

Tourist profile trend (2016)

United Kingdom: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	762,130	800,912	819,317	943,624	1,087,933
Average daily expenditure (€)	122.79	124.71	132.23	140.72	136.68
. in their place of residence	87.90	87.39	95.40	99.19	100.33
. in the Canary Islands	34.89	37.32	36.82	41.53	36.35
Average length of stay	8.81	8.31	8.27	8.56	8.29
Turnover per tourist (€)	1,006	955	1,004	1,107	1,047
Total turnover (> 16 years old) (€m)	766	765	822	1,044	1,140
Share of total turnover	26.2%	25.8%	24.6%	26.1%	25.1%
Share of total tourist	25.8%	26.1%	24.5%	26.5%	25.7%
Expenditure in the Canary Islands per tourist and trip (€) (**)					
Accommodation (**):	27.77	36.48	31.42	46.44	44.55
- Accommodation	24.48	33.15	25.41	38.64	39.34
- Additional accommodation expenses	3.29	3.33	6.00	7.81	5.21
Transport:	20.26	16.87	17.05	20.69	18.21
- Public transport	3.04	3.33	3.35	3.97	4.03
- Taxi	9.20	7.43	7.53	8.58	7.59
- Car rental	8.03	6.12	6.17	8.14	6.59
Food and drink:	165.08	151.35	151.22	167.69	146.16
- Food purchases at supermarkets	64.99	63.55	59.85	69.80	68.88
- Restaurants	100.09	87.80	91.37	97.89	77.27
Souvenirs:	38.44	48.69	51.04	47.60	40.57
Leisure:	29.23	28.92	28.28	31.89	26.30
- Organized excursions	10.93	12.64	10.11	11.23	10.95
- Leisure, amusement	3.70	3.13	4.32	4.28	4.42
- Trip to other islands	1.11	0.74	0.79	0.69	0.63
- Sporting activities	2.42	3.21	3.26	3.80	2.84
- Cultural activities	0.80	1.59	1.11	1.56	0.95
- Discos and disco-pubs	10.28	7.62	8.69	10.33	6.52
Others:	14.77	11.27	18.53	13.77	8.11
- Wellness	3.38	2.31	2.07	2.55	2.40
- Medical expenses	0.83	0.56	0.50	0.96	0.80
- Other expenses	10.56	8.40	15.95	10.25	4.92

