

South-East (2016)

How many they are and how much do they spend?



| | South-East | UK | Canary Islands |
|--------------------------------------|------------|-----------|----------------|
| Tourist arrivals (> 16 years old) | 661,670 | 4,228,042 | 13,114,574 |
| Average daily expenditure (€) | 137.1 | 133.2 | 135.9 |
| . in their place of residence | 99.6 | 95.8 | 98.0 |
| . in the Canary Islands | 37.5 | 37.4 | 37.9 |
| Average length of stay | 8.8 | 8.8 | 9.4 |
| Turnover per tourist (€) | 1,100 | 1,073 | 1,141 |
| Total turnover (> 16 years old) (€m) | 830 | 5,132 | 16,579 |
| Share of british tourists | 15.6% | 100% | -- |
| Share of british turnover | 16.2% | 100% | -- |

What do they book at their place of residence?



| | South-East | UK | Canary Islands |
|---|--------------|--------------|----------------|
| Flight only | 8.2% | 7.7% | 8.7% |
| Flight and accommodation (room only) | 26.8% | 31.1% | 25.6% |
| Flight and accommodation (B&B) | 7.6% | 6.6% | 8.0% |
| Flight and accommodation (half board) | 18.3% | 16.0% | 20.2% |
| Flight and accommodation (full board) | 2.5% | 2.3% | 4.3% |
| Flight and accommodation (all inclusive) | 35.9% | 35.6% | 32.6% |
| % Tourists using low-cost airlines | 54.5% | 57.8% | 46.0% |

How do they book?



| | South-East | UK | Canary Islands |
|-------------------------------|------------|-------|----------------|
| Accommodation booking | | | |
| Tour Operator | 48.7% | 48.6% | 39.0% |
| Accommodation | 15.6% | 16.0% | 13.6% |
| Travel agency (High street) | 9.3% | 9.7% | 18.9% |
| Online Travel Agency (OTA) | 12.7% | 12.6% | 15.2% |
| No need to book accommodation | 13.8% | 13.1% | 13.3% |
| Flight booking | | | |
| Tour Operator | 53.3% | 54.1% | 44.6% |
| Airline | 27.6% | 28.1% | 24.8% |
| Travel agency (High street) | 9.6% | 9.3% | 19.1% |
| Online Travel Agency (OTA) | 9.6% | 8.5% | 11.5% |

Where do they stay?



| | South-East | UK | Canary Islands |
|---|------------|-------|----------------|
| 4-5* Hotel | 51.9% | 47.5% | 46.7% |
| 1-2-3* Hotel | 10.8% | 10.7% | 14.6% |
| Apartment | 29.3% | 33.7% | 31.5% |
| Others (privately-owned, friends, family) | 8.0% | 8.1% | 7.2% |

Who are they?



| | South-East | UK | Canary Islands |
|--------------------------------------|------------|-------|----------------|
| Gender | | | |
| Percentage of men | 44.7% | 43.7% | 48.5% |
| Percentage of women | 55.3% | 56.3% | 51.5% |
| Age range | | | |
| 16-44 years old | 41.9% | 42.6% | 45.6% |
| Over 44 years old | 58.1% | 57.4% | 54.4% |
| Occupation | | | |
| Business owner or self-employed | 33.8% | 31.8% | 23.1% |
| Upper/Middle management employee | 25.3% | 25.4% | 36.1% |
| Auxiliary level employee | 12.8% | 15.3% | 15.5% |
| Unemployed/Students/unpaid dom.work | 5.8% | 5.6% | 7.4% |
| Retired | 22.3% | 21.8% | 18.0% |
| Annual household income level | | | |
| €12,000 - €36,000 | 31.6% | 37.1% | 37.2% |
| €36,001 - €60,000 | 31.1% | 31.5% | 31.5% |
| €60,001 - €84,000 | 18.9% | 15.5% | 15.4% |
| More than €84,000 | 18.4% | 15.8% | 15.8% |

Which island do they choose?



| Tourists (> 16 years old) | South-East | UK | Canary Islands |
|---------------------------|------------|-------|----------------|
| Lanzarote | 23.2% | 26.5% | 17.8% |
| Fuerteventura | 8.0% | 11.0% | 14.6% |
| Gran Canaria | 17.2% | 15.7% | 27.9% |
| Tenerife | 49.4% | 45.4% | 37.3% |
| La Palma | 1.0% | 0.7% | 1.7% |

How do they rate the destination?



| Impression of their stay | South-East | UK | Canary Islands |
|--------------------------------|------------|-------|----------------|
| Good or very good (% tourists) | 83.6% | 81.1% | 78.9% |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | South-East | UK | Canary Islands |
|---------------------------------------|------------|-------|----------------|
| Repeat tourists | 82.2% | 83.9% | 77.8% |
| At least 3 previous visits | 47.3% | 51.3% | 48.7% |

Why do they choose the Canary Islands?



| Aspects influencing the choice | South-East | UK | Canary Islands |
|--------------------------------|------------|-------|----------------|
| Climate/sun | 93.5% | 93.1% | 89.8% |
| Tranquillity/rest/relaxation | 32.9% | 32.6% | 36.6% |
| Beaches | 24.3% | 26.3% | 34.5% |
| Price | 18.3% | 19.2% | 12.7% |
| Ease of travel | 18.0% | 17.0% | 8.9% |
| Scenery | 15.5% | 14.8% | 21.9% |
| Visiting new places | 14.6% | 13.2% | 14.6% |
| Quality of the environment | 8.7% | 8.7% | 6.5% |
| Active tourism | 3.5% | 2.7% | 5.1% |

* Multi-choice question

What did motivate them to come?



| Aspects motivating the choice | South-East | UK | Canary Islands |
|---------------------------------------|------------|-------|----------------|
| Previous visits to the Canary Islands | 67.3% | 70.2% | 63.6% |
| Recommendation by friends or relative | 34.3% | 36.1% | 34.3% |
| Tour Operator's brochure or catalogue | 10.6% | 8.8% | 7.9% |
| Recommendation by Travel Agent | 5.4% | 5.3% | 9.7% |
| Information obtained via the Internet | 26.2% | 25.0% | 25.6% |
| Others | 11.2% | 9.4% | 11.7% |

* Multi-choice question

Main cities:

Brighton
Dover
Oxford
Portsmouth

Main airports:

Londres Gatwick
Southampton International

