

# North-East (2017)



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



	North-East	UK	Canary Islands
Tourist arrivals (> 16 years old)	119,872	4,531,021	13,852,616
Average daily expenditure (€)	125.5	134.4	140.2
. in their place of residence	90.3	96.1	101.2
. in the Canary Islands	35.2	38.3	39.0
Average length of stay	9.1	8.6	9.2
Turnover per tourist (€)	1,037	1,057	1,155
Total turnover (> 16 years old) (€m)	139	5,471	17,764
Share of British tourists	2.6%	100%	--
Share of British turnover	2.5%	100%	--

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



	North-East	UK	Canary Islands
Flight only	6.2%	8.1%	9.2%
Flight and accommodation (room only)	29.7%	32.0%	26.8%
Flight and accommodation (B&B)	2.8%	7.2%	8.3%
Flight and accommodation (half board)	13.5%	16.2%	19.2%
Flight and accommodation (full board)	1.9%	2.0%	4.4%
Flight and accommodation (all inclusive)	44.8%	33.9%	31.7%
<b>% Tourists using low-cost airlines</b>	<b>52.6%</b>	<b>61.4%</b>	<b>48.4%</b>

## How do they book?



	North-East	UK	Canary Islands
<b>Accommodation booking</b>			
Tour Operator	60.1%	47.9%	39.2%
Accommodation	9.0%	16.1%	13.5%
Travel agency (High street)	13.3%	9.2%	17.9%
Online Travel Agency (OTA)	6.9%	13.5%	16.0%
No need to book accommodation	10.7%	13.3%	13.3%
<b>Flight booking</b>			
Tour Operator	61.9%	54.0%	44.8%
Airline	19.1%	28.9%	25.8%
Travel agency (High street)	15.4%	9.0%	18.0%
Online Travel Agency (OTA)	3.6%	8.2%	11.4%

## Where do they stay?



	North-East	UK	Canary Islands
4-5* Hotel	38.9%	44.9%	45.2%
1-2-3* Hotel	14.5%	11.8%	14.4%
Apartment	37.5%	34.4%	32.4%
Others (privately-owned, friends, family)	9.1%	8.9%	8.0%

## Who are they?



	North-East	UK	Canary Islands
<b>Gender</b>			
Percentage of men	45.4%	43.4%	48.1%
Percentage of women	54.6%	56.6%	51.9%
<b>Age range</b>			
16-44 years old	32.7%	41.5%	43.9%
Over 44 years old	67.3%	58.5%	56.1%
<b>Occupation</b>			
Business owner or self-employed	20.0%	32.4%	23.8%
Upper/Middle management employee	28.7%	25.1%	35.2%
Auxiliary level employee	17.4%	15.4%	15.3%
Unemployed/Students/unpaid dom.work	3.2%	5.4%	7.1%
Retired	30.7%	21.6%	18.6%
<b>Annual household income level</b>			
€12,000 - €36,000	52.5%	37.0%	37.2%
€36,001 - €60,000	23.9%	32.0%	31.1%
€60,001 - €84,000	13.2%	15.2%	15.6%
More than €84,000	10.3%	15.8%	16.0%

## Which island do they choose?



Tourists (> 16 years old)	North-East	UK	Canary Islands
Lanzarote	26.4%	26.9%	18.0%
Fuerteventura	18.2%	10.8%	14.0%
Gran Canaria	19.5%	16.4%	28.2%
Tenerife	35.4%	44.6%	37.1%
La Palma	0.2%	0.8%	2.0%

## How do they rate the destination?



Impression of their stay	North-East	UK	Canary Islands
Good or very good (% tourists)	77.4%	80.8%	80.5%

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	North-East	UK	Canary Islands
Repeat tourists	86.3%	83.7%	77.8%
At least 3 previous visits	52.5%	50.7%	43.1%

## Why do they choose the Canary Islands?



Aspects influencing the choice	North-East	UK	Canary Islands
Climate/sun	94.9%	92.6%	89.8%
Tranquillity/rest/relaxation	36.8%	33.0%	37.2%
Price	21.8%	18.1%	12.2%
Beaches	17.9%	27.5%	35.1%
Ease of travel	15.4%	17.5%	8.9%
Visiting new places	11.8%	13.9%	14.7%
Quality of the environment	10.1%	8.4%	6.5%
Scenery	9.0%	14.9%	22.9%
Active tourism	0.7%	2.7%	5.4%

\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	North-East	UK	Canary Islands
Previous visits to the Canary Islands	71.3%	70.7%	64.4%
Recommendation by friends or relative	28.5%	36.2%	34.7%
Tour Operator's brochure or catalogue	15.2%	8.4%	7.2%
Recommendation by Travel Agent	8.9%	5.6%	9.2%
Information obtained via the Internet	18.6%	23.5%	25.3%
Others	9.7%	8.9%	11.7%

\* Multi-choice question

## Main cities:

Darlington  
Durham  
Hartlepool  
Middlesbrough  
Newcastle upon Tyne  
South Shields  
Stockton-on-Tees  
Sunderland

## Main airports:

Newcastle  
Durham Tees Valley

