

# Tourist profile trend (2016)

## Spanish Mainland: Third Quarter

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	458,202	442,146	426,386	446,585	496,792
Average daily expenditure (€)	118.22	118.35	119.52	129.08	129.46
. in their place of residence	78.37	77.75	80.02	86.97	87.70
. in the Canary Islands	39.85	40.60	39.50	42.11	41.76
Average length of stay	8.40	8.20	8.37	8.48	8.86
Turnover per tourist (€)	889	848	859	921	967
Total turnover (> 16 years old) (€m)	407	375	366	411	480
Share of total turnover	40.1%	37.7%	38.1%	40.3%	39.4%
Share of total tourist	34.8%	34.1%	35.2%	35.6%	33.8%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
<b>Accommodation (**):</b>	54.52	51.62	42.97	47.37	55.69
- Accommodation	46.50	44.25	35.09	39.28	46.57
- Additional accommodation expenses	8.02	7.37	7.89	8.09	9.12
<b>Transport:</b>	39.93	37.60	36.16	37.32	37.29
- Public transport	5.07	6.23	5.61	6.02	6.19
- Taxi	5.19	4.71	4.99	4.64	4.98
- Car rental	29.67	26.65	25.55	26.66	26.11
<b>Food and drink:</b>	96.26	102.75	111.33	114.96	130.01
- Food purchases at supermarkets	30.81	38.71	46.33	46.91	41.10
- Restaurants	65.45	64.04	65.00	68.04	88.91
<b>Souvenirs:</b>	57.98	56.42	50.72	47.13	54.72
<b>Leisure:</b>	44.65	37.64	42.04	48.14	43.11
- Organized excursions	18.79	15.38	17.49	18.71	17.20
- Leisure, amusement	8.29	6.42	6.77	10.42	7.92
- Trip to other islands	2.28	2.50	2.68	3.05	4.14
- Sporting activities	3.39	3.68	4.13	4.03	4.19
- Cultural activities	3.87	2.56	3.18	3.53	2.88
- Discos and disco-pubs	8.02	7.10	7.79	8.40	6.78
<b>Others:</b>	15.52	9.33	11.36	14.02	13.50
- Wellness	3.22	1.62	1.95	3.22	1.77
- Medical expenses	0.75	0.56	0.71	0.70	0.86
- Other expenses	11.55	7.15	8.70	10.09	10.86

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.4%	0.7%	0.4%	0.9%	0.6%
Between 2 and 7 days	12.7%	11.6%	10.9%	9.6%	7.7%
Between 8 and 15 days	14.5%	15.1%	12.8%	11.8%	10.1%
Between 16 and 30 days	20.7%	22.0%	22.5%	21.7%	16.9%
Between 31 and 90 days	34.2%	33.5%	37.1%	37.1%	37.8%
More than 90 days	17.5%	17.1%	16.2%	18.8%	26.8%

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	13.7%	16.3%	14.9%	18.8%	16.9%
Flight and accommodation (room only)	14.9%	19.6%	19.1%	16.4%	18.5%
Flight and accommodation (B&B)	7.1%	6.3%	6.7%	7.0%	7.0%
Flight and accommodation (half board)	25.3%	21.5%	21.8%	22.6%	23.9%
Flight and accommodation (full board)	6.5%	5.8%	6.7%	6.4%	6.3%
Flight and accommodation (all inclusive)	32.5%	30.5%	30.8%	28.8%	27.4%
<b>% Tourists using low-cost airlines</b>	34.8%	55.7%	52.5%	55.0%	55.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	19.3%	22.7%	26.5%	24.7%	26.6%
- Sporting activities	1.7%	2.5%	2.0%	2.6%	2.9%
- Excursions	5.5%	5.7%	7.1%	7.4%	7.5%
- Trip to other islands	1.1%	2.0%	2.3%	1.6%	1.9%

### How do they book?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation booking</b>					
<b>Tour Operator</b>	14.6%	13.8%	15.0%	13.3%	12.3%
- Tour Operator's website	68.3%	77.3%	82.9%	73.9%	77.6%
<b>Accommodation</b>	16.6%	18.6%	18.5%	17.7%	19.3%
- Accommodation's website	83.5%	81.8%	84.2%	82.1%	83.1%
<b>Travel agency (High street)</b>	42.4%	32.3%	32.2%	32.7%	33.4%
<b>Online Travel Agency (OTA)</b>	16.5%	22.3%	22.5%	20.4%	20.7%
<b>No need to book accommodation</b>	9.9%	13.1%	11.7%	15.8%	14.3%

