

How many are they and how much do they spend?



	Russia	All markets
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (> 16 years old)	89,825	13,852,616
Average daily expenditure (€)	151.90	140.18
. in their place of residence	82.98	101.15
. in the Canary Islands	68.92	39.03
Average length of stay	14.07	9.17
Turnover per tourist (€)	1,846	1,155
Total turnover (> 16 years old) (€m)	166	15,999
Share of total tourist	0.6%	100%
Share of total turnover	1.0%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	27.8%	13.5%
- Additional accommodation expenses	7.4%	6.3%
Transport:		
- Public transport	15.2%	14.5%
- Taxi	12.6%	21.2%
- Car rental	31.8%	19.4%
Food and drink:		
- Food purchases at supermarkets	60.3%	55.0%
- Restaurants	54.9%	57.3%
Souvenirs:		
	69.5%	53.3%
Leisure:		
- Organized excursions	26.1%	17.7%
- Leisure, amusement	11.7%	8.4%
- Trip to other islands	3.6%	2.3%
- Sporting activities	2.7%	6.1%
- Cultural activities	3.2%	4.4%
- Discos and disco-pubs	3.7%	6.1%
Others:		
- Wellness	2.4%	4.9%
- Medical expenses	7.8%	4.0%
- Other expenses	12.6%	9.6%



-18%
TOURISTS*
89,825



+23%
TRAVEL EXPENSES
€1,846



+1%
TURNOVER
€166 MILL

What do they book at their place of residence?



	Russia	All markets
Flight only	20.6%	9.3%
Flight and accommodation (room only)	36.9%	26.9%
Flight and accommodation (B&B)	8.5%	8.3%
Flight and accommodation (half board)	20.0%	19.3%
Flight and accommodation (full board)	3.5%	4.4%
Flight and accommodation (all inclusive)	10.5%	31.9%
<u>% Tourists using low-cost airlines</u>	21.8%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	27.7%	12.6%
- Sporting activities	3.0%	5.1%
- Excursions	21.5%	6.2%
- Trip to other islands	3.4%	1.5%

* Tourists over 16 years old.

How do they book?



	Russia	All markets
<u>Accommodation booking</u>		
Tour Operator	26.2%	42.4%
- Tour Operator's website	47.2%	80.6%
Accommodation	36.1%	14.6%
- Accommodation's website	86.5%	84.0%
Travel agency (High street)	5.2%	19.3%
Online Travel Agency (OTA)	26.1%	17.3%
No need to book accommodation	6.4%	6.4%

	Russia	All markets
<u>Flight booking</u>		
Tour Operator	21.8%	44.8%
- Tour Operator's website	39.2%	78.6%
Airline	57.5%	25.8%
- Airline's website	96.5%	97.3%
Travel agency (High street)	7.4%	18.0%
Online Travel Agency (OTA)	13.3%	11.4%

How far in advance do they book their trip?



	Russia	All markets
The same day they leave	0.4%	0.5%
Between 2 and 7 days	4.4%	5.9%
Between 8 and 15 days	7.6%	7.4%
Between 16 and 30 days	11.0%	13.4%
Between 31 and 90 days	29.9%	34.6%
More than 90 days	46.7%	38.3%

Who are they?



	Russia	All markets
<u>Gender</u>		
Men	48.4%	48.1%
Women	51.6%	51.9%

	Russia	All markets
<u>Age</u>		
Average age (tourists > 16 years old)	41.3	46.9
Standard deviation	11.3	15.5

	Russia	All markets
<u>Age range (> 16 years old)</u>		
16-24 years old	3.9%	8.4%
25-30 years old	17.6%	10.2%
31-45 years old	42.0%	27.9%
46-60 years old	32.3%	31.7%
Over 60 years old	4.3%	21.8%

	Russia	All markets
<u>Occupation</u>		
Business owner or self-employed	42.2%	23.8%
Upper/Middle management employee	27.1%	35.2%
Auxiliary level employee	18.7%	15.3%
Students	2.6%	5.0%
Retired	4.0%	18.6%
Unemployed / unpaid dom. work	5.4%	2.1%

