

# Scotland (2016)

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



	Scotland	UK	Canary Islands
Tourist arrivals (> 16 years old)	378,138	4,228,042	13,114,574
Average daily expenditure (€)	135.3	133.2	135.9
. in their place of residence	94.8	95.8	98.0
. in the Canary Islands	40.5	37.4	37.9
Average length of stay	8.8	8.8	9.4
Turnover per tourist (€)	1,096	1,073	1,141
Total turnover (> 16 years old) (€m)	451	5,132	16,579
Share of British tourists	8.9%	100%	--
Share of British turnover	8.8%	100%	--

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



	Scotland	UK	Canary Islands
Flight only	5.9%	7.7%	8.7%
Flight and accommodation (room only)	34.7%	31.1%	25.6%
Flight and accommodation (B&B)	6.7%	6.6%	8.0%
Flight and accommodation (half board)	15.1%	16.0%	20.2%
Flight and accommodation (full board)	2.3%	2.3%	4.3%
Flight and accommodation (all inclusive)	34.3%	35.6%	32.6%
<b>% Tourists using low-cost airlines</b>	<b>61.7%</b>	<b>57.8%</b>	<b>46.0%</b>

## How do they book?



	Scotland	UK	Canary Islands
<b>Accommodation booking</b>			
Tour Operator	46.7%	48.6%	39.0%
Accommodation	16.9%	16.0%	13.6%
Travel agency (High street)	11.9%	9.7%	18.9%
Online Travel Agency (OTA)	11.7%	12.6%	15.2%
No need to book accommodation	12.8%	13.1%	13.3%
<b>Flight booking</b>			
Tour Operator	53.5%	54.1%	44.6%
Airline	28.1%	28.1%	24.8%
Travel agency (High street)	11.6%	9.3%	19.1%
Online Travel Agency (OTA)	6.9%	8.5%	11.5%

## Where do they stay?



	Scotland	UK	Canary Islands
4-5* Hotel	44.9%	47.5%	46.7%
1-2-3* Hotel	10.9%	10.7%	14.6%
Apartment	35.5%	33.7%	31.5%
Others (privately-owned, friends, family)	8.8%	8.1%	7.2%

## Who are they?



	Scotland	UK	Canary Islands
<b>Gender</b>			
Percentage of men	41.3%	43.7%	48.5%
Percentage of women	58.7%	56.3%	51.5%
<b>Age range</b>			
16-44 years old	38.6%	42.6%	45.6%
Over 44 years old	61.4%	57.4%	54.4%
<b>Occupation</b>			
Business owner or self-employed	25.1%	31.8%	23.1%
Upper/Middle management employee	27.0%	25.4%	36.1%
Auxiliary level employee	17.3%	15.3%	15.5%
Unemployed/Students/unpaid dom.work	6.9%	5.6%	7.4%
Retired	23.6%	21.8%	18.0%
<b>Annual household income level</b>			
€12,000 - €36,000	36.8%	37.1%	37.2%
€36,001 - €60,000	33.8%	31.5%	31.5%
€60,001 - €84,000	15.2%	15.5%	15.4%
More than €84,000	14.1%	15.8%	15.8%

## Which island do they choose?



Tourists (> 16 years old)	Scotland	UK	Canary Islands
Lanzarote	23.0%	26.5%	17.8%
Fuerteventura	9.6%	11.0%	14.6%
Gran Canaria	18.9%	15.7%	27.9%
Tenerife	48.3%	45.4%	37.3%
La Palma	0.1%	0.7%	1.7%

## How do they rate the destination?



Impression of their stay	Scotland	UK	Canary Islands
Good or very good (% tourists)	79.8%	81.1%	78.9%

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Scotland	UK	Canary Islands
Repeat tourists	87.3%	83.9%	77.8%
At least 3 previous visits	60.4%	51.3%	48.7%

## Why do they choose the Canary Islands?



Aspects influencing the choice	Scotland	UK	Canary Islands
Climate/sun	94.3%	93.1%	89.8%
Tranquillity/rest/relaxation	31.7%	32.6%	36.6%
Beaches	23.7%	26.3%	34.5%
Ease of travel	17.8%	17.0%	8.9%
Price	17.4%	19.2%	12.7%
Scenery	12.3%	14.8%	21.9%
Visiting new places	10.8%	13.2%	14.6%
Quality of the environment	9.8%	8.7%	6.5%
Active tourism	1.6%	2.7%	5.1%

\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	Scotland	UK	Canary Islands
Previous visits to the Canary Islands	76.9%	70.2%	63.6%
Recommendation by friends or relative	34.0%	36.1%	34.3%
Tour Operator's brochure or catalogue	9.4%	8.8%	7.9%
Recommendation by Travel Agent	5.9%	5.3%	9.7%
Information obtained via the Internet	19.5%	25.0%	25.6%
Others	8.3%	9.4%	11.7%

\* Multi-choice question

## Main cities:

Aberdeen  
Dundee  
Edinburgh  
Glasgow  
Inverness  
Perth

## Main airports:

Edimburgo  
Glasgow International  
Glasgow Prestwick

