

# Tourist profile trend (2016)

## Spanish Mainland: Second Quarter

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	338,671	315,948	308,348	309,983	372,102
Average daily expenditure (€)	129.64	129.74	133.23	136.56	128.73
. in their place of residence	77.63	80.00	84.15	90.47	79.77
. in the Canary Islands	52.01	49.75	49.08	46.09	48.96
Average length of stay	6.78	7.06	7.03	6.31	6.49
Turnover per tourist (€)	721	717	773	758	703
Total turnover (> 16 years old) (€m)	244	227	238	235	262
Share of total turnover	24.0%	22.8%	24.8%	23.0%	21.5%
Share of total tourist	25.8%	24.4%	25.5%	24.7%	25.3%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	44.96	46.49	49.47	39.55	40.93
- Accommodation	36.05	37.12	39.52	30.55	35.02
- Additional accommodation expenses	8.91	9.37	9.95	9.00	5.91
<b>Transport:</b>	33.61	31.07	36.10	30.89	30.78
- Public transport	5.11	4.78	6.95	5.95	5.08
- Taxi	7.50	5.43	7.58	5.34	4.85
- Car rental	21.00	20.86	21.57	19.60	20.85
<b>Food and drink:</b>	102.94	103.03	114.28	102.19	98.25
- Food purchases at supermarkets	26.56	41.98	45.88	36.96	33.15
- Restaurants	76.38	61.05	68.40	65.24	65.10
<b>Souvenirs:</b>	57.32	58.99	53.17	42.94	44.53
<b>Leisure:</b>	38.60	27.91	30.14	26.57	28.27
- Organized excursions	14.46	10.99	10.23	9.25	11.68
- Leisure, amusement	5.59	4.05	4.39	6.32	4.95
- Trip to other islands	2.27	3.01	2.24	1.98	2.51
- Sporting activities	4.86	2.39	3.56	2.80	2.24
- Cultural activities	3.09	2.14	2.59	1.98	1.58
- Discos and disco-pubs	8.33	5.33	7.14	4.25	5.32
<b>Others:</b>	16.12	11.42	11.82	13.47	10.31
- Wellness	2.03	2.13	2.55	2.13	2.14
- Medical expenses	1.03	0.63	0.68	0.68	0.55
- Other expenses	13.06	8.66	8.59	10.66	7.62

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	1.0%	1.0%	1.7%	0.6%	1.0%
Between 2 and 7 days	15.6%	17.0%	15.9%	13.0%	12.2%
Between 8 and 15 days	15.4%	18.4%	16.1%	10.6%	13.1%
Between 16 and 30 days	22.4%	26.2%	23.6%	22.4%	21.9%
Between 31 and 90 days	32.9%	29.0%	33.2%	38.7%	35.9%
More than 90 days	12.7%	8.5%	9.5%	14.8%	15.9%

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	20.8%	17.5%	19.2%	16.6%	14.1%
Flight and accommodation (room only)	13.3%	16.7%	18.7%	18.2%	21.7%
Flight and accommodation (B&B)	9.6%	10.6%	10.0%	9.9%	9.0%
Flight and accommodation (half board)	24.3%	21.0%	23.2%	21.7%	18.8%
Flight and accommodation (full board)	11.0%	9.8%	8.4%	7.7%	10.4%
Flight and accommodation (all inclusive)	21.0%	24.4%	20.5%	25.8%	25.9%
<b>% Tourists using low-cost airlines</b>	37.9%	53.9%	59.9%	57.4%	63.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	21.3%	21.5%	25.1%	23.1%	25.6%
- Sporting activities	2.0%	1.9%	1.6%	2.3%	1.9%
- Excursions	3.4%	5.1%	5.7%	4.5%	5.6%
- Trip to other islands	1.4%	1.3%	1.5%	1.4%	2.6%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	14.3%	13.3%	12.4%	12.9%	12.9%
- Tour Operator's website	74.5%	79.0%	75.0%	72.0%	84.4%
<b>Accommodation</b>	21.4%	23.9%	22.4%	21.1%	21.2%
- Accommodation's website	76.3%	78.2%	77.4%	86.2%	84.1%
<b>Travel agency (High street)</b>	31.0%	29.2%	29.3%	31.0%	31.1%
<b>Online Travel Agency (OTA)</b>	20.9%	22.5%	21.9%	22.5%	25.1%
<b>No need to book accommodation</b>	12.4%	11.1%	14.0%	12.5%	9.8%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Flight booking</b>					
<b>Tour Operator</b>	21.0%	18.4%	17.5%	17.8%	17.8%
- Tour Operator's website	69.6%	74.9%	78.8%	73.9%	81.5%
<b>Airline</b>	32.9%	36.4%	38.1%	38.4%	37.5%
- Airline's website	98.0%	98.0%	97.9%	98.2%	98.0%
<b>Travel agency (High street)</b>	30.8%	28.1%	28.7%	29.7%	30.3%
<b>Online Travel Agency (OTA)</b>	15.2%	17.0%	15.6%	14.1%	14.3%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	11.1%	12.1%	9.7%	9.6%	9.4%
4* Hotel	45.4%	44.8%	40.3%	44.7%	41.6%
1-2-3* Hotel	16.2%	13.5%	14.9%	13.9%	17.4%
Apartment	16.5%	18.1%	21.4%	19.5%	21.4%
Property (privately-owned, friends, family)	10.0%	10.2%	12.7%	11.2%	8.4%
Others	0.7%	1.2%	1.0%	1.2%	1.8%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	55.9%	51.8%	57.5%	50.1%	54.4%
Percentage of women	44.1%	48.2%	42.5%	49.9%	45.6%

