

Tourist profile trend (2016)

United Kingdom: Third Quarter

How many are they and how much do they spend?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	760,059	809,529	900,701	937,317	1,111,515
Average daily expenditure (€)	115.63	114.43	121.74	143.54	131.73
. in their place of residence	82.77	81.24	85.97	106.70	95.37
. in the Canary Islands	32.85	33.19	35.77	36.83	36.37
Average length of stay	10.23	9.70	9.50	9.58	9.41
Turnover per tourist (€)	1,079	1,025	1,079	1,270	1,146
Total turnover (> 16 years old) (€m)	820	830	971	1,190	1,273
Share of total turnover	28.0%	28.0%	29.1%	29.7%	28.1%
Share of total tourist	25.7%	26.4%	26.9%	26.4%	26.3%

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

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Accommodation (**):	30.05	32.20	28.77	41.85	45.96
- Accommodation	26.15	27.47	25.53	34.08	38.61
- Additional accommodation expenses	3.90	4.73	3.24	7.77	7.35
Transport:	20.84	17.43	16.05	20.79	19.37
- Public transport	3.68	3.12	2.75	4.50	4.40
- Taxi	9.07	7.54	8.87	9.89	8.69
- Car rental	8.10	6.77	4.44	6.40	6.28
Food and drink:	163.16	152.50	161.86	162.91	156.30
- Food purchases at supermarkets	75.33	67.35	74.92	76.46	67.97
- Restaurants	87.83	85.15	86.95	86.45	88.33
Souvenirs:	41.03	47.48	56.43	57.28	43.37
Leisure:	45.50	43.11	46.05	40.68	40.87
- Organized excursions	16.23	17.48	18.03	15.83	17.13
- Leisure, amusement	7.63	6.48	7.59	7.25	6.74
- Trip to other islands	1.22	1.46	0.95	0.73	1.73
- Sporting activities	3.89	4.37	5.02	3.68	4.76
- Cultural activities	1.72	1.75	1.92	1.69	2.10
- Discos and disco-pubs	14.81	11.58	12.54	11.50	8.41
Others:	16.63	12.17	11.52	13.37	13.79
- Wellness	3.09	3.14	2.62	2.81	3.11
- Medical expenses	0.64	0.81	1.12	0.82	3.21
- Other expenses	12.89	8.22	7.78	9.75	7.47

How far in advance do they book their trip?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.5%	0.8%	0.4%	0.5%	0.6%
Between 2 and 7 days	4.5%	4.5%	5.6%	4.2%	4.1%
Between 8 and 15 days	6.7%	7.8%	6.6%	6.4%	6.5%
Between 16 and 30 days	14.2%	11.8%	10.0%	9.4%	11.5%
Between 31 and 90 days	29.8%	30.2%	27.1%	27.6%	27.1%
More than 90 days	44.2%	45.0%	50.3%	51.9%	50.1%

What do they book at their place of residence?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	10.1%	8.3%	8.4%	6.4%	6.0%
Flight and accommodation (room only)	32.1%	31.7%	30.7%	29.1%	31.9%
Flight and accommodation (B&B)	3.6%	4.4%	4.3%	5.0%	5.6%
Flight and accommodation (half board)	14.0%	13.5%	13.4%	13.5%	15.8%
Flight and accommodation (full board)	2.1%	2.2%	1.7%	2.3%	2.9%
Flight and accommodation (all inclusive)	38.1%	39.9%	41.5%	43.6%	37.8%
% Tourists using low-cost airlines	52.4%	62.0%	58.3%	61.8%	58.8%
Other expenses in their place of residence:					
- Car rental	2.7%	2.8%	2.8%	2.8%	2.9%
- Sporting activities	4.3%	5.0%	5.2%	4.8%	4.3%
- Excursions	1.9%	1.7%	3.1%	2.3%	2.2%
- Trip to other islands	0.7%	0.3%	0.4%	0.3%	0.4%

How do they book?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Accommodation booking					
Tour Operator	54.0%	55.1%	56.6%	56.4%	54.0%
- Tour Operator's website	78.4%	81.3%	79.6%	82.7%	85.7%
Accommodation	14.4%	15.2%	13.8%	15.7%	16.7%
- Accommodation's website	81.2%	81.4%	80.3%	81.5%	86.0%
Travel agency (High street)	12.9%	11.7%	12.0%	11.6%	11.3%
Online Travel Agency (OTA)	10.4%	12.5%	11.6%	11.9%	13.2%
No need to book accommodation	8.2%	5.6%	6.0%	4.4%	4.7%

