

# Tourist profile trend (2016)

## United Kingdom: Second Quarter

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	722,844	763,008	858,319	859,956	1,065,205
Average daily expenditure (€)	111.67	109.68	120.33	131.61	127.62
. in their place of residence	77.30	76.00	84.02	92.72	89.84
. in the Canary Islands	34.37	33.68	36.31	38.88	37.78
Average length of stay	8.58	8.57	8.50	8.36	8.34
Turnover per tourist (€)	885	880	947	1,002	984
Total turnover (> 16 years old) (€m)	640	671	813	862	1,048
Share of total turnover	21.9%	22.7%	24.3%	21.5%	23.1%
Share of total tourist	24.4%	24.9%	25.6%	24.2%	25.2%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	26.69	29.82	36.80	35.62	38.75
- Accommodation	21.57	24.87	31.22	30.22	32.16
- Additional accommodation expenses	5.12	4.95	5.59	5.40	6.59
<b>Transport:</b>	19.27	15.58	18.15	19.88	17.24
- Public transport	3.32	3.12	3.35	3.90	2.98
- Taxi	8.28	7.21	8.32	8.83	8.47
- Car rental	7.68	5.25	6.49	7.15	5.79
<b>Food and drink:</b>	139.18	149.99	142.81	158.35	152.62
- Food purchases at supermarkets	57.93	61.80	61.99	70.25	65.79
- Restaurants	81.25	88.19	80.82	88.11	86.83
<b>Souvenirs:</b>	38.86	40.05	49.43	45.34	45.52
<b>Leisure:</b>	34.07	26.96	29.69	28.76	27.01
- Organized excursions	10.69	10.24	11.18	10.23	11.55
- Leisure, amusement	3.99	3.98	3.27	4.07	3.31
- Trip to other islands	0.95	0.31	0.78	0.73	1.00
- Sporting activities	3.44	2.42	3.40	3.96	3.50
- Cultural activities	1.57	1.37	1.83	1.38	0.95
- Discos and disco-pubs	13.43	8.64	9.22	8.41	6.70
<b>Others:</b>	20.63	10.26	15.91	13.76	8.55
- Wellness	2.11	2.82	4.67	2.74	2.34
- Medical expenses	1.56	1.16	1.55	1.16	1.02
- Other expenses	16.96	6.28	9.69	9.86	5.19

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.4%	0.2%	0.3%	0.7%	0.5%
Between 2 and 7 days	8.6%	5.4%	5.5%	5.5%	4.8%
Between 8 and 15 days	7.2%	6.7%	6.1%	7.2%	5.7%
Between 16 and 30 days	13.4%	15.5%	12.9%	12.9%	12.4%
Between 31 and 90 days	35.3%	34.7%	36.8%	35.2%	36.2%
More than 90 days	35.0%	37.6%	38.4%	38.5%	40.4%