Age					
Average age (tourists > 16 years old)	40.0	38.8	39.7	39.5	42.3
Standard deviation	12.7	11.9	11.6	11.9	13.7

Age range (> 16 years old)					
16-24 years old	6.6%	7.3%	7.4%	8.9%	6.6%
25-30 years old	18.2%	19.0%	16.9%	16.9%	15.1%
31-45 years old	47.4%	50.2%	48.2%	46.0%	42.5%
46-60 years old	18.4%	17.0%	21.1%	22.5%	22.8%
Over 60 years old	9.4%	6.5%	6.4%	5.8%	13.0%

Occupation					
Business owner or self-employed	19.3%	18.6%	20.8%	20.0%	18.5%
Upper/Middle management employee	36.7%	35.4%	36.5%	39.8%	33.2%
Auxiliary level employee	26.5%	29.7%	24.9%	23.4%	27.9%
Students	5.7%	6.2%	5.9%	7.5%	5.4%
Retired	8.1%	5.5%	5.8%	4.3%	11.4%
Unemployed / unpaid dom. work	3.8%	4.6%	6.1%	5.0%	3.6%

Annual household income level					
€12,000 - €24,000	28.3%	29.4%	28.0%	28.8%	30.3%
€24,001 - €36,000	27.2%	26.0%	26.6%	24.9%	28.3%
€36,001 - €48,000	16.2%	17.6%	15.7%	16.9%	14.9%
€48,001 - €60,000	9.1%	10.7%	12.0%	12.0%	11.2%
€60,001 - €72,000	7.6%	5.1%	6.9%	5.1%	6.4%
€72,001 - €84,000	4.0%	4.4%	3.4%	3.8%	2.9%
More than €84,000	7.6%	6.8%	7.4%	8.5%	5.9%

(\*) 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: Second Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	64,293	55,441	47,942	45,983	48,929
- Fuerteventura	22,662	23,925	23,543	26,397	26,007
- Gran Canaria	92,686	93,244	98,746	97,587	121,115
- Tenerife	148,055	132,487	126,498	127,758	163,277
- La Palma	9,162	9,664	10,235	10,380	11,428

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	19.1%	17.6%	15.6%	14.9%	13.2%
- Fuerteventura	6.7%	7.6%	7.7%	8.6%	7.0%
- Gran Canaria	27.5%	29.6%	32.2%	31.7%	32.7%
- Tenerife	44.0%	42.1%	41.2%	41.5%	44.0%
- La Palma	2.7%	3.1%	3.3%	3.4%	3.1%

### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	17.1%	21.7%	24.0%	16.4%	21.0%
Only with partner	46.8%	44.3%	42.9%	39.2%	44.2%
Only with children (under the age of 13)	0.5%	0.9%	0.7%	1.4%	0.8%
Partner + children (under the age of 13)	11.8%	10.7%	11.0%	17.4%	11.3%
Other relatives	5.6%	5.1%	4.2%	4.4%	3.4%
Friends	6.3%	6.3%	5.7%	6.3%	7.2%
Work colleagues	1.7%	1.7%	1.4%	1.3%	1.4%
Other combinations <sup>(1)</sup>	10.1%	9.3%	10.0%	13.5%	10.6%

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

### How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	94.1%	91.8%	92.8%	94.0%	93.8%
Average rating (scale 1-10)	8.85	8.61	8.75	8.85	8.85

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	77.8%	79.0%	79.8%	77.5%	77.5%
In love (at least 10 previous visits)	13.1%	15.5%	16.0%	15.0%	14.9%