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Flight booking</b>					
<b>Tour Operator</b>	18.5%	19.1%	19.0%	19.3%	16.8%
- Tour Operator's website	68.6%	74.7%	76.9%	72.6%	74.9%
<b>Airline</b>	25.9%	33.4%	33.5%	33.4%	36.1%
- Airline's website	97.0%	97.7%	98.3%	97.8%	97.5%
<b>Travel agency (High street)</b>	42.0%	30.5%	31.1%	31.4%	32.7%
<b>Online Travel Agency (OTA)</b>	13.6%	17.0%	16.4%	16.0%	14.4%

### Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	10.4%	7.4%	10.1%	9.4%	8.4%
4* Hotel	47.2%	42.0%	40.2%	41.9%	40.7%
1-2-3* Hotel	13.3%	12.0%	14.2%	12.2%	12.1%
Apartment	19.0%	25.3%	24.1%	20.5%	24.1%
Property (privately-owned, friends, family)	9.2%	12.3%	10.1%	14.9%	12.4%
Others	0.8%	1.0%	1.3%	1.2%	2.2%

### Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Gender</b>					
Percentage of men	49.8%	51.4%	53.4%	52.2%	51.0%
Percentage of women	50.2%	48.6%	46.6%	47.8%	49.0%

Age					
Average age (tourists > 16 years old)	37.3	36.4	37.3	38.4	40.8
Standard deviation	10.8	10.7	11.0	11.2	12.8

Age range (> 16 years old)					
16-24 years old	11.0%	12.5%	12.5%	11.7%	9.7%
25-30 years old	19.3%	20.5%	19.9%	16.5%	13.7%
31-45 years old	48.0%	47.7%	45.1%	46.0%	43.8%
46-60 years old	19.3%	17.3%	20.2%	23.0%	24.9%
Over 60 years old	2.4%	2.0%	2.4%	2.7%	7.8%

Occupation					
Business owner or self-employed	18.9%	18.7%	20.5%	20.2%	17.9%
Upper/Middle management employee	33.2%	33.9%	34.1%	34.0%	36.9%
Auxiliary level employee	32.4%	28.2%	27.8%	29.2%	27.6%
Students	7.3%	10.7%	9.8%	8.4%	7.3%
Retired	2.8%	2.1%	2.1%	2.8%	6.2%
Unemployed / unpaid dom. work	5.5%	6.4%	5.6%	5.4%	4.1%

Annual household income level					
€12,000 - €24,000	33.5%	36.7%	34.6%	32.5%	29.2%
€24,001 - €36,000	25.0%	27.0%	28.0%	26.8%	26.7%
€36,001 - €48,000	16.4%	13.7%	14.1%	17.4%	17.8%
€48,001 - €60,000	10.2%	10.4%	10.3%	9.6%	11.5%
€60,001 - €72,000	6.1%	4.7%	4.8%	5.0%	6.3%
€72,001 - €84,000	3.0%	2.8%	3.1%	3.0%	3.0%
More than €84,000	5.8%	4.7%	5.0%	5.7%	5.6%

(\*) 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: Third Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	88,110	85,322	86,002	75,022	77,779
- Fuerteventura	42,486	48,811	43,618	47,734	44,079
- Gran Canaria	120,634	138,668	133,578	145,332	172,974
- Tenerife	189,249	152,830	142,818	160,914	184,150
- La Palma	15,687	14,110	16,400	13,522	13,279

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	19.3%	19.4%	20.4%	17.0%	15.8%
- Fuerteventura	9.3%	11.1%	10.3%	10.8%	9.0%
- Gran Canaria	26.4%	31.5%	31.6%	32.8%	35.1%
- Tenerife	41.5%	34.8%	33.8%	36.4%	37.4%
- La Palma	3.4%	3.2%	3.9%	3.1%	2.7%

### Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	8.5%	12.8%	13.1%	14.1%	11.2%
Only with partner	47.8%	45.2%	42.0%	41.0%	37.7%
Only with children (under the age of 13)	1.9%	1.3%	1.7%	1.8%	2.6%
Partner + children (under the age of 13)	18.4%	16.8%	18.0%	18.8%	22.5%
Other relatives	4.4%	4.0%	3.3%	4.4%	4.4%
Friends	5.3%	6.7%	6.4%	5.9%	5.3%
Work colleagues	0.7%	0.4%	0.8%	0.7%	0.4%
Other combinations <sup>(1)</sup>	12.9%	12.8%	14.7%	13.2%	15.9%

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

### How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	93.8%	93.8%	93.6%	93.4%	94.2%
Average rating (scale 1-10)	8.79	8.84	8.82	8.90	8.87

