

# Tourist profile trend (2017)

## UNITED KINGDOM: Fourth Quarter

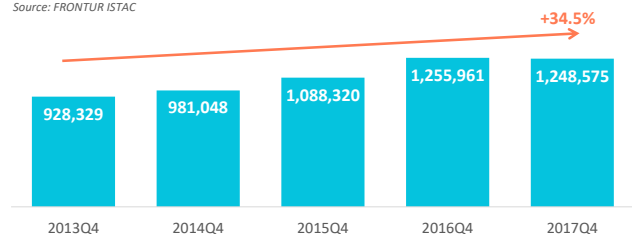
### How many are they and how much do they spend?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tourist arrivals (FRONTUR)	928,329	981,048	1,088,320	1,255,961	1,248,575
Tourist arrivals (> 16 years old)	800,912	819,317	943,624	1,087,933	1,127,951
Average daily expenditure (€)	124.71	132.23	140.72	136.68	141.84
. in their place of residence	87.39	95.40	99.19	100.33	104.81
. in the Canary Islands	37.32	36.82	41.53	36.35	37.02
Average length of stay	8.31	8.27	8.56	8.29	8.41
Turnover per tourist (€)	955	1,004	1,107	1,047	1,087
Total turnover (€m)	887	985	1,204	1,315	1,357
Share of annual tourist	25.9%	24.6%	26.0%	25.7%	23.7%
Share of annual turnover	25.6%	24.8%	25.6%	25.0%	24.4%
<b>% tourists who pay in the Canary Islands:</b>					
<b>Accommodation:</b>					
- Accommodation	15.4%	11.2%	14.3%	13.5%	11.9%
- Additional accommodation expenses	4.9%	6.1%	5.3%	5.3%	5.4%
<b>Transport:</b>					
- Public transport	13.3%	12.7%	14.5%	13.5%	12.4%
- Taxi	28.5%	26.5%	27.2%	26.6%	26.3%
- Car rental	10.6%	10.3%	11.6%	10.3%	11.0%
<b>Food and drink:</b>					
- Food purchases at supermarkets	63.1%	58.2%	60.4%	62.6%	60.1%
- Restaurants	56.8%	56.2%	57.4%	55.3%	57.7%
<b>Souvenirs:</b>	54.1%	55.6%	50.3%	50.4%	50.2%
<b>Leisure:</b>					
- Organized excursions	15.6%	14.7%	14.0%	13.8%	12.9%
- Leisure, amusement	7.0%	8.4%	7.2%	8.3%	7.2%
- Trip to other islands	1.9%	1.6%	1.6%	1.3%	2.1%
- Sporting activities	5.4%	5.2%	4.6%	4.8%	5.1%
- Cultural activities	3.9%	2.7%	3.8%	3.0%	3.6%
- Discos and disco-pubs	9.3%	8.8%	10.1%	6.3%	5.7%
<b>Others:</b>					
- Wellness	5.2%	4.7%	5.2%	5.4%	4.9%
- Medical expenses	2.7%	2.5%	3.0%	3.4%	2.9%
- Other expenses	9.1%	9.1%	8.8%	7.3%	6.6%

#### TOURIST ARRIVALS

Source: FRONTUR ISTAC



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



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Flight only	8.5%	9.3%	8.6%	7.8%	8.0%
Flight and accommodation (room only)	33.3%	28.9%	33.5%	30.7%	32.4%
Flight and accommodation (B&B)	6.5%	6.5%	6.8%	6.8%	5.6%
Flight and accommodation (half board)	13.5%	15.6%	14.5%	15.4%	17.4%
Flight and accommodation (full board)	2.9%	2.2%	2.5%	2.3%	2.0%
Flight and accommodation (all inclusive)	35.3%	37.6%	34.1%	37.0%	34.6%
<b>% Tourists using low-cost airlines</b>	60.4%	59.8%	59.4%	59.8%	65.0%
<b>Other expenses in their place of residence:</b>					
- Car rental	3.7%	3.5%	3.6%	4.1%	4.7%
- Sporting activities	3.9%	3.7%	3.6%	4.4%	3.7%
- Excursions	2.1%	1.8%	2.2%	2.3%	2.3%
- Trip to other islands	0.9%	1.0%	0.6%	1.0%	1.3%

