Tourist profile trend (2016)

United Kingdom: First Quarter

How many are they and how much do they spend?

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	714,238	690,679	769,727	815,450	963,328
Average daily expenditure (€)	115.44	116.14	115.95	136.12	136.91
. in their place of residence	80.76	81.78	78.60	98.18	97.56
. in the Canary Islands	34.68	34.36	37.35	37.94	39.35
Average lenght of stay	9.31	9.74	9.40	9.23	9.21
Turnover per tourist (€)	977	1,007	953	1,115	1,119
Total turnover (> 16 years old) (€m)	698	695	734	909	1,078
Share of total turnover	23.9%	23.5%	22.0%	22.7%	23.7%
Share of total tourist	24.1%	22.5%	23.0%	22.9%	22.8%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation (**):	32.47	33.46	44.35	38.76	47.22
- Accommodation	26.61	28.47	38.59	33.86	40.27
- Additional accommodation expenses	5.85	4.99	5.75	4.90	6.95
Transport:	22.13	23.44	21.88	25.24	23.85
- Public transport	3.91	4.74	4.72	4.27	4.91
- Taxi	9.60	10.35	8.34	9.66	9.61
- Car rental	8.63	8.35	8.82	11.31	9.33
Food and drink:	154.13	171.77	171.26	168.89	173.75
- Food purchases at supermarkets	62.74	72.21	72.28	74.62	78.16
- Restaurants	91.39	99.55	98.98	94.27	95.60
Souvenirs:	39.18	40.59	43.01	45.45	43.28
Leisure:	31.94	32.01	29.54	30.79	29.29
- Organized excursions	9.08	11.00	9.46	9.50	11.30
- Leisure, amusement	3.24	3.20	2.75	2.78	2.90
- Trip to other islands	0.65	1.87	1.02	1.09	1.14
- Sporting activities	3.84	2.86	4.44	3.41	3.20
- Cultural activities	1.26	1.62	1.53	2.01	1.57
- Discos and disco-pubs	13.85	11.46	10.33	12.01	9.19
Others:	23.49	36.36	11.77	14.63	12.53
- Wellness	2.00	1.69	2.54	2.72	2.98
- Medical expenses	1.68	2.85	1.57	2.15	1.31
- Other expenses	19.80	31.83	7.66	9.76	8.24

How far in advance do they book their trip?

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.6%	0.3%	0.5%	0.8%	0.7%
Between 2 and 7 days	6.2%	4.7%	7.4%	6.0%	6.3%
Between 8 and 15 days	8.3%	7.9%	7.3%	7.4%	9.3%
Between 16 and 30 days	16.1%	16.9%	16.0%	13.3%	15.3%
Between 31 and 90 days	33.3%	35.1%	34.3%	34.0%	34.7%
More than 90 days	35.6%	35.0%	34.6%	38.5%	33.7%

What do they book at their place of residence?

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	10.0%	10.6%	13.2%	9.2%	9.9%
Flight and accommodation (room only)	31.9%	34.4%	31.8%	32.0%	31.8%
Flight and accommodation (B&B)	4.4%	5.0%	6.8%	7.5%	7.6%
Flight and accommodation (half board)	18.2%	16.1%	15.3%	14.9%	16.5%
Flight and accommodation (full board)	2.4%	3.2%	3.1%	3.6%	2.5%
Flight and accommodation (all inclusive)	33.2%	30.7%	29.7%	32.7%	31.8%
% Tourists using low-cost airlines	46.3%	51.0%	65.5%	55.4%	62.2%
Other expenses in their place of residence:					
- Car rental	3.1%	3.7%	4.4%	4.2%	3.3%
- Sporting activities	4.3%	3.8%	3.2%	3.4%	2.8%
- Excursions	1.2%	2.0%	2.0%	1.8%	1.6%
- Trip to other islands	0.9%	0.9%	1.9%	1.6%	1.2%

How do they book?

Accommodation booking	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tour Operator	59.7%	53.0%	50.5%	54.4%	51.8%
- Tour Operator´s website	70.7%	77.2%	83.1%	77.8%	79.4%
Accommodation	15.1%	17.5%	18.4%	17.1%	18.5%
- Accommodation´s website	76.6%	81.7%	82.5%	84.2%	85.2%
Travel agency (High street)	8.7%	10.8%	8.6%	10.2%	9.1%
Online Travel Agency (OTA)	9.6%	10.9%	13.5%	12.7%	13.8%
No need to book accommodation	6.8%	7.7%	9.0%	5.6%	6.8%

Flight booking	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tour Operator	69.8%	55.4%	55.3%	56.0%	52.7%
- Tour Operator´s website	71.8%	78.3%	83.2%	79.8%	79.4%
Airline	18.8%	27.4%	31.6%	27.6%	31.1%
- Airline´s website	96.6%	96.0%	97.9%	97.4%	97.4%
Travel agency (High street)	6.2%	10.4%	6.8%	9.0%	8.1%
Online Travel Agency (OTA)	5.2%	6.7%	6.2%	7.4%	8.1%

Where do they stay?

