

Tourist profile trend (2017)

Gran Canaria: Third Quarter



How many are they and how much do they spend?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Tourist arrivals (> 16 years old)	625,351	656,504	675,982	847,744	910,485
Average daily expenditure (€)	122.66	122.82	138.84	133.53	136.45
. in their place of residence	82.25	83.32	96.41	93.71	95.50
. in the Canary Islands	40.41	39.49	42.43	39.82	40.95
Average length of stay	9.62	10.07	9.76	9.63	9.27
Turnover per tourist (€)	1,043	1,089	1,191	1,163	1,144
Total turnover (> 16 years old) (€m)	652	715	805	986	1,042
Share of total turnover	20.9%	21.1%	21.3%	22.4%	--
Share of total tourist	21.7%	21.9%	21.8%	23.2%	--

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

Accommodation (**):	44.33	45.24	54.90	49.53	48.55
- Accommodation	37.47	37.68	48.32	40.52	36.81
- Additional accommodation expenses	6.86	7.56	6.59	9.00	11.74
Transport:	25.77	24.31	27.34	25.16	27.19
- Public transport	7.59	6.78	7.27	7.35	5.77
- Taxi	8.31	7.72	9.22	7.75	8.59
- Car rental	9.87	9.81	10.85	10.07	12.84
Food and drink:	151.46	161.24	162.35	150.15	156.50
- Food purchases at supermarkets	72.80	95.04	89.18	61.18	59.55
- Restaurants	78.66	66.20	73.18	88.97	96.95
Souvenirs:	77.34	69.29	67.25	74.33	61.45
Leisure:	40.03	42.03	47.21	38.11	43.29
- Organized excursions	16.08	17.62	19.97	16.75	19.00
- Leisure, amusement	3.86	5.91	7.04	4.26	5.04
- Trip to other islands	1.38	1.54	1.90	2.04	1.78
- Sporting activities	6.16	3.63	5.02	4.17	5.84
- Cultural activities	1.55	1.14	2.61	1.62	1.24
- Discos and disco-pubs	11.00	12.19	10.67	9.27	10.40
Others:	31.36	15.28	15.71	14.35	12.69
- Wellness	2.32	3.10	3.83	2.66	2.47
- Medical expenses	1.36	1.31	1.37	0.95	0.99
- Other expenses	27.68	10.87	10.52	10.74	9.23

How far in advance do they book their trip?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
The same day they leave	1.1%	0.7%	0.8%	0.8%	0.9%
Between 2 and 7 days	10.8%	11.2%	7.4%	7.4%	7.2%
Between 8 and 15 days	13.6%	10.4%	11.7%	10.2%	9.6%
Between 16 and 30 days	15.7%	15.6%	16.0%	12.5%	13.1%
Between 31 and 90 days	27.3%	25.0%	29.1%	29.1%	28.3%
More than 90 days	31.6%	37.2%	35.0%	40.0%	40.8%

What do they book at their place of residence?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Flight only	13.4%	11.7%	12.0%	10.1%	10.4%
Flight and accommodation (room only)	23.5%	24.1%	21.5%	23.2%	26.1%
Flight and accommodation (B&B)	6.2%	5.3%	6.2%	6.2%	7.3%
Flight and accommodation (half board)	25.2%	21.0%	23.2%	20.7%	19.2%
Flight and accommodation (full board)	2.5%	3.7%	3.5%	4.3%	3.6%
Flight and accommodation (all inclusive)	29.2%	34.2%	33.4%	35.5%	33.3%
% Tourists using low-cost airlines	47.6%	42.7%	46.7%	43.9%	49.2%
Other expenses in their place of residence:					
- Car rental	7.6%	8.3%	7.2%	9.4%	10.0%
- Sporting activities	3.5%	4.2%	3.1%	3.6%	3.8%
- Excursions	3.9%	5.4%	4.9%	5.1%	6.3%
- Trip to other islands	1.3%	1.0%	1.0%	0.9%	0.9%