### How do they book?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
<b>Accommodation booking</b>					
<b>Tour Operator</b>	52.9%	54.3%	53.1%	50.7%	51.9%
- Tour Operator's website	82.2%	79.6%	82.8%	83.0%	83.3%
<b>Accommodation</b>	16.5%	17.2%	16.9%	18.4%	17.7%
- Accommodation's website	81.6%	83.2%	81.6%	84.4%	84.9%
<b>Travel agency (High street)</b>	10.4%	9.8%	10.2%	11.4%	10.3%
<b>Online Travel Agency (OTA)</b>	14.0%	12.5%	13.5%	13.5%	14.1%
<b>No need to book accommodation</b>	6.2%	6.2%	6.3%	6.0%	6.0%
<b>Flight booking</b>					
<b>Tour Operator</b>	54.1%	55.5%	54.6%	53.5%	53.3%
- Tour Operator's website	80.9%	80.0%	84.2%	81.9%	82.1%
<b>Airline</b>	27.9%	27.7%	28.3%	28.6%	30.3%
- Airline's website	97.9%	98.0%	96.2%	96.5%	98.0%
<b>Travel agency (High street)</b>	9.1%	9.2%	8.9%	10.7%	9.5%
<b>Online Travel Agency (OTA)</b>	8.9%	7.7%	8.2%	7.2%	6.9%

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



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
The same day they leave	0.3%	0.7%	0.5%	0.5%	0.5%
Between 2 and 7 days	6.3%	6.0%	5.4%	4.5%	3.2%
Between 8 and 15 days	8.4%	6.6%	6.2%	5.8%	4.7%
Between 16 and 30 days	14.1%	13.3%	13.1%	11.8%	9.9%
Between 31 and 90 days	33.9%	34.6%	34.3%	35.9%	34.8%
More than 90 days	36.9%	38.7%	40.5%	41.5%	47.0%

### Who are they?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
<b>Gender</b>					
Men	47.3%	49.4%	47.5%	44.8%	42.9%
Women	52.7%	50.6%	52.5%	55.2%	57.1%
<b>Age</b>					
Average age (tourists > 16 years old)	45.6	46.8	46.8	48.0	49.9
Standard deviation	13.7	13.5	14.5	14.4	14.6
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	7.2%	6.1%	7.1%	5.3%	5.1%
25-30 years old	10.0%	8.1%	10.0%	8.1%	6.3%
31-45 years old	30.9%	30.2%	28.3%	30.9%	27.8%
46-60 years old	36.5%	39.6%	35.1%	33.4%	33.7%
Over 60 years old	15.4%	16.0%	19.5%	22.2%	27.2%
<b>Occupation</b>					
Business owner or self-employed	35.3%	35.5%	33.8%	32.8%	31.6%
Upper/Middle management employee	26.8%	26.1%	25.7%	26.7%	23.2%
Auxiliary level employee	19.2%	16.5%	17.1%	14.9%	15.8%
Students	2.6%	2.9%	2.2%	2.3%	1.8%
Retired	13.9%	16.9%	19.0%	21.1%	25.6%
Unemployed / unpaid dom. work	2.2%	2.1%	2.2%	2.2%	2.0%
<b>Annual household income level</b>					
€12,000 - €24,000	18.4%	17.7%	17.2%	15.8%	16.4%
€24,001 - €36,000	20.3%	19.1%	19.5%	20.6%	20.1%
€36,001 - €48,000	18.7%	16.7%	17.0%	16.2%	17.1%
€48,001 - €60,000	14.1%	14.8%	13.0%	13.6%	15.0%
€60,001 - €72,000	8.2%	8.8%	9.9%	9.3%	8.9%
€72,001 - €84,000	5.1%	5.7%	5.6%	6.8%	5.6%
More than €84,000	15.2%	17.2%	17.8%	17.7%	16.9%

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### Which island do they choose?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	215,243	220,965	250,787	283,354	310,019
- Fuerteventura	84,469	91,790	110,118	129,731	133,865
- Gran Canaria	109,977	107,817	128,827	162,005	162,299
- Tenerife	383,392	389,402	444,109	494,022	504,189
- La Palma	4,135	6,081	6,475	11,201	10,818

Share (%)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	27.0%	27.1%	26.7%	26.2%	27.7%
- Fuerteventura	10.6%	11.2%	11.7%	12.0%	11.9%
- Gran Canaria	13.8%	13.2%	13.7%	15.0%	14.5%
- Tenerife	48.1%	47.7%	47.2%	45.7%	45.0%
- La Palma	0.5%	0.7%	0.7%	1.0%	1.0%

### Where do they stay?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
5* Hotel	8.8%	9.1%	9.2%	8.3%	8.2%
4* Hotel	33.2%	36.7%	35.4%	39.5%	34.8%
1-2-3* Hotel	12.7%	12.9%	11.6%	11.0%	12.6%
Apartment	36.6%	33.0%	36.2%	35.0%	37.8%
Property (privately-owned, friends, family)	5.2%	5.5%	5.5%	3.8%	3.3%
Others	3.5%	2.9%	2.2%	2.3%	3.3%