Flight booking

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tour Operator	57.6%	55.9%	59.0%	57.9%	54.2%
- Tour Operator's website	78.0%	80.4%	78.2%	83.1%	83.5%
Airline	25.3%	27.6%	22.3%	23.2%	27.2%
- Airline's website	95.8%	96.4%	95.7%	95.8%	97.0%
Travel agency (High street)	10.6%	9.1%	9.9%	10.2%	9.5%
Online Travel Agency (OTA)	6.5%	7.4%	8.8%	8.7%	9.1%

Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	7.3%	8.1%	7.6%	9.0%	9.0%
4* Hotel	32.5%	32.3%	33.5%	38.0%	39.4%
1-2-3* Hotel	13.6%	13.2%	16.1%	14.3%	10.3%
Apartment	38.8%	39.6%	35.5%	34.1%	36.9%
Property (privately-owned, friends, family)	6.8%	5.5%	5.8%	3.6%	3.0%
Others	1.1%	1.2%	1.4%	1.0%	1.5%

Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Gender					
Percentage of men	47.1%	46.5%	44.4%	46.8%	41.8%
Percentage of women	52.9%	53.5%	55.6%	53.2%	58.2%

Age

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Average age (tourists > 16 years old)	40.8	39.5	39.4	40.7	43.4
Standard deviation	12.7	12.7	13.1	12.4	14.3

Age range (> 16 years old)

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
16-24 years old	15.0%	15.8%	17.8%	12.8%	11.9%
25-30 years old	9.7%	13.6%	12.5%	11.4%	10.1%
31-45 years old	37.4%	35.4%	35.8%	40.1%	33.5%
46-60 years old	32.4%	30.6%	28.6%	30.5%	31.3%
Over 60 years old	5.5%	4.7%	5.2%	5.2%	13.2%

Occupation

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Business owner or self-employed	32.7%	33.5%	32.7%	35.6%	33.7%
Upper/Middle management employee	30.9%	29.8%	30.5%	30.0%	28.9%
Auxiliary level employee	20.8%	21.6%	22.7%	21.4%	17.4%
Students	7.1%	8.1%	7.2%	5.5%	5.2%
Retired	5.8%	4.4%	4.6%	5.0%	12.8%
Unemployed / unpaid dom. work	2.7%	2.6%	2.3%	2.5%	2.0%

Annual household income level

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
€12,000 - €24,000	17.2%	15.8%	17.2%	14.7%	16.6%
€24,001 - €36,000	18.7%	20.9%	22.0%	16.6%	19.9%
€36,001 - €48,000	19.6%	17.8%	17.1%	16.9%	16.3%
€48,001 - €60,000	14.5%	17.9%	14.7%	15.4%	15.8%
€60,001 - €72,000	9.5%	9.5%	8.9%	11.0%	9.5%
€72,001 - €84,000	6.2%	6.0%	5.5%	6.9%	5.8%
More than €84,000	14.1%	12.1%	14.8%	18.4%	16.0%

(*) 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: Third Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	203,633	222,476	234,088	269,333	297,765
- Fuerteventura	71,496	80,026	102,458	106,816	110,909
- Gran Canaria	122,513	130,777	141,559	151,003	198,264
- Tenerife	354,698	370,134	416,933	401,703	493,770
- La Palma	4,694	2,169	2,323	4,946	3,450

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	26.9%	27.6%	26.1%	28.8%	27.0%
- Fuerteventura	9.4%	9.9%	11.4%	11.4%	10.0%
- Gran Canaria	16.2%	16.2%	15.8%	16.2%	18.0%
- Tenerife	46.9%	45.9%	46.5%	43.0%	44.7%
- La Palma	0.6%	0.3%	0.3%	0.5%	0.3%

Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	4.0%	4.6%	4.3%	4.0%	4.1%
Only with partner	35.8%	38.4%	36.7%	33.8%	36.2%
Only with children (under the age of 13)	1.8%	2.0%	1.8%	2.5%	3.0%
Partner + children (under the age of 13)	19.4%	18.1%	17.9%	21.5%	19.3%
Other relatives	7.8%	7.3%	8.3%	8.9%	7.7%
Friends	6.0%	5.9%	6.0%	4.1%	5.2%
Work colleagues	0.1%	0.3%	0.1%	0.0%	0.0%
Other combinations ⁽¹⁾	25.2%	23.3%	25.0%	25.2%	24.5%

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

How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	94.2%	93.6%	94.6%	94.7%	95.2%
Average rating (scale 1-10)	9.04	8.96	9.02	9.10	9.15

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	80.9%	79.3%	78.9%	80.3%	80.5%
In love (at least 10 previous visits)	14.3%	13.9%	13.6%	14.0%	12.8%

Where does the flight come from?



