# Tourist profile trend (2017)

## Spanish Mainland: Second Quarter

**Canary Islands** — LATITUDE OF LIFE

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

| | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Tourist arrivals (> 16 years old) | 315,948 | 308,348 | 309,983 | 372,102 | 386,734 |
| Average daily expenditure (€) | 129.74 | 133.23 | 136.56 | 128.73 | 135.88 |
| . in their place of residence | 80.00 | 84.15 | 90.47 | 79.77 | 88.57 |
| . in the Canary Islands | 49.75 | 49.08 | 46.09 | 48.96 | 47.31 |
| Average lenght of stay | 7.06 | 7.03 | 6.31 | 6.49 | 6.43 |
| Turnover per tourist (€) | 717 | 773 | 758 | 703 | 733 |
| Total turnover (> 16 years old) (€m) | 227 | 238 | 235 | 262 | 284 |
| Share of total turnover | 22.8% | 24.8% | 23.0% | 21.5% | -- |
| Share of total tourist | 24.4% | 25.5% | 24.7% | 25.3% | -- |

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

| | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Accommodation (**): | 46.49 | 49.47 | 39.55 | 40.93 | 43.13 |
| - Accommodation | 37.12 | 39.52 | 30.55 | 35.02 | 37.18 |
| - Additional accommodation expenses | 9.37 | 9.95 | 9.00 | 5.91 | 5.96 |
| Transport: | 31.07 | 36.10 | 30.89 | 30.78 | 31.79 |
| - Public transport | 4.78 | 6.95 | 5.95 | 5.08 | 4.89 |
| - Taxi | 5.43 | 7.58 | 5.34 | 4.85 | 5.90 |
| - Car rental | 20.86 | 21.57 | 19.60 | 20.85 | 21.00 |
| Food and drink: | 103.03 | 114.28 | 102.19 | 98.25 | 107.94 |
| - Food purchases at supermarkets | 41.98 | 45.88 | 36.96 | 33.15 | 31.38 |
| - Restaurants | 61.05 | 68.40 | 65.24 | 65.10 | 76.56 |
| Souvenirs: | 58.99 | 53.17 | 42.94 | 44.53 | 38.22 |
| Leisure: | 27.91 | 30.14 | 26.57 | 28.27 | 30.98 |
| - Organized excursions | 10.99 | 10.23 | 9.25 | 11.68 | 11.78 |
| - Leisure, amusement | 4.05 | 4.39 | 6.32 | 4.95 | 7.14 |
| - Trip to other islands | 3.01 | 2.24 | 1.98 | 2.51 | 1.31 |
| - Sporting activities | 2.39 | 3.56 | 2.80 | 2.24 | 3.90 |
| - Cultural activities | 2.14 | 2.59 | 1.98 | 1.58 | 2.01 |
| - Discos and disco-pubs | 5.33 | 7.14 | 4.25 | 5.32 | 4.84 |
| Others: | 11.42 | 11.82 | 13.47 | 10.31 | 11.13 |
| - Wellness | 2.13 | 2.55 | 2.13 | 2.14 | 1.13 |
| - Medical expenses | 0.63 | 0.68 | 0.68 | 0.55 | 1.37 |
| - Other expenses | 8.66 | 8.59 | 10.66 | 7.62 | 8.64 |

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

| | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| The same day they leave | 1.0% | 1.7% | 0.6% | 1.0% | 1.3% |
| Between 2 and 7 days | 17.0% | 15.9% | 13.0% | 12.2% | 10.2% |
| Between 8 and 15 days | 18.4% | 16.1% | 10.6% | 13.1% | 11.3% |
| Between 16 and 30 days | 26.2% | 23.6% | 22.4% | 21.9% | 19.1% |
| Between 31 and 90 days | 29.0% | 33.2% | 38.7% | 35.9% | 38.2% |
| More than 90 days | 8.5% | 9.5% | 14.8% | 15.9% | 20.0% |

