

Tourist profile by quarter of trip (2016)

Canary Islands: Italian market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	98,504	99,475	122,775	106,992	427,746
Average daily expenditure (€)	130.78	131.16	139.06	134.75	134.24
. in their place of residence	91.20	90.30	91.66	88.08	90.34
. in the Canary Islands	39.58	40.86	47.40	46.67	43.89
Average length of stay	10.30	9.13	10.27	9.15	9.73
Turnover per tourist (€)	1,116	1,018	1,267	1,070	1,125
Total turnover (> 16 years old) (€m)	109.9	101.2	155.5	114.4	481.1
Italian turnover: share by quarter	22.8%	21.0%	32.3%	23.8%	100%
Italian tourist arrivals: share by quarter	23.0%	23.3%	28.7%	25.0%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	80.83	62.00	90.23	83.35	79.78
- Accommodation	66.66	56.62	79.69	71.26	69.22
- Additional accommodation expenses	14.17	5.38	10.53	12.08	10.56
Transport:	37.41	33.52	47.84	37.52	39.53
- Public transport	11.32	9.82	10.91	9.29	10.34
- Taxi	4.25	3.68	6.90	5.55	5.20
- Car rental	21.85	20.03	30.04	22.67	23.98
Food and drink:	148.63	123.86	180.69	133.50	148.29
- Food purchases at supermarkets	67.04	56.69	69.61	57.47	62.98
- Restaurants	81.58	67.17	111.08	76.03	85.31
Souvenirs:	54.33	53.60	54.80	62.08	56.23
Leisure:	31.53	44.46	56.30	45.69	45.19
- Organized excursions	12.15	20.12	23.40	15.32	18.02
- Leisure, amusement	2.75	3.30	5.27	6.12	4.44
- Trip to other islands	2.54	4.72	3.22	2.05	3.12
- Sporting activities	4.61	5.20	6.88	4.96	5.48
- Cultural activities	1.47	2.55	4.01	3.95	3.07
- Discos and disco-pubs	8.02	8.58	13.53	13.30	11.05
Others:	10.92	10.16	10.70	21.47	13.32
- Wellness	1.92	2.16	2.60	1.28	2.01
- Medical expenses	1.61	1.54	1.09	1.01	1.29
- Other expenses	7.39	6.47	7.01	19.18	10.02

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.3%	0.9%	0.7%	1.0%	0.7%
Between 2 and 7 days	7.3%	10.3%	4.9%	5.5%	6.9%
Between 8 and 15 days	14.0%	11.6%	6.6%	10.5%	10.4%
Between 16 and 30 days	23.5%	14.6%	16.6%	22.9%	19.3%
Between 31 and 90 days	34.6%	45.0%	38.5%	40.0%	39.5%
More than 90 days	20.2%	17.7%	32.8%	20.1%	23.3%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	19.9%	17.8%	14.2%	14.4%	16.4%
Flight and accommodation (room only)	30.3%	23.7%	34.9%	31.9%	30.5%
Flight and accommodation (B&B)	8.1%	4.1%	3.2%	5.9%	5.2%
Flight and accommodation (half board)	11.7%	12.1%	18.6%	12.8%	14.0%
Flight and accommodation (full board)	8.6%	10.0%	6.3%	11.2%	8.9%
Flight and accommodation (all inclusive)	21.4%	32.2%	22.9%	23.8%	24.9%
% Tourists using low-cost airlines	0.0%	0.0%	0.0%	0.0%	0.0%
Other expenses in their place of residence:					
- Car rental	22.1%	22.3%	24.9%	19.8%	22.4%
- Sporting activities	3.8%	3.1%	2.0%	2.3%	2.7%
- Excursions	5.4%	4.8%	8.8%	6.2%	6.5%
- Trip to other islands	1.7%	2.5%	1.8%	1.8%	1.9%

(*) 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.

How do they book?

	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	27.1%	29.9%	22.3%	22.7%	25.2%
- Tour Operator's website	72.2%	58.2%	77.5%	72.3%	71.0%
Accommodation	19.5%	17.6%	20.8%	17.9%	19.0%
- Accommodation's website	86.6%	93.5%	75.2%	91.9%	85.6%
Travel agency (High street)	17.1%	22.8%	19.7%	26.6%	21.6%
Online Travel Agency (OTA)	24.7%	21.4%	30.8%	26.8%	26.3%
No need to book accommodation	11.6%	8.2%	6.4%	6.0%	7.9%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	26.2%	29.1%	24.1%	23.8%	25.7%
- Tour Operator's website	78.8%	54.3%	66.0%	66.4%	66.6%
Airline	42.9%	32.7%	42.3%	42.0%	40.1%
- Airline's website	98.9%	99.2%	97.6%	98.0%	98.3%
Travel agency (High street)	19.1%	25.7%	19.3%	23.6%	21.8%
Online Travel Agency (OTA)	11.8%	12.5%	14.3%	10.6%	12.4%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	4.7%	5.1%	4.3%	2.9%	4.2%
4* Hotel	30.4%	39.2%	31.7%	38.2%	34.8%
1-2-3* Hotel	14.9%	15.7%	13.8%	11.6%	14.0%
Apartment	36.6%	29.3%	43.3%	37.9%	37.1%
Property (privately-owned, friends, family)	10.1%	7.4%	5.1%	5.3%	6.8%
Others	3.3%	3.4%	1.9%	4.0%	3.1%

Who are they?

