Tourist profile by quarter of trip (2016)

Canary Islands: British market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	963,328	1,065,205	1,111,515	1,087,933	4,227,981
Average daily expenditure (€)	136.91	127.62	131.73	136.68	133.15
. in their place of residence	97.56	89.84	95.37	100.33	95.75
. in the Canary Islands	39.35	37.78	36.37	36.35	37.40
Average lenght of stay	9.21	8.34	9.41	8.29	8.81
Turnover per tourist (€)	1,119	984	1,146	1,047	1,073
Total turnover (> 16 years old) (€m)	1,077.8	1,048.1	1,273.3	1,139.5	4,538.7
British turnover: share by quarter	23.7%	23.1%	28.1%	25.1%	100%
British tourist arrivals: share by quarter	22.8%	25.2%	26.3%	25.7%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	47.22	38.75	45.96	44.55	44.07
- Accommodation	40.27	32.16	38.61	39.34	37.55
- Additional accommodation expenses	6.95	6.59	7.35	5.21	6.52
Transport:	23.85	17.24	19.37	18.21	19.56
- Public transport	4.91	2.98	4.40	4.03	4.06
- Taxi	9.61	8.47	8.69	7.59	8.56
- Car rental	9.33	5.79	6.28	6.59	6.93
Food and drink:	173.75	152.62	156.30	146.16	156.74
- Food purchases at supermarkets	78.16	65.79	67.97	68.88	69.98
- Restaurants	95.60	86.83	88.33	77.27	86.76
Souvenirs:	43.28	45.52	43.37	40.57	43.17
Leisure:	29.29	27.01	40.87	26.30	30.99
- Organized excursions	11.30	11.55	17.13	10.95	12.80
- Leisure, amusement	2.90	3.31	6.74	4.42	4.40
- Trip to other islands	1.14	1.00	1.73	0.63	1.13
- Sporting activities	3.20	3.50	4.76	2.84	3.59
- Cultural activities	1.57	0.95	2.10	0.95	1.39
- Discos and disco-pubs	9.19	6.70	8.41	6.52	7.67
Others:	12.53	8.55	13.79	8.11	10.72
- Wellness	2.98	2.34	3.11	2.40	2.70
- Medical expenses	1.31	1.02	3.21	0.80	1.60
- Other expenses	8.24	5.19	7.47	4.92	6.41

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.7%	0.5%	0.6%	0.5%	0.6%
Between 2 and 7 days	6.3%	4.8%	4.1%	4.5%	4.9%
Between 8 and 15 days	9.3%	5.7%	6.5%	5.8%	6.7%
Between 16 and 30 days	15.3%	12.4%	11.5%	11.8%	12.7%
Between 31 and 90 days	34.7%	36.2%	27.1%	35.9%	33.4%
More than 90 days	33.7%	40.4%	50.1%	41.5%	41.7%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	9.9%	7.6%	6.0%	7.8%	7.7%
Flight and accommodation (room only)	31.8%	30.8%	31.9%	30.7%	31.3%
Flight and accommodation (B&B)	7.6%	6.7%	5.6%	6.8%	6.7%
Flight and accommodation (half board)	16.5%	17.0%	15.8%	15.4%	16.1%
Flight and accommodation (full board)	2.5%	1.8%	2.9%	2.3%	2.4%
Flight and accommodation (all inclusive)	31.8%	36.1%	37.8%	37.0%	35.8%
% Tourists using low-cost airlines	62.2%	60.3%	58.8%	59.8%	60.2%
Other expenses in their place of residence:					
- Car rental	3.3%	3.6%	2.9%	4.1%	3.5%
- Sporting activities	2.8%	3.8%	4.3%	4.4%	3.9%
- Excursions	1.6%	2.0%	2.2%	2.3%	2.0%
- Trip to other islands	1.2%	0.7%	0.4%	1.0%	0.8%

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	51.8%	54.5%	54.0%	50.7%	52.8%
- Tour Operator´s website	79.4%	82.8%	85.7%	83.0%	82.9%
Accommodation	18.5%	16.0%	16.7%	18.4%	17.4%
- Accommodation´s website	85.2%	83.9%	86.0%	84.4%	84.9%
Travel agency (High street)	9.1%	10.1%	11.3%	11.4%	10.5%
Online Travel Agency (OTA)	13.8%	14.5%	13.2%	13.5%	13.7%
No need to book accommodation	6.8%	4.9%	4.7%	6.0%	5.6%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	52.7%	55.9%	54.2%	53.5%	54.1%
- Tour Operator´s website	79.4%	83.0%	83.5%	81.9%	82.0%
Airline	31.1%	26.0%	27.2%	28.6%	28.1%
- Airline´s website	97.4%	96.3%	97.0%	96.5%	96.8%
Travel agency (High street)	8.1%	8.6%	9.5%	10.7%	9.3%
Online Travel Agency (OTA)	8.1%	9.6%	9.1%	7.2%	8.5%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	9.1%	9.3%	9.0%	8.3%	8.9%
4* Hotel	36.2%	38.8%	39.4%	39.5%	38.6%
1-2-3* Hotel	11.4%	10.9%	10.3%	11.0%	10.9%
Apartment	36.3%	35.3%	36.9%	35.0%	35.9%
Property (privately-owned, friends, family)	4.4%	3.2%	3.0%	3.8%	3.6%
Others	2.6%	2.4%	1.5%	2.3%	2.2%

