

# Tourist profile trend (2017)

## United Kingdom: First Quarter

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	690,679	769,727	815,450	963,328	1,039,959
Average daily expenditure (€)	116.14	115.95	136.12	136.91	138.12
. in their place of residence	81.78	78.60	98.18	97.56	98.68
. in the Canary Islands	34.36	37.35	37.94	39.35	39.43
Average length of stay	9.74	9.40	9.23	9.21	8.83
Turnover per tourist (€)	1,007	953	1,115	1,119	1,098
Total turnover (> 16 years old) (€m)	695	734	909	1,078	1,141
Share of total turnover	23.5%	22.0%	22.7%	23.7%	--
Share of total tourist	22.5%	23.0%	22.9%	22.8%	--

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	33.46	44.35	38.76	47.22	51.59
- Accommodation	28.47	38.59	33.86	40.27	44.58
- Additional accommodation expenses	4.99	5.75	4.90	6.95	7.00
<b>Transport:</b>	23.44	21.88	25.24	23.85	22.13
- Public transport	4.74	4.72	4.27	4.91	4.34
- Taxi	10.35	8.34	9.66	9.61	8.10
- Car rental	8.35	8.82	11.31	9.33	9.69
<b>Food and drink:</b>	171.77	171.26	168.89	173.75	163.74
- Food purchases at supermarkets	72.21	72.28	74.62	78.16	70.22
- Restaurants	99.55	98.98	94.27	95.60	93.52
<b>Souvenirs:</b>	40.59	43.01	45.45	43.28	41.57
<b>Leisure:</b>	32.01	29.54	30.79	29.29	22.93
- Organized excursions	11.00	9.46	9.50	11.30	7.37
- Leisure, amusement	3.20	2.75	2.78	2.90	2.37
- Trip to other islands	1.87	1.02	1.09	1.14	1.23
- Sporting activities	2.86	4.44	3.41	3.20	4.09
- Cultural activities	1.62	1.53	2.01	1.57	1.14
- Discos and disco-pubs	11.46	10.33	12.01	9.19	6.72
<b>Others:</b>	36.36	11.77	14.63	12.53	11.16
- Wellness	1.69	2.54	2.72	2.98	2.46
- Medical expenses	2.85	1.57	2.15	1.31	1.05
- Other expenses	31.83	7.66	9.76	8.24	7.65

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	0.3%	0.5%	0.8%	0.7%	1.1%
Between 2 and 7 days	4.7%	7.4%	6.0%	6.3%	4.9%
Between 8 and 15 days	7.9%	7.3%	7.4%	9.3%	7.0%
Between 16 and 30 days	16.9%	16.0%	13.3%	15.3%	14.6%
Between 31 and 90 days	35.1%	34.3%	34.0%	34.7%	35.5%
More than 90 days	35.0%	34.6%	38.5%	33.7%	36.9%

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	10.6%	13.2%	9.2%	9.9%	8.0%
Flight and accommodation (room only)	34.4%	31.8%	32.0%	31.8%	31.4%
Flight and accommodation (B&B)	5.0%	6.8%	7.5%	7.6%	9.1%
Flight and accommodation (half board)	16.1%	15.3%	14.9%	16.5%	17.0%
Flight and accommodation (full board)	3.2%	3.1%	3.6%	2.5%	2.3%
Flight and accommodation (all inclusive)	30.7%	29.7%	32.7%	31.8%	32.2%
<b>% Tourists using low-cost airlines</b>	51.0%	65.5%	55.4%	62.2%	60.7%
<b>Other expenses in their place of residence:</b>					
- Car rental	3.7%	4.4%	4.2%	3.3%	3.7%
- Sporting activities	3.8%	3.2%	3.4%	2.8%	3.6%
- Excursions	2.0%	2.0%	1.8%	1.6%	1.9%
- Trip to other islands	0.9%	1.9%	1.6%	1.2%	1.0%

### How do they book?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Accommodation booking</b>					
<b>Tour Operator</b>	53.0%	50.5%	54.4%	51.8%	50.9%
- Tour Operator's website	77.2%	83.1%	77.8%	79.4%	82.0%
<b>Accommodation</b>	17.5%	18.4%	17.1%	18.5%	17.5%
- Accommodation's website	81.7%	82.5%	84.2%	85.2%	86.3%
<b>Travel agency (High street)</b>	10.8%	8.6%	10.2%	9.1%	9.5%
<b>Online Travel Agency (OTA)</b>	10.9%	13.5%	12.7%	13.8%	16.7%
<b>No need to book accommodation</b>	7.7%	9.0%	5.6%	6.8%	5.5%

