

# Tourist profile trend (2016)

## Gran Canaria: Third Quarter

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	592,788	625,351	656,504	675,982	847,744
Average daily expenditure (€)	123.45	122.66	122.82	138.84	133.53
. in their place of residence	84.87	82.25	83.32	96.41	93.71
. in the Canary Islands	38.59	40.41	39.49	42.43	39.82
Average length of stay	10.04	9.62	10.07	9.76	9.63
Turnover per tourist (€)	1,128	1,043	1,089	1,191	1,163
Total turnover (> 16 years old) (€m)	669	652	715	805	986
Share of total turnover	21.8%	20.9%	21.1%	21.3%	22.4%
Share of total tourist	21.6%	21.7%	21.9%	21.8%	23.2%

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

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation (**):</b>	40.72	44.33	45.24	54.90	49.53
- Accommodation	34.14	37.47	37.68	48.32	40.52
- Additional accommodation expenses	6.58	6.86	7.56	6.59	9.00
<b>Transport:</b>	26.11	25.77	24.31	27.34	25.16
- Public transport	6.10	7.59	6.78	7.27	7.35
- Taxi	9.22	8.31	7.72	9.22	7.75
- Car rental	10.79	9.87	9.81	10.85	10.07
<b>Food and drink:</b>	149.94	151.46	161.24	162.35	150.15
- Food purchases at supermarkets	71.45	72.80	95.04	89.18	61.18
- Restaurants	78.48	78.66	66.20	73.18	88.97
<b>Souvenirs:</b>	74.75	77.34	69.29	67.25	74.33
<b>Leisure:</b>	50.35	40.03	42.03	47.21	38.11
- Organized excursions	18.28	16.08	17.62	19.97	16.75
- Leisure, amusement	5.79	3.86	5.91	7.04	4.26
- Trip to other islands	2.68	1.38	1.54	1.90	2.04
- Sporting activities	5.36	6.16	3.63	5.02	4.17
- Cultural activities	2.01	1.55	1.14	2.61	1.62
- Discos and disco-pubs	16.23	11.00	12.19	10.67	9.27
<b>Others:</b>	21.43	31.36	15.28	15.71	14.35
- Wellness	3.64	2.32	3.10	3.83	2.66
- Medical expenses	1.90	1.36	1.31	1.37	0.95
- Other expenses	15.88	27.68	10.87	10.52	10.74

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.6%	1.1%	0.7%	0.8%	0.8%
Between 2 and 7 days	10.2%	10.8%	11.2%	7.4%	7.4%
Between 8 and 15 days	12.4%	13.6%	10.4%	11.7%	10.2%
Between 16 and 30 days	16.0%	15.7%	15.6%	16.0%	12.5%
Between 31 and 90 days	27.4%	27.3%	25.0%	29.1%	29.1%
More than 90 days	33.3%	31.6%	37.2%	35.0%	40.0%

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	10.8%	13.4%	11.7%	12.0%	10.1%
Flight and accommodation (room only)	23.8%	23.5%	24.1%	21.5%	23.2%
Flight and accommodation (B&B)	4.5%	6.2%	5.3%	6.2%	6.2%
Flight and accommodation (half board)	27.2%	25.2%	21.0%	23.2%	20.7%
Flight and accommodation (full board)	2.8%	2.5%	3.7%	3.5%	4.3%
Flight and accommodation (all inclusive)	31.0%	29.2%	34.2%	33.4%	35.5%
<b>% Tourists using low-cost airlines</b>	29.9%	47.6%	42.7%	46.7%	43.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	6.5%	7.6%	8.3%	7.2%	9.4%
- Sporting activities	4.4%	3.5%	4.2%	3.1%	3.6%
- Excursions	5.1%	3.9%	5.4%	4.9%	5.1%
- Trip to other islands	1.1%	1.3%	1.0%	1.0%	0.9%

### How do they book?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation booking</b>					
<b>Tour Operator</b>	39.4%	37.7%	41.7%	38.7%	38.0%
- Tour Operator's website	72.9%	76.8%	78.2%	79.5%	81.4%
<b>Accommodation</b>	10.4%	13.4%	11.6%	11.7%	10.7%
- Accommodation's website	80.5%	84.7%	81.6%	79.6%	82.4%
<b>Travel agency (High street)</b>	29.8%	23.5%	24.8%	23.9%	26.5%
<b>Online Travel Agency (OTA)</b>	12.1%	15.0%	12.3%	15.6%	16.0%
<b>No need to book accommodation</b>	8.3%	10.5%	9.6%	10.2%	8.9%

