

Tourist profile by quarter of trip (2017)

ITALY

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	131	134	150	119	533
Tourist arrivals (> 16 years old) (thousands)	116	120	132	109	478
Average daily expenditure (€)	138.05	131.01	141.66	138.84	137.46
. in their place of residence	92.60	87.39	100.52	96.76	94.43
. in the Canary Islands	45.45	43.62	41.13	42.08	43.03
Average length of stay	9.86	9.20	9.99	8.78	9.48
Turnover per tourist (€)	1,090	1,032	1,276	1,078	1,124
Total turnover (€m)	142	138	191	128	599
Tourist arrivals: share by quarter	24.5%	25.1%	28.1%	22.2%	100%
Turnover: share by quarter	23.8%	23.1%	31.9%	21.3%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	20.1%	22.0%	15.4%	15.6%	18.2%
- Additional accommodation expenses	5.3%	5.5%	4.3%	8.0%	5.7%
Transport:					
- Public transport	15.8%	11.5%	12.0%	12.4%	12.9%
- Taxi	15.0%	11.4%	12.2%	13.1%	12.9%
- Car rental	27.9%	29.5%	29.7%	27.4%	28.7%
Food and drink:					
- Food purchases at supermarkets	52.7%	49.0%	48.4%	47.2%	49.3%
- Restaurants	57.8%	54.7%	59.7%	52.7%	56.4%
Souvenirs:	53.3%	61.1%	63.5%	56.2%	58.7%
Leisure:					
- Organized excursions	11.9%	18.8%	22.2%	19.7%	18.2%
- Leisure, amusement	7.7%	6.7%	10.8%	11.4%	9.2%
- Trip to other islands	2.9%	3.4%	5.2%	5.1%	4.2%
- Sporting activities	5.6%	4.3%	7.8%	6.0%	6.0%
- Cultural activities	4.7%	3.3%	5.0%	5.4%	4.6%
- Discos and disco-pubs	8.1%	9.3%	9.3%	7.3%	8.5%
Others:					
- Wellness	1.6%	5.7%	3.4%	3.9%	3.6%
- Medical expenses	2.5%	2.8%	1.8%	3.3%	2.6%
- Other expenses	6.1%	12.1%	9.7%	8.9%	9.3%