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	6.5%	6.9%	8.7%	9.1%	9.1%
4* Hotel	35.1%	33.5%	30.9%	34.5%	36.2%
1-2-3* Hotel	12.8%	12.1%	13.8%	12.5%	11.4%
Apartment	36.4%	37.0%	34.7%	33.5%	36.3%
Property (privately-owned,friends,family)	4.2%	6.9%	8.1%	5.8%	4.4%
Others	4.9%	3.6%	3.8%	4.7%	2.6%

Who are they?

Gender	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Percentage of men	49.1%	45.5%	48.6%	47.2%	45.0%
Percentage of women	50.9%	54.5%	51.4%	52.8%	55.0%
Age					
Average age (tourists > 16 years old)	49.7	49.6	49.3	49.8	50.2
Standard deviation	14.2	14.5	14.6	14.4	16.1
Age range (> 16 years old)					
16-24 years old	5.3%	5.8%	5.6%	5.1%	6.9%
25-30 years old	6.7%	7.4%	8.2%	7.3%	9.1%
31-45 years old	25.0%	23.9%	24.6%	24.1%	21.3%
46-60 years old	37.8%	36.3%	37.2%	37.6%	31.5%
Over 60 years old	25.2%	26.6%	24.4%	25.9%	31.2%
Occupation					
Business owner or self-employed	28.5%	29.0%	32.2%	31.5%	31.4%
Upper/Middle management employee	23.9%	22.7%	24.0%	24.2%	20.7%
Auxiliary level employee	16.7%	18.0%	14.5%	15.9%	13.5%
Students	1.9%	2.1%	2.1%	2.0%	2.8%
Retired	27.0%	25.9%	25.5%	24.9%	29.7%
Unemployed / unpaid dom. work	2.0%	2.2%	1.6%	1.5%	1.9%
Annual household income level					
€12,000 - €24,000	16.3%	21.2%	19.8%	17.1%	17.1%
€24,001 - €36,000	22.0%	21.7%	20.2%	19.4%	20.4%
€36,001 - €48,000	18.7%	17.6%	18.2%	17.8%	18.6%
€48,001 - €60,000	14.3%	14.8%	14.5%	15.5%	14.8%
€60,001 - €72,000	11.5%	7.2%	8.5%	8.4%	8.4%
€72,001 - €84,000	5.3%	5.1%	5.3%	5.9%	6.0%
More than €84,000	11.8%	12.5%	13.5%	15.9%	14.7%

(*) 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.

Tourist profile trend (2016)

United Kingdom: First Quarter

Canary Islands — LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	189,305	188,966	205,313	221,213	259,030
- Fuerteventura	72,158	73,274	80,215	89,558	111,806
- Gran Canaria	88,545	81,817	103,865	92,249	126,052
- Tenerife	357,392	338,409	368,720	400,682	450,517
- La Palma	4,476	4,208	5,694	7,607	8,816

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	26.6%	27.5%	26.9%	27.3%	27.1%
- Fuerteventura	10.1%	10.7%	10.5%	11.0%	11.7%
- Gran Canaria	12.4%	11.9%	13.6%	11.4%	13.2%
- Tenerife	50.2%	49.3%	48.3%	49.4%	47.1%
- La Palma	0.6%	0.6%	0.7%	0.9%	0.9%

Who do they come with?

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	4.8%	7.3%	8.2%	6.1%	9.0%
Only with partner	59.9%	62.4%	59.8%	59.7%	58.9%
Only with children (under the age of 13)	0.7%	0.4%	0.5%	0.3%	0.4%
Partner + children (under the age of 13)	9.4%	5.5%	5.6%	7.3%	5.8%
Other relatives	4.5%	5.1%	5.2%	5.8%	5.5%
Friends	5.6%	5.9%	6.6%	6.3%	7.0%
Work colleagues	0.0%	0.2%	0.3%	0.2%	0.1%
Other combinations [1]	15.1%	13.1%	13.9%	14.4%	13.3%

Multi-choise question (different situations have been isolated)

How do they rate the destination?

Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	93.8%	94.5%	95.2%	92.4%	95.5%
Average rating (scale 1-10)	8.87	9.07	9.03	8.84	9.10

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	88.4%	88.3%	86.8%	87.6%	86.0%
In love (at least 10 previous visits)	25.5%	27.0%	23.1%	24.5%	23.5%

Where does the flight come from?

Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
United Kingdom	99.0%	96.8%	98.9%	98.6%	98.0%
Spanish Mainland	0.6%	2.2%	0.5%	0.8%	1.0%
Ireland	0.3%	0.8%	0.5%	0.3%	0.9%
France	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.0%	0.1%	0.0%	0.1%	0.0%
Belgium	0.0%	0.0%	0.0%	0.1%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.1%	0.0%	0.0%	0.0%
Norway	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	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	96.4%	96.3%	93.6%	93.8%	93.6%
Tranquillity/rest/relaxation	41.2%	37.9%	34.6%	37.3%	33.9%
Beaches	19.7%	22.1%	20.4%	22.0%	22.0%
Price	21.7%	20.1%	20.5%	18.7%	19.9%
Ease of travel	23.6%	22.4%	20.6%	19.4%	18.2%
Scenery	13.4%	15.3%	15.5%	16.3%	15.0%
Visiting new places	12.4%	12.1%	11.9%	12.0%	11.5%
Quality of the environment	9.5%	10.5%	8.7%	9.1%	9.6%
Security	4.3%	5.9%	3.3%	4.3%	8.3%
Nightlife/fun	8.4%	7.7%	8.2%	7.1%	7.8%
Suitable destination for children	7.0%	4.7%	4.0%	4.4%	4.5%
Culture	3.7%	4.1%	3.6%	4.4%	3.7%
Active tourism	2.2%	3.3%	3.6%	3.1%	3.5%
Shopping	3.2%	2.0%	2.1%	3.3%	3.0%
Theme parks	1.5%	1.4%	1.3%	2.1%	2.0%
Rural tourism	1.1%	0.7%	1.4%	1.5%	1.6%

Multi-choise question

What did motivate them to come?

Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	80.7%	79.3%	75.7%	74.9%	73.4%
Recommendation by friends or relatives	33.8%	34.9%	31.5%	33.1%	33.7%
The Canary Islands television channel	0.0%	0.4%	0.1%	0.1%	0.2%
Other television or radio channels	0.4%	0.5%	0.3%	0.3%	0.3%
Information in the press/magazines/books	3.5%	3.4%	3.0%	2.4%	2.5%
Attendance at a tourism fair	0.3%	0.1%	0.3%	0.1%	0.4%
Tour Operator's brochure or catalogue	12.2%	10.1%	7.5%	8.1%	7.3%
Recommendation by Travel Agency	6.3%	4.8%	3.5%	4.7%	5.3%
Information obtained via the Internet	26.9%	28.0%	25.3%	23.0%	24.2%
Senior Tourism programme	0.1%	0.1%	0.1%	0.1%	0.1%
Others	5.3%	5.2%	6.4%	5.9%	6.9%

Multi-choise question

Tourist arrivals trend (> 16 years old) (First Quarter)
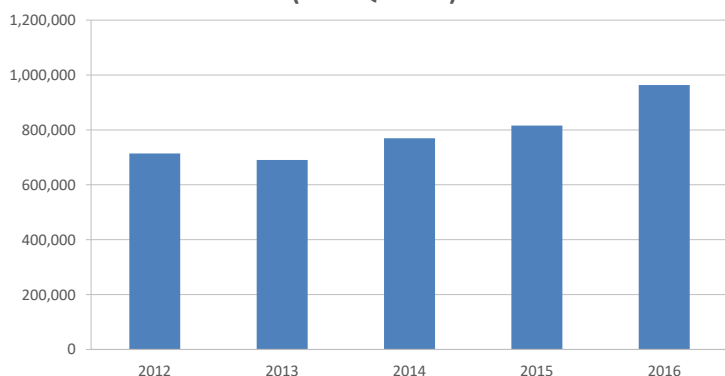
Share of tourists (> 16 years old) (First Quarter)
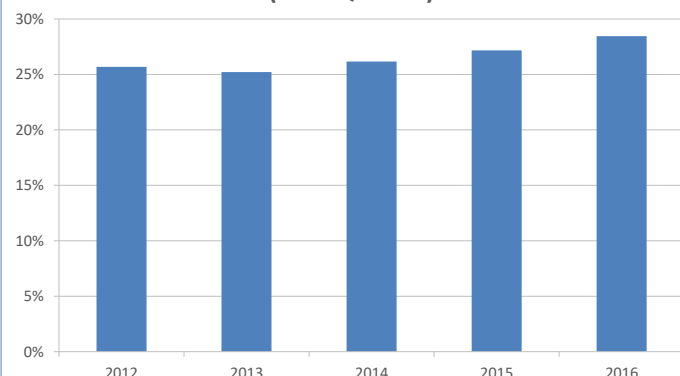
Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable " and " No answer " have been excluded.