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	10.8%	12.2%	8.6%	8.3%	7.6%
Flight and accommodation (room only)	29.9%	30.6%	29.3%	31.7%	30.8%
Flight and accommodation (B&B)	5.3%	5.3%	5.2%	6.8%	6.7%
Flight and accommodation (half board)	18.3%	16.9%	16.4%	13.6%	17.0%
Flight and accommodation (full board)	1.2%	2.5%	2.7%	2.1%	1.8%
Flight and accommodation (all inclusive)	34.5%	32.4%	37.9%	37.4%	36.1%
<b>% Tourists using low-cost airlines</b>	50.1%	59.6%	55.6%	61.3%	60.3%
<b>Other expenses in their place of residence:</b>					
- Car rental	3.9%	3.4%	2.7%	3.4%	3.6%
- Sporting activities	3.4%	4.2%	3.8%	4.6%	3.8%
- Excursions	1.7%	1.7%	2.5%	2.0%	2.0%
- Trip to other islands	0.2%	0.5%	0.7%	0.8%	0.7%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	57.9%	51.8%	53.4%	53.2%	54.5%
- Tour Operator's website	75.1%	78.2%	79.1%	84.7%	82.8%
<b>Accommodation</b>	14.1%	18.0%	16.6%	17.2%	16.0%
- Accommodation's website	82.3%	79.3%	81.8%	80.9%	83.9%
<b>Travel agency (High street)</b>	7.7%	10.2%	12.1%	10.2%	10.1%
<b>Online Travel Agency (OTA)</b>	12.6%	11.8%	11.8%	13.2%	14.5%
<b>No need to book accommodation</b>	7.6%	8.3%	6.0%	6.1%	4.9%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Flight booking</b>					
<b>Tour Operator</b>	68.0%	54.0%	53.9%	55.9%	55.9%
- Tour Operator's website	75.8%	77.1%	79.0%	84.4%	83.0%
<b>Airline</b>	19.5%	29.4%	27.9%	27.9%	26.0%
- Airline's website	98.4%	97.2%	97.5%	97.0%	96.3%
<b>Travel agency (High street)</b>	5.9%	9.3%	11.3%	8.8%	8.6%
<b>Online Travel Agency (OTA)</b>	6.6%	7.3%	7.0%	7.3%	9.6%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	7.8%	8.8%	8.8%	9.3%	9.3%
4* Hotel	36.9%	33.1%	36.7%	34.9%	38.8%
1-2-3* Hotel	12.4%	12.0%	13.4%	13.6%	10.9%
Apartment	32.1%	35.8%	31.8%	34.3%	35.3%
Property (privately-owned, friends, family)	5.3%	7.1%	5.6%	4.5%	3.2%
Others	5.5%	3.2%	3.7%	3.4%	2.4%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	45.6%	46.2%	45.5%	45.1%	43.5%
Percentage of women	54.4%	53.8%	54.5%	54.9%	56.5%
<b>Age</b>					
Average age (tourists > 16 years old)	45.2	44.7	46.1	44.3	47.5
Standard deviation	14.4	14.7	15.1	15.3	15.9
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	10.1%	11.2%	9.9%	12.5%	8.6%
25-30 years old	10.3%	11.0%	10.7%	11.7%	11.4%
31-45 years old	28.1%	28.3%	26.1%	27.2%	23.8%
46-60 years old	35.0%	32.8%	33.2%	31.3%	31.1%
Over 60 years old	16.5%	16.7%	20.1%	17.3%	25.2%
<b>Occupation</b>					
Business owner or self-employed	30.4%	29.1%	31.4%	32.4%	29.3%
Upper/Middle management employee	27.9%	29.0%	26.5%	26.2%	24.8%
Auxiliary level employee	19.0%	18.6%	17.7%	16.6%	14.9%
Students	4.0%	5.5%	3.6%	5.7%	3.8%
Retired	16.5%	15.3%	18.7%	16.8%	24.9%
Unemployed / unpaid dom. work	2.2%	2.4%	2.2%	2.3%	2.3%
<b>Annual household income level</b>					
€12,000 - €24,000	17.2%	18.6%	18.5%	17.1%	18.2%
€24,001 - €36,000	19.1%	21.3%	21.6%	20.4%	20.0%
€36,001 - €48,000	16.3%	16.3%	16.1%	15.8%	17.7%
€48,001 - €60,000	15.7%	14.2%	14.8%	13.6%	13.3%
€60,001 - €72,000	10.6%	8.8%	9.1%	9.3%	10.1%
€72,001 - €84,000	6.7%	5.3%	5.7%	7.1%	6.3%
More than €84,000	14.3%	15.5%	14.1%	16.7%	14.6%

(\*) 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: Second Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	188,229	203,192	228,949	235,324	279,057
- Fuerteventura	67,641	75,862	94,314	94,423	114,393
- Gran Canaria	119,621	111,749	130,077	132,434	175,889
- Tenerife	342,167	366,235	398,194	389,863	482,868
- La Palma	3,754	2,425	3,421	4,896	6,920

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	26.1%	26.8%	26.8%	27.5%	26.3%
- Fuerteventura	9.4%	10.0%	11.0%	11.0%	10.8%
- Gran Canaria	16.6%	14.7%	15.2%	15.5%	16.6%
- Tenerife	47.4%	48.2%	46.6%	45.5%	45.6%
- La Palma	0.5%	0.3%	0.4%	0.6%	0.7%

### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	4.5%	6.5%	6.7%	5.9%	6.3%
Only with partner	54.4%	50.5%	52.9%	52.6%	55.0%
Only with children (under the age of 13)	1.1%	1.0%	0.7%	1.2%	1.0%
Partner + children (under the age of 13)	11.6%	11.4%	10.2%	10.1%	8.4%
Other relatives	5.6%	6.7%	6.7%	6.3%	6.4%
Friends	6.5%	6.7%	7.5%	7.8%	6.8%
Work colleagues	0.1%	0.1%	0.1%	0.1%	0.3%
Other combinations <sup>(1)</sup>	16.2%	17.1%	15.2%	16.0%	15.7%

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

### How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	94.9%	95.1%	95.5%	95.9%	95.4%
Average rating (scale 1-10)	9.06	8.97	9.12	9.11	9.19

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	85.1%	83.8%	84.1%	83.0%	84.3%
In love (at least 10 previous visits)	20.8%	20.9%	20.7%	20.8%	20.8%

