Tourist profile trend (2017)
Spanish Mainland: First Quarter

How many are they and how much do they spend?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	262,053	216,709	231,514	292,274	295,321
Average daily expenditure (€)	123.62	127.22	131.76	132.79	147.82
. in their place of residence	76.61	76.82	83.33	85.09	94.82
. in the Canary Islands	47.02	50.40	48.43	47.70	53.00
Average lenght of stay	7.18	6.86	7.16	6.97	6.69
Turnover per tourist (€)	731	728	736	764	837
Total turnover (> 16 years old) (€m)	192	158	170	223	247
Share of total turnover	19.3%	16.4%	16.7%	18.3%	--
Share of total tourist	20.2%	17.9%	18.4%	19.9%	--

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

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Accommodation (**):	41.17	43.63	45.82	49.90	44.14
- Accommodation	35.32	36.74	36.47	42.60	36.49
- Additional accommodation expenses	5.85	6.89	9.35	7.30	7.65
Transport:	30.72	35.61	35.63	32.24	34.96
- Public transport	5.36	6.27	7.47	6.02	7.51
- Taxi	5.63	6.75	6.12	4.98	6.30
- Car rental	19.74	22.59	22.04	21.24	21.15
Food and drink:	115.72	110.71	117.84	118.35	121.99
- Food purchases at supermarkets	40.76	43.02	46.53	44.09	39.48
- Restaurants	74.96	67.69	71.31	74.25	82.51
Souvenirs:	52.83	59.15	44.59	41.20	46.78
Leisure:	28.77	31.67	27.27	30.70	28.65
- Organized excursions	9.74	10.28	7.74	9.14	8.48
- Leisure, amusement	2.99	3.94	4.20	4.07	3.93
- Trip to other islands	2.79	2.71	2.28	1.79	2.20
- Sporting activities	3.33	3.05	2.76	4.30	2.92
- Cultural activities	2.33	2.44	1.47	2.15	1.82
- Discos and disco-pubs	7.59	9.24	8.82	9.25	9.30
Others:	15.51	10.73	8.18	10.21	11.36
- Wellness	2.97	2.09	2.00	1.73	3.31
- Medical expenses	1.22	0.81	0.66	0.56	0.74
- Other expenses	11.32	7.83	5.52	7.91	7.31

How far in advance do they book their trip?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	1.1%	1.8%	1.0%	1.1%	1.2%
Between 2 and 7 days	17.7%	14.7%	12.9%	11.1%	9.0%
Between 8 and 15 days	17.2%	14.7%	12.1%	11.5%	9.9%
Between 16 and 30 days	26.0%	23.7%	22.8%	21.4%	20.2%
Between 31 and 90 days	29.3%	34.1%	37.9%	39.2%	38.1%
More than 90 days	8.6%	11.1%	13.3%	15.7%	21.8%

What do they book at their place of residence?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	23.0%	27.5%	27.1%	27.3%	26.0%
Flight and accommodation (room only)	18.1%	19.9%	20.8%	21.1%	23.6%
Flight and accommodation (B&B)	9.7%	10.4%	10.7%	10.0%	11.1%
Flight and accommodation (half board)	22.6%	18.8%	17.8%	18.8%	16.2%
Flight and accommodation (full board)	9.1%	8.9%	8.6%	6.3%	7.8%
Flight and accommodation (all inclusive)	17.5%	14.6%	15.1%	16.5%	15.3%
% Tourists using low-cost airlines	56.2%	59.7%	57.8%	63.4%	62.2%
Other expenses in their place of residence:					
- Car rental	20.2%	17.6%	24.3%	24.7%	23.6%
- Sporting activities	1.7%	1.3%	1.8%	2.3%	2.1%
- Excursions	3.5%	3.2%	4.5%	5.4%	5.7%
- Trip to other islands	1.4%	0.8%	1.9%	1.8%	2.5%

How do they book?

