

Tourist profile trend (2017)

United Kingdom: Second Quarter

How many are they and how much do they spend?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tourist arrivals (> 16 years old)	763,008	858,319	859,956	1,065,205	1,163,234
Average daily expenditure (€)	109.68	120.33	131.61	127.62	129.21
. in their place of residence	76.00	84.02	92.72	89.84	89.19
. in the Canary Islands	33.68	36.31	38.88	37.78	40.02
Average length of stay	8.57	8.50	8.36	8.34	8.03
Turnover per tourist (€)	880	947	1,002	984	961
Total turnover (> 16 years old) (€m)	671	813	862	1,048	1,118
Share of total turnover	22.7%	24.3%	21.5%	23.1%	--
Share of total tourist	24.9%	25.6%	24.2%	25.2%	--

Expenditure in the Canary Islands per tourist and trip (€) (**)					
Accommodation (**):	29.82	36.80	35.62	38.75	47.49
- Accommodation	24.87	31.22	30.22	32.16	40.84
- Additional accommodation expenses	4.95	5.59	5.40	6.59	6.65
Transport:	15.58	18.15	19.88	17.24	18.59
- Public transport	3.12	3.35	3.90	2.98	3.58
- Taxi	7.21	8.32	8.83	8.47	8.40
- Car rental	5.25	6.49	7.15	5.79	6.61
Food and drink:	149.99	142.81	158.35	152.62	151.92
- Food purchases at supermarkets	61.80	61.99	70.25	65.79	63.90
- Restaurants	88.19	80.82	88.11	86.83	88.02
Souvenirs:	40.05	49.43	45.34	45.52	38.31
Leisure:	26.96	29.69	28.76	27.01	27.05
- Organized excursions	10.24	11.18	10.23	11.55	11.83
- Leisure, amusement	3.98	3.27	4.07	3.31	3.38
- Trip to other islands	0.31	0.78	0.73	1.00	0.67
- Sporting activities	2.42	3.40	3.96	3.50	3.46
- Cultural activities	1.37	1.83	1.38	0.95	1.22
- Discos and disco-pubs	8.64	9.22	8.41	6.70	6.48
Others:	10.26	15.91	13.76	8.55	10.24
- Wellness	2.82	4.67	2.74	2.34	2.01
- Medical expenses	1.16	1.55	1.16	1.02	0.75
- Other expenses	6.28	9.69	9.86	5.19	7.48

How far in advance do they book their trip?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
The same day they leave	0.2%	0.3%	0.7%	0.5%	0.7%
Between 2 and 7 days	5.4%	5.5%	5.5%	4.8%	5.0%
Between 8 and 15 days	6.7%	6.1%	7.2%	5.7%	5.3%
Between 16 and 30 days	15.5%	12.9%	12.9%	12.4%	11.8%
Between 31 and 90 days	34.7%	36.8%	35.2%	36.2%	37.3%
More than 90 days	37.6%	38.4%	38.5%	40.4%	40.0%

What do they book at their place of residence?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight only	12.2%	8.6%	8.3%	7.6%	7.6%
Flight and accommodation (room only)	30.6%	29.3%	31.7%	30.8%	31.6%
Flight and accommodation (B&B)	5.3%	5.2%	6.8%	6.7%	7.9%
Flight and accommodation (half board)	16.9%	16.4%	13.6%	17.0%	16.4%
Flight and accommodation (full board)	2.5%	2.7%	2.1%	1.8%	2.1%
Flight and accommodation (all inclusive)	32.4%	37.9%	37.4%	36.1%	34.4%
% Tourists using low-cost airlines	59.6%	55.6%	61.3%	60.3%	63.2%
Other expenses in their place of residence:					
- Car rental	3.4%	2.7%	3.4%	3.6%	3.9%
- Sporting activities	4.2%	3.8%	4.6%	3.8%	4.2%
- Excursions	1.7%	2.5%	2.0%	2.0%	2.7%
- Trip to other islands	0.5%	0.7%	0.8%	0.7%	0.6%

