

Tourist profile by quarter of trip (2017)

UNITED KINGDOM

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	1.16	1.38	1.48	1.25	5.27
Tourist arrivals (> 16 years old) (thousands)	1.04	1.16	1.20	1.13	4.53
Average daily expenditure (€)	138.12	129.21	129.12	141.84	134.37
. in their place of residence	98.68	89.19	92.45	104.81	96.12
. in the Canary Islands	39.43	40.02	36.67	37.02	38.25
Average length of stay	8.83	8.03	9.09	8.41	8.59
Turnover per tourist (€)	1,098	961	1,086	1,087	1,057
Total turnover (€m)	1,276	1,325	1,605	1,357	5,567
Tourist arrivals: share by quarter	22.1%	26.2%	28.0%	23.7%	100%
Turnover: share by quarter	22.9%	23.8%	28.8%	24.4%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	14.3%	14.7%	13.1%	11.9%	13.5%
- Additional accommodation expenses	5.9%	5.5%	5.9%	5.4%	5.7%
Transport:					
- Public transport	14.4%	12.6%	13.2%	12.4%	13.1%
- Taxi	24.3%	27.6%	27.9%	26.3%	26.6%
- Car rental	11.4%	11.0%	10.6%	11.0%	11.0%
Food and drink:					
- Food purchases at supermarkets	58.0%	61.5%	63.8%	60.1%	61.0%
- Restaurants	56.5%	55.2%	56.3%	57.7%	56.4%
Souvenirs:	45.2%	50.8%	53.5%	50.2%	50.1%
Leisure:					
- Organized excursions	11.3%	15.5%	19.1%	12.9%	14.8%
- Leisure, amusement	4.0%	7.0%	12.7%	7.2%	7.9%
- Trip to other islands	1.6%	1.6%	2.2%	2.1%	1.8%
- Sporting activities	3.8%	4.7%	6.8%	5.1%	5.2%
- Cultural activities	3.1%	3.5%	2.9%	3.6%	3.3%
- Discos and disco-pubs	6.6%	7.1%	7.1%	5.7%	6.6%
Others:					
- Wellness	4.5%	4.6%	4.9%	4.9%	4.8%
- Medical expenses	3.7%	3.1%	3.8%	2.9%	3.4%
- Other expenses	8.0%	8.1%	8.7%	6.6%	7.9%

2017



+8%
TOURISTS
5,267,514



-2%
TRAVEL EXPENSES
€1,057



+6%
TURNOVER
€5,567 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	8.0%	7.6%	9.1%	8.0%	8.2%
Flight and accommodation (room only)	31.4%	31.6%	33.4%	32.4%	32.2%
Flight and accommodation (B&B)	9.1%	7.9%	6.4%	5.6%	7.2%
Flight and accommodation (half board)	17.0%	16.4%	14.5%	17.4%	16.3%
Flight and accommodation (full board)	2.3%	2.1%	1.6%	2.0%	2.0%
Flight and accommodation (all inclusive)	32.2%	34.4%	35.0%	34.6%	34.1%
<u>% Tourists using low-cost airlines</u>	60.7%	63.2%	64.3%	65.0%	63.4%
<u>Other expenses in their place of residence:</u>					
- Car rental	3.7%	3.9%	4.0%	4.7%	4.1%
- Sporting activities	3.6%	4.2%	4.0%	3.7%	3.9%
- Excursions	1.9%	2.7%	2.9%	2.3%	2.5%
- Trip to other islands	1.0%	0.6%	0.6%	1.3%	0.9%

How do they book?