### Where does the flight come from?



Ten main origin countries	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
United Kingdom	98.6%	96.1%	98.5%	98.5%	98.1%
Spanish Mainland	0.9%	2.9%	0.8%	0.7%	1.3%
Ireland	0.3%	0.8%	0.5%	0.2%	0.5%
Germany	0.0%	0.1%	0.1%	0.1%	0.1%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Czech Republic	0.0%	0.0%	0.0%	0.2%	0.0%
Poland	0.1%	0.0%	0.0%	0.0%	0.0%
Denmark	0.1%	0.0%	0.0%	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%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	95.9%	93.9%	93.0%	91.7%	93.1%
Tranquillity/rest/relaxation	37.7%	38.0%	38.5%	35.0%	35.5%
Beaches	25.2%	23.6%	25.1%	23.7%	25.9%
Price	24.7%	23.8%	22.8%	24.7%	21.5%
Ease of travel	18.4%	17.2%	16.5%	18.9%	17.5%
Scenery	14.4%	12.8%	13.8%	13.4%	15.4%
Visiting new places	13.8%	13.5%	13.8%	13.1%	12.5%
Quality of the environment	9.3%	9.3%	8.7%	9.7%	9.1%
Security	4.2%	3.3%	3.7%	4.1%	8.3%
Suitable destination for children	9.9%	9.9%	8.4%	9.1%	7.8%
Nightlife/fun	8.6%	8.3%	6.6%	7.8%	6.4%
Theme parks	2.9%	3.3%	3.1%	4.4%	3.9%
Culture	3.7%	4.1%	3.3%	3.1%	3.8%
Shopping	2.9%	2.5%	2.7%	2.8%	2.5%
Active tourism	1.5%	2.3%	2.0%	2.8%	2.4%
Rural tourism	0.3%	0.7%	0.9%	0.8%	1.0%

\* Multi-choice question

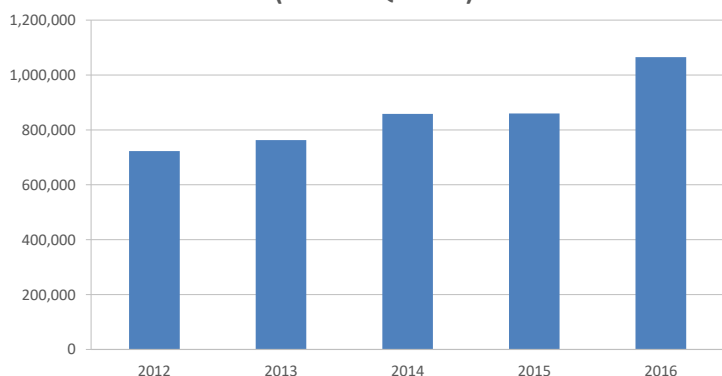
### What did motivate them to come?



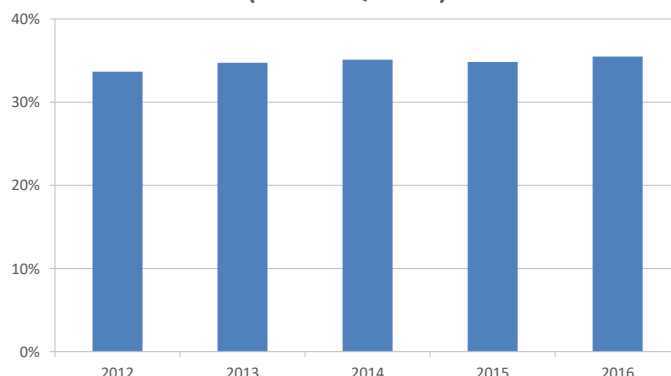
Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	74.9%	71.7%	70.6%	69.6%	72.5%
Recommendation by friends or relatives	39.5%	38.7%	35.1%	36.0%	36.0%
The Canary Islands television channel	0.3%	0.3%	0.2%	0.3%	0.2%
Other television or radio channels	0.3%	0.1%	0.2%	0.2%	0.3%
Information in the press/magazines/books	3.5%	3.1%	2.5%	2.5%	2.8%
Attendance at a tourism fair	0.1%	0.2%	0.2%	0.3%	0.1%
Tour Operator's brochure or catalogue	11.6%	10.3%	11.4%	9.1%	9.3%
Recommendation by Travel Agency	6.1%	5.7%	5.8%	5.5%	4.6%
Information obtained via the Internet	27.3%	29.5%	24.7%	26.9%	24.9%
Senior Tourism programme	0.2%	0.1%	0.2%	0.0%	0.0%
Others	6.3%	6.5%	6.2%	6.3%	5.1%

\* Multi-choice question

Tourist arrivals trend (> 16 years old)  
(Second Quarter)



Share of tourists (> 16 years old)  
(Second 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.