How do they book?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Accommodation booking					
Tour Operator	51.8%	53.4%	53.2%	54.5%	53.7%
- Tour Operator's website	78.2%	79.1%	84.7%	82.8%	85.4%
Accommodation	18.0%	16.6%	17.2%	16.0%	17.0%
- Accommodation's website	79.3%	81.8%	80.9%	83.9%	83.8%
Travel agency (High street)	10.2%	12.1%	10.2%	10.1%	9.7%
Online Travel Agency (OTA)	11.8%	11.8%	13.2%	14.5%	14.7%
No need to book accommodation	8.3%	6.0%	6.1%	4.9%	4.9%

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight booking					
Tour Operator	54.0%	53.9%	55.9%	55.9%	56.5%
- Tour Operator's website	77.1%	79.0%	84.4%	83.0%	83.9%
Airline	29.4%	27.9%	27.9%	26.0%	26.8%
- Airline's website	97.2%	97.5%	97.0%	96.3%	97.4%
Travel agency (High street)	9.3%	11.3%	8.8%	8.6%	8.2%
Online Travel Agency (OTA)	7.3%	7.0%	7.3%	9.6%	8.5%

Where do they stay?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
5* Hotel	8.8%	8.8%	9.3%	9.3%	8.7%
4* Hotel	33.1%	36.7%	34.9%	38.8%	38.0%
1-2-3* Hotel	12.0%	13.4%	13.6%	10.9%	11.7%
Apartment	35.8%	31.8%	34.3%	35.3%	36.1%
Property (privately-owned, friends, family)	7.1%	5.6%	4.5%	3.2%	3.2%
Others	3.2%	3.7%	3.4%	2.4%	2.4%

Who are they?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Gender					
Percentage of men	46.2%	45.5%	45.1%	43.5%	41.9%
Percentage of women	53.8%	54.5%	54.9%	56.5%	58.1%

Age					
Average age (tourists > 16 years old)	44.7	46.1	44.3	47.5	46.5
Standard deviation	14.7	15.1	15.3	15.9	16.0

Age range (> 16 years old)					
16-24 years old	11.2%	9.9%	12.5%	8.6%	10.3%
25-30 years old	11.0%	10.7%	11.7%	11.4%	11.0%
31-45 years old	28.3%	26.1%	27.2%	23.8%	24.8%
46-60 years old	32.8%	33.2%	31.3%	31.1%	32.0%
Over 60 years old	16.7%	20.1%	17.3%	25.2%	21.8%

Occupation					
Business owner or self-employed	29.1%	31.4%	32.4%	29.3%	32.2%
Upper/Middle management employee	29.0%	26.5%	26.2%	24.8%	25.2%
Auxiliary level employee	18.6%	17.7%	16.6%	14.9%	15.8%
Students	5.5%	3.6%	5.7%	3.8%	3.7%
Retired	15.3%	18.7%	16.8%	24.9%	20.9%
Unemployed / unpaid dom. work	2.4%	2.2%	2.3%	2.3%	2.2%

Annual household income level					
€12,000 - €24,000	18.6%	18.5%	17.1%	18.2%	16.7%
€24,001 - €36,000	21.3%	21.6%	20.4%	20.0%	20.3%
€36,001 - €48,000	16.3%	16.1%	15.8%	17.7%	16.7%
€48,001 - €60,000	14.2%	14.8%	13.6%	13.3%	15.8%
€60,001 - €72,000	8.8%	9.1%	9.3%	10.1%	8.8%
€72,001 - €84,000	5.3%	5.7%	7.1%	6.3%	6.4%
More than €84,000	15.5%	14.1%	16.7%	14.6%	15.4%

(*) 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)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	203,192	228,949	235,324	279,057	311,060
- Fuerteventura	75,862	94,314	94,423	114,393	119,426
- Gran Canaria	111,749	130,077	132,434	175,889	202,822
- Tenerife	366,235	398,194	389,863	482,868	516,713
- La Palma	2,425	3,421	4,896	6,920	6,921

