

# Tourist profile trend (2016)

## Canary Islands: British market



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



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	2,959,272	3,064,128	3,348,064	3,556,346	4,227,981
Average daily expenditure (€)	116.46	116.32	122.61	138.20	133.15
- in their place of residence	82.27	81.66	86.08	99.38	95.75
- in the Canary Islands	34.19	34.65	36.53	38.83	37.40
Average length of stay	9.24	9.06	8.92	8.93	8.81
Turnover per tourist (€)	988	966	998	1,126	1,073
Total turnover (> 16 years old) (€m)	2,924	2,961	3,341	4,006	4,539
British turnover: year on year change	--	1.3%	12.8%	19.9%	13.3%
British tourist arrivals: year on year change	--	3.5%	9.3%	6.2%	18.9%

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

<b>Accommodation (**):</b>	29.22	33.01	35.06	40.85	44.07
- Accommodation	24.71	28.53	29.96	34.30	37.55
- Additional accommodation expenses	4.51	4.48	5.09	6.55	6.52
<b>Transport:</b>	20.62	18.18	18.18	21.56	19.56
- Public transport	3.48	3.54	3.50	4.16	4.06
- Taxi	9.04	8.06	8.28	9.23	8.56
- Car rental	8.10	6.58	6.39	8.17	6.93
<b>Food and drink:</b>	155.62	155.92	156.53	164.45	156.74
- Food purchases at supermarkets	65.38	66.07	67.31	72.77	69.98
- Restaurants	90.24	89.85	89.22	91.68	86.76
<b>Souvenirs:</b>	39.39	44.39	50.23	49.11	43.17
<b>Leisure:</b>	35.25	32.88	33.71	33.20	30.99
- Organized excursions	11.79	12.95	12.36	11.80	12.80
- Leisure, amusement	4.67	4.24	4.57	4.67	4.40
- Trip to other islands	0.99	1.08	0.88	0.80	1.13
- Sporting activities	3.39	3.24	4.04	3.72	3.59
- Cultural activities	1.34	1.59	1.61	1.65	1.39
- Discos and disco-pubs	13.08	9.78	10.24	10.56	7.67
<b>Others:</b>	18.78	16.91	14.42	13.86	10.72
- Wellness	2.66	2.52	2.99	2.70	2.70
- Medical expenses	1.17	1.29	1.18	1.25	1.60
- Other expenses	14.95	13.11	10.24	9.91	6.41

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



	2012	2013	2014	2015	2016
The same day they leave	0.5%	0.4%	0.5%	0.6%	0.6%
Between 2 and 7 days	5.8%	5.2%	6.1%	5.2%	4.9%
Between 8 and 15 days	7.0%	7.7%	6.7%	6.8%	6.7%
Between 16 and 30 days	14.5%	14.5%	12.9%	12.1%	12.7%
Between 31 and 90 days	33.4%	33.4%	33.1%	32.7%	33.4%
More than 90 days	38.8%	38.8%	40.8%	42.6%	41.7%

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



	2012	2013	2014	2015	2016
Flight only	10.2%	9.9%	9.8%	8.1%	7.7%
Flight and accommodation (room only)	31.3%	32.5%	30.1%	31.6%	31.3%
Flight and accommodation (B&B)	4.4%	5.3%	5.6%	6.5%	6.7%
Flight and accommodation (half board)	17.0%	14.9%	15.1%	14.1%	16.1%
Flight and accommodation (full board)	2.3%	2.7%	2.4%	2.6%	2.4%
Flight and accommodation (all inclusive)	34.8%	34.8%	36.9%	37.1%	35.8%
<b>% Tourists using low-cost airlines</b>	49.4%	58.5%	59.7%	59.6%	60.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	3.2%	3.4%	3.3%	3.5%	3.5%
- Sporting activities	4.0%	4.3%	4.0%	4.1%	3.9%
- Excursions	1.6%	1.9%	2.4%	2.1%	2.0%
- Trip to other islands	0.7%	0.6%	1.0%	0.8%	0.8%

(\*) 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.