### Why do they choose the Canary Islands?

Aspects influencing the choice	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Climate/sun	92.5%	93.1%	93.4%	93.5%	94.8%
Tranquillity/rest/relaxation	38.5%	34.2%	34.1%	30.7%	35.8%
Beaches	24.2%	23.1%	26.2%	25.6%	27.7%
Ease of travel	17.3%	19.3%	17.1%	17.8%	17.7%
Scenery	13.2%	13.8%	15.9%	14.9%	15.9%
Price	19.4%	19.5%	18.5%	17.2%	14.3%
Visiting new places	12.3%	12.0%	11.2%	13.1%	11.8%
Suitable destination for children	7.7%	10.6%	7.2%	13.0%	10.1%
Quality of the environment	9.1%	9.1%	8.2%	8.4%	8.3%
Security	4.2%	3.6%	8.2%	7.0%	5.8%
Nightlife/fun	7.3%	7.3%	6.7%	5.5%	5.2%
Theme parks	2.6%	3.9%	4.0%	3.6%	3.4%
Culture	4.0%	3.5%	3.7%	3.5%	3.4%
Active tourism	2.1%	2.8%	2.7%	2.9%	3.0%
Shopping	2.3%	2.7%	3.4%	2.9%	2.3%
Golf	1.3%	1.3%	0.9%	1.1%	1.6%

### Who do they come with?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Unaccompanied	7.2%	7.4%	8.3%	6.0%	6.5%
Only with partner	54.5%	46.2%	52.0%	41.5%	44.1%
Only with children (under the age of 13)	0.7%	1.3%	1.2%	2.0%	1.5%
Partner + children (under the age of 13)	8.6%	14.2%	9.6%	16.4%	13.7%
Other relatives	6.3%	6.2%	6.3%	7.8%	7.8%
Friends	5.1%	5.1%	5.8%	4.0%	4.9%
Work colleagues	0.1%	0.2%	0.2%	0.3%	0.1%
Other combinations <sup>(1)</sup>	17.5%	19.4%	16.6%	22.0%	21.5%

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

\* Multi-choice question

### How do they rate the Canary Islands?

Impression of their stay	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Good or very good (% tourists)	94.7%	95.7%	95.4%	92.8%	94.6%
Average rating (scale 1-10)	8.99	9.04	9.13	8.92	9.09

### How many are loyal to the Canary Islands?

Repeat tourists	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
At least 1 previous visit	84.7%	86.7%	84.7%	83.9%	85.2%
At least 10 previous visits	21.2%	21.5%	21.2%	19.7%	21.3%

### Where does the flight come from?

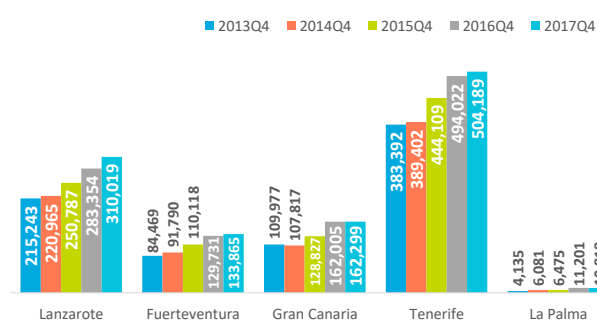
Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
United Kingdom	96.4%	98.0%	97.4%	96.9%	97.7%
Spanish Mainland	2.4%	1.4%	1.5%	2.2%	1.8%
Ireland	0.8%	0.4%	0.8%	0.3%	0.4%
Italy	0.0%	0.0%	0.0%	0.1%	0.1%
Belgium	0.1%	0.0%	0.0%	0.1%	0.0%
Germany	0.2%	0.0%	0.2%	0.2%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.1%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.1%	0.1%	0.1%	0.0%

### What did motivate them to come?

Prescription sources	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Previous visits to the Canary Islands	73.8%	74.3%	72.6%	70.6%	73.5%
Recommendation by friends/relatives	33.6%	34.0%	37.5%	36.6%	35.5%
The Canary Islands television channel	0.2%	0.3%	0.2%	0.3%	0.1%
Other television or radio channels	0.5%	0.6%	0.2%	0.4%	0.2%
Information in press/magazines/books	2.7%	1.8%	3.1%	3.2%	2.5%
Attendance at a tourism fair	0.1%	0.5%	0.3%	0.2%	0.1%
Tour Operator's brochure or catalogue	8.7%	8.0%	7.6%	8.1%	7.4%
Recommendation by Travel Agency	4.4%	5.9%	4.8%	5.4%	4.9%
Information obtained via the Internet	24.7%	24.8%	22.2%	23.7%	21.3%
Senior Tourism programme	0.1%	0.0%	0.0%	0.1%	0.0%
Others	6.7%	5.3%	5.7%	6.0%	5.3%

\* Multi-choice question

### Tourist arrivals by islands



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.