

Tourist profile by quarter of trip (2016)

Canary Islands: Spanish Mainland market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	292,274	372,102	496,792	310,568	1,471,736
Average daily expenditure (€)	132.79	128.73	129.46	136.77	131.48
- in their place of residence	85.09	79.77	87.70	85.65	84.74
- in the Canary Islands	47.70	48.96	41.76	51.12	46.73
Average length of stay	6.97	6.49	8.86	6.93	7.48
Turnover per tourist (€)	764	703	967	818	828
Total turnover (> 16 years old) (€m)	223.3	261.6	480.2	254.1	1,219.1
Spanish mainland turnover: share by quarter	18.3%	21.5%	39.4%	20.8%	100%
Spanish mainland tourist arrivals: share by quarter	19.9%	25.3%	33.8%	21.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)					
Accommodation ^(**):	49.90	40.93	55.69	57.22	51.13
- Accommodation	42.60	35.02	46.57	50.13	43.61
- Additional accommodation expenses	7.30	5.91	9.12	7.10	7.52
Transport:	32.24	30.78	37.29	35.07	34.17
- Public transport	6.02	5.08	6.19	5.97	5.83
- Taxi	4.98	4.85	4.98	5.97	5.16
- Car rental	21.24	20.85	26.11	23.13	23.18
Food and drink:	118.35	98.25	130.01	123.00	118.19
- Food purchases at supermarkets	44.09	33.15	41.10	42.77	40.04
- Restaurants	74.25	65.10	88.91	80.23	78.15
Souvenirs:	41.20	44.53	54.72	50.58	48.59
Leisure:	30.70	28.27	43.11	31.60	34.47
- Organized excursions	9.14	11.68	17.20	10.19	12.72
- Leisure, amusement	4.07	4.95	7.92	5.14	5.82
- Trip to other islands	1.79	2.51	4.14	2.48	2.91
- Sporting activities	4.30	2.24	4.19	2.87	3.44
- Cultural activities	2.15	1.58	2.88	2.72	2.38
- Discos and disco-pubs	9.25	5.32	6.78	8.20	7.20
Others:	10.21	10.31	13.50	13.40	12.02
- Wellness	1.73	2.14	1.77	2.44	2.00
- Medical expenses	0.56	0.55	0.86	0.59	0.67
- Other expenses	7.91	7.62	10.86	10.38	9.35

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	1.1%	1.0%	0.6%	0.5%	0.8%
Between 2 and 7 days	11.1%	12.2%	7.7%	10.0%	10.0%
Between 8 and 15 days	11.5%	13.1%	10.1%	13.0%	11.8%
Between 16 and 30 days	21.4%	21.9%	16.9%	21.9%	20.1%
Between 31 and 90 days	39.2%	35.9%	37.8%	36.8%	37.4%
More than 90 days	15.7%	15.9%	26.8%	17.7%	20.0%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	27.3%	14.1%	16.9%	24.2%	19.8%
Flight and accommodation (room only)	21.1%	21.7%	18.5%	20.0%	20.1%
Flight and accommodation (B&B)	10.0%	9.0%	7.0%	9.9%	8.7%
Flight and accommodation (half board)	18.8%	18.8%	23.9%	18.8%	20.6%
Flight and accommodation (full board)	6.3%	10.4%	6.3%	8.0%	7.6%
Flight and accommodation (all inclusive)	16.5%	25.9%	27.4%	19.1%	23.1%
% Tourists using low-cost airlines	63.4%	63.2%	55.9%	69.5%	62.1%
Other expenses in their place of residence:					
- Car rental	24.7%	25.6%	26.6%	26.7%	26.0%
- Sporting activities	2.3%	1.9%	2.9%	2.4%	2.4%
- Excursions	5.4%	5.6%	7.5%	6.1%	6.3%
- Trip to other islands	1.8%	2.6%	1.9%	1.4%	2.0%

