

# Tourist profile trend (2016)

## Spanish Mainland: First Quarter

### How many are they and how much do they spend?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	257,492	262,053	216,709	231,514	292,274
Average daily expenditure (€)	122.28	123.62	127.22	131.76	132.79
. in their place of residence	72.87	76.61	76.82	83.33	85.09
. in the Canary Islands	49.41	47.02	50.40	48.43	47.70
Average length of stay	6.67	7.18	6.86	7.16	6.97
Turnover per tourist (€)	690	731	728	736	764
Total turnover (> 16 years old) (€m)	178	192	158	170	223
Share of total turnover	17.5%	19.3%	16.4%	16.7%	18.3%
Share of total tourist	19.6%	20.2%	17.9%	18.4%	19.9%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Accommodation (**):</b>	37.55	41.17	43.63	45.82	49.90
- Accommodation	27.96	35.32	36.74	36.47	42.60
- Additional accommodation expenses	9.58	5.85	6.89	9.35	7.30
<b>Transport:</b>	35.10	30.72	35.61	35.63	32.24
- Public transport	5.45	5.36	6.27	7.47	6.02
- Taxi	7.25	5.63	6.75	6.12	4.98
- Car rental	22.40	19.74	22.59	22.04	21.24
<b>Food and drink:</b>	93.21	115.72	110.71	117.84	118.35
- Food purchases at supermarkets	27.18	40.76	43.02	46.53	44.09
- Restaurants	66.03	74.96	67.69	71.31	74.25
<b>Souvenirs:</b>	65.70	52.83	59.15	44.59	41.20
<b>Leisure:</b>	37.56	28.77	31.67	27.27	30.70
- Organized excursions	19.11	9.74	10.28	7.74	9.14
- Leisure, amusement	2.86	2.99	3.94	4.20	4.07
- Trip to other islands	2.35	2.79	2.71	2.28	1.79
- Sporting activities	1.47	3.33	3.05	2.76	4.30
- Cultural activities	2.37	2.33	2.44	1.47	2.15
- Discos and disco-pubs	9.41	7.59	9.24	8.82	9.25
<b>Others:</b>	15.42	15.51	10.73	8.18	10.21
- Wellness	1.41	2.97	2.09	2.00	1.73
- Medical expenses	0.74	1.22	0.81	0.66	0.56
- Other expenses	13.27	11.32	7.83	5.52	7.91

### How far in advance do they book their trip?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.9%	1.1%	1.8%	1.0%	1.1%
Between 2 and 7 days	15.3%	17.7%	14.7%	12.9%	11.1%
Between 8 and 15 days	17.8%	17.2%	14.7%	12.1%	11.5%
Between 16 and 30 days	25.2%	26.0%	23.7%	22.8%	21.4%
Between 31 and 90 days	31.8%	29.3%	34.1%	37.9%	39.2%
More than 90 days	9.0%	8.6%	11.1%	13.3%	15.7%

### What do they book at their place of residence?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	23.0%	23.0%	27.5%	27.1%	27.3%
Flight and accommodation (room only)	15.2%	18.1%	19.9%	20.8%	21.1%
Flight and accommodation (B&B)	7.4%	9.7%	10.4%	10.7%	10.0%
Flight and accommodation (half board)	21.1%	22.6%	18.8%	17.8%	18.8%
Flight and accommodation (full board)	15.0%	9.1%	8.9%	8.6%	6.3%
Flight and accommodation (all inclusive)	18.1%	17.5%	14.6%	15.1%	16.5%
<b>% Tourists using low-cost airlines</b>	31.1%	56.2%	59.7%	57.8%	63.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	15.6%	20.2%	17.6%	24.3%	24.7%
- Sporting activities	1.7%	1.7%	1.3%	1.8%	2.3%
- Excursions	3.1%	3.5%	3.2%	4.5%	5.4%
- Trip to other islands	2.0%	1.4%	0.8%	1.9%	1.8%

### How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Accommodation booking</b>					
<b>Tour Operator</b>	15.5%	14.0%	13.5%	11.4%	11.7%
- Tour Operator's website	63.2%	75.6%	66.1%	80.5%	77.3%
<b>Accommodation</b>	17.6%	22.3%	21.1%	22.9%	22.1%
- Accommodation's website	76.8%	76.0%	77.1%	83.1%	78.3%
<b>Travel agency (High street)</b>	35.3%	27.8%	26.3%	24.7%	21.1%
<b>Online Travel Agency (OTA)</b>	13.2%	20.5%	18.0%	19.1%	22.0%
<b>No need to book accommodation</b>	18.3%	15.5%	21.1%	21.9%	23.1%