### Flight booking

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Tour Operator</b>	42.0%	40.4%	43.4%	40.5%	39.5%
- Tour Operator's website	69.0%	73.6%	78.0%	76.4%	78.7%
<b>Airline</b>	18.5%	25.8%	21.8%	23.8%	21.8%
- Airline's website	93.6%	95.1%	94.9%	94.5%	92.3%
<b>Travel agency (High street)</b>	29.2%	21.8%	24.3%	23.0%	26.0%
<b>Online Travel Agency (OTA)</b>	10.3%	11.9%	10.5%	12.7%	12.7%

### Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	8.4%	8.7%	9.2%	9.2%	8.3%
4* Hotel	32.3%	28.9%	31.0%	32.9%	32.9%
1-2-3* Hotel	22.3%	22.3%	21.9%	20.7%	18.9%
Apartment	27.5%	28.3%	27.0%	26.8%	30.3%
Property (privately-owned, friends, family)	7.2%	9.5%	8.2%	8.2%	6.6%
Others	2.3%	2.2%	2.8%	2.2%	2.9%

### Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Gender</b>					
Percentage of men	50.9%	48.1%	52.7%	51.9%	49.3%
Percentage of women	49.1%	51.9%	47.3%	48.1%	50.7%

### Age

Average age (tourists > 16 years old)	36.4	36.4	37.6	39.3	42.3
Standard deviation	12.4	12.5	13.3	13.7	15.4

### Age range (> 16 years old)

16-24 years old	21.6%	20.7%	20.2%	18.8%	15.5%
25-30 years old	17.7%	19.2%	17.4%	13.3%	12.6%
31-45 years old	35.1%	34.2%	33.0%	33.9%	29.8%
46-60 years old	22.5%	23.1%	24.0%	27.5%	28.0%
Over 60 years old	3.1%	2.9%	5.4%	6.6%	14.1%

### Occupation

Business owner or self-employed	21.2%	23.4%	22.1%	20.9%	19.7%
Upper/Middle management employee	37.6%	38.2%	39.9%	40.7%	38.9%
Auxiliary level employee	22.0%	17.7%	20.3%	19.8%	19.2%
Students	13.1%	14.7%	10.8%	10.9%	8.8%
Retired	2.9%	2.7%	4.1%	4.8%	10.8%
Unemployed / unpaid dom. work	3.2%	3.2%	2.7%	3.0%	2.6%

### Annual household income level

€12,000 - €24,000	25.7%	23.0%	24.3%	23.5%	22.6%
€24,001 - €36,000	20.7%	21.8%	21.8%	19.5%	22.4%
€36,001 - €48,000	16.7%	15.5%	14.8%	17.0%	14.6%
€48,001 - €60,000	11.7%	13.4%	12.9%	14.1%	13.7%
€60,001 - €72,000	8.5%	8.4%	8.3%	8.0%	8.8%
€72,001 - €84,000	4.9%	5.5%	4.0%	4.6%	4.3%
More than €84,000	11.7%	12.4%	13.9%	13.3%	13.6%

(\*) 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.

# Tourist profile trend (2016)

## Gran Canaria: Third Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	465,423	491,243	508,699	544,296	604,857
- Fuerteventura	385,948	411,931	440,855	447,593	484,107
- Gran Canaria	592,788	625,351	656,504	675,982	847,744
- Tenerife	931,210	933,438	997,622	987,323	1,184,832
- La Palma	39,502	33,517	35,685	38,837	46,789

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	19.3%	19.7%	19.3%	20.2%	19.1%
- Fuerteventura	16.0%	16.5%	16.7%	16.6%	15.3%
- Gran Canaria	24.5%	25.1%	24.9%	25.1%	26.8%
- Tenerife	38.6%	37.4%	37.8%	36.6%	37.4%
- La Palma	1.6%	1.3%	1.4%	1.4%	1.5%

### Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	10.4%	13.6%	14.7%	13.1%	11.0%
Only with partner	40.5%	37.6%	37.3%	40.8%	38.8%
Only with children (under the age of 13)	2.0%	1.4%	2.1%	1.9%	2.4%
Partner + children (under the age of 13)	12.7%	11.2%	12.3%	12.2%	13.1%
Other relatives	6.2%	6.3%	5.7%	6.2%	6.5%
Friends	9.8%	8.6%	8.7%	7.7%	6.7%
Work colleagues	0.4%	0.6%	0.4%	0.3%	0.3%
Other combinations <sup>(1)</sup>	18.0%	20.7%	18.9%	17.8%	21.3%

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

### How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	90.7%	90.8%	92.9%	91.9%	93.1%
Average rating (scale 1-10)	8.68	8.72	8.79	8.80	8.83

### How many are loyal to the destination?

Repeat tourists of the island	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	45.7%	50.4%	46.6%	47.4%	46.3%
In love (at least 10 previous visits)	5.7%	6.6%	5.8%	6.5%	6.7%