Share (%)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	26.8%	26.8%	27.5%	26.3%	26.9%
- Fuerteventura	10.0%	11.0%	11.0%	10.8%	10.3%
- Gran Canaria	14.7%	15.2%	15.5%	16.6%	17.5%
- Tenerife	48.2%	46.6%	45.5%	45.6%	44.7%
- La Palma	0.3%	0.4%	0.6%	0.7%	0.6%

Who do they come with?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Unaccompanied	6.5%	6.7%	5.9%	6.3%	5.3%
Only with partner	50.5%	52.9%	52.6%	55.0%	52.7%
Only with children (under the age of 13)	1.0%	0.7%	1.2%	1.0%	1.3%
Partner + children (under the age of 13)	11.4%	10.2%	10.1%	8.4%	10.6%
Other relatives	6.7%	6.7%	6.3%	6.4%	6.6%
Friends	6.7%	7.5%	7.8%	6.8%	6.5%
Work colleagues	0.1%	0.1%	0.1%	0.3%	0.3%
Other combinations ⁽¹⁾	17.1%	15.2%	16.0%	15.7%	16.8%

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

How do they rate the destination?



Impression of their stay	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Good or very good (% tourists)	95.1%	95.5%	95.9%	95.4%	94.9%
Average rating (scale 1-10)	8.97	9.12	9.11	9.19	9.11

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Repeat tourists	83.8%	84.1%	83.0%	84.3%	83.3%
In love (at least 10 previous visits)	20.9%	20.7%	20.8%	20.8%	19.7%

Where does the flight come from?



Ten main origin markets	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
United Kingdom	96.1%	98.5%	98.5%	98.1%	99.2%
Spanish Mainland	2.9%	0.8%	0.7%	1.3%	0.5%
Ireland	0.8%	0.5%	0.2%	0.5%	0.2%
Germany	0.1%	0.1%	0.1%	0.1%	0.0%
Italy	0.1%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	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%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Climate/sun	93.9%	93.0%	91.7%	93.1%	92.3%
Tranquillity/rest/relaxation	38.0%	38.5%	35.0%	35.5%	34.2%
Beaches	23.6%	25.1%	23.7%	25.9%	28.0%
Price	23.8%	22.8%	24.7%	21.5%	22.0%
Ease of travel	17.2%	16.5%	18.9%	17.5%	18.0%
Visiting new places	13.5%	13.8%	13.1%	12.5%	14.8%
Scenery	12.8%	13.8%	13.4%	15.4%	13.9%
Suitable destination for children	9.9%	8.4%	9.1%	7.8%	8.6%
Quality of the environment	9.3%	8.7%	9.7%	9.1%	8.0%
Nightlife/fun	8.3%	6.6%	7.8%	6.4%	7.3%
Security	3.3%	3.7%	4.1%	8.3%	6.7%
Shopping	3.3%	3.1%	4.4%	3.9%	4.6%
Culture	4.1%	3.3%	3.1%	3.8%	3.7%
Active tourism	2.3%	2.0%	2.8%	2.4%	2.7%
Shopping	2.5%	2.7%	2.8%	2.5%	2.6%
Rural tourism	0.7%	0.9%	0.8%	1.0%	1.6%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Previous visits to the Canary Islands	71.7%	70.6%	69.6%	72.5%	71.3%
Recommendation by friends or relatives	38.7%	35.1%	36.0%	36.0%	37.4%
The Canary Islands television channel	0.3%	0.2%	0.3%	0.2%	0.2%
Other television or radio channels	0.1%	0.2%	0.2%	0.3%	0.6%
Information in the press/magazines/books	3.1%	2.5%	2.5%	2.8%	2.6%
Attendance at a tourism fair	0.2%	0.2%	0.3%	0.1%	0.2%
Tour Operator's brochure or catalogue	10.3%	11.4%	9.1%	9.3%	9.4%
Recommendation by Travel Agency	5.7%	5.8%	5.5%	4.6%	5.1%
Information obtained via the Internet	29.5%	24.7%	26.9%	24.9%	24.4%
Senior Tourism programme	0.1%	0.2%	0.0%	0.0%	0.0%
Others	6.5%	6.2%	6.3%	5.1%	5.1%

* 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.