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	72.5%	74.5%	75.7%	75.5%	76.3%
In love (at least 10 previous visits)	9.4%	9.6%	11.6%	11.7%	13.1%

### Where does the flight come from?



Ten main origin countries	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Spanish Mainland	99.4%	99.6%	99.3%	99.8%	99.6%
United Kingdom	0.0%	0.0%	0.1%	0.0%	0.2%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.2%	0.0%	0.1%	0.0%	0.0%
Belgium	0.1%	0.0%	0.1%	0.1%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	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%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	72.3%	71.2%	68.7%	67.4%	67.5%
Beaches	44.2%	43.3%	44.2%	41.1%	42.0%
Tranquillity/rest/relaxation	37.5%	38.7%	36.2%	35.9%	35.0%
Scenery	25.3%	27.5%	31.8%	31.8%	29.7%
Visiting new places	27.0%	21.5%	25.0%	24.1%	24.3%
Suitable destination for children	8.8%	8.9%	7.9%	8.5%	10.1%
Price	17.7%	13.8%	12.0%	11.9%	9.5%
Quality of the environment	6.6%	6.8%	6.9%	7.5%	8.0%
Theme parks	4.5%	4.4%	4.0%	4.3%	6.4%
Active tourism	3.3%	3.4%	3.2%	4.1%	4.3%
Nautical activities	1.9%	2.0%	2.7%	3.4%	2.9%
Security	1.8%	1.3%	1.2%	2.3%	2.5%
Nightlife/fun	2.8%	2.7%	2.1%	2.6%	2.1%
Culture	2.6%	1.3%	2.8%	2.1%	1.9%
Ease of travel	2.1%	2.4%	1.5%	1.6%	1.7%
Shopping	3.7%	2.7%	2.3%	2.3%	1.5%

\* Multi-choice question

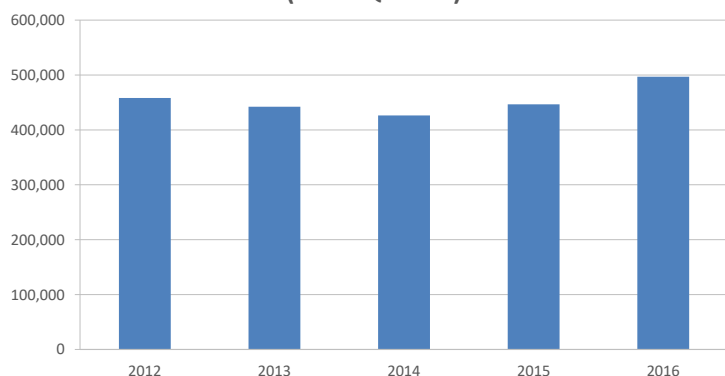
### What did motivate them to come?



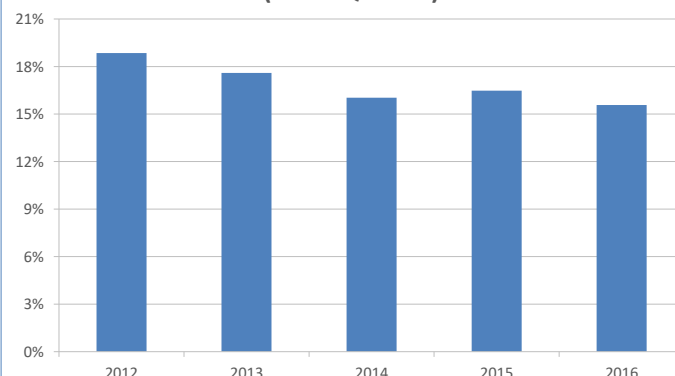
Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	53.8%	55.3%	56.3%	57.2%	58.7%
Recommendation by friends or relatives	43.6%	42.8%	42.7%	41.2%	39.5%
The Canary Islands television channel	1.5%	0.5%	0.2%	0.2%	0.3%
Other television or radio channels	1.3%	1.4%	0.6%	1.2%	0.7%
Information in the press/magazines/books	5.6%	4.3%	4.2%	4.4%	4.1%
Attendance at a tourism fair	0.4%	0.7%	0.6%	0.6%	0.1%
Tour Operator's brochure or catalogue	4.7%	3.4%	3.7%	3.0%	1.6%
Recommendation by Travel Agency	14.0%	9.9%	9.4%	10.2%	9.2%
Information obtained via the Internet	26.8%	26.5%	28.1%	27.5%	24.1%
Senior Tourism programme	0.4%	0.4%	0.3%	0.1%	0.3%
Others	8.0%	9.3%	11.2%	10.0%	9.8%

\* Multi-choice question

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



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