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	45.0%	43.5%	41.8%	44.8%	43.7%
Percentage of women	55.0%	56.5%	58.2%	55.2%	56.3%
Age					
Average age (tourists > 16 years old)	50.2	47.5	43.4	48.0	47.2
Standard deviation	16.1	15.9	14.3	14.4	15.4
Age range (> 16 years old)					
16-24 years old	6.9%	8.6%	11.9%	5.3%	8.2%
25-30 years old	9.1%	11.4%	10.1%	8.1%	9.7%
31-45 years old	21.3%	23.8%	33.5%	30.9%	27.6%
46-60 years old	31.5%	31.1%	31.3%	33.4%	31.8%
Over 60 years old	31.2%	25.2%	13.2%	22.2%	22.6%
Occupation					
Business owner or self-employed	31.4%	29.3%	33.7%	32.8%	31.8%
Upper/Middle management employee	20.7%	24.8%	28.9%	26.7%	25.4%
Auxiliary level employee	13.5%	14.9%	17.4%	14.9%	15.3%
Students	2.8%	3.8%	5.2%	2.3%	3.6%
Retired	29.7%	24.9%	12.8%	21.1%	21.8%
Unemployed / unpaid dom. work	1.9%	2.3%	2.0%	2.2%	2.1%
Annual household income level					
€12,000 - €24,000	17.1%	18.2%	16.6%	15.8%	16.9%
€24,001 - €36,000	20.4%	20.0%	19.9%	20.6%	20.2%
€36,001 - €48,000	18.6%	17.7%	16.3%	16.2%	17.1%
€48,001 - €60,000	14.8%	13.3%	15.8%	13.6%	14.4%
€60,001 - €72,000	8.4%	10.1%	9.5%	9.3%	9.3%
€72,001 - €84,000	6.0%	6.3%	5.8%	6.8%	6.2%
More than €84,000	14.7%	14.6%	16.0%	17.7%	15.8%

(*) 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 by quarter of trip (2016)

Canary Islands: British market

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	259,030	279,057	297,765	283,354	1,119,206
- Fuerteventura	111,806	114,393	110,909	129,731	466,838
- Gran Canaria	126,052	175,889	198,264	162,005	662,210
- Tenerife	450,517	482,868	493,770	494,022	1,921,177
- La Palma	8,816	6,920	3,450	11,201	30,387

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	27.1%	26.3%	27.0%	26.2%	26.6%
- Fuerteventura	11.7%	10.8%	10.0%	12.0%	11.1%
- Gran Canaria	13.2%	16.6%	18.0%	15.0%	15.8%
- Tenerife	47.1%	45.6%	44.7%	45.7%	45.7%
- La Palma	0.9%	0.7%	0.3%	1.0%	0.7%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	9.0%	6.3%	4.1%	6.0%	6.3%
Only with partner	58.9%	55.0%	36.2%	41.5%	47.5%
Only with children (under the age of 13)	0.4%	1.0%	3.0%	2.0%	1.6%
Partner + children (under the age of 13)	5.8%	8.4%	19.3%	16.4%	12.7%
Other relatives	5.5%	6.4%	7.7%	7.8%	6.9%
Friends	7.0%	6.8%	5.2%	4.0%	5.7%
Work colleagues	0.1%	0.3%	0.0%	0.3%	0.2%
Other combinations (1)	13.3%	15.7%	24.5%	22.0%	19.1%

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

How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	95.5%	95.4%	95.2%	92.8%	94.7%
Average rating (scale 1-10)	9.10	9.19	9.15	8.92	9.09

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	86.0%	84.3%	80.5%	83.9%	83.6%
In love (at least 10 previous visits)	23.5%	20.8%	12.8%	19.7%	19.0%

Where does the flight come from?