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Flight booking</b>					
<b>Tour Operator</b>	55.4%	55.3%	56.0%	52.7%	53.6%
- Tour Operator's website	78.3%	83.2%	79.8%	79.4%	82.2%
<b>Airline</b>	27.4%	31.6%	27.6%	31.1%	30.2%
- Airline's website	96.0%	97.9%	97.4%	97.4%	98.0%
<b>Travel agency (High street)</b>	10.4%	6.8%	9.0%	8.1%	8.5%
<b>Online Travel Agency (OTA)</b>	6.7%	6.2%	7.4%	8.1%	7.7%

### Where do they stay?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
5* Hotel	6.9%	8.7%	9.1%	9.1%	8.0%
4* Hotel	33.5%	30.9%	34.5%	36.2%	38.9%
1-2-3* Hotel	12.1%	13.8%	12.5%	11.4%	11.5%
Apartment	37.0%	34.7%	33.5%	36.3%	33.3%
Property (privately-owned, friends, family)	6.9%	8.1%	5.8%	4.4%	4.6%
Others	3.6%	3.8%	4.7%	2.6%	3.6%

### Who are they?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Gender</b>					
Percentage of men	45.5%	48.6%	47.2%	45.0%	44.8%
Percentage of women	54.5%	51.4%	52.8%	55.0%	55.2%

Age					
Average age (tourists > 16 years old)	49.6	49.3	49.8	50.2	51.0
Standard deviation	14.5	14.6	14.4	16.1	15.3

Age range (> 16 years old)					
16-24 years old	5.8%	5.6%	5.1%	6.9%	5.1%
25-30 years old	7.4%	8.2%	7.3%	9.1%	7.5%
31-45 years old	23.9%	24.6%	24.1%	21.3%	22.9%
46-60 years old	36.3%	37.2%	37.6%	31.5%	33.5%
Over 60 years old	26.6%	24.4%	25.9%	31.2%	31.1%

Occupation					
Business owner or self-employed	29.0%	32.2%	31.5%	31.4%	31.1%
Upper/Middle management employee	22.7%	24.0%	24.2%	20.7%	21.7%
Auxiliary level employee	18.0%	14.5%	15.9%	13.5%	12.6%
Students	2.1%	2.1%	2.0%	2.8%	2.3%
Retired	25.9%	25.5%	24.9%	29.7%	30.7%
Unemployed / unpaid dom. work	2.2%	1.6%	1.5%	1.9%	1.7%

Annual household income level					
€12,000 - €24,000	21.2%	19.8%	17.1%	17.1%	18.1%
€24,001 - €36,000	21.7%	20.2%	19.4%	20.4%	20.6%
€36,001 - €48,000	17.6%	18.2%	17.8%	18.6%	16.1%
€48,001 - €60,000	14.8%	14.5%	15.5%	14.8%	14.6%
€60,001 - €72,000	7.2%	8.5%	8.4%	8.4%	8.6%
€72,001 - €84,000	5.1%	5.3%	5.9%	6.0%	6.2%
More than €84,000	12.5%	13.5%	15.9%	14.7%	15.8%

(\*) 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.

# Tourist profile trend (2017)

## United Kingdom: First Quarter

### Which island do they choose?



Tourists (> 16 years old)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	188,966	205,313	221,213	259,030	270,611
- Fuerteventura	73,274	80,215	89,558	111,806	118,257
- Gran Canaria	81,817	103,865	92,249	126,052	151,950
- Tenerife	338,409	368,720	400,682	450,517	476,853
- La Palma	4,208	5,694	7,607	8,816	13,407

Share (%)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	27.5%	26.9%	27.3%	27.1%	26.2%
- Fuerteventura	10.7%	10.5%	11.0%	11.7%	11.5%
- Gran Canaria	11.9%	13.6%	11.4%	13.2%	14.7%
- Tenerife	49.3%	48.3%	49.4%	47.1%	46.2%
- La Palma	0.6%	0.7%	0.9%	0.9%	1.3%

### Who do they come with?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	7.3%	8.2%	6.1%	9.0%	7.9%
Only with partner	62.4%	59.8%	59.7%	58.9%	54.3%
Only with children (under the age of 13)	0.4%	0.5%	0.3%	0.4%	1.3%
Partner + children (under the age of 13)	5.5%	5.6%	7.3%	5.8%	9.0%
Other relatives	5.1%	5.2%	5.8%	5.5%	5.6%
Friends	5.9%	6.6%	6.3%	7.0%	6.1%
Work colleagues	0.2%	0.3%	0.2%	0.1%	0.1%
Other combinations <sup>(1)</sup>	13.1%	13.9%	14.4%	13.3%	15.8%