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

| | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Flight only | 17.5% | 19.2% | 16.6% | 14.1% | 17.8% |
| Flight and accommodation (room only) | 16.7% | 18.7% | 18.2% | 21.7% | 22.7% |
| Flight and accommodation (B&B) | 10.6% | 10.0% | 9.9% | 9.0% | 9.8% |
| Flight and accommodation (half board) | 21.0% | 23.2% | 21.7% | 18.8% | 21.0% |
| Flight and accommodation (full board) | 9.8% | 8.4% | 7.7% | 10.4% | 8.0% |
| Flight and accommodation (all inclusive) | 24.4% | 20.5% | 25.8% | 25.9% | 20.7% |
| **% Tourists using low-cost airlines** | 53.9% | 59.9% | 57.4% | 63.2% | 63.5% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 21.5% | 25.1% | 23.1% | 25.6% | 27.7% |
| - Sporting activities | 1.9% | 1.6% | 2.3% | 1.9% | 3.2% |
| - Excursions | 5.1% | 5.7% | 4.5% | 5.6% | 7.2% |
| - Trip to other islands | 1.3% | 1.5% | 1.4% | 2.6% | 1.8% |

### How do they book?

| Accommodation booking | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| **Tour Operator** | 13.3% | 12.4% | 12.9% | 12.9% | 12.3% |
| - Tour Operator´s website | 79.0% | 75.0% | 72.0% | 84.4% | 80.9% |
| **Accommodation** | 23.9% | 22.4% | 21.1% | 21.2% | 23.0% |
| - Accommodation´s website | 78.2% | 77.4% | 86.2% | 84.1% | 85.1% |
| **Travel agency (High street)** | 29.2% | 29.3% | 31.0% | 31.1% | 27.4% |
| **Online Travel Agency (OTA)** | 22.5% | 21.9% | 22.5% | 25.1% | 24.1% |
| **No need to book accommodation** | 11.1% | 14.0% | 12.5% | 9.8% | 13.3% |

| Flight booking | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| **Tour Operator** | 18.4% | 17.5% | 17.8% | 17.8% | 17.4% |
| - Tour Operator´s website | 74.9% | 78.8% | 73.9% | 81.5% | 78.0% |
| **Airline** | 36.4% | 38.1% | 38.4% | 37.5% | 43.4% |
| - Airline´s website | 98.0% | 97.9% | 98.2% | 98.0% | 98.5% |
| **Travel agency (High street)** | 28.1% | 28.7% | 29.7% | 30.3% | 26.1% |
| **Online Travel Agency (OTA)** | 17.0% | 15.6% | 14.1% | 14.3% | 13.1% |

### Where do they stay?

| | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| 5* Hotel | 12.1% | 9.7% | 9.6% | 9.4% | 8.3% |
| 4* Hotel | 44.8% | 40.3% | 44.7% | 41.6% | 40.4% |
| 1-2-3* Hotel | 13.5% | 14.9% | 13.9% | 17.4% | 14.1% |
| Apartment | 18.1% | 21.4% | 19.5% | 21.4% | 23.2% |
| Property (privately-owned,friends,family) | 10.2% | 12.7% | 11.2% | 8.4% | 12.0% |
| Others | 1.2% | 1.0% | 1.2% | 1.8% | 1.9% |