Accommodation booking	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tour Operator	14.0%	13.5%	11.4%	11.7%	10.5%
- Tour Operator´s website	75.6%	66.1%	80.5%	77.3%	84.8%
Accommodation	22.3%	21.1%	22.9%	22.1%	21.1%
- Accommodation´s website	76.0%	77.1%	83.1%	78.3%	77.9%
Travel agency (High street)	27.8%	26.3%	24.7%	21.1%	23.9%
Online Travel Agency (OTA)	20.5%	18.0%	19.1%	22.0%	23.1%
No need to book accommodation	15.5%	21.1%	21.9%	23.1%	21.5%

Flight booking	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tour Operator	19.4%	19.1%	16.4%	17.1%	16.4%
- Tour Operator´s website	78.0%	74.7%	82.4%	79.2%	78.3%
Airline	35.7%	38.0%	45.4%	45.6%	45.9%
- Airline´s website	96.7%	97.5%	97.5%	97.9%	98.8%
Travel agency (High street)	29.3%	26.8%	25.5%	21.4%	23.1%
Online Travel Agency (OTA)	15.5%	16.1%	12.8%	15.9%	14.7%

Where do they stay?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
5* Hotel	8.9%	8.5%	8.8%	8.0%	6.9%
4* Hotel	37.9%	37.9%	33.0%	33.6%	29.0%
1-2-3* Hotel	17.4%	14.9%	15.0%	13.4%	18.1%
Apartment	20.4%	17.1%	21.1%	21.4%	22.6%
Property (privately-owned,friends,family)	14.3%	18.9%	20.7%	20.5%	18.3%
Others	1.1%	2.6%	1.5%	3.0%	5.1%

Who are they?

Gender	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Percentage of men	51.9%	55.2%	56.3%	53.3%	52.8%
Percentage of women	48.1%	44.8%	43.7%	46.7%	47.2%
Age					
Average age (tourists > 16 years old)	39.3	41.0	40.4	40.1	41.8
Standard deviation	12.5	12.7	13.1	12.2	13.4
Age range (> 16 years old)					
16-24 years old	9.1%	8.3%	10.3%	9.0%	7.8%
25-30 years old	17.2%	15.5%	15.7%	14.7%	15.0%
31-45 years old	48.2%	43.7%	41.5%	46.2%	41.8%
46-60 years old	17.2%	23.6%	24.6%	23.3%	24.6%
Over 60 years old	8.3%	8.8%	7.9%	6.9%	10.8%
Occupation					
Business owner or self-employed	20.0%	24.2%	25.1%	23.2%	22.4%
Upper/Middle management employee	36.4%	37.8%	35.9%	39.0%	37.2%
Auxiliary level employee	24.5%	17.1%	19.9%	21.2%	20.2%
Students	8.5%	7.5%	8.7%	7.7%	7.3%
Retired	6.9%	9.1%	7.5%	5.5%	9.8%
Unemployed / unpaid dom. work	3.8%	4.3%	2.9%	3.5%	3.1%
Annual household income level					
€12,000 - €24,000	29.0%	29.7%	30.3%	25.1%	28.3%
€24,001 - €36,000	28.5%	27.4%	24.6%	26.0%	26.5%
€36,001 - €48,000	14.8%	16.4%	16.2%	17.7%	18.7%
€48,001 - €60,000	9.8%	10.8%	10.7%	11.4%	9.8%
€60,001 - €72,000	6.2%	6.0%	5.3%	7.3%	6.2%
€72,001 - €84,000	3.7%	3.1%	3.6%	4.1%	2.7%
More than €84,000	8.0%	6.6%	9.3%	8.4%	7.8%

(*) 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 (2017)

Spanish Mainland: First Quarter

Canary Islands LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	44,342	32,812	32,191	45,200	36,993
- Fuerteventura	16,810	9,762	14,119	19,760	16,038
- Gran Canaria	76,747	68,224	70,014	94,202	96,269
- Tenerife	114,095	101,097	107,442	121,870	136,777
- La Palma	8,630	3,864	5,131	8,907	7,998

Share (%)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	17.0%	15.2%	14.1%	15.6%	12.6%
- Fuerteventura	6.4%	4.5%	6.2%	6.8%	5.5%
- Gran Canaria	29.4%	31.6%	30.6%	32.5%	32.7%
- Tenerife	43.8%	46.9%	46.9%	42.0%	46.5%
- La Palma	3.3%	1.8%	2.2%	3.1%	2.7%