	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	58.0%	51.6%	58.3%	52.7%	55.3%
Percentage of women	42.0%	48.4%	41.7%	47.3%	44.7%

Age					
Average age (tourists > 16 years old)	45.4	44.5	38.3	41.4	42.1
Standard deviation	14.6	14.3	14.2	14.1	14.6

Age range (> 16 years old)					
16-24 years old	4.2%	6.8%	17.1%	12.7%	10.6%
25-30 years old	15.6%	13.6%	21.5%	14.8%	16.6%
31-45 years old	34.3%	35.2%	31.2%	35.0%	33.8%
46-60 years old	27.7%	31.1%	21.8%	26.2%	26.4%
Over 60 years old	18.2%	13.3%	8.5%	11.3%	12.5%

Occupation					
Business owner or self-employed	31.0%	25.6%	23.3%	28.8%	27.0%
Upper/Middle management employee	25.6%	28.9%	36.6%	33.1%	31.5%
Auxiliary level employee	16.1%	24.0%	20.5%	15.8%	19.1%
Students	5.3%	4.8%	11.0%	5.6%	6.9%
Retired	17.2%	11.7%	5.1%	9.3%	10.4%
Unemployed / unpaid dom. work	4.7%	5.0%	3.6%	7.5%	5.2%

Annual household income level					
€12,000 - €24,000	30.4%	37.0%	35.9%	37.5%	35.3%
€24,001 - €36,000	30.3%	24.7%	27.1%	23.6%	26.3%
€36,001 - €48,000	14.4%	13.1%	13.8%	15.2%	14.1%
€48,001 - €60,000	6.7%	10.1%	8.9%	10.6%	9.1%
€60,001 - €72,000	5.1%	7.5%	2.9%	2.9%	4.4%
€72,001 - €84,000	3.6%	1.2%	1.6%	2.6%	2.2%
More than €84,000	9.6%	6.4%	9.7%	7.5%	8.4%

Tourist profile by quarter of trip (2016)

Canary Islands: Italian market



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8,931	10,331	16,136	13,855	49,252
- Fuerteventura	18,011	26,216	36,107	23,977	104,311
- Gran Canaria	21,450	18,111	19,173	24,580	83,314
- Tenerife	48,831	44,218	50,922	44,480	188,451
- La Palma	600	347	253	100	1,300

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	9.1%	10.4%	13.2%	12.9%	11.5%
- Fuerteventura	18.4%	26.4%	29.5%	22.4%	24.5%
- Gran Canaria	21.9%	18.3%	15.6%	23.0%	19.5%
- Tenerife	49.9%	44.6%	41.5%	41.6%	44.2%
- La Palma	0.6%	0.3%	0.2%	0.1%	0.3%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	12.6%	12.7%	8.4%	13.0%	11.5%
Only with partner	42.9%	44.8%	53.8%	46.3%	47.3%
Only with children (under the age of 13)	2.8%	1.4%	0.6%	1.4%	1.5%
Partner + children (under the age of 13)	8.6%	8.1%	6.8%	8.4%	7.9%
Other relatives	5.0%	6.6%	4.3%	9.7%	6.3%
Friends	9.8%	7.9%	12.6%	8.7%	9.9%
Work colleagues	1.0%	0.6%	0.4%	0.4%	0.6%
Other combinations ⁽¹⁾	17.4%	18.0%	13.1%	12.2%	15.0%

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

How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	95.2%	92.4%	93.5%	92.2%	93.3%
Average rating (scale 1-10)	8.79	8.57	8.53	8.66	8.63