	Q1	Q2	Q3	Q4	Total
<u>Accommodation booking</u>					
Tour Operator	50.9%	53.7%	51.7%	51.9%	52.1%
- Tour Operator's website	82.0%	85.4%	84.6%	83.3%	83.9%
Accommodation	17.5%	17.0%	17.7%	17.7%	17.5%
- Accommodation's website	86.3%	83.8%	83.2%	84.9%	84.5%
Travel agency (High street)	9.5%	9.7%	10.2%	10.3%	9.9%
Online Travel Agency (OTA)	16.7%	14.7%	13.6%	14.1%	14.7%
No need to book accommodation	5.5%	4.9%	6.8%	6.0%	5.8%
<u>Flight booking</u>					
Tour Operator	53.6%	56.5%	52.6%	53.3%	54.0%
- Tour Operator's website	82.2%	83.9%	85.7%	82.1%	83.5%
Airline	30.2%	26.8%	28.4%	30.3%	28.9%
- Airline's website	98.0%	97.4%	96.7%	98.0%	97.5%
Travel agency (High street)	8.5%	8.2%	9.6%	9.5%	9.0%
Online Travel Agency (OTA)	7.7%	8.5%	9.4%	6.9%	8.2%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	1.1%	0.7%	0.5%	0.5%	0.7%
Between 2 and 7 days	4.9%	5.0%	4.7%	3.2%	4.4%
Between 8 and 15 days	7.0%	5.3%	6.2%	4.7%	5.8%
Between 16 and 30 days	14.6%	11.8%	9.9%	9.9%	11.5%
Between 31 and 90 days	35.5%	37.3%	28.6%	34.8%	34.0%
More than 90 days	36.9%	40.0%	50.2%	47.0%	43.7%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	44.8%	41.9%	44.1%	42.9%	43.4%
Women	55.2%	58.1%	55.9%	57.1%	56.6%
<u>Age</u>					
Average age (tourists > 16 years old)	51.0	46.5	43.3	49.9	47.5
Standard deviation	15.3	16.0	14.2	14.6	15.4
<u>Age range (> 16 years old)</u>					
16-24 years old	5.1%	10.3%	11.9%	5.1%	8.2%
25-30 years old	7.5%	11.0%	9.9%	6.3%	8.7%
31-45 years old	22.9%	24.8%	33.0%	27.8%	27.3%
46-60 years old	33.5%	32.0%	33.1%	33.7%	33.1%
Over 60 years old	31.1%	21.8%	12.0%	27.2%	22.7%
<u>Occupation</u>					
Business owner or self-employed	31.1%	32.2%	34.5%	31.6%	32.4%
Upper/Middle management employee	21.7%	25.2%	29.8%	23.2%	25.1%
Auxiliary level employee	12.6%	15.8%	17.3%	15.8%	15.4%
Students	2.3%	3.7%	5.7%	1.8%	3.5%
Retired	30.7%	20.9%	10.9%	25.6%	21.6%
Unemployed / unpaid dom. work	1.7%	2.2%	1.8%	2.0%	1.9%
<u>Annual household income level</u>					
€12,000 - €24,000	18.1%	16.7%	16.1%	16.4%	16.8%
€24,001 - €36,000	20.6%	20.3%	20.0%	20.1%	20.2%
€36,001 - €48,000	16.1%	16.7%	16.0%	17.1%	16.5%
€48,001 - €60,000	14.6%	15.8%	16.4%	15.0%	15.5%
€60,001 - €72,000	8.6%	8.8%	10.0%	8.9%	9.1%
€72,001 - €84,000	6.2%	6.4%	6.0%	5.6%	6.1%
More than €84,000	15.8%	15.4%	15.4%	16.9%	15.8%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	270,614	311,064	325,356	310,019	1,217,052
- Fuerteventura	118,259	119,428	119,089	133,865	490,641
- Gran Canaria	151,951	202,824	225,128	162,299	742,202
- Tenerife	476,858	516,719	521,209	504,189	2,018,976
- La Palma	13,407	6,922	6,196	10,818	37,342

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	8.0%	8.7%	9.2%	8.2%	8.5%
4* Hotel	38.9%	38.0%	34.0%	34.8%	36.4%
1-2-3* Hotel	11.5%	11.7%	12.0%	12.6%	12.0%
Apartment	33.3%	36.1%	39.3%	37.8%	36.7%
Property (privately-owned, friends, family)	4.6%	3.2%	4.1%	3.3%	3.8%
Others	3.6%	2.4%	1.4%	3.3%	2.6%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	7.9%	5.3%	5.4%	6.5%	6.2%
Only with partner	54.3%	52.7%	30.7%	44.1%	45.1%
Only with children (under the age of 13)	1.3%	1.3%	3.2%	1.5%	1.9%
Partner + children (under the age of 13)	9.0%	10.6%	21.2%	13.7%	13.8%
Other relatives	5.6%	6.6%	8.1%	7.8%	7.0%
Friends	6.1%	6.5%	4.7%	4.9%	5.5%
Work colleagues	0.1%	0.3%	0.0%	0.1%	0.1%
Other combinations ⁽¹⁾	15.8%	16.8%	26.7%	21.5%	20.4%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.9%	94.9%	93.6%	94.6%	94.3%
Average rating (scale 1-10)	8.97	9.11	9.03	9.09	9.05