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.4%	0.3%	0.7%	0.5%	0.5%
Between 2 and 7 days	4.1%	6.3%	6.0%	5.4%	4.5%
Between 8 and 15 days	5.8%	8.4%	6.6%	6.2%	5.8%
Between 16 and 30 days	14.3%	14.1%	13.3%	13.1%	11.8%
Between 31 and 90 days	35.3%	33.9%	34.6%	34.3%	35.9%
More than 90 days	40.0%	36.9%	38.7%	40.5%	41.5%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	10.1%	8.5%	9.3%	8.6%	7.8%
Flight and accommodation (room only)	31.2%	33.3%	28.9%	33.5%	30.7%
Flight and accommodation (B&B)	4.4%	6.5%	6.5%	6.8%	6.8%
Flight and accommodation (half board)	17.7%	13.5%	15.6%	14.5%	15.4%
Flight and accommodation (full board)	3.3%	2.9%	2.2%	2.5%	2.3%
Flight and accommodation (all inclusive)	33.3%	35.3%	37.6%	34.1%	37.0%
% Tourists using low-cost airlines	48.7%	60.4%	59.8%	59.4%	59.8%
Other expenses in their place of residence:					
- Car rental	3.0%	3.7%	3.5%	3.6%	4.1%
- Sporting activities	3.9%	3.9%	3.7%	3.6%	4.4%
- Excursions	1.7%	2.1%	1.8%	2.2%	2.3%
- Trip to other islands	1.1%	0.9%	1.0%	0.6%	1.0%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	52.6%	52.9%	54.3%	53.1%	50.7%
- Tour Operator's website	80.0%	82.2%	79.6%	82.8%	83.0%
Accommodation	16.3%	16.5%	17.2%	16.9%	18.4%
- Accommodation's website	81.8%	81.6%	83.2%	81.6%	84.4%
Travel agency (High street)	11.8%	10.4%	9.8%	10.2%	11.4%
Online Travel Agency (OTA)	12.6%	14.0%	12.5%	13.5%	13.5%
No need to book accommodation	6.6%	6.2%	6.2%	6.3%	6.0%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	56.3%	54.1%	55.5%	54.6%	53.5%
- Tour Operator's website	80.2%	80.9%	80.0%	84.2%	81.9%
Airline	25.2%	27.9%	27.7%	28.3%	28.6%
- Airline's website	95.5%	97.9%	98.0%	96.2%	96.5%
Travel agency (High street)	11.6%	9.1%	9.2%	8.9%	10.7%
Online Travel Agency (OTA)	6.8%	8.9%	7.7%	8.2%	7.2%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	8.8%	8.8%	9.1%	9.2%	8.3%
4* Hotel	34.6%	33.2%	36.7%	35.4%	39.5%
1-2-3* Hotel	13.8%	12.7%	12.9%	11.6%	11.0%
Apartment	35.4%	36.6%	33.0%	36.2%	35.0%
Property (privately-owned, friends, family)	4.6%	5.2%	5.5%	5.5%	3.8%
Others	2.9%	3.5%	2.9%	2.2%	2.3%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	48.3%	47.3%	49.4%	47.5%	44.8%
Percentage of women	51.7%	52.7%	50.6%	52.5%	55.2%
Age					
Average age (tourists > 16 years old)	47.8	45.6	46.8	46.8	48.0
Standard deviation	13.6	13.7	13.5	14.5	14.4
Age range (> 16 years old)					
16-24 years old	5.7%	7.2%	6.1%	7.1%	5.3%
25-30 years old	8.0%	10.0%	8.1%	10.0%	8.1%
31-45 years old	27.0%	30.9%	30.2%	28.3%	30.9%
46-60 years old	40.3%	36.5%	39.6%	35.1%	33.4%
Over 60 years old	19.0%	15.4%	16.0%	19.5%	22.2%
Occupation					
Business owner or self-employed	31.1%	35.3%	35.5%	33.8%	32.8%
Upper/Middle management employee	26.6%	26.8%	26.1%	25.7%	26.7%
Auxiliary level employee	18.6%	19.2%	16.5%	17.1%	14.9%
Students	1.4%	2.6%	2.9%	2.2%	2.3%
Retired	20.2%	13.9%	16.9%	19.0%	21.1%
Unemployed / unpaid dom. work	1.9%	2.2%	2.1%	2.2%	2.2%
Annual household income level					
€12,000 - €24,000	17.5%	18.4%	17.7%	17.2%	15.8%
€24,001 - €36,000	19.9%	20.3%	19.1%	19.5%	20.6%
€36,001 - €48,000	19.4%	18.7%	16.7%	17.0%	16.2%
€48,001 - €60,000	14.4%	14.1%	14.8%	13.0%	13.6%
€60,001 - €72,000	8.3%	8.2%	8.8%	9.9%	9.3%
€72,001 - €84,000	6.4%	5.1%	5.7%	5.6%	6.8%
More than €84,000	14.0%	15.2%	17.2%	17.8%	17.7%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	211,433	215,243	220,965	250,787	283,354
- Fuerteventura	79,285	84,469	91,790	110,118	129,731
- Gran Canaria	100,313	109,977	107,817	128,827	162,005
- Tenerife	362,507	383,392	389,402	444,109	494,022
- La Palma	4,223	4,135	6,081	6,475	11,201

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	27.9%	27.0%	27.1%	26.7%	26.2%
- Fuerteventura	10.5%	10.6%	11.2%	11.7%	12.0%
- Gran Canaria	13.2%	13.8%	13.2%	13.7%	15.0%
- Tenerife	47.8%	48.1%	47.7%	47.2%	45.7%
- La Palma	0.6%	0.5%	0.7%	0.7%	1.0%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	5.9%	7.2%	7.4%	8.3%	6.0%
Only with partner	56.2%	54.5%	46.2%	52.0%	41.5%
Only with children (under the age of 13)	0.8%	0.7%	1.3%	1.2%	2.0%
Partner + children (under the age of 13)	9.3%	8.6%	14.2%	9.6%	16.4%
Other relatives	6.6%	6.3%	6.2%	6.3%	7.8%
Friends	5.1%	5.1%	5.1%	5.8%	4.0%
Work colleagues	0.2%	0.1%	0.2%	0.2%	0.3%
Other combinations ⁽¹⁾	15.9%	17.5%	19.4%	16.6%	22.0%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	94.8%	94.7%	95.7%	95.4%	92.8%
Average rating (scale 1-10)	8.99	8.99	9.04	9.13	8.92

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	85.9%	84.7%	86.7%	84.7%	83.9%
In love (at least 10 previous visits)	23.5%	21.2%	21.5%	21.2%	19.7%

Where does the flight come from?