### Flight booking

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Tour Operator</b>	25.8%	19.4%	19.1%	16.4%	17.1%
- Tour Operator's website	64.8%	78.0%	74.7%	82.4%	79.2%
<b>Airline</b>	30.4%	35.7%	38.0%	45.4%	45.6%
- Airline's website	97.5%	96.7%	97.5%	97.5%	97.9%
<b>Travel agency (High street)</b>	32.8%	29.3%	26.8%	25.5%	21.4%
<b>Online Travel Agency (OTA)</b>	11.0%	15.5%	16.1%	12.8%	15.9%

### Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	8.6%	8.9%	8.5%	8.8%	8.0%
4* Hotel	42.0%	37.9%	37.9%	33.0%	33.6%
1-2-3* Hotel	18.1%	17.4%	14.9%	15.0%	13.4%
Apartment	14.6%	20.4%	17.1%	21.1%	21.4%
Property (privately-owned, friends, family)	14.9%	14.3%	18.9%	20.7%	20.5%
Others	1.7%	1.1%	2.6%	1.5%	3.0%

### Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
<b>Gender</b>					
Percentage of men	57.2%	51.9%	55.2%	56.3%	53.3%
Percentage of women	42.8%	48.1%	44.8%	43.7%	46.7%

### Age

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Average age (tourists > 16 years old)	42.3	39.3	41.0	40.4	40.1
Standard deviation	14.4	12.5	12.7	13.1	12.2

### Age range (> 16 years old)

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
16-24 years old	8.0%	9.1%	8.3%	10.3%	9.0%
25-30 years old	16.7%	17.2%	15.5%	15.7%	14.7%
31-45 years old	38.4%	48.2%	43.7%	41.5%	46.2%
46-60 years old	21.8%	17.2%	23.6%	24.6%	23.3%
Over 60 years old	15.2%	8.3%	8.8%	7.9%	6.9%

### Occupation

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Business owner or self-employed	19.0%	20.0%	24.2%	25.1%	23.2%
Upper/Middle management employee	33.5%	36.4%	37.8%	35.9%	39.0%
Auxiliary level employee	22.5%	24.5%	17.1%	19.9%	21.2%
Students	6.4%	8.5%	7.5%	8.7%	7.7%
Retired	13.7%	6.9%	9.1%	7.5%	5.5%
Unemployed / unpaid dom. work	4.9%	3.8%	4.3%	2.9%	3.5%

### Annual household income level

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
€12,000 - €24,000	29.9%	29.0%	29.7%	30.3%	25.1%
€24,001 - €36,000	26.7%	28.5%	27.4%	24.6%	26.0%
€36,001 - €48,000	14.7%	14.8%	16.4%	16.2%	17.7%
€48,001 - €60,000	11.9%	9.8%	10.8%	10.7%	11.4%
€60,001 - €72,000	5.5%	6.2%	6.0%	5.3%	7.3%
€72,001 - €84,000	4.7%	3.7%	3.1%	3.6%	4.1%
More than €84,000	6.7%	8.0%	6.6%	9.3%	8.4%

(\*) 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.

# Tourist profile trend (2016)

## Spanish Mainland: First Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	52,547	44,342	32,812	32,191	45,200
- Fuerteventura	14,984	16,810	9,762	14,119	19,760
- Gran Canaria	64,689	76,747	68,224	70,014	94,202
- Tenerife	115,729	114,095	101,097	107,442	121,870
- La Palma	8,507	8,630	3,864	5,131	8,907

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	20.5%	17.0%	15.2%	14.1%	15.6%
- Fuerteventura	5.8%	6.4%	4.5%	6.2%	6.8%
- Gran Canaria	25.2%	29.4%	31.6%	30.6%	32.5%
- Tenerife	45.1%	43.8%	46.9%	46.9%	42.0%
- La Palma	3.3%	3.3%	1.8%	2.2%	3.1%

### Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	23.6%	21.5%	23.3%	23.7%	19.2%
Only with partner	41.0%	42.1%	42.8%	39.4%	35.4%
Only with children (under the age of 13)	0.5%	1.4%	1.2%	1.3%	2.0%
Partner + children (under the age of 13)	6.9%	10.0%	9.1%	9.0%	16.6%
Other relatives	4.0%	5.3%	4.1%	4.5%	4.3%
Friends	10.6%	9.0%	8.9%	10.2%	8.8%
Work colleagues	1.3%	1.5%	0.7%	1.4%	0.8%
Other combinations <sup>(1)</sup>	12.1%	9.3%	9.9%	10.5%	12.8%

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

### How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	90.4%	93.9%	94.7%	91.2%	96.0%
Average rating (scale 1-10)	8.65	8.80	8.80	8.69	9.02

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	83.8%	80.5%	84.2%	82.1%	84.6%
In love (at least 10 previous visits)	20.8%	17.3%	17.7%	20.0%	19.6%