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	86.5%	83.3%	78.6%	85.2%	83.3%
At least 10 previous visits	21.4%	19.7%	14.1%	21.3%	19.0%

Where does the flight come from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	98.9%	99.2%	97.8%	97.7%	98.4%
Spanish Mainland	0.7%	0.5%	1.1%	1.8%	1.0%
Ireland	0.3%	0.2%	0.6%	0.4%	0.4%
Norway	0.0%	0.0%	0.4%	0.0%	0.1%
Italy	0.0%	0.0%	0.0%	0.1%	0.0%
Germany	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.1%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.0%	0.1%	0.1%	0.1%

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	26.2%	26.9%	27.2%	27.7%	27.0%
- Fuerteventura	11.5%	10.3%	9.9%	11.9%	10.9%
- Gran Canaria	14.7%	17.5%	18.8%	14.5%	16.5%
- Tenerife	46.2%	44.7%	43.5%	45.0%	44.8%
- La Palma	1.3%	0.6%	0.5%	1.0%	0.8%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.4%	92.3%	89.9%	94.8%	92.6%
Tranquillity/rest/relaxation	32.2%	34.2%	29.7%	35.8%	33.0%
Beaches	22.0%	28.0%	31.6%	27.7%	27.5%
Price	17.4%	22.0%	18.5%	14.3%	18.1%
Ease of travel	21.7%	18.0%	13.4%	17.7%	17.5%
Scenery	15.0%	13.9%	14.9%	15.9%	14.9%
Visiting new places	12.5%	14.8%	16.4%	11.8%	13.9%
Suitable destination for children	6.4%	8.6%	16.2%	10.1%	10.5%
Quality of the environment	8.7%	8.0%	8.7%	8.3%	8.4%
Security	7.3%	6.7%	6.4%	5.8%	6.6%
Nightlife/fun	6.2%	7.3%	6.9%	5.2%	6.4%
Theme parks	2.5%	4.6%	7.4%	3.4%	4.6%
Culture	4.1%	3.7%	3.4%	3.4%	3.6%
Active tourism	3.3%	2.7%	2.0%	3.0%	2.7%
Shopping	2.4%	2.6%	3.0%	2.3%	2.6%
Rural tourism	1.2%	1.6%	1.0%	1.0%	1.2%

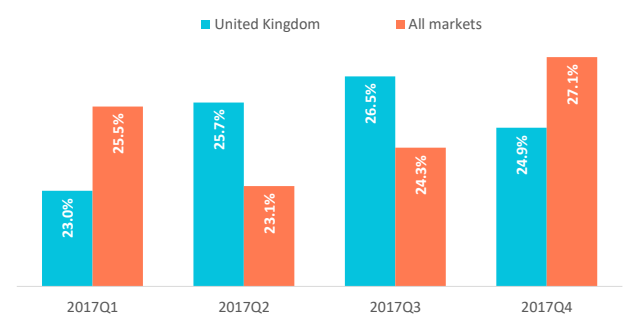
* Multi-choice question

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	74.7%	71.3%	65.2%	73.5%	71.0%
Recommendation by friends/relatives	33.1%	37.4%	38.9%	35.5%	36.3%
The Canary Islands television channel	0.2%	0.2%	0.3%	0.1%	0.2%
Other television or radio channels	0.5%	0.6%	0.5%	0.2%	0.4%
Information in press/magazines/books	3.0%	2.6%	2.3%	2.5%	2.6%
Attendance at a tourism fair	0.2%	0.2%	0.4%	0.1%	0.2%
Tour Operator's brochure or catalogue	7.2%	9.4%	9.5%	7.4%	8.4%
Recommendation by Travel Agency	5.6%	5.1%	7.0%	4.9%	5.7%
Information obtained via the Internet	22.4%	24.4%	26.0%	21.3%	23.6%
Senior Tourism programme	0.1%	0.0%	0.1%	0.0%	0.0%
Others	6.1%	5.1%	5.1%	5.3%	5.4%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.