(*) 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	11.7%	12.9%	12.3%	12.1%	12.3%
- Tour Operator's website	77.3%	84.4%	77.6%	75.2%	78.7%
Accommodation	22.1%	21.2%	19.3%	22.7%	21.0%
- Accommodation's website	78.3%	84.1%	83.1%	81.0%	81.9%
Travel agency (High street)	21.1%	31.1%	33.4%	23.1%	28.2%
Online Travel Agency (OTA)	22.0%	25.1%	20.7%	22.9%	22.5%
No need to book accommodation	23.1%	9.8%	14.3%	19.1%	16.0%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	17.1%	17.8%	16.8%	18.5%	17.5%
- Tour Operator's website	79.2%	81.5%	74.9%	76.8%	77.8%
Airline	45.6%	37.5%	36.1%	43.8%	40.0%
- Airline's website	97.9%	98.0%	97.5%	98.4%	97.9%
Travel agency (High street)	21.4%	30.3%	32.7%	23.9%	28.0%
Online Travel Agency (OTA)	15.9%	14.3%	14.4%	13.9%	14.6%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	8.0%	9.4%	8.4%	8.4%	8.6%
4* Hotel	33.6%	41.6%	40.7%	33.7%	38.0%
1-2-3* Hotel	13.4%	17.4%	12.1%	14.4%	14.2%
Apartment	21.4%	21.4%	24.1%	23.7%	22.8%
Property (privately-owned, friends, family)	20.5%	8.4%	12.4%	17.1%	14.0%
Others	3.0%	1.8%	2.2%	2.7%	2.4%

Who are they?

	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	53.3%	54.4%	51.0%	54.2%	53.0%
Percentage of women	46.7%	45.6%	49.0%	45.8%	47.0%
Age					
Average age (tourists > 16 years old)	40.1	42.3	40.8	41.4	41.2
Standard deviation	12.2	13.7	12.8	12.5	12.9
Age range (> 16 years old)					
16-24 years old	9.0%	6.6%	9.7%	5.7%	7.9%
25-30 years old	14.7%	15.1%	13.7%	15.4%	14.6%
31-45 years old	46.2%	42.5%	43.8%	44.3%	44.1%
46-60 years old	23.3%	22.8%	24.9%	25.5%	24.2%
Over 60 years old	6.9%	13.0%	7.8%	9.2%	9.2%
Occupation					
Business owner or self-employed	23.2%	18.5%	17.9%	22.0%	20.0%
Upper/Middle management employee	39.0%	33.2%	36.9%	36.7%	36.3%
Auxiliary level employee	21.2%	27.9%	27.6%	26.6%	26.2%
Students	7.7%	5.4%	7.3%	3.2%	6.0%
Retired	5.5%	11.4%	6.2%	8.3%	7.8%
Unemployed / unpaid dom. work	3.5%	3.6%	4.1%	3.2%	3.7%
Annual household income level					
€12,000 - €24,000	25.1%	30.3%	29.2%	31.3%	29.1%
€24,001 - €36,000	26.0%	28.3%	26.7%	27.3%	27.1%
€36,001 - €48,000	17.7%	14.9%	17.8%	15.9%	16.6%
€48,001 - €60,000	11.4%	11.2%	11.5%	11.6%	11.4%
€60,001 - €72,000	7.3%	6.4%	6.3%	4.6%	6.2%
€72,001 - €84,000	4.1%	2.9%	3.0%	3.0%	3.2%
More than €84,000	8.4%	5.9%	5.6%	6.2%	6.4%

Tourist profile by quarter of trip (2016)

Canary Islands: Spanish Mainland market

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	45,200	48,929	77,779	46,378	218,286
- Fuerteventura	19,760	26,007	44,079	22,080	111,928
- Gran Canaria	94,202	121,115	172,974	96,191	484,482
- Tenerife	121,870	163,277	184,150	136,705	606,002
- La Palma	8,907	11,428	13,279	7,358	40,972

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	15.6%	13.2%	15.8%	15.0%	14.9%
- Fuerteventura	6.8%	7.0%	9.0%	7.2%	7.7%
- Gran Canaria	32.5%	32.7%	35.1%	31.2%	33.1%
- Tenerife	42.0%	44.0%	37.4%	44.3%	41.5%
- La Palma	3.1%	3.1%	2.7%	2.4%	2.8%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	19.2%	21.0%	11.2%	17.5%	16.6%
Only with partner	35.4%	44.2%	37.7%	41.8%	39.8%
Only with children (under the age of 13)	2.0%	0.8%	2.6%	1.1%	1.7%
Partner + children (under the age of 13)	16.6%	11.3%	22.5%	13.1%	16.5%
Other relatives	4.3%	3.4%	4.4%	5.0%	4.3%
Friends	8.8%	7.2%	5.3%	6.5%	6.8%
Work colleagues	0.8%	1.4%	0.4%	1.3%	0.9%
Other combinations ⁽¹⁾	12.8%	10.6%	15.9%	13.7%	13.5%

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

How do they rate the destination?

