tour Operator	38.1%	44.1%	40.8%	43.5%	43.6%
- Tour Operator's website	79.4%	77.0%	80.7%	78.8%	80.9%
Accommodation	15.0%	13.4%	14.2%	12.5%	13.5%
- Accommodation's website	79.2%	78.0%	81.4%	84.9%	84.8%
Travel agency (High street)	22.4%	20.5%	19.7%	23.5%	20.2%
Online Travel Agency (OTA)	14.7%	11.9%	16.7%	14.9%	15.7%
No need to book accommodation	9.9%	10.1%	8.6%	5.7%	7.0%

Flight booking

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tour Operator	42.3%	46.2%	43.5%	45.1%	45.3%
- Tour Operator's website	75.3%	75.1%	78.2%	77.5%	78.8%
Airline	24.4%	22.2%	24.4%	20.2%	23.6%
- Airline's website	96.2%	95.9%	95.5%	95.4%	95.5%
Travel agency (High street)	20.9%	20.6%	19.4%	22.1%	19.4%
Online Travel Agency (OTA)	12.4%	11.0%	12.6%	12.6%	11.7%

Where do they stay?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
5* Hotel	8.0%	6.7%	8.6%	9.0%	7.8%
4* Hotel	29.8%	29.4%	32.9%	33.8%	32.2%
1-2-3* Hotel	19.0%	22.3%	19.0%	22.7%	17.9%
Apartment	32.6%	29.9%	28.0%	26.6%	32.7%
Property (privately-owned, friends, family)	7.6%	7.5%	6.9%	3.9%	4.9%
Others	3.1%	4.3%	4.6%	4.1%	4.5%

Who are they?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Gender					
Percentage of men	51.4%	50.3%	50.6%	51.9%	49.3%
Percentage of women	48.6%	49.7%	49.4%	48.1%	50.7%

Age

Average age (tourists > 16 years old)	42.2	44.5	45.7	48.5	47.6
Standard deviation	14.7	15.0	15.7	15.8	16.3

Age range (> 16 years old)

16-24 years old	11.6%	8.9%	10.1%	6.3%	9.2%
25-30 years old	15.8%	13.4%	12.4%	11.0%	10.9%
31-45 years old	32.7%	31.4%	25.7%	25.3%	24.6%
46-60 years old	26.3%	28.5%	31.9%	31.6%	28.7%
Over 60 years old	13.6%	17.7%	19.9%	25.8%	26.6%

Occupation

Business owner or self-employed	20.3%	22.2%	20.6%	21.1%	21.1%
Upper/Middle management employee	36.0%	40.6%	37.5%	34.5%	33.7%
Auxiliary level employee	21.4%	14.4%	16.5%	15.4%	15.5%
Students	8.1%	5.6%	6.4%	3.5%	5.1%
Retired	11.5%	14.7%	16.6%	23.3%	22.6%
Unemployed / unpaid dom. work	2.8%	2.5%	2.4%	2.2%	2.1%

Annual household income level

€12,000 - €24,000	18.2%	17.9%	17.4%	19.3%	19.0%
€24,001 - €36,000	20.0%	18.9%	17.9%	21.2%	20.9%
€36,001 - €48,000	16.7%	17.1%	16.1%	16.7%	17.9%
€48,001 - €60,000	14.3%	15.1%	15.5%	16.2%	14.7%
€60,001 - €72,000	9.0%	9.9%	8.7%	7.6%	8.2%
€72,001 - €84,000	5.5%	7.0%	8.2%	5.7%	5.5%
More than €84,000	16.3%	14.0%	16.1%	13.3%	13.8%

(*) 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)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	417,411	469,065	478,832	562,021	596,941
- Fuerteventura	328,775	391,383	388,881	461,607	465,702
- Gran Canaria	530,449	586,170	605,205	750,985	833,264
- Tenerife	880,137	952,834	938,517	1,159,088	1,223,753
- La Palma	25,365	29,530	36,959	46,894	55,390

Share (%)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	19.1%	19.3%	19.6%	18.9%	18.8%
- Fuerteventura	15.1%	16.1%	15.9%	15.5%	14.7%
- Gran Canaria	24.3%	24.1%	24.7%	25.2%	26.2%
- Tenerife	40.3%	39.2%	38.3%	38.9%	38.5%
- La Palma	1.2%	1.2%	1.5%	1.6%	1.7%

Who do they come with?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Unaccompanied	19.3%	19.1%	13.5%	16.1%	12.6%
Only with partner	41.7%	42.2%	50.6%	49.8%	50.9%
Only with children (under the age of 13)	1.2%	0.9%	1.4%	1.5%	0.8%
Partner + children (under the age of 13)	9.1%	7.8%	7.1%	5.6%	7.8%
Other relatives	5.9%	5.7%	6.1%	4.4%	5.4%
Friends	7.7%	7.6%	7.4%	7.9%	8.3%
Work colleagues	1.1%	1.0%	0.6%	0.8%	0.7%
Other combinations ⁽¹⁾	14.1%	15.8%	13.3%	14.0%	13.5%

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

How do they rate the destination?



Impression of their stay	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Good or very good (% tourists)	91.9%	93.4%	93.6%	94.1%	93.4%
Average rating (scale 1-10)	8.72	8.81	8.83	8.92	8.90

How many are loyal to the destination?