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

### How do they rate the destination?



Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	94.5%	95.2%	92.4%	95.5%	93.9%
Average rating (scale 1-10)	9.07	9.03	8.84	9.10	8.97

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	88.3%	86.8%	87.6%	86.0%	86.5%
In love (at least 10 previous visits)	27.0%	23.1%	24.5%	23.5%	21.4%

### Where does the flight come from?



Ten main origin markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
United Kingdom	96.8%	98.9%	98.6%	98.0%	98.9%
Spanish Mainland	2.2%	0.5%	0.8%	1.0%	0.7%
Ireland	0.8%	0.5%	0.3%	0.9%	0.3%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.1%	0.0%	0.1%	0.0%	0.0%
Russia	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.1%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.1%	0.0%	0.0%	0.0%	0.0%



### Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Climate/sun	96.3%	93.6%	93.8%	93.6%	93.4%
Tranquillity/rest/relaxation	37.9%	34.6%	37.3%	33.9%	32.2%
Beaches	22.1%	20.4%	22.0%	22.0%	22.0%
Ease of travel	22.4%	20.6%	19.4%	18.2%	21.7%
Price	20.1%	20.5%	18.7%	19.9%	17.4%
Scenery	15.3%	15.5%	16.3%	15.0%	15.0%
Visiting new places	12.1%	11.9%	12.0%	11.5%	12.5%
Quality of the environment	10.5%	8.7%	9.1%	9.6%	8.7%
Security	5.9%	3.3%	4.3%	8.3%	7.3%
Suitable destination for children	4.7%	4.0%	4.4%	4.5%	6.4%
Nightlife/fun	7.7%	8.2%	7.1%	7.8%	6.2%
Culture	4.1%	3.6%	4.4%	3.7%	4.1%
Active tourism	3.3%	3.6%	3.1%	3.5%	3.3%
Theme parks	1.4%	1.3%	2.1%	2.0%	2.5%
Shopping	2.0%	2.1%	3.3%	3.0%	2.4%
Rural tourism	0.7%	1.4%	1.5%	1.6%	1.2%

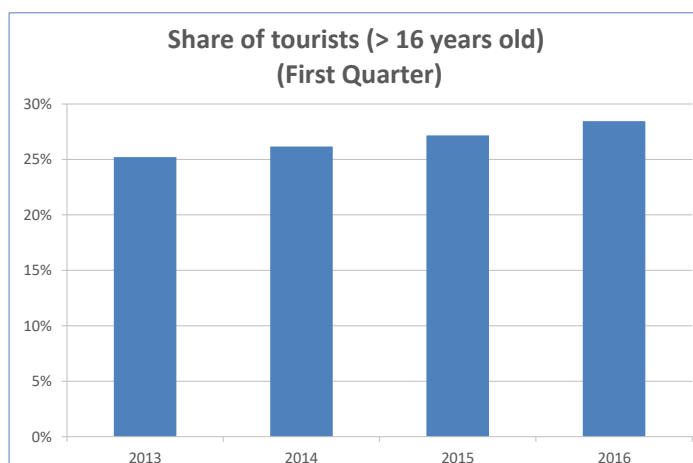
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Previous visits to the Canary Islands	79.3%	75.7%	74.9%	73.4%	74.7%
Recommendation by friends or relatives	34.9%	31.5%	33.1%	33.7%	33.1%
The Canary Islands television channel	0.4%	0.1%	0.1%	0.2%	0.2%
Other television or radio channels	0.5%	0.3%	0.3%	0.3%	0.5%
Information in the press/magazines/books	3.4%	3.0%	2.4%	2.5%	3.0%
Attendance at a tourism fair	0.1%	0.3%	0.1%	0.4%	0.2%
Tour Operator's brochure or catalogue	10.1%	7.5%	8.1%	7.3%	7.2%
Recommendation by Travel Agency	4.8%	3.5%	4.7%	5.3%	5.6%
Information obtained via the Internet	28.0%	25.3%	23.0%	24.2%	22.4%
Senior Tourism programme	0.1%	0.1%	0.1%	0.1%	0.1%
Others	5.2%	6.4%	5.9%	6.9%	6.1%

\* 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.