### Who are they?

| Gender | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Percentage of men | 51.8% | 57.5% | 50.1% | 54.4% | 51.8% |
| Percentage of women | 48.2% | 42.5% | 49.9% | 45.6% | 48.2% |
| **Age** | | | | | |
| Average age (tourists > 16 years old) | 38.8 | 39.7 | 39.5 | 42.3 | 40.9 |
| Standard deviation | 11.9 | 11.6 | 11.9 | 13.7 | 12.5 |
| **Age range (> 16 years old)** | | | | | |
| 16-24 years old | 7.3% | 7.4% | 8.9% | 6.6% | 7.8% |
| 25-30 years old | 19.0% | 16.9% | 16.9% | 15.1% | 15.8% |
| 31-45 years old | 50.2% | 48.2% | 46.0% | 42.5% | 43.4% |
| 46-60 years old | 17.0% | 21.1% | 22.5% | 22.8% | 24.8% |
| Over 60 years old | 6.5% | 6.4% | 5.8% | 13.0% | 8.2% |
| **Occupation** | | | | | |
| Business owner or self-employed | 18.6% | 20.8% | 20.0% | 18.5% | 19.2% |
| Upper/Middle management employee | 35.4% | 36.5% | 39.8% | 33.2% | 34.9% |
| Auxiliary level employee | 29.7% | 24.9% | 23.4% | 27.9% | 29.4% |
| Students | 6.2% | 5.9% | 7.5% | 5.4% | 6.5% |
| Retired | 5.5% | 5.8% | 4.3% | 11.4% | 7.0% |
| Unemployed / unpaid dom. work | 4.6% | 6.1% | 5.0% | 3.6% | 3.0% |
| **Annual household income level** | | | | | |
| €12,000 - €24,000 | 29.4% | 28.0% | 28.8% | 30.3% | 30.5% |
| €24,001 - €36,000 | 26.0% | 26.6% | 24.9% | 28.3% | 26.8% |
| €36,001 - €48,000 | 17.6% | 15.7% | 16.9% | 14.9% | 16.3% |
| €48,001 - €60,000 | 10.7% | 12.0% | 12.0% | 11.2% | 11.4% |
| €60,001 - €72,000 | 5.1% | 6.9% | 5.1% | 6.4% | 5.3% |
| €72,001 - €84,000 | 4.4% | 3.4% | 3.8% | 2.9% | 3.8% |
| More than €84,000 | 6.8% | 7.4% | 8.5% | 5.9% | 6.0% |

*(*) 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.*

# Tourist profile trend (2017)

# Spanish Mainland: Second Quarter

**Canary Islands** LATITUDE OF LIFE

## Which island do they choose?

| Tourists (> 16 years old) | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| - Lanzarote | 55,441 | 47,942 | 45,983 | 48,929 | 43,843 |
| - Fuerteventura | 23,925 | 23,543 | 26,397 | 26,007 | 28,754 |
| - Gran Canaria | 93,244 | 98,746 | 97,587 | 121,115 | 115,516 |
| - Tenerife | 132,487 | 126,498 | 127,758 | 163,277 | 184,440 |
| - La Palma | 9,664 | 10,235 | 10,380 | 11,428 | 10,597 |

| Share (%) | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| - Lanzarote | 17.6% | 15.6% | 14.9% | 13.2% | 11.4% |
| - Fuerteventura | 7.6% | 7.7% | 8.6% | 7.0% | 7.5% |
| - Gran Canaria | 29.6% | 32.2% | 31.7% | 32.7% | 30.1% |
| - Tenerife | 42.1% | 41.2% | 41.5% | 44.0% | 48.1% |
| - La Palma | 3.1% | 3.3% | 3.4% | 3.1% | 2.8% |

## Who do they come with?

| | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Unaccompanied | 21.7% | 24.0% | 16.4% | 21.0% | 18.2% |
| Only with partner | 44.3% | 42.9% | 39.2% | 44.2% | 41.3% |
| Only with children (under the age of 13) | 0.9% | 0.7% | 1.4% | 0.8% | 1.8% |
| Partner + children (under the age of 13) | 10.7% | 11.0% | 17.4% | 11.3% | 15.1% |
| Other relatives | 5.1% | 4.2% | 4.4% | 3.4% | 4.1% |
| Friends | 6.3% | 5.7% | 6.3% | 7.2% | 6.8% |
| Work colleagues | 1.7% | 1.4% | 1.3% | 1.4% | 1.2% |
| Other combinations [1] | 9.3% | 10.0% | 13.5% | 10.6% | 11.4% |

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

## How do they rate the destination?

| Impression of their stay | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Good or very good (% tourists) | 91.8% | 92.8% | 94.0% | 93.8% | 95.5% |
| Average rating (scale 1-10) | 8.61 | 8.75 | 8.85 | 8.85 | 8.96 |

## How many are loyal to the destination?

| Repeat tourists of the Canary Islands | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Repeat tourists | 79.0% | 79.8% | 77.5% | 77.5% | 78.2% |
| In love (at least 10 previous visits) | 15.5% | 16.0% | 15.0% | 14.9% | 15.4% |

## Where does the flight come from?

| Ten main origin markets | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Spanish Mainland | 99.4% | 99.0% | 99.4% | 99.5% | 99.4% |
| France | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Germany | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% |
| Ireland | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% |
| Italy | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% |
| United Kingdom | 0.0% | 0.1% | 0.1% | 0.2% | 0.0% |
| Switzerland | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% |
| Norway | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sweden | 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?