How do they book?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Accommodation booking					
Tour Operator	37.7%	41.7%	38.7%	38.0%	39.6%
- Tour Operator's website	76.8%	78.2%	79.5%	81.4%	80.2%
Accommodation	13.4%	11.6%	11.7%	10.7%	13.0%
- Accommodation's website	84.7%	81.6%	79.6%	82.4%	79.8%
Travel agency (High street)	23.5%	24.8%	23.9%	26.5%	22.8%
Online Travel Agency (OTA)	15.0%	12.3%	15.6%	16.0%	16.1%
No need to book accommodation	10.5%	9.6%	10.2%	8.9%	8.5%

	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Flight booking					
Tour Operator	40.4%	43.4%	40.5%	39.5%	42.1%
- Tour Operator's website	73.6%	78.0%	76.4%	78.7%	80.5%
Airline	25.8%	21.8%	23.8%	21.8%	23.4%
- Airline's website	95.1%	94.9%	94.5%	92.3%	94.3%
Travel agency (High street)	21.8%	24.3%	23.0%	26.0%	22.4%
Online Travel Agency (OTA)	11.9%	10.5%	12.7%	12.7%	12.1%

Where do they stay?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
5* Hotel	8.7%	9.2%	9.2%	8.3%	7.9%
4* Hotel	28.9%	31.0%	32.9%	32.9%	32.8%
1-2-3* Hotel	22.3%	21.9%	20.7%	18.9%	17.4%
Apartment	28.3%	27.0%	26.8%	30.3%	33.6%
Property (privately-owned, friends, family)	9.5%	8.2%	8.2%	6.6%	6.2%
Others	2.2%	2.8%	2.2%	2.9%	2.1%

Who are they?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Gender					
Percentage of men	48.1%	52.7%	51.9%	49.3%	47.7%
Percentage of women	51.9%	47.3%	48.1%	50.7%	52.3%
Age					
Average age (tourists > 16 years old)	36.4	37.6	39.3	42.3	41.1
Standard deviation	12.5	13.3	13.7	15.4	15.3

Age range (> 16 years old)					
16-24 years old	20.7%	20.2%	18.8%	15.5%	17.5%
25-30 years old	19.2%	17.4%	13.3%	12.6%	13.5%
31-45 years old	34.2%	33.0%	33.9%	29.8%	29.9%
46-60 years old	23.1%	24.0%	27.5%	28.0%	27.0%
Over 60 years old	2.9%	5.4%	6.6%	14.1%	12.1%

Occupation					
Business owner or self-employed	23.4%	22.1%	20.9%	19.7%	21.0%
Upper/Middle management employee	38.2%	39.9%	40.7%	38.9%	37.0%
Auxiliary level employee	17.7%	20.3%	19.8%	19.2%	19.8%
Students	14.7%	10.8%	10.9%	8.8%	10.4%
Retired	2.7%	4.1%	4.8%	10.8%	9.3%
Unemployed / unpaid dom. work	3.2%	2.7%	3.0%	2.6%	2.5%

Annual household income level					
€12,000 - €24,000	23.0%	24.3%	23.5%	22.6%	22.9%
€24,001 - €36,000	21.8%	21.8%	19.5%	22.4%	22.2%
€36,001 - €48,000	15.5%	14.8%	17.0%	14.6%	16.7%
€48,001 - €60,000	13.4%	12.9%	14.1%	13.7%	14.0%
€60,001 - €72,000	8.4%	8.3%	8.0%	8.8%	7.7%
€72,001 - €84,000	5.5%	4.0%	4.6%	4.3%	4.5%
More than €84,000	12.4%	13.9%	13.3%	13.6%	11.9%

(*) 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)	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
- Lanzarote	491,243	508,699	544,296	604,857	645,448
- Fuerteventura	411,931	440,855	447,593	484,107	493,948
- Gran Canaria	625,351	656,504	675,982	847,744	910,485
- Tenerife	933,438	997,622	987,323	1,184,832	1,237,883
- La Palma	33,517	35,685	38,837	46,789	57,969

Share (%)	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
- Lanzarote	19.7%	19.3%	20.2%	19.1%	19.3%
- Fuerteventura	16.5%	16.7%	16.6%	15.3%	14.8%
- Gran Canaria	25.1%	24.9%	25.1%	26.8%	27.2%
- Tenerife	37.4%	37.8%	36.6%	37.4%	37.0%
- La Palma	1.3%	1.4%	1.4%	1.5%	1.7%

