

Profile of Russian tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Russia	All markets
Tourist arrivals (> 16 years old)	109,493	13,114,359
Average daily expenditure (€)	140.37	135.94
. in their place of residence	89.30	98.03
. in the Canary Islands	51.08	37.90
Average length of stay	12.66	9.36
Turnover per tourist (€)	1,499	1,141
Total turnover (> 16 years old) (€m)	164	14,957
Share of total turnover	1.1%	100%
Share of total tourist	0.8%	100%

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

	Russia	All markets
Accommodation (**):	69.94	47.11
- Accommodation	65.71	40.52
- Additional accommodation expenses	4.22	6.60
Transport:	31.45	26.01
- Public transport	8.05	5.14
- Taxi	4.48	6.94
- Car rental	18.92	13.93
Food and drink:	240.13	148.33
- Food purchases at supermarkets	117.38	63.46
- Restaurants	122.74	84.87
Souvenirs:	178.05	53.88
Leisure:	44.93	34.52
- Organized excursions	28.96	14.95
- Leisure, amusement	9.46	4.55
- Trip to other islands	1.07	1.85
- Sporting activities	1.73	5.11
- Cultural activities	1.37	2.04
- Discos and disco-pubs	2.34	6.01
Others:	21.30	13.91
- Wellness	0.55	3.23
- Medical expenses	0.12	1.69
- Other expenses	20.63	8.99

How far in advance do they book their trip?



	Russia	All markets
The same day they leave	2.4%	0.6%
Between 2 and 7 days	8.1%	6.3%
Between 8 and 15 days	10.8%	7.9%
Between 16 and 30 days	17.4%	14.7%
Between 31 and 90 days	36.4%	34.3%
More than 90 days	24.9%	36.2%

What do they book at their place of residence?



	Russia	All markets
Flight only	13.2%	8.8%
Flight and accommodation (room only)	34.1%	25.7%
Flight and accommodation (B&B)	12.6%	8.0%
Flight and accommodation (half board)	24.0%	20.4%
Flight and accommodation (full board)	4.1%	4.3%
Flight and accommodation (all inclusive)	12.0%	32.8%
% Tourists using low-cost airlines	30.7%	48.7%
Other expenses in their place of residence:		
- Car rental	28.4%	11.8%
- Sporting activities	5.4%	5.3%
- Excursions	20.4%	5.7%
- Trip to other islands	6.4%	1.6%

(*) 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.

How do they book?



	Russia	All markets
Accommodation booking		
Tour Operator	32.8%	42.3%
- Tour Operator's website	36.7%	78.8%
Accommodation	22.9%	14.7%
- Accommodation's website	79.7%	83.5%
Travel agency (High street)	11.0%	20.5%
Online Travel Agency (OTA)	27.5%	16.5%
No need to book accommodation	5.7%	6.0%

	Russia	All markets
Flight booking		
Tour Operator	29.5%	44.6%
- Tour Operator's website	24.1%	76.3%
Airline	45.1%	24.8%
- Airline's website	91.3%	96.2%
Travel agency (High street)	8.5%	19.1%
Online Travel Agency (OTA)	16.9%	11.5%

Where do they stay?



	Russia	All markets
5* Hotel	11.3%	7.1%
4* Hotel	34.0%	39.6%
1-2-3* Hotel	16.7%	14.6%
Apartment	32.0%	31.5%
Property (privately-owned, friends, family)	3.8%	4.6%
Others	2.2%	2.6%

Who are they?



	Russia	All markets
Gender		
Percentage of men	44.4%	48.5%
Percentage of women	55.6%	51.5%

	Russia	All markets
Age		
Average age (tourists > 16 years old)	38.0	46.3
Standard deviation	11.9	15.3

	Russia	All markets
Age range (> 16 years old)		
16-24 years old	11.5%	8.2%
25-30 years old	20.1%	11.1%
31-45 years old	42.6%	29.1%
46-60 years old	22.2%	30.9%
Over 60 years old	3.6%	20.7%

	Russia	All markets
Occupation		
Business owner or self-employed	32.0%	23.1%
Upper/Middle management employee	35.9%	36.1%
Auxiliary level employee	18.6%	15.5%
Students	5.1%	5.1%
Retired	3.8%	18.0%
Unemployed / unpaid dom. work	4.5%	2.2%

	Russia	All markets
Annual household income level		
€12,000 - €24,000	44.3%	17.8%
€24,001 - €36,000	23.4%	19.4%
€36,001 - €48,000	8.5%	16.9%
€48,001 - €60,000	12.1%	14.6%
€60,001 - €72,000	4.1%	9.5%
€72,001 - €84,000	0.8%	6.0%
More than €84,000	6.7%	15.8%

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Which island do they choose?



Tourists (> 16 years old)	Russia	All markets
- Lanzarote	345	2,328,674
- Fuerteventura	1,647	1,914,107
- Gran Canaria	7,367	3,654,806
- Tenerife	99,798	4,885,901
- La Palma	0	221,541

Share (%)	Russia	All markets
- Lanzarote	0.3%	17.9%
- Fuerteventura	1.5%	14.7%
- Gran Canaria	6.7%	28.1%
- Tenerife	91.4%	37.6%
- La Palma	0.0%	1.7%

Who do they come with?



	Russia	All markets
Unaccompanied	17.2%	9.1%
Only with partner	27.8%	47.6%
Only with children (under the age of 13)	3.0%	1.5%
Partner + children (under the age of 13)	9.1%	11.8%
Other relatives	5.8%	6.0%
Friends	5.4%	6.1%
Work colleagues	1.4%	0.3%
Other combinations ⁽¹⁾	30.1%	17.5%

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

How do they rate the destination?



Impression of their stay	Russia	All markets
Good or very good (% tourists)	98.1%	94.1%
Average rating (scale 1-10)	9.37	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Russia	All markets
Repeat tourists	44.3%	77.3%
In love (at least 10 previous visits)	4.7%	16.1%

Where does the flight come from?



Ten main origin markets	Russia	All markets
Russia	79,786	84,585
Spanish Mainland	24,971	2,164,168
Germany	633	2,882,932
Czech Republic	552	51,927
United Kingdom	428	4,208,588
Poland	372	106,860
Finland	346	196,957
Norway	267	393,235
Austria	0	113,534
Belgium	0	444,170

Tourist arrivals from Russia



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.

Why do they choose the Canary Islands?



Aspects influencing the choice	Russia	All markets
Climate/sun	89.1%	89.8%
Beaches	34.5%	34.5%
Scenery	21.8%	21.9%
Tranquility/rest/relaxation	20.8%	36.6%
Visiting new places	18.9%	14.6%
Quality of the environment	17.2%	6.5%
Security	13.3%	11.1%
Active tourism	13.2%	5.1%
Theme parks	8.1%	3.0%
Suitable destination for children	8.0%	7.5%
Nautical activities	5.2%	2.2%
Shopping	4.9%	2.6%
Price	3.9%	12.7%
Culture	2.9%	2.6%
Security against natural catastrophes	2.3%	0.8%
Ease of travel	2.2%	8.9%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Russia	All markets
Previous visits to the Canary Islands	42.3%	64.1%
Recommendation by friends or relatives	45.7%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	2.1%	0.8%
Information in the press/magazines/books	5.8%	3.8%
Attendance at a tourism fair	1.1%	0.5%
Tour Operator's brochure or catalogue	5.1%	8.0%
Recommendation by Travel Agency	10.2%	9.7%
Information obtained via the Internet	42.3%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	3.0%	6.1%

* Multi-choice question

Seasonal profile of tourist from Russia

