

Profile of British tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	United Kingdom	All markets
Tourist arrivals (> 16 years old)	4,227,981	13,114,359
Average daily expenditure (€)	133.15	135.94
. in their place of residence	95.75	98.03
. in the Canary Islands	37.40	37.90
Average length of stay	8.81	9.36
Turnover per tourist (€)	1,073	1,141
Total turnover (> 16 years old) (€m)	4,539	14,957
Share of total turnover	30.3%	100%
Share of total tourist	32.2%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	44.07	47.11
- Accommodation	37.55	40.52
- Additional accommodation expenses	6.52	6.60
Transport:	19.56	26.01
- Public transport	4.06	5.14
- Taxi	8.56	6.94
- Car rental	6.93	13.93
Food and drink:	156.74	148.33
- Food purchases at supermarkets	69.98	63.46
- Restaurants	86.76	84.87
Souvenirs:	43.17	53.88
Leisure:	30.99	34.52
- Organized excursions	12.80	14.95
- Leisure, amusement	4.40	4.55
- Trip to other islands	1.13	1.85
- Sporting activities	3.59	5.11
- Cultural activities	1.39	2.04
- Discos and disco-pubs	7.67	6.01
Others:	10.72	13.91
- Wellness	2.70	3.23
- Medical expenses	1.60	1.69
- Other expenses	6.41	8.99

How far in advance do they book their trip?



	United Kingdom	All markets
The same day they leave	0.6%	0.6%
Between 2 and 7 days	4.9%	6.3%
Between 8 and 15 days	6.7%	7.9%
Between 16 and 30 days	12.7%	14.7%
Between 31 and 90 days	33.4%	34.3%
More than 90 days	41.7%	36.2%

What do they book at their place of residence?



	United Kingdom	All markets
Flight only	7.7%	8.8%
Flight and accommodation (room only)	31.3%	25.7%
Flight and accommodation (B&B)	6.7%	8.0%
Flight and accommodation (half board)	16.1%	20.4%
Flight and accommodation (full board)	2.4%	4.3%
Flight and accommodation (all inclusive)	35.8%	32.8%
% Tourists using low-cost airlines	60.2%	48.7%
Other expenses in their place of residence:		
- Car rental	3.5%	11.8%
- Sporting activities	3.9%	5.3%
- Excursions	2.0%	5.7%
- Trip to other islands	0.8%	1.6%

(*) 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.

How do they book?



	United Kingdom	All markets
Accommodation booking		
Tour Operator	52.8%	42.3%
- Tour Operator's website	82.9%	78.8%
Accommodation	17.4%	14.7%
- Accommodation's website	84.9%	83.5%
Travel agency (High street)	10.5%	20.5%
Online Travel Agency (OTA)	13.7%	16.5%
No need to book accommodation	5.6%	6.0%

	United Kingdom	All markets
Flight booking		
Tour Operator	54.1%	44.6%
- Tour Operator's website	82.0%	76.3%
Airline	28.1%	24.8%
- Airline's website	96.8%	96.2%
Travel agency (High street)	9.3%	19.1%
Online Travel Agency (OTA)	8.5%	11.5%

Where do they stay?



	United Kingdom	All markets
5* Hotel	8.9%	7.1%
4* Hotel	38.6%	39.6%
1-2-3* Hotel	10.9%	14.6%
Apartment	35.9%	31.5%
Property (privately-owned, friends, family)	3.6%	4.6%
Others	2.2%	2.6%

Who are they?



	United Kingdom	All markets
Gender		
Percentage of men	43.7%	48.5%
Percentage of women	56.3%	51.5%
Age		
Average age (tourists > 16 years old)	47.2	46.3
Standard deviation	15.4	15.3
Age range (> 16 years old)		
16-24 years old	8.2%	8.2%
25-30 years old	9.7%	11.1%
31-45 years old	27.6%	29.1%
46-60 years old	31.8%	30.9%
Over 60 years old	22.6%	20.7%
Occupation		
Business owner or self-employed	31.8%	23.1%
Upper/Middle management employee	25.4%	36.1%
Auxiliary level employee	15.3%	15.5%
Students	3.6%	5.1%
Retired	21.8%	18.0%
Unemployed / unpaid dom. work	2.1%	2.2%
Annual household income level		
€12,000 - €24,000	16.9%	17.8%
€24,001 - €36,000	20.2%	19.4%
€36,001 - €48,000	17.1%	16.9%
€48,001 - €60,000	14.4%	14.6%
€60,001 - €72,000	9.3%	9.5%
€72,001 - €84,000	6.2%	6.0%
More than €84,000	15.8%	15.8%

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Which island do they choose?