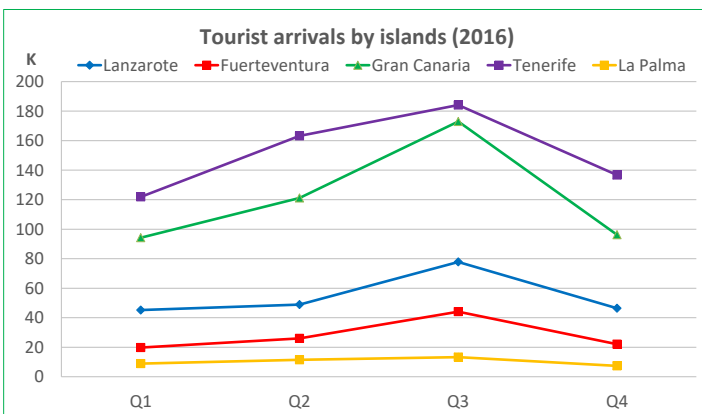
Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	96.0%	93.8%	94.2%	93.9%	94.4%
Average rating (scale 1-10)	9.02	8.85	8.87	8.87	8.89

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	84.6%	77.5%	76.3%	83.4%	79.8%
In love (at least 10 previous visits)	19.6%	14.9%	13.1%	19.1%	16.1%

Where does the flight come from?

Ten main origin markets	Q1	Q2	Q3	Q4	Total
Spanish Mainland	99.7%	99.5%	99.6%	99.4%	99.6%
United Kingdom	0.0%	0.2%	0.2%	0.1%	0.1%
Italy	0.0%	0.1%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.1%	0.0%
Russia	0.0%	0.0%	0.0%	0.1%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.0%	0.0%	0.0%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?

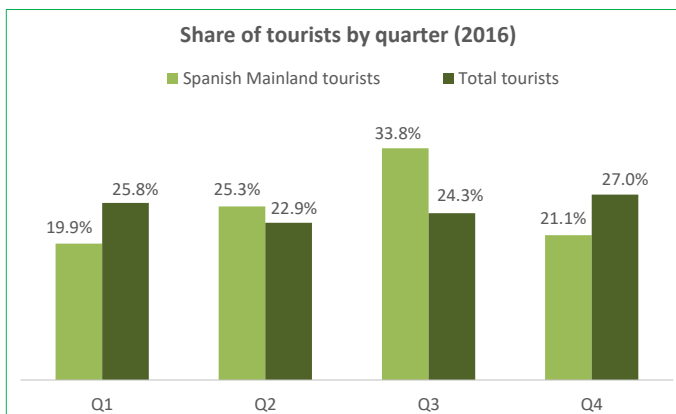
Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	77.4%	64.7%	67.5%	71.9%	69.7%
Beaches	33.8%	34.4%	42.0%	31.6%	36.3%
Tranquillity/rest/relaxation	32.6%	30.4%	35.0%	31.6%	32.6%
Scenery	29.6%	29.3%	29.7%	27.9%	29.2%
Visiting new places	14.8%	19.1%	24.3%	15.8%	19.3%
Price	6.2%	10.5%	9.5%	7.8%	8.7%
Quality of the environment	9.1%	7.5%	8.0%	8.0%	8.1%
Suitable destination for children	7.6%	5.7%	10.1%	5.9%	7.6%
Theme parks	2.7%	4.8%	6.4%	4.3%	4.8%
Active tourism	4.9%	4.8%	4.3%	4.1%	4.5%
Nightlife/fun	5.5%	2.7%	2.1%	2.1%	2.9%
Nautical activities	2.7%	1.7%	2.9%	2.6%	2.5%
Security	2.2%	1.7%	2.5%	2.9%	2.3%
Ease of travel	2.9%	1.7%	1.7%	2.2%	2.0%
Culture	2.4%	1.7%	1.9%	1.2%	1.8%
Shopping	1.4%	1.5%	1.5%	1.9%	1.6%

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	65.4%	53.7%	58.7%	60.9%	59.2%
Recommendation by friends or relatives	34.8%	35.4%	39.5%	33.5%	36.3%
The Canary Islands television channel	0.2%	0.2%	0.3%	0.2%	0.2%
Other television or radio channels	0.8%	0.7%	0.7%	0.6%	0.7%
Information in the press/magazines/books	3.0%	3.5%	4.1%	2.6%	3.4%
Attendance at a tourism fair	0.4%	0.6%	0.1%	0.4%	0.3%
Tour Operator's brochure or catalogue	0.8%	1.0%	1.6%	1.2%	1.2%
Recommendation by Travel Agency	4.0%	5.8%	9.2%	4.0%	6.2%
Information obtained via the Internet	17.2%	21.3%	24.1%	18.4%	20.8%
Senior Tourism programme	0.4%	3.6%	0.3%	1.4%	1.4%
Others	14.6%	15.4%	9.8%	14.5%	13.2%

* 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.