### Where does the flight come from?



Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Spanish Mainland	98.7%	99.2%	99.3%	99.1%	99.7%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.4%	0.2%	0.0%	0.3%	0.0%
Finland	0.0%	0.0%	0.0%	0.1%	0.0%
Netherlands	0.0%	0.0%	0.1%	0.0%	0.0%
Ireland	0.0%	0.0%	0.1%	0.0%	0.0%
United Kingdom	0.0%	0.0%	0.1%	0.1%	0.0%
Switzerland	0.2%	0.0%	0.1%	0.1%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.0%	0.0%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	72.5%	79.7%	75.5%	72.8%	77.4%
Beaches	27.6%	34.9%	31.0%	29.5%	33.8%
Tranquillity/rest/relaxation	32.6%	32.0%	33.2%	30.6%	32.6%
Scenery	25.8%	24.4%	26.1%	29.6%	29.6%
Visiting new places	14.4%	14.7%	14.5%	16.5%	14.8%
Quality of the environment	8.8%	7.2%	6.3%	7.0%	9.1%
Suitable destination for children	3.3%	5.8%	4.3%	4.6%	7.6%
Price	10.3%	9.2%	8.3%	7.8%	6.2%
Nightlife/fun	4.1%	4.4%	5.4%	5.6%	5.5%
Active tourism	3.6%	4.4%	4.0%	4.0%	4.9%
Ease of travel	3.1%	3.0%	4.1%	2.5%	2.9%
Nautical activities	1.3%	1.9%	2.8%	2.0%	2.7%
Theme parks	1.5%	1.0%	1.7%	2.0%	2.7%
Culture	2.1%	2.8%	2.1%	3.2%	2.4%
Security	1.9%	2.4%	2.1%	2.4%	2.2%
Shopping	3.1%	3.0%	2.6%	2.1%	1.4%

\* Multi-choice question

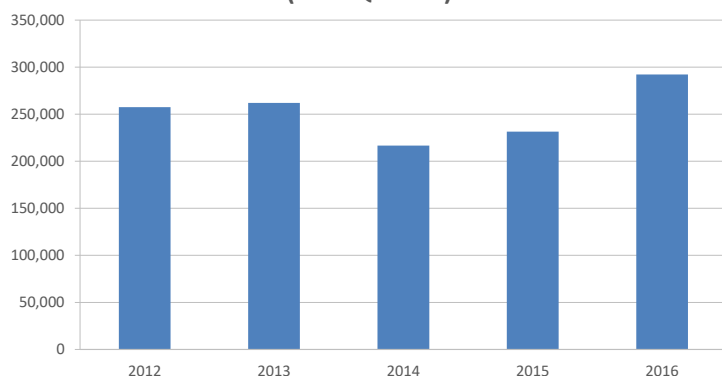
### What did motivate them to come?



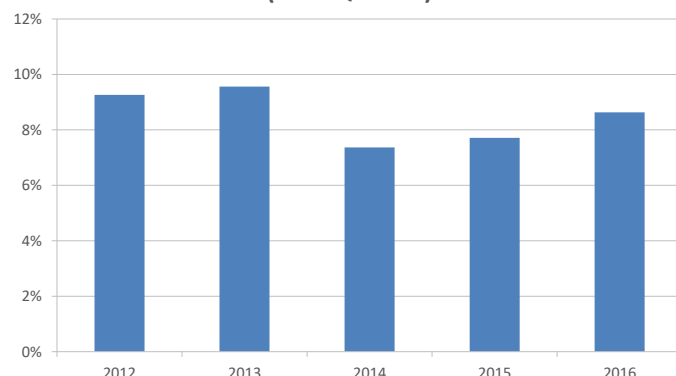
Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	65.9%	61.4%	63.7%	59.6%	65.4%
Recommendation by friends or relatives	30.8%	37.1%	35.0%	38.6%	34.8%
The Canary Islands television channel	0.5%	0.3%	0.3%	0.7%	0.2%
Other television or radio channels	0.8%	0.6%	1.5%	1.1%	0.8%
Information in the press/magazines/books	3.7%	3.3%	3.6%	3.5%	3.0%
Attendance at a tourism fair	0.5%	1.1%	0.6%	1.3%	0.4%
Tour Operator's brochure or catalogue	2.1%	1.5%	1.0%	0.8%	0.8%
Recommendation by Travel Agency	7.6%	6.8%	5.4%	4.9%	4.0%
Information obtained via the Internet	16.3%	19.4%	16.8%	17.4%	17.2%
Senior Tourism programme	6.4%	3.1%	2.9%	1.9%	0.4%
Others	14.7%	14.0%	15.8%	16.2%	14.6%

\* Multi-choice question

Tourist arrivals trend (> 16 years old)  
(First Quarter)



Share of tourists (> 16 years old)  
(First Quarter)



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.