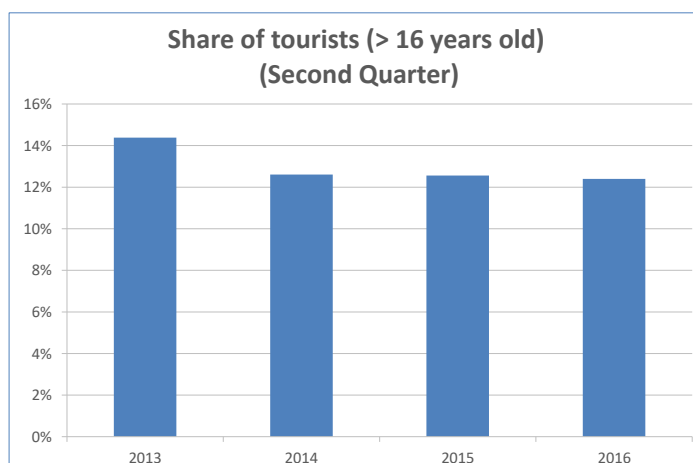| Aspects influencing the choice | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Climate/sun | 72.1% | 72.0% | 73.9% | 64.7% | 67.4% |
| Beaches | 35.4% | 34.7% | 34.6% | 34.4% | 35.2% |
| Tranquillity/rest/relaxation | 34.7% | 35.5% | 35.7% | 30.4% | 33.8% |
| Scenery | 25.4% | 23.9% | 26.0% | 29.3% | 31.7% |
| Visiting new places | 15.5% | 17.9% | 18.9% | 19.1% | 19.9% |
| Price | 12.2% | 10.5% | 9.7% | 10.5% | 8.9% |
| Suitable destination for children | 6.1% | 6.8% | 9.1% | 5.7% | 7.5% |
| Quality of the environment | 6.6% | 6.1% | 7.1% | 7.5% | 7.3% |
| Theme parks | 2.6% | 2.6% | 4.3% | 4.8% | 5.1% |
| Active tourism | 3.1% | 3.6% | 4.8% | 4.8% | 4.5% |
| Security | 1.3% | 1.9% | 3.0% | 1.7% | 2.4% |
| Nautical activities | 2.1% | 2.4% | 1.9% | 1.7% | 2.3% |
| Nightlife/fun | 1.9% | 1.9% | 2.2% | 2.7% | 2.2% |
| Ease of travel | 2.6% | 2.1% | 2.5% | 1.7% | 1.9% |
| Culture | 1.9% | 1.5% | 2.2% | 1.7% | 1.7% |
| Shopping | 3.4% | 3.0% | 2.1% | 1.5% | 1.3% |

* Multi-choise question

## What did motivate them to come?

| Aspects motivating the choice | 2013Q2 | 2014Q2 | 2015Q2 | 2016Q2 | 2017Q2 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 57.3% | 59.1% | 59.3% | 53.7% | 55.1% |
| Recommendation by friends or relatives | 34.9% | 37.1% | 37.9% | 35.4% | 36.7% |
| The Canary Islands television channel | 0.2% | 0.5% | 0.2% | 0.2% | 0.4% |
| Other television or radio channels | 0.7% | 0.9% | 0.9% | 0.7% | 1.1% |
| Information in the press/magazines/books | 3.2% | 3.2% | 3.2% | 3.5% | 3.7% |
| Attendance at a tourism fair | 0.5% | 0.6% | 0.7% | 0.6% | 0.6% |
| Tour Operator's brochure or catalogue | 2.6% | 1.8% | 3.0% | 1.0% | 1.8% |
| Recommendation by Travel Agency | 6.8% | 6.4% | 7.9% | 5.8% | 4.9% |
| Information obtained via the Internet | 22.4% | 23.1% | 22.3% | 21.3% | 23.1% |
| Senior Tourism programme | 2.6% | 1.5% | 1.2% | 3.6% | 3.0% |
| Others | 16.9% | 15.0% | 13.5% | 15.4% | 13.6% |

* Multi-choise 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.