Ten main origin markets	Q1	Q2	Q3	Q4	Total
United Kingdom	98.0%	98.1%	97.2%	96.9%	97.5%
Spanish Mainland	1.0%	1.3%	1.4%	2.2%	1.5%
Ireland	0.9%	0.5%	1.3%	0.3%	0.7%
Germany	0.0%	0.1%	0.0%	0.2%	0.1%
Denmark	0.0%	0.0%	0.0%	0.1%	0.0%
Belgium	0.0%	0.0%	0.0%	0.1%	0.0%
Norway	0.0%	0.0%	0.1%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.1%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?

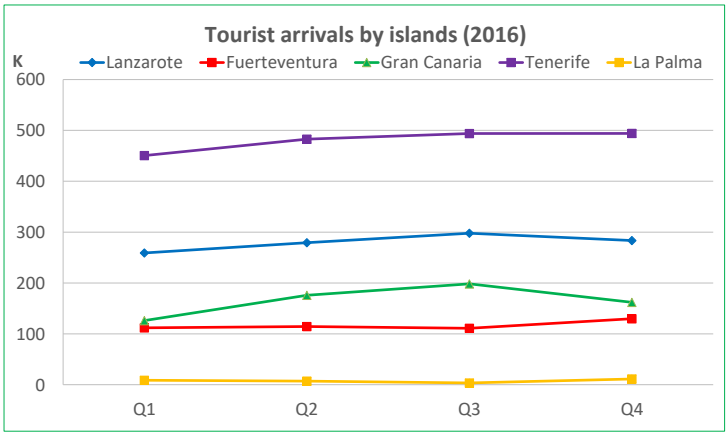
Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.6%	93.1%	92.2%	93.5%	93.1%
Tranquillity/rest/relaxation	33.9%	35.5%	30.5%	30.7%	32.6%
Beaches	22.0%	25.9%	31.0%	25.6%	26.3%
Price	19.9%	21.5%	18.3%	17.2%	19.2%
Ease of travel	18.2%	17.5%	14.9%	17.8%	17.0%
Scenery	15.0%	15.4%	13.9%	14.9%	14.8%
Visiting new places	11.5%	12.5%	15.4%	13.1%	13.2%
Suitable destination for children	4.5%	7.8%	17.0%	13.0%	10.8%
Quality of the environment	9.6%	9.1%	7.7%	8.4%	8.7%
Security	8.3%	8.3%	9.3%	7.0%	8.2%
Nightlife/fun	7.8%	6.4%	6.0%	5.5%	6.4%
Theme parks	2.0%	3.9%	6.3%	3.6%	4.1%
Culture	3.7%	3.8%	3.8%	3.5%	3.7%
Active tourism	3.5%	2.4%	1.9%	2.9%	2.7%
Shopping	3.0%	2.5%	1.9%	2.9%	2.6%
Rural tourism	1.6%	1.0%	0.8%	0.9%	1.1%

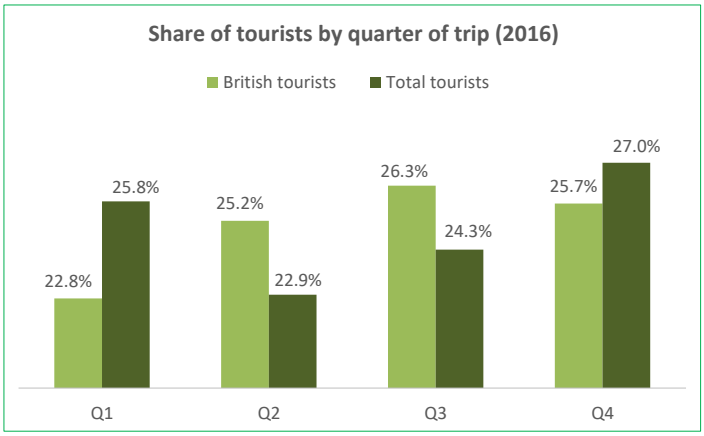
** Multi-choise question*

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	73.4%	72.5%	65.9%	70.6%	70.5%
Recommendation by friends or relatives	33.7%	36.0%	38.5%	36.6%	36.3%
The Canary Islands television channel	0.2%	0.2%	0.2%	0.3%	0.2%
Other television or radio channels	0.3%	0.3%	0.4%	0.4%	0.4%
Information in the press/magazines/books	2.5%	2.8%	2.9%	3.2%	2.8%
Attendance at a tourism fair	0.4%	0.1%	0.4%	0.2%	0.3%
Tour Operator's brochure or catalogue	7.3%	9.3%	10.4%	8.1%	8.8%
Recommendation by Travel Agency	5.3%	4.6%	6.1%	5.4%	5.4%
Information obtained via the Internet	24.2%	24.9%	27.4%	23.7%	25.1%
Senior Tourism programme	0.1%	0.0%	0.1%	0.1%	0.1%
Others	6.9%	5.1%	4.8%	6.0%	5.7%

** Multi-choise question*





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.