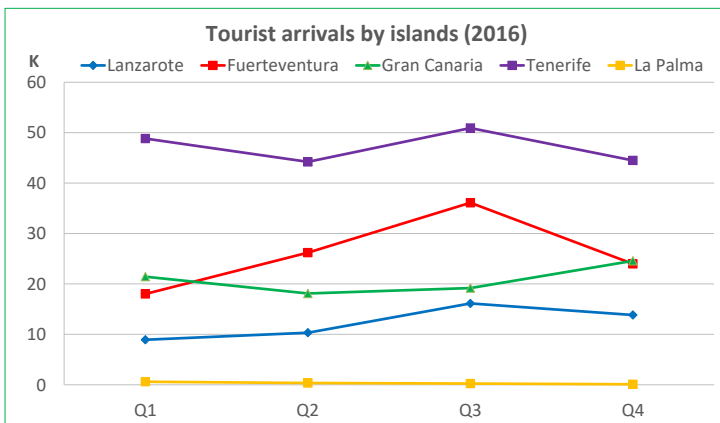
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	62.2%	52.8%	45.7%	54.6%	53.4%
In love (at least 10 previous visits)	6.7%	5.7%	7.2%	4.4%	6.0%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Italy	81.7%	75.8%	71.2%	79.7%	76.8%
Spanish Mainland	14.1%	23.1%	27.3%	17.5%	20.8%
Germany	1.4%	0.4%	0.4%	1.9%	1.0%
United Kingdom	1.3%	0.6%	0.0%	0.0%	0.4%
Switzerland	0.2%	0.0%	0.6%	0.0%	0.2%
Belgium	0.3%	0.0%	0.2%	0.2%	0.2%
Norway	0.2%	0.0%	0.0%	0.4%	0.1%
Austria	0.4%	0.0%	0.2%	0.0%	0.1%
Ireland	0.3%	0.0%	0.0%	0.0%	0.1%
France	0.0%	0.2%	0.0%	0.0%	0.1%



Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	88.8%	83.7%	76.6%	88.0%	83.9%
Beaches	29.1%	40.4%	49.1%	38.6%	39.8%
Tranquillity/rest/relaxation	29.1%	30.7%	33.5%	36.9%	32.7%
Scenery	26.0%	29.0%	36.2%	23.3%	29.0%
Visiting new places	13.4%	20.6%	23.3%	21.6%	20.0%
Price	15.1%	14.4%	13.6%	16.1%	14.7%
Quality of the environment	14.3%	9.8%	12.1%	12.4%	12.1%
Security	13.8%	10.5%	6.1%	8.8%	9.6%
Active tourism	5.5%	4.0%	5.2%	5.0%	5.0%
Ease of travel	6.2%	3.6%	3.1%	3.4%	4.0%
Nightlife/fun	1.8%	1.8%	5.0%	1.9%	2.7%
Suitable destination for children	3.1%	3.0%	2.1%	2.2%	2.6%
Theme parks	2.1%	2.2%	2.3%	3.2%	2.4%
Nautical activities	1.9%	1.2%	1.6%	2.2%	1.7%
Culture	1.4%	1.5%	0.8%	1.5%	1.3%
Golf	1.8%	1.4%	1.2%	0.0%	1.1%

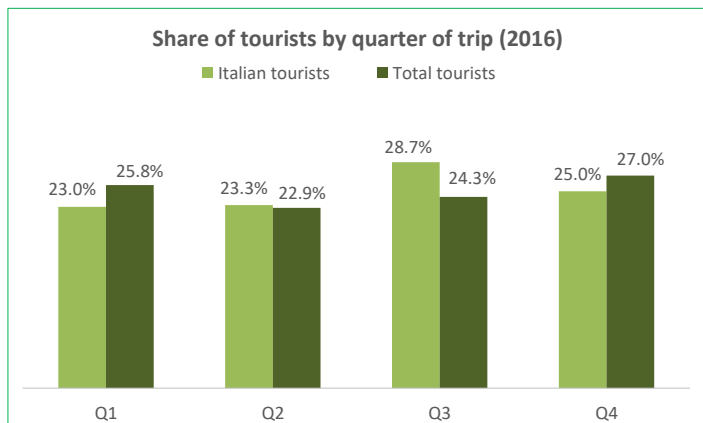
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	51.6%	41.1%	35.5%	45.6%	43.1%
Recommendation by friends or relatives	40.4%	43.3%	46.5%	42.8%	43.4%
The Canary Islands television channel	0.5%	0.7%	0.4%	0.3%	0.4%
Other television or radio channels	3.1%	0.7%	2.6%	2.8%	2.3%
Information in the press/magazines/books	7.0%	9.3%	10.3%	8.5%	8.8%
Attendance at a tourism fair	1.0%	0.6%	0.7%	0.3%	0.7%
Tour Operator's brochure or catalogue	3.0%	9.7%	6.9%	6.5%	6.5%
Recommendation by Travel Agency	10.9%	14.7%	14.6%	14.4%	13.7%
Information obtained via the Internet	25.5%	29.5%	38.4%	33.1%	32.0%
Senior Tourism programme	0.3%	1.1%	0.6%	0.0%	0.5%
Others	4.0%	3.9%	3.0%	4.4%	3.8%

* Multi-choice question



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.