### Where does the flight come from?



Ten main origin countries	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Spanish Mainland	98.9%	99.4%	99.0%	99.4%	99.5%
United Kingdom	0.1%	0.0%	0.1%	0.1%	0.2%
Italy	0.0%	0.0%	0.0%	0.0%	0.1%
Germany	0.0%	0.0%	0.0%	0.1%	0.0%
Ireland	0.0%	0.0%	0.1%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.2%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	72.0%	72.1%	72.0%	73.9%	64.7%
Beaches	36.1%	35.4%	34.7%	34.6%	34.4%
Tranquillity/rest/relaxation	39.4%	34.7%	35.5%	35.7%	30.4%
Scenery	26.1%	25.4%	23.9%	26.0%	29.3%
Visiting new places	20.9%	15.5%	17.9%	18.9%	19.1%
Price	12.0%	12.2%	10.5%	9.7%	10.5%
Quality of the environment	6.8%	6.6%	6.1%	7.1%	7.5%
Suitable destination for children	6.4%	6.1%	6.8%	9.1%	5.7%
Theme parks	2.3%	2.6%	2.6%	4.3%	4.8%
Active tourism	2.3%	3.1%	3.6%	4.8%	4.8%
Nightlife/fun	2.1%	1.9%	1.9%	2.2%	2.7%
Culture	1.9%	1.9%	1.5%	2.2%	1.7%
Security	1.2%	1.3%	1.9%	3.0%	1.7%
Nautical activities	1.7%	2.1%	2.4%	1.9%	1.7%
Ease of travel	2.0%	2.6%	2.1%	2.5%	1.7%
Shopping	2.9%	3.4%	3.0%	2.1%	1.5%

\* Multi-choice question

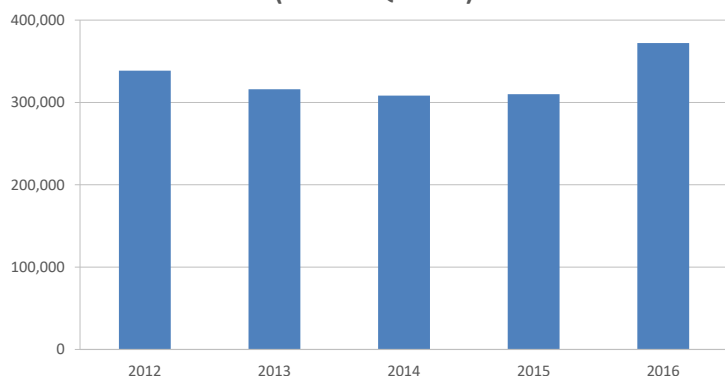
### What did motivate them to come?



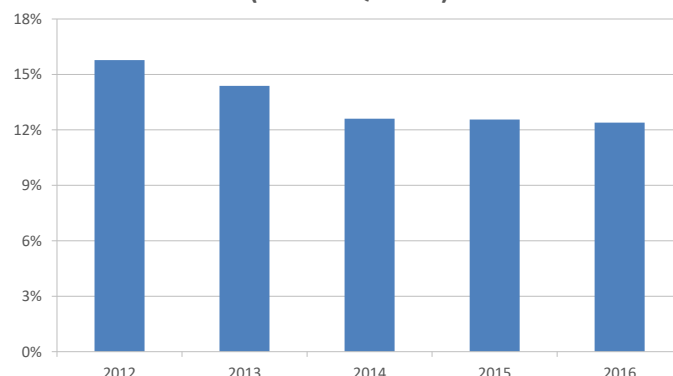
Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	62.1%	57.3%	59.1%	59.3%	53.7%
Recommendation by friends or relatives	35.7%	34.9%	37.1%	37.9%	35.4%
The Canary Islands television channel	0.4%	0.2%	0.5%	0.2%	0.2%
Other television or radio channels	1.5%	0.7%	0.9%	0.9%	0.7%
Information in the press/magazines/books	3.8%	3.2%	3.2%	3.2%	3.5%
Attendance at a tourism fair	0.7%	0.5%	0.6%	0.7%	0.6%
Tour Operator's brochure or catalogue	2.5%	2.6%	1.8%	3.0%	1.0%
Recommendation by Travel Agency	7.1%	6.8%	6.4%	7.9%	5.8%
Information obtained via the Internet	23.7%	22.4%	23.1%	22.3%	21.3%
Senior Tourism programme	5.8%	2.6%	1.5%	1.2%	3.6%
Others	12.8%	16.9%	15.0%	13.5%	15.4%

\* Multi-choice question

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



Share of tourists (> 16 years old)  
(Second 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.