### Where are they from?



Ten main source markets	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
United Kingdom	122,513	130,777	141,559	151,003	198,264
Germany	137,586	128,288	139,720	131,279	176,687
Spanish Mainland	120,634	138,668	133,578	145,332	172,974
Netherlands	45,707	42,722	42,384	50,618	63,136
Belgium	19,933	19,939	20,310	23,197	30,536
Switzerland	20,037	18,266	21,002	20,981	26,376
France	8,353	10,346	17,166	22,099	25,793
Norway	22,362	32,805	29,433	25,688	24,155
Sweden	15,016	20,329	17,454	16,223	21,731
Italy	10,491	10,582	12,439	15,649	19,173

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	88.8%	83.7%	83.7%	85.1%	85.7%
Beaches	52.3%	47.1%	48.1%	46.0%	46.8%
Tranquillity/rest/relaxation	36.6%	37.7%	36.2%	37.5%	35.6%
Visiting new places	20.1%	14.6%	16.4%	17.4%	17.8%
Scenery	14.1%	12.4%	15.8%	15.5%	15.7%
Price	16.0%	15.8%	15.2%	16.3%	13.9%
Security	3.8%	4.3%	4.3%	8.1%	12.3%
Suitable destination for children	7.9%	7.7%	9.4%	8.0%	8.1%
Ease of travel	4.8%	3.9%	3.4%	4.5%	6.1%
Nightlife/fun	11.1%	9.5%	7.6%	6.6%	6.0%
Quality of the environment	5.1%	4.2%	3.8%	4.0%	4.1%
Shopping	5.1%	3.5%	4.2%	3.8%	3.3%
Culture	2.1%	1.8%	1.9%	2.4%	2.3%
Active tourism	1.9%	2.9%	2.4%	2.4%	1.9%
Nautical activities	1.9%	2.5%	1.9%	1.8%	1.8%
Theme parks	0.8%	1.0%	1.7%	1.3%	1.4%

\* Multi-choice question

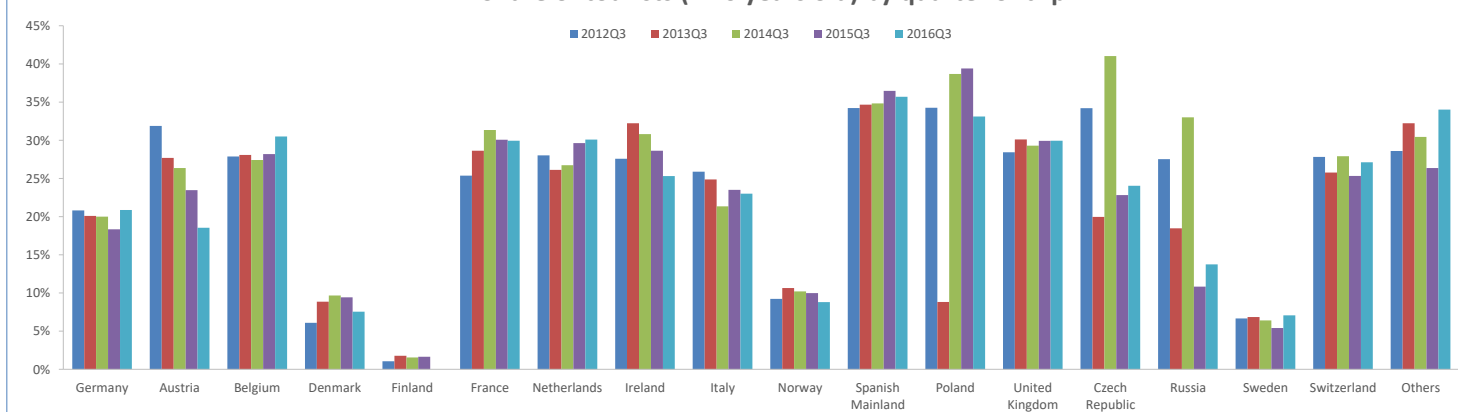
### What did motivate them to come?



Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	53.5%	54.6%	52.0%	56.0%	54.4%
Recommendation by friends or relatives	36.9%	37.0%	35.5%	34.8%	35.3%
The Canary Islands television channel	0.7%	0.5%	0.7%	0.4%	0.4%
Other television or radio channels	1.0%	1.0%	0.6%	0.9%	1.0%
Information in the press/magazines/books	4.2%	3.5%	3.7%	3.4%	4.4%
Attendance at a tourism fair	0.5%	0.3%	1.0%	0.6%	0.5%
Tour Operator's brochure or catalogue	14.2%	10.0%	10.4%	11.6%	9.6%
Recommendation by Travel Agency	14.7%	13.4%	13.5%	12.7%	14.1%
Information obtained via the Internet	28.2%	26.3%	27.9%	30.2%	30.7%
Senior Tourism programme	0.1%	0.2%	0.2%	0.2%	0.4%
Others	7.1%	9.5%	10.6%	8.1%	6.7%

\* 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.