Who do they come with?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Unaccompanied	13.6%	14.7%	13.1%	11.0%	10.7%
Only with partner	37.6%	37.3%	40.8%	38.8%	37.5%
Only with children (under the age of 13)	1.4%	2.1%	1.9%	2.4%	2.0%
Partner + children (under the age of 13)	11.2%	12.3%	12.2%	13.1%	13.6%
Other relatives	6.3%	5.7%	6.2%	6.5%	7.3%
Friends	8.6%	8.7%	7.7%	6.7%	7.8%
Work colleagues	0.6%	0.4%	0.3%	0.3%	0.2%
Other combinations ⁽¹⁾	20.7%	18.9%	17.8%	21.3%	20.7%

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

How do they rate the destination?



Impression of their stay	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Good or very good (% tourists)	90.8%	92.9%	91.9%	93.1%	93.4%
Average rating (scale 1-10)	8.72	8.79	8.80	8.83	8.87

How many are loyal to the destination?

Repeat tourists of the island	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Repeat tourists	50.4%	46.6%	47.4%	46.3%	45.1%
In love (at least 10 previous visits)	6.6%	5.8%	6.5%	6.7%	6.8%

Where are they from?



Ten main source markets	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
United Kingdom	130,777	141,559	151,003	198,264	225,128
Germany	128,288	139,720	131,279	176,687	186,334
Spanish Mainland	138,668	133,578	145,332	172,974	176,238
Netherlands	42,722	42,384	50,618	63,136	56,882
Belgium	19,939	20,310	23,197	30,536	30,370
France	10,346	17,166	22,099	25,793	28,290
Norway	32,805	29,433	25,688	24,155	27,759
Switzerland	18,266	21,002	20,981	26,376	27,602
Sweden	20,329	17,454	16,223	21,731	26,121
Italy	10,582	12,439	15,649	19,173	23,676

Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Climate/sun	83.7%	83.7%	85.1%	85.7%	87.0%
Beaches	47.1%	48.1%	46.0%	46.8%	47.0%
Tranquillity/rest/relaxation	37.7%	36.2%	37.5%	35.6%	37.7%
Visiting new places	14.6%	16.4%	17.4%	17.8%	19.4%
Scenery	12.4%	15.8%	15.5%	15.7%	17.6%
Price	15.8%	15.2%	16.3%	13.9%	15.1%
Suitable destination for children	7.7%	9.4%	8.0%	8.1%	8.1%
Security	4.3%	4.3%	8.1%	12.3%	9.1%
Nightlife, fun	9.5%	7.6%	6.6%	6.0%	5.3%
Ease of travel	3.9%	3.4%	4.5%	6.1%	4.6%
Quality of the environment	4.2%	3.8%	4.0%	4.1%	4.0%
Shopping	3.5%	4.2%	3.8%	3.3%	3.5%
Active tourism	2.9%	2.4%	2.4%	1.9%	2.3%
Culture	1.8%	1.9%	2.4%	2.3%	2.8%
Nautical activities	2.5%	1.9%	1.8%	1.8%	1.7%
Theme parks	1.0%	1.7%	1.3%	1.4%	1.7%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Previous visits to the Canary Islands	54.6%	52.0%	56.0%	54.4%	55.5%
Recommendation by friends or relatives	37.0%	35.5%	34.8%	35.3%	37.9%
The Canary Islands television channel	0.5%	0.7%	0.4%	0.4%	0.4%
Other television or radio channels	1.0%	0.6%	0.9%	1.0%	1.4%
Information in the press/magazines/books	3.5%	3.7%	3.4%	4.4%	4.0%
Attendance at a tourism fair	0.3%	1.0%	0.6%	0.5%	0.8%
Tour Operator's brochure or catalogue	10.0%	10.4%	11.6%	9.6%	9.3%
Recommendation by Travel Agency	13.4%	13.5%	12.7%	14.1%	14.1%
Information obtained via the Internet	26.3%	27.9%	30.2%	30.7%	29.6%
Senior Tourism programme	0.2%	0.2%	0.2%	0.4%	0.2%
Others	9.5%	10.6%	8.1%	6.7%	6.3%

* 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.