2017



+13%
TOURISTS
532,836



0%
TRAVEL EXPENSES
€1,124



+13%
TURNOVER
€599 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	22.1%	15.8%	14.9%	15.6%	17.0%
Flight and accommodation (room only)	29.2%	29.0%	30.0%	28.0%	29.1%
Flight and accommodation (B&B)	6.1%	4.4%	3.3%	4.5%	4.5%
Flight and accommodation (half board)	13.2%	14.9%	12.6%	13.4%	13.5%
Flight and accommodation (full board)	9.5%	8.0%	8.7%	15.2%	10.2%
Flight and accommodation (all inclusive)	20.0%	28.0%	30.4%	23.2%	25.6%
<u>% Tourists using low-cost airlines</u>	72.0%	77.3%	68.3%	72.1%	72.4%
<u>Other expenses in their place of residence:</u>					
- Car rental	25.9%	21.3%	22.3%	18.7%	22.1%
- Sporting activities	3.3%	2.0%	4.1%	2.8%	3.1%
- Excursions	6.2%	6.9%	7.9%	3.7%	6.3%
- Trip to other islands	1.3%	2.0%	1.1%	2.5%	1.7%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	26.5%	24.8%	25.5%	28.5%	26.3%
- Tour Operator's website	75.8%	76.7%	65.0%	68.9%	71.4%
Accommodation	19.4%	19.9%	16.9%	17.9%	18.5%
- Accommodation's website	87.9%	91.9%	86.0%	80.1%	86.7%
Travel agency (High street)	19.5%	24.5%	25.6%	20.4%	22.7%
Online Travel Agency (OTA)	23.4%	23.4%	22.3%	24.6%	23.4%
No need to book accommodation	11.1%	7.3%	9.7%	8.6%	9.2%
Flight booking					
Tour Operator	20.7%	29.2%	30.5%	30.6%	27.8%
- Tour Operator's website	76.1%	69.1%	69.2%	62.5%	68.7%
Airline	44.4%	38.2%	33.8%	39.9%	38.8%
- Airline's website	97.1%	98.3%	99.4%	97.9%	98.1%
Travel agency (High street)	23.3%	18.8%	23.5%	19.0%	21.2%
Online Travel Agency (OTA)	11.7%	13.8%	12.2%	10.5%	12.1%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.5%	0.4%	0.3%	0.0%	0.3%
Between 2 and 7 days	6.2%	8.5%	6.2%	3.8%	6.3%
Between 8 and 15 days	13.0%	9.0%	6.1%	9.2%	9.2%
Between 16 and 30 days	19.2%	17.4%	13.8%	20.3%	17.5%
Between 31 and 90 days	38.9%	44.2%	38.0%	42.5%	40.8%
More than 90 days	22.2%	20.5%	35.7%	24.1%	26.0%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	55.3%	49.5%	55.5%	54.5%	53.7%
Women	44.7%	50.5%	44.5%	45.5%	46.3%
<u>Age</u>					
Average age (tourists > 16 years old)	44.5	46.2	42.1	44.0	44.1
Standard deviation	14.2	13.9	15.5	15.8	14.9
<u>Age range (> 16 years old)</u>					
16-24 years old	5.3%	6.5%	13.6%	13.5%	9.8%
25-30 years old	16.5%	9.3%	16.5%	12.7%	13.8%
31-45 years old	31.3%	33.5%	29.4%	28.5%	30.7%
46-60 years old	32.9%	33.8%	26.6%	27.6%	30.2%
Over 60 years old	14.1%	16.9%	13.9%	17.7%	15.6%
<u>Occupation</u>					
Business owner or self-employed	25.9%	24.9%	26.2%	28.4%	26.3%
Upper/Middle management employee	35.0%	39.2%	35.6%	25.1%	34.0%
Auxiliary level employee	18.8%	14.5%	20.1%	18.6%	18.0%
Students	3.5%	3.0%	6.8%	11.0%	6.0%
Retired	12.0%	13.2%	8.1%	13.3%	11.5%
Unemployed / unpaid dom. work	4.8%	5.2%	3.3%	3.6%	4.2%
<u>Annual household income level</u>					
€12,000 - €24,000	35.2%	30.1%	30.4%	35.4%	32.6%
€24,001 - €36,000	22.7%	25.0%	25.0%	26.6%	24.8%
€36,001 - €48,000	13.9%	21.6%	16.3%	13.1%	16.5%
€48,001 - €60,000	13.5%	8.4%	7.8%	15.2%	11.0%
€60,001 - €72,000	3.4%	6.6%	6.1%	3.7%	5.1%
€72,001 - €84,000	2.6%	1.9%	4.2%	1.5%	2.6%
More than €84,000	8.6%	6.5%	10.1%	4.5%	7.5%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	14,531	16,764	20,371	16,319	67,985
- Fuerteventura	19,437	28,524	33,432	18,266	99,660
- Gran Canaria	26,401	24,714	23,676	23,449	98,240
- Tenerife	55,730	49,381	54,097	46,508	205,717
- La Palma	344	878	157	4,591	5,970

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	12.5%	13.9%	15.5%	15.0%	14.2%
- Fuerteventura	16.7%	23.7%	25.4%	16.7%	20.9%
- Gran Canaria	22.7%	20.6%	18.0%	21.5%	20.6%
- Tenerife	47.9%	41.1%	41.1%	42.6%	43.1%
- La Palma	0.3%	0.7%	0.1%	4.2%	1.2%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	3.6%	7.1%	4.5%	3.6%	4.7%
4* Hotel	33.7%	39.8%	34.1%	40.3%	36.8%
1-2-3* Hotel	13.4%	13.0%	17.2%	11.9%	14.0%
Apartment	34.5%	30.6%	34.0%	33.3%	33.1%
Property (privately-owned, friends, family)	10.3%	7.1%	7.1%	6.7%	7.8%
Others	4.5%	2.4%	3.2%	4.2%	3.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	84.8%	81.9%	78.4%	87.9%	83.0%
Beaches	26.1%	39.1%	51.0%	36.2%	38.5%
Tranquillity/rest/relaxation	30.2%	34.6%	32.8%	31.2%	32.2%
Scenery	22.3%	27.3%	36.6%	27.1%	28.6%
Visiting new places	20.9%	17.9%	21.6%	14.2%	18.8%
Price	13.2%	15.6%	14.0%	15.6%	14.6%
Quality of the environment	13.5%	15.3%	9.8%	10.5%	12.3%
Security	14.0%	8.7%	5.4%	9.8%	9.3%
Active tourism	6.9%	6.1%	6.3%	8.5%	6.9%
Suitable destination for children	5.6%	3.4%	0.8%	2.2%	3.0%
Ease of travel	3.2%	2.8%	1.7%	4.3%	2.9%
Nightlife/fun	2.0%	2.1%	3.7%	3.4%	2.8%
Theme parks	2.3%	0.5%	3.7%	2.1%	2.2%
Culture	2.4%	1.2%	2.5%	1.2%	1.8%
Nautical activities	2.5%	0.5%	1.9%	2.3%	1.8%
Security against natural catastrophes	0.8%	0.8%	1.6%	0.5%	1.0%