Ten main origin countries	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
United Kingdom	98.7%	96.4%	98.0%	97.4%	96.9%
Spanish Mainland	0.6%	2.4%	1.4%	1.5%	2.2%
Ireland	0.5%	0.8%	0.4%	0.8%	0.3%
Germany	0.1%	0.2%	0.0%	0.2%	0.2%
Denmark	0.0%	0.0%	0.0%	0.0%	0.1%
Belgium	0.0%	0.1%	0.0%	0.0%	0.1%
Italy	0.0%	0.0%	0.0%	0.0%	0.1%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.1%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	95.8%	92.5%	93.1%	93.4%	93.5%
Tranquillity/rest/relaxation	39.8%	38.5%	34.2%	34.1%	30.7%
Beaches	22.8%	24.2%	23.1%	26.2%	25.6%
Ease of travel	20.3%	17.3%	19.3%	17.1%	17.8%
Price	20.4%	19.4%	19.5%	18.5%	17.2%
Scenery	13.5%	13.2%	13.8%	15.9%	14.9%
Visiting new places	12.5%	12.3%	12.0%	11.2%	13.1%
Suitable destination for children	6.5%	7.7%	10.6%	7.2%	13.0%
Quality of the environment	9.5%	9.1%	9.1%	8.2%	8.4%
Security	4.8%	4.2%	3.6%	8.2%	7.0%
Nightlife/fun	8.5%	7.3%	7.3%	6.7%	5.5%
Theme parks	2.3%	2.6%	3.9%	4.0%	3.6%
Culture	3.1%	4.0%	3.5%	3.7%	3.5%
Active tourism	2.1%	2.1%	2.8%	2.7%	2.9%
Shopping	2.9%	2.3%	2.7%	3.4%	2.9%
Golf	1.2%	1.3%	1.3%	0.9%	1.1%

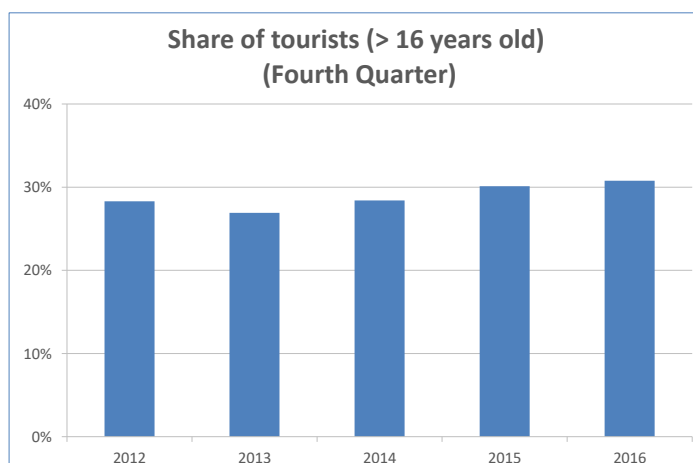
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	76.4%	73.8%	74.3%	72.6%	70.6%
Recommendation by friends or relatives	34.2%	33.6%	34.0%	37.5%	36.6%
The Canary Islands television channel	0.1%	0.2%	0.3%	0.2%	0.3%
Other television or radio channels	0.3%	0.5%	0.6%	0.2%	0.4%
Information in the press/magazines/books	2.4%	2.7%	1.8%	3.1%	3.2%
Attendance at a tourism fair	0.3%	0.1%	0.5%	0.3%	0.2%
Tour Operator's brochure or catalogue	11.8%	8.7%	8.0%	7.6%	8.1%
Recommendation by Travel Agency	6.4%	4.4%	5.9%	4.8%	5.4%
Information obtained via the Internet	24.4%	24.7%	24.8%	22.2%	23.7%
Senior Tourism programme	0.1%	0.1%	0.0%	0.0%	0.1%
Others	7.4%	6.7%	5.3%	5.7%	6.0%

* Multi-choice 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.