### How do they book?



	2012	2013	2014	2015	2016
<b>Accommodation booking</b>					
<b>Tour Operator</b>	56.0%	53.2%	53.9%	54.3%	52.8%
- Tour Operator's website	76.0%	79.8%	80.2%	82.1%	82.9%
<b>Accommodation</b>	15.0%	16.7%	16.4%	16.7%	17.4%
- Accommodation's website	80.5%	81.0%	82.0%	82.0%	84.9%
<b>Travel agency (High street)</b>	10.3%	10.8%	10.7%	10.6%	10.5%
<b>Online Travel Agency (OTA)</b>	11.3%	12.4%	12.3%	12.8%	13.7%
<b>No need to book accommodation</b>	7.3%	6.9%	6.7%	5.6%	5.6%

### Flight booking

	2012	2013	2014	2015	2016
<b>Tour Operator</b>	62.8%	54.9%	56.0%	56.1%	54.1%
- Tour Operator's website	76.4%	79.2%	80.0%	83.0%	82.0%
<b>Airline</b>	22.3%	28.1%	27.2%	26.7%	28.1%
- Airline's website	96.4%	96.9%	97.4%	96.6%	96.8%
<b>Travel agency (High street)</b>	8.7%	9.4%	9.4%	9.3%	9.3%
<b>Online Travel Agency (OTA)</b>	6.3%	7.6%	7.5%	7.9%	8.5%

### Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	7.6%	8.2%	8.5%	9.1%	8.9%
4* Hotel	34.7%	33.0%	34.5%	35.7%	38.6%
1-2-3* Hotel	13.2%	12.5%	14.1%	13.0%	10.9%
Apartment	35.7%	37.3%	33.8%	34.5%	35.9%
Property (privately-owned, friends, family)	5.2%	6.1%	6.2%	4.8%	3.6%
Others	3.6%	2.8%	2.9%	2.7%	2.2%

### Who are they?



	2012	2013	2014	2015	2016
<b>Gender</b>					
Percentage of men	47.5%	46.4%	46.9%	46.6%	43.7%
Percentage of women	52.5%	53.6%	53.1%	53.4%	56.3%

### Age

Average age (tourists > 16 years old)	45.8	44.7	45.2	45.3	47.2
Standard deviation	14.1	14.3	14.5	14.5	15.4

### Age range (> 16 years old)

16-24 years old	9.1%	10.1%	10.1%	9.5%	8.2%
25-30 years old	8.7%	10.6%	10.0%	10.1%	9.7%
31-45 years old	29.4%	29.9%	29.4%	30.2%	27.6%
46-60 years old	36.4%	34.0%	34.5%	33.5%	31.8%
Over 60 years old	16.4%	15.4%	16.1%	16.7%	22.6%

### Occupation

Business owner or self-employed	30.7%	31.9%	32.9%	33.4%	31.8%
Upper/Middle management employee	27.4%	27.2%	26.9%	26.6%	25.4%
Auxiliary level employee	18.8%	19.4%	18.0%	17.8%	15.3%
Students	3.6%	4.7%	4.1%	3.9%	3.6%
Retired	17.3%	14.4%	16.1%	16.2%	21.8%
Unemployed / unpaid dom. work	2.2%	2.4%	2.0%	2.1%	2.1%

### Annual household income level

€12,000 - €24,000	17.1%	18.3%	18.2%	16.5%	16.9%
€24,001 - €36,000	19.9%	21.0%	20.8%	18.9%	20.2%
€36,001 - €48,000	18.5%	17.7%	17.0%	16.9%	17.1%
€48,001 - €60,000	14.8%	15.3%	14.7%	14.3%	14.4%
€60,001 - €72,000	10.0%	8.5%	8.8%	9.7%	9.3%
€72,001 - €84,000	6.1%	5.4%	5.5%	6.4%	6.2%
More than €84,000	13.6%	13.8%	14.9%	17.3%	15.8%

# Tourist profile trend (2016)

## Canary Islands: British market

### Which island do they choose?

Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	792,600	829,877	889,315	976,656	1,119,206
- Fuerteventura	290,579	313,631	368,776	400,915	466,838
- Gran Canaria	430,993	434,320	483,319	504,513	662,210
- Tenerife	1,416,764	1,458,171	1,573,248	1,636,357	1,921,177
- La Palma	17,147	12,937	17,519	23,924	30,387

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	26.9%	27.2%	26.7%	27.6%	26.6%
- Fuerteventura	9.9%	10.3%	11.1%	11.3%	11.1%
- Gran Canaria	14.6%	14.2%	14.5%	14.2%	15.8%
- Tenerife	48.1%	47.8%	47.2%	46.2%	45.7%
- La Palma	0.6%	0.4%	0.5%	0.7%	0.7%

### Who do they come with?

	2012	2013	2014	2015	2016
Unaccompanied	4.8%	6.4%	6.6%	6.1%	6.3%
Only with partner	51.4%	51.0%	48.5%	49.1%	47.5%
Only with children (under the age of 13)	1.1%	1.1%	1.1%	1.3%	1.6%
Partner + children (under the age of 13)	12.5%	11.1%	12.2%	12.3%	12.7%
Other relatives	6.1%	6.4%	6.7%	6.9%	6.9%
Friends	5.8%	5.9%	6.3%	5.9%	5.7%
Work colleagues	0.1%	0.2%	0.2%	0.1%	0.2%
Other combinations <sup>(1)</sup>	18.2%	18.0%	18.6%	18.2%	19.1%