* Multi-choice question

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.4%	11.7%	11.0%	10.2%	11.1%
Only with partner	42.7%	44.5%	48.9%	46.3%	45.7%
Only with children (under the age of 13)	2.1%	1.1%	1.1%	0.4%	1.2%
Partner + children (under the age of 13)	7.5%	9.5%	8.5%	9.3%	8.7%
Other relatives	7.0%	4.3%	5.1%	8.3%	6.1%
Friends	12.2%	13.4%	9.9%	7.7%	10.8%
Work colleagues	0.9%	0.6%	0.3%	0.3%	0.5%
Other combinations ⁽¹⁾	16.1%	14.9%	15.1%	17.6%	15.9%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.3%	93.6%	91.6%	94.3%	93.1%
Average rating (scale 1-10)	8.66	8.73	8.68	8.77	8.71

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	58.9%	50.6%	48.2%	57.0%	53.4%
At least 10 previous visits	8.7%	4.6%	4.3%	6.3%	5.9%

Where does the flight come from?

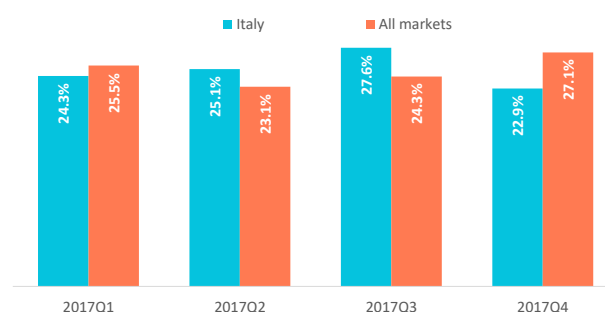
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Italy	80.4%	78.1%	69.4%	74.9%	75.5%
Spanish Mainland	14.6%	17.2%	26.5%	21.2%	20.0%
Germany	1.1%	2.7%	1.2%	1.5%	1.6%
Switzerland	0.9%	0.5%	1.8%	0.9%	1.1%
United Kingdom	1.7%	0.6%	0.4%	0.0%	0.7%
Belgium	0.9%	0.0%	0.3%	0.3%	0.4%
Ireland	0.0%	0.7%	0.0%	0.3%	0.2%
Austria	0.0%	0.0%	0.2%	0.1%	0.1%
Sweden	0.0%	0.0%	0.0%	0.4%	0.1%
Others	0.4%	0.2%	0.2%	0.4%	0.3%

Share of tourist arrivals by quarters

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	50.2%	41.2%	39.5%	44.4%	43.6%
Recommendation by friends/relatives	49.4%	46.7%	46.8%	38.3%	45.5%
The Canary Islands television channel	1.0%	1.2%	0.2%	1.1%	0.9%
Other television or radio channels	2.3%	1.7%	1.8%	0.7%	1.6%
Information in press/magazines/books	8.9%	12.0%	9.3%	6.3%	9.2%
Attendance at a tourism fair	0.4%	0.3%	0.6%	0.5%	0.5%
Tour Operator's brochure or catalogue	3.8%	6.1%	7.7%	6.3%	6.0%
Recommendation by Travel Agency	10.2%	16.1%	16.4%	18.2%	15.2%
Information obtained via the Internet	28.8%	29.2%	32.6%	33.5%	31.0%
Senior Tourism programme	0.0%	0.0%	0.0%	0.8%	0.2%
Others	2.5%	2.7%	2.8%	4.0%	3.0%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.