Ten main origin countries	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
United Kingdom	98.8%	97.3%	98.5%	97.7%	97.2%
Spanish Mainland	0.5%	1.4%	0.5%	0.8%	1.4%
Ireland	0.3%	0.9%	0.9%	1.1%	1.3%
Norway	0.0%	0.0%	0.0%	0.2%	0.1%
Belgium	0.1%	0.1%	0.0%	0.0%	0.0%
Germany	0.1%	0.2%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.1%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Czech Republic	0.0%	0.0%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	93.8%	91.6%	91.0%	90.6%	92.2%
Beaches	29.1%	29.9%	29.8%	30.3%	31.0%
Tranquillity/rest/relaxation	35.2%	34.4%	30.3%	30.6%	30.5%
Price	24.0%	21.1%	24.3%	21.8%	18.3%
Suitable destination for children	15.1%	14.7%	16.6%	17.5%	17.0%
Visiting new places	15.2%	15.6%	17.1%	14.5%	15.4%
Ease of travel	14.7%	11.4%	11.4%	11.3%	14.9%
Scenery	12.0%	13.0%	13.3%	14.2%	13.9%
Security	2.7%	2.9%	3.2%	7.7%	9.3%
Quality of the environment	8.7%	7.7%	8.5%	8.5%	7.7%
Theme parks	5.7%	5.9%	7.5%	6.9%	6.3%
Nightlife/fun	10.6%	9.5%	8.8%	8.1%	6.0%
Culture	3.5%	3.8%	2.9%	3.9%	3.8%
Active tourism	1.2%	1.9%	1.7%	2.0%	1.9%
Shopping	2.9%	2.0%	3.1%	3.2%	1.9%
Nautical activities	0.6%	0.9%	1.0%	0.9%	1.3%

* Multi-choice question

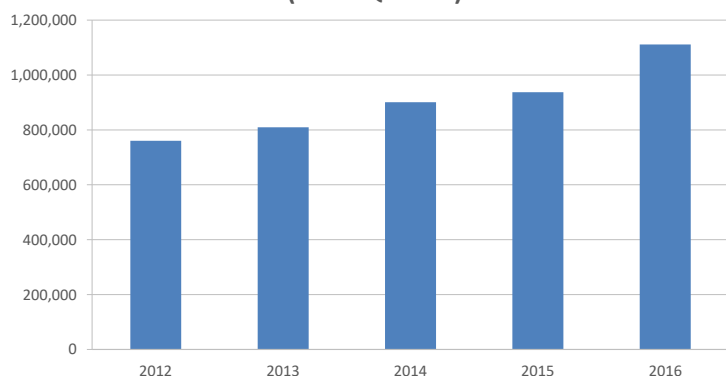
What did motivate them to come?



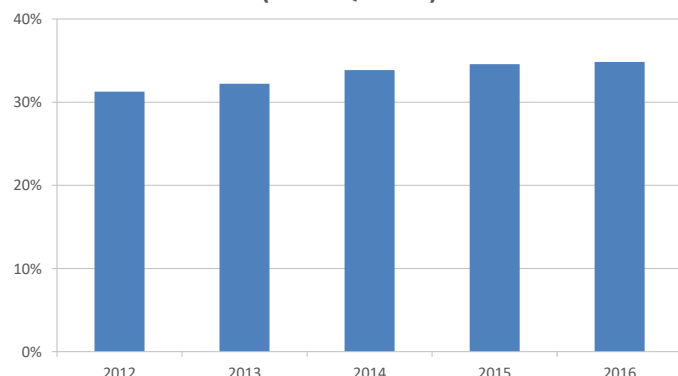
Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	69.7%	64.2%	63.7%	65.4%	65.9%
Recommendation by friends or relatives	39.9%	38.8%	41.1%	39.1%	38.5%
The Canary Islands television channel	0.3%	0.3%	0.5%	0.2%	0.2%
Other television or radio channels	0.5%	0.2%	0.2%	0.3%	0.4%
Information in the press/magazines/books	3.3%	2.8%	2.3%	2.2%	2.9%
Attendance at a tourism fair	0.2%	0.3%	0.4%	0.2%	0.4%
Tour Operator's brochure or catalogue	15.0%	12.4%	13.1%	12.5%	10.4%
Recommendation by Travel Agency	8.1%	6.4%	7.3%	6.8%	6.1%
Information obtained via the Internet	27.1%	27.5%	27.7%	27.5%	27.4%
Senior Tourism programme	0.1%	0.1%	0.0%	0.0%	0.1%
Others	5.3%	6.0%	4.8%	4.7%	4.8%

* Multi-choice question

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



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