Repeat tourists of the island	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Repeat tourists	56.9%	58.4%	55.5%	56.4%	54.3%
In love (at least 10 previous visits)	10.2%	8.6%	9.5%	10.0%	10.7%

Where are they from?



Ten main source markets	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
United Kingdom	111,749	130,077	132,434	175,889	202,822
Germany	121,405	132,335	146,206	183,040	200,555
Spanish Mainland	93,244	98,746	97,587	121,115	115,516
Netherlands	34,819	30,968	34,063	44,821	48,101
Sweden	26,396	30,060	31,579	30,651	34,731
Norway	29,596	38,300	28,778	25,235	31,968
France	8,509	14,745	20,491	25,162	26,832
Italy	6,683	11,837	13,891	18,111	24,713
Belgium	14,625	14,813	19,195	23,790	24,321
Switzerland	16,284	13,946	16,153	21,840	22,840

Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Climate/sun	85.5%	85.8%	89.0%	86.3%	88.4%
Beaches	40.5%	39.1%	40.0%	40.9%	40.7%
Tranquillity/rest/relaxation	37.1%	38.7%	39.8%	35.8%	37.3%
Scenery	15.6%	15.7%	17.5%	17.3%	19.2%
Visiting new places	10.9%	13.3%	14.0%	13.4%	14.4%
Price	15.7%	14.5%	14.1%	12.3%	14.1%
Security	4.9%	5.1%	6.9%	13.4%	11.9%
Ease of travel	7.5%	7.4%	8.8%	7.1%	7.5%
Nightlife/fun	7.8%	6.3%	5.5%	5.9%	6.0%
Suitable destination for children	7.1%	6.3%	5.6%	5.4%	5.5%
Quality of the environment	4.4%	4.2%	4.6%	5.4%	5.0%
Shopping	3.5%	3.7%	2.9%	2.9%	3.3%
Active tourism	2.3%	3.0%	3.0%	2.7%	2.7%
Culture	3.5%	2.5%	1.7%	1.9%	2.4%
Nautical activities	0.9%	1.5%	1.1%	1.2%	1.8%
Rural tourism	0.5%	0.7%	0.8%	1.0%	1.2%

* Multi-choice question

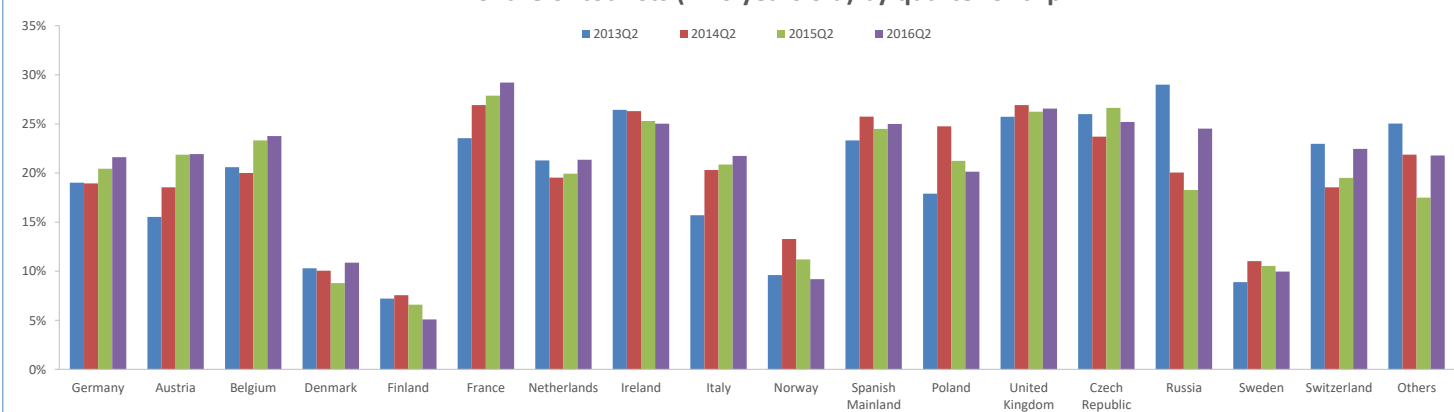
What did motivate them to come?



Aspects motivating the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Previous visits to the Canary Islands	61.9%	64.5%	62.8%	62.9%	64.9%
Recommendation by friends or relatives	30.6%	30.6%	32.7%	32.1%	33.8%
The Canary Islands television channel	1.0%	0.4%	0.3%	0.4%	0.6%
Other television or radio channels	0.6%	0.6%	0.6%	0.7%	1.0%
Information in the press/magazines/books	3.6%	3.2%	3.6%	4.0%	3.5%
Attendance at a tourism fair	0.2%	0.5%	0.7%	0.6%	0.5%
Tour Operator's brochure or catalogue	7.3%	8.9%	7.4%	9.4%	8.4%
Recommendation by Travel Agency	10.0%	9.2%	9.6%	10.9%	9.7%
Information obtained via the Internet	24.6%	23.3%	25.1%	25.5%	26.0%
Senior Tourism programme	0.2%	0.5%	0.2%	0.8%	0.5%
Others	11.2%	11.1%	10.1%	9.7%	7.4%

* 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.