	Russia	All markets
<u>Annual household income level</u>		
€12,000 - €24,000	37.4%	17.9%
€24,001 - €36,000	21.4%	19.3%
€36,001 - €48,000	5.3%	16.1%
€48,001 - €60,000	12.9%	15.1%
€60,001 - €72,000	6.4%	9.3%
€72,001 - €84,000	3.3%	6.3%
More than €84,000	13.3%	16.0%

Profile of tourist visiting the Canary Islands (2017)

RUSSIA



Which island do they choose?



Tourists (> 16 years old)	Russia	All markets
- Lanzarote	314	2,488,213
- Fuerteventura	875	1,938,908
- Gran Canaria	7,012	3,900,824
- Tenerife	75,632	5,144,415
- La Palma	5,992	277,952

Share (%)	Russia	All markets
- Lanzarote	0.3%	18.1%
- Fuerteventura	1.0%	14.1%
- Gran Canaria	7.8%	28.4%
- Tenerife	84.2%	37.4%
- La Palma	6.7%	2.0%

Where do they stay?



	Russia	All markets
5* Hotel	13.6%	6.8%
4* Hotel	29.9%	38.4%
1-2-3* Hotel	13.3%	14.4%
Apartment	35.1%	32.4%
Property (privately-owned, friends, family)	6.2%	4.8%
Others	1.9%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Russia	All markets
Climate/sun	86.7%	89.8%
Beaches	31.1%	35.1%
Scenery	27.6%	22.9%
Quality of the environment	24.7%	6.5%
Tranquillity/rest/relaxation	20.3%	37.2%
Visiting new places	19.7%	14.7%
Security	13.7%	9.7%
Suitable destination for children	10.3%	7.6%
Active tourism	9.4%	5.4%
Nautical activities	7.0%	2.0%
Shopping	5.9%	2.5%
Theme parks	5.7%	3.1%
Culture	3.9%	2.7%
Price	3.3%	12.2%
Ease of travel	2.9%	8.9%
Security against natural catastrophes	1.6%	0.7%

* Multi-choice question

Who do they come with?



	Russia	All markets
Unaccompanied	10.3%	8.7%
Only with partner	33.9%	46.8%
Only with children (under the age of 13)	3.9%	1.7%
Partner + children (under the age of 13)	11.2%	11.9%
Other relatives	7.2%	6.0%
Friends	5.9%	6.1%
Work colleagues	0.6%	0.3%
Other combinations ⁽¹⁾	27.1%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Russia	All markets
Good or very good (% tourists)	96.9%	94.0%
Average rating (scale 1-10)	9.37	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Russia	All markets
At least 1 previous visit	50.5%	77.3%
At least 10 previous visits	4.3%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Russia	62.2%	55,846
Spanish Mainland	29.4%	26,444
Finland	1.6%	1,449
Norway	1.3%	1,166
Germany	1.3%	1,146
United Kingdom	1.0%	902
Denmark	0.6%	531
Poland	0.5%	430
Belgium	0.4%	372
Others	1.7%	1,539

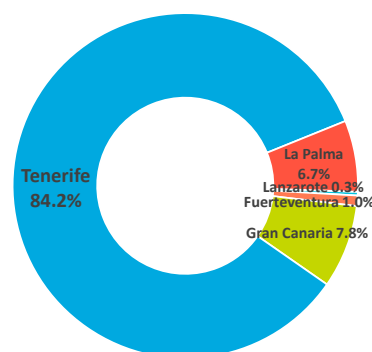
What did motivate them to come?



Prescription sources	Russia	All markets
Previous visits to the Canary Islands	47.0%	64.9%
Recommendation by friends/relatives	45.8%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	2.1%	1.0%
Information in press/magazines/books	4.8%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	1.3%	7.2%
Recommendation by Travel Agency	8.3%	9.3%
Information obtained via the Internet	36.5%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	2.7%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.