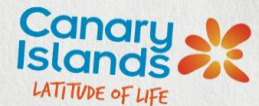


Profile of Spanish Mainland tourist visiting Canary Islands 2016



How many are they and how much do they spend?



	Spanish Mainland	All markets
Tourist arrivals (> 16 years old)	1,471,736	13,114,359
Average daily expenditure (€)	131.48	135.94
. in their place of residence	84.74	98.03
. in the Canary Islands	46.73	37.90
Average length of stay	7.48	9.36
Turnover per tourist (€)	828	1,141
Total turnover (> 16 years old) (€m)	1,219	14,957
Share of total turnover	8.2%	100%
Share of total tourist	11.2%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	51.13	47.11
- Accommodation	43.61	40.52
- Additional accommodation expenses	7.52	6.60
Transport:	34.17	26.01
- Public transport	5.83	5.14
- Taxi	5.16	6.94
- Car rental	23.18	13.93
Food and drink:	118.19	148.33
- Food purchases at supermarkets	40.04	63.46
- Restaurants	78.15	84.87
Souvenirs:	48.59	53.88
Leisure:	34.47	34.52
- Organized excursions	12.72	14.95
- Leisure, amusement	5.82	4.55
- Trip to other islands	2.91	1.85
- Sporting activities	3.44	5.11
- Cultural activities	2.38	2.04
- Discos and disco-pubs	7.20	6.01
Others:	12.02	13.91
- Wellness	2.00	3.23
- Medical expenses	0.67	1.69
- Other expenses	9.35	8.99

How far in advance do they book their trip?



	Spanish Mainland	All markets
The same day they leave	0.8%	0.6%
Between 2 and 7 days	10.0%	6.3%
Between 8 and 15 days	11.8%	7.9%
Between 16 and 30 days	20.1%	14.7%
Between 31 and 90 days	37.4%	34.3%
More than 90 days	20.0%	36.2%

What do they book at their place of residence?



	Spanish Mainland	All markets
Flight only	19.8%	8.8%
Flight and accommodation (room only)	20.1%	25.7%
Flight and accommodation (B&B)	8.7%	8.0%
Flight and accommodation (half board)	20.6%	20.4%
Flight and accommodation (full board)	7.6%	4.3%
Flight and accommodation (all inclusive)	23.1%	32.8%
% Tourists using low-cost airlines	62.1%	48.7%
Other expenses in their place of residence:		
- Car rental	26.0%	11.8%
- Sporting activities	2.4%	5.3%
- Excursions	6.3%	5.7%
- Trip to other islands	2.0%	1.6%

(*) 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.

How do they book?



	Spanish Mainland	All markets
Accommodation booking		
Tour Operator	12.3%	42.3%
- Tour Operator's website	78.7%	78.8%
Accommodation	21.0%	14.7%
- Accommodation's website	81.9%	83.5%
Travel agency (High street)	28.2%	20.5%
Online Travel Agency (OTA)	22.5%	16.5%
No need to book accommodation	16.0%	6.0%

	Spanish Mainland	All markets
Flight booking		
Tour Operator	17.5%	44.6%
- Tour Operator's website	77.8%	76.3%
Airline	40.0%	24.8%
- Airline's website	97.9%	96.2%
Travel agency (High street)	28.0%	19.1%
Online Travel Agency (OTA)	14.6%	11.5%

Where do they stay?



	Spanish Mainland	All markets
5* Hotel	8.6%	7.1%
4* Hotel	38.0%	39.6%
1-2-3* Hotel	14.2%	14.6%
Apartment	22.8%	31.5%
Property (privately-owned, friends, family)	14.0%	4.6%
Others	2.4%	2.6%

Who are they?