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

### How do they rate the destination?

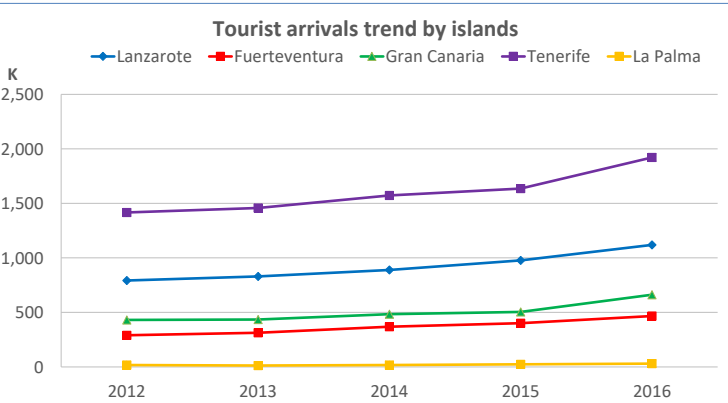
Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	94.4%	94.5%	95.2%	94.7%	94.7%
Average rating (scale 1-10)	8.99	8.99	9.05	9.05	9.09

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	85.0%	83.9%	84.0%	83.8%	83.6%
In love (at least 10 previous visits)	21.0%	20.5%	19.5%	20.0%	19.0%

### Where does the flight come from?

Ten main origin countries	2012	2013	2014	2015	2016
United Kingdom	2,922,307	2,962,311	3,296,834	3,485,149	4,123,024
Spanish Mainland	19,819	68,110	26,739	34,509	62,592
Ireland	10,277	25,544	19,919	23,077	31,588
Germany	1,478	4,566	1,207	3,895	3,283
Denmark	699	0	480	0	1,494
Belgium	606	1,264	0	937	1,401
Norway	358	0	0	2,249	806
Poland	541	0	258	847	684
Italy	257	886	0	0	604
Sweden	267	0	602	0	449



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	2012	2013	2014	2015	2016
Climate/sun	95.4%	93.5%	92.6%	92.3%	93.1%
Tranquillity/rest/relaxation	38.4%	37.1%	34.4%	34.1%	32.6%
Beaches	24.3%	25.1%	24.8%	25.7%	26.3%
Price	22.7%	21.1%	21.8%	20.9%	19.2%
Ease of travel	19.2%	16.9%	16.8%	16.5%	17.0%
Scenery	13.3%	13.5%	14.1%	14.9%	14.8%
Visiting new places	13.5%	13.4%	13.8%	12.7%	13.2%
Suitable destination for children	9.6%	9.4%	10.1%	9.7%	10.8%
Quality of the environment	9.2%	9.1%	8.7%	8.8%	8.7%
Security	4.0%	4.0%	3.5%	6.2%	8.2%
Nightlife/fun	9.0%	8.2%	7.7%	7.5%	6.4%
Theme parks	3.1%	3.4%	4.1%	4.4%	4.1%
Culture	3.5%	4.0%	3.3%	3.8%	3.7%
Active tourism	1.8%	2.4%	2.5%	2.6%	2.7%
Shopping	3.0%	2.2%	2.7%	3.2%	2.6%
Rural tourism	0.8%	0.7%	1.0%	0.9%	1.1%

\* Multi-choice question

### What did motivate them to come?

Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	75.3%	72.0%	70.8%	70.5%	70.5%
Recommendation by friends or relatives	36.9%	36.6%	35.6%	36.6%	36.3%
The Canary Islands television channel	0.2%	0.3%	0.3%	0.2%	0.2%
Other television or radio channels	0.4%	0.3%	0.3%	0.2%	0.4%
Information in the press/magazines/books	3.2%	3.0%	2.4%	2.6%	2.8%
Attendance at a tourism fair	0.2%	0.2%	0.4%	0.2%	0.3%
Tour Operator's brochure or catalogue	12.7%	10.4%	10.1%	9.4%	8.8%
Recommendation by Travel Agency	6.7%	5.3%	5.7%	5.5%	5.4%
Information obtained via the Internet	26.4%	27.4%	25.7%	24.9%	25.1%
Senior Tourism programme	0.1%	0.1%	0.1%	0.0%	0.1%
Others	6.1%	6.1%	5.7%	5.6%	5.7%

\* Multi-choice question