Who do they come with?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	21.5%	23.3%	23.7%	19.2%	21.3%
Only with partner	42.1%	42.8%	39.4%	35.4%	34.2%
Only with children (under the age of 13)	1.4%	1.2%	1.3%	2.0%	1.2%
Partner + children (under the age of 13)	10.0%	9.1%	9.0%	16.6%	9.0%
Other relatives	5.3%	4.1%	4.5%	4.3%	4.9%
Friends	9.0%	8.9%	10.2%	8.8%	13.6%
Work colleagues	1.5%	0.7%	1.4%	0.8%	1.7%
Other combinations [(1)]	9.3%	9.9%	10.5%	12.8%	14.1%

* Multi-choise question (different situations have been isolated)
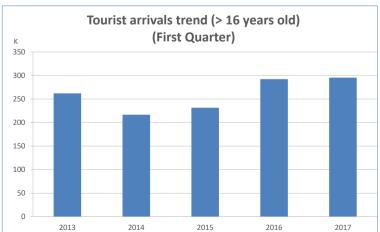
How do they rate the destination?

Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	93.9%	94.7%	91.2%	96.0%	94.8%
Average rating (scale 1-10)	8.80	8.80	8.69	9.02	8.95

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	80.5%	84.2%	82.1%	84.6%	85.2%
In love (at least 10 previous visits)	17.3%	17.7%	20.0%	19.6%	18.2%

Where does the flight come from?

Ten main origin markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Spanish Mainland	99.2%	99.3%	99.1%	99.7%	99.7%
Belgium	0.0%	0.0%	0.0%	0.0%	0.1%
United Kingdom	0.0%	0.1%	0.1%	0.0%	0.1%
Germany	0.2%	0.0%	0.3%	0.0%	0.1%
Ireland	0.0%	0.1%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.1%	0.0%	0.0%
Netherlands	0.0%	0.1%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.1%	0.1%	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	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Climate/sun	79.7%	75.5%	72.8%	77.4%	71.4%
Beaches	34.9%	31.0%	29.5%	33.8%	30.4%
Scenery	24.4%	26.1%	29.6%	29.6%	27.4%
Tranquillity/rest/relaxation	32.0%	33.2%	30.6%	32.6%	27.3%
Visiting new places	14.7%	14.5%	16.5%	14.8%	14.0%
Quality of the environment	7.2%	6.3%	7.0%	9.1%	8.3%
Nightlife/fun	4.4%	5.4%	5.6%	5.5%	7.0%
Price	9.2%	8.3%	7.8%	6.2%	6.7%
Active tourism	4.4%	4.0%	4.0%	4.9%	5.1%
Suitable destination for children	5.8%	4.3%	4.6%	7.6%	4.7%
Culture	2.8%	2.1%	3.2%	2.4%	3.6%
Security	2.4%	2.1%	2.4%	2.2%	3.5%
Ease of travel	3.0%	4.1%	2.5%	2.9%	2.8%
Shopping	3.0%	2.6%	2.1%	1.4%	2.1%
Theme parks	1.0%	1.7%	2.0%	2.7%	2.0%
Nautical activities	1.9%	2.8%	2.0%	2.7%	1.7%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Previous visits to the Canary Islands	61.4%	63.7%	59.6%	65.4%	65.5%
Recommendation by friends or relatives	37.1%	35.0%	38.6%	34.8%	33.3%
The Canary Islands television channel	0.3%	0.3%	0.7%	0.2%	0.2%
Other television or radio channels	0.6%	1.5%	1.1%	0.8%	1.2%
Information in the press/magazines/books	3.3%	3.6%	3.5%	3.0%	2.9%
Attendance at a tourism fair	1.1%	0.6%	1.3%	0.4%	1.1%
Tour Operator's brochure or catalogue	1.5%	1.0%	0.8%	0.8%	1.1%
Recommendation by Travel Agency	6.8%	5.4%	4.9%	4.0%	3.2%
Information obtained via the Internet	19.4%	16.8%	17.4%	17.2%	17.5%
Senior Tourism programme	3.1%	2.9%	1.9%	0.4%	1.2%
Others	14.0%	15.8%	16.2%	14.6%	14.0%

* Multi-choise 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.