	Spanish Mainland	All markets
Gender		
Percentage of men	53.0%	48.5%
Percentage of women	47.0%	51.5%
Age		
Average age (tourists > 16 years old)	41.2	46.3
Standard deviation	12.9	15.3
Age range (> 16 years old)		
16-24 years old	7.9%	8.2%
25-30 years old	14.6%	11.1%
31-45 years old	44.1%	29.1%
46-60 years old	24.2%	30.9%
Over 60 years old	9.2%	20.7%
Occupation		
Business owner or self-employed	20.0%	23.1%
Upper/Middle management employee	36.3%	36.1%
Auxiliary level employee	26.2%	15.5%
Students	6.0%	5.1%
Retired	7.8%	18.0%
Unemployed / unpaid dom. work	3.7%	2.2%
Annual household income level		
€12,000 - €24,000	29.1%	17.8%
€24,001 - €36,000	27.1%	19.4%
€36,001 - €48,000	16.6%	16.9%
€48,001 - €60,000	11.4%	14.6%
€60,001 - €72,000	6.2%	9.5%
€72,001 - €84,000	3.2%	6.0%
More than €84,000	6.4%	15.8%

Profile of Spanish Mainland tourist visiting Canary Islands 2016



Which island do they choose?



Tourists (> 16 years old)	Spanish Mainland	All markets
- Lanzarote	218,286	2,328,674
- Fuerteventura	111,928	1,914,107
- Gran Canaria	484,482	3,654,806
- Tenerife	606,002	4,885,901
- La Palma	40,972	221,541

Share (%)	Spanish Mainland	All markets
- Lanzarote	14.9%	17.9%
- Fuerteventura	7.7%	14.7%
- Gran Canaria	33.1%	28.1%
- Tenerife	41.5%	37.6%
- La Palma	2.8%	1.7%

Who do they come with?



	Spanish Mainland	All markets
Unaccompanied	16.6%	9.1%
Only with partner	39.8%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	16.5%	11.8%
Other relatives	4.3%	6.0%
Friends	6.8%	6.1%
Work colleagues	0.9%	0.3%
Other combinations ⁽¹⁾	13.5%	17.5%

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

How do they rate the destination?



Impression of their stay	Spanish Mainland	All markets
Good or very good (% tourists)	94.4%	94.1%
Average rating (scale 1-10)	8.89	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Spanish Mainland	All markets
Repeat tourists	79.8%	77.3%
In love (at least 10 previous visits)	16.1%	16.1%

Where does the flight come from?



Ten main origin markets	Spanish Mainland	All markets
Spanish Mainland	1,465,215	2,164,168
United Kingdom	1,815	4,208,588
Italy	208	346,999
Switzerland	201	312,564
Netherlands	185	269,847
Russia	184	84,585
Poland	139	106,860
Belgium	136	444,170
Germany	53	2,882,932
Austria	0	113,534

Tourist arrivals from Spanish Mainland



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.

Why do they choose the Canary Islands?



Aspects influencing the choice	Spanish Mainland	All markets
Climate/sun	69.7%	89.8%
Beaches	36.3%	34.5%
Tranquillity/rest/relaxation	32.6%	36.6%
Scenery	29.2%	21.9%
Visiting new places	19.3%	14.6%
Price	8.7%	12.7%
Quality of the environment	8.1%	6.5%
Suitable destination for children	7.6%	7.5%
Theme parks	4.8%	3.0%
Active tourism	4.5%	5.1%
Nightlife/fun	2.9%	3.8%
Nautical activities	2.5%	2.2%
Security	2.3%	11.1%
Ease of travel	2.0%	8.9%
Culture	1.8%	2.6%
Shopping	1.6%	2.6%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Spanish Mainland	All markets
Previous visits to the Canary Islands	59.2%	64.1%
Recommendation by friends or relatives	36.3%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.7%	0.8%
Information in the press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	1.2%	8.0%
Recommendation by Travel Agency	6.2%	9.7%
Information obtained via the Internet	20.8%	25.8%
Senior Tourism programme	1.4%	0.2%
Others	13.2%	6.1%

* Multi-choice question

Seasonal profile of tourist from Spanish Mainland