Tourists (> 16 years old)	United Kingdom	All markets
- Lanzarote	1,119,206	2,328,674
- Fuerteventura	466,838	1,914,107
- Gran Canaria	662,210	3,654,806
- Tenerife	1,921,177	4,885,901
- La Palma	30,387	221,541

Share (%)	United Kingdom	All markets
- Lanzarote	26.6%	17.9%
- Fuerteventura	11.1%	14.7%
- Gran Canaria	15.8%	28.1%
- Tenerife	45.7%	37.6%
- La Palma	0.7%	1.7%

Who do they come with?



	United Kingdom	All markets
Unaccompanied	6.3%	9.1%
Only with partner	47.5%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	12.7%	11.8%
Other relatives	6.9%	6.0%
Friends	5.7%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	19.1%	17.5%

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

How do they rate the destination?



Impression of their stay	United Kingdom	All markets
Good or very good (% tourists)	94.7%	94.1%
Average rating (scale 1-10)	9.09	8.90

How many are loyal to the destination?

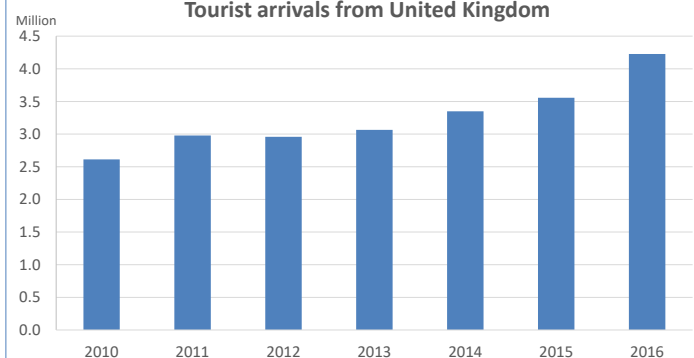
Repeat tourists of the Canary Islands	United Kingdom	All markets
Repeat tourists	83.6%	77.3%
In love (at least 10 previous visits)	19.0%	16.1%

Where does the flight come from?



Ten main origin markets	United Kingdom	All markets
United Kingdom	4,123,024	4,208,588
Spanish Mainland	62,592	2,164,168
Ireland	31,588	431,419
Germany	3,283	2,882,932
Denmark	1,494	253,091
Belgium	1,401	444,170
Norway	806	393,235
Poland	684	106,860
Italy	604	346,999
Sweden	449	420,877

Tourist arrivals from United Kingdom



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.

Why do they choose the Canary Islands?



Aspects influencing the choice	United Kingdom	All markets
Climate/sun	93.1%	89.8%
Tranquillity/rest/relaxation	32.6%	36.6%
Beaches	26.3%	34.5%
Price	19.2%	12.7%
Ease of travel	17.0%	8.9%
Scenery	14.8%	21.9%
Visiting new places	13.2%	14.6%
Suitable destination for children	10.8%	7.5%
Quality of the environment	8.7%	6.5%
Security	8.2%	11.1%
Nightlife/fun	6.4%	3.8%
Theme parks	4.1%	3.0%
Culture	3.7%	2.6%
Active tourism	2.7%	5.1%
Shopping	2.6%	2.6%
Rural tourism	1.1%	1.0%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	United Kingdom	All markets
Previous visits to the Canary Islands	70.5%	64.1%
Recommendation by friends or relatives	36.3%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.4%	0.8%
Information in the press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	8.8%	8.0%
Recommendation by Travel Agency	5.4%	9.7%
Information obtained via the Internet	25.1%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	5.7%	6.1%

* Multi-choice question

Seasonal profile of tourist from United Kingdom

