

# Tourist profile by quarter of trip (2016)

## Canary Islands: Russian market

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

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	27,584	28,150	27,463	26,295	109,493
Average daily expenditure (€)	140.74	135.18	132.33	153.94	140.37
. in their place of residence	90.11	83.62	85.77	98.20	89.30
. in the Canary Islands	50.63	51.56	46.56	55.75	51.08
Average length of stay	10.71	13.51	13.78	12.61	12.66
Turnover per tourist (€)	1,346	1,517	1,526	1,611	1,499
Total turnover (> 16 years old) (€m)	37.1	42.7	41.9	42.3	164.1
Russian turnover: share by quarter	22.6%	26.0%	25.5%	25.8%	100%
Russian tourist arrivals: share by quarter	25.2%	25.7%	25.1%	24.0%	100%

Expenditure in the Canary Islands per tourist and trip (€) <sup>(*)</sup>					
<b>Accommodation (**):</b>	60.63	42.01	75.42	103.86	69.94
- Accommodation	51.91	39.14	74.44	99.53	65.71
- Additional accommodation expenses	8.72	2.87	0.98	4.33	4.22
<b>Transport:</b>	34.59	27.03	23.20	41.50	31.45
- Public transport	6.27	5.38	10.89	9.82	8.05
- Taxi	5.64	5.38	1.80	5.09	4.48
- Car rental	22.68	16.27	10.51	26.59	18.92
<b>Food and drink:</b>	218.14	250.18	243.34	249.07	240.13
- Food purchases at supermarkets	116.97	114.30	111.21	127.57	117.38
- Restaurants	101.17	135.89	132.13	121.50	122.74
<b>Souvenirs:</b>	142.73	226.61	213.29	126.32	178.05
<b>Leisure:</b>	27.41	53.24	36.57	63.13	44.93
- Organized excursions	18.02	32.95	22.82	42.57	28.96
- Leisure, amusement	6.60	10.63	5.73	15.10	9.46
- Trip to other islands	1.41	2.06	0.13	0.65	1.07
- Sporting activities	0.20	4.18	0.13	2.39	1.73
- Cultural activities	1.16	1.39	1.47	1.47	1.37
- Discos and disco-pubs	0.02	2.03	6.29	0.96	2.34
<b>Others:</b>	32.84	5.25	2.61	45.91	21.30
- Wellness	1.65	0.41	0.00	0.14	0.55
- Medical expenses	0.27	0.00	0.00	0.23	0.12
- Other expenses	30.92	4.84	2.61	45.54	20.63

### How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	4.1%	5.4%	0.0%	0.0%	2.4%
Between 2 and 7 days	11.3%	10.3%	2.8%	8.0%	8.1%
Between 8 and 15 days	8.8%	18.0%	14.2%	2.2%	10.8%
Between 16 and 30 days	19.9%	16.1%	17.0%	16.5%	17.4%
Between 31 and 90 days	37.6%	32.3%	37.7%	38.1%	36.4%
More than 90 days	18.3%	17.8%	28.3%	35.1%	24.9%

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

	Q1	Q2	Q3	Q4	Total
Flight only	11.9%	11.7%	16.3%	13.0%	13.2%
Flight and accommodation (room only)	36.2%	28.3%	25.0%	46.8%	34.1%
Flight and accommodation (B&B)	16.1%	11.0%	11.9%	11.4%	12.6%
Flight and accommodation (half board)	22.4%	26.9%	27.7%	19.0%	24.0%
Flight and accommodation (full board)	1.4%	6.0%	5.2%	3.5%	4.1%
Flight and accommodation (all inclusive)	12.0%	16.0%	13.8%	6.2%	12.0%
<b>% Tourists using low-cost airlines</b>	26.7%	36.8%	34.3%	26.6%	30.7%
<b>Other expenses in their place of residence:</b>					
- Car rental	24.0%	26.8%	38.7%	25.2%	28.4%
- Sporting activities	4.6%	9.2%	8.8%	0.5%	5.4%
- Excursions	12.5%	19.9%	28.3%	21.4%	20.4%
- Trip to other islands	7.7%	7.5%	4.9%	5.7%	6.4%

(\*) 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?

Accommodation booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	37.9%	40.5%	42.9%	12.7%	32.8%
- Tour Operator's website	25.5%	49.5%	43.4%	0.0%	36.7%
<b>Accommodation</b>	18.2%	28.5%	21.1%	24.3%	22.9%
- Accommodation's website	90.2%	64.6%	93.7%	77.3%	79.7%
<b>Travel agency (High street)</b>	7.9%	17.5%	6.2%	12.5%	11.0%
<b>Online Travel Agency (OTA)</b>	23.7%	11.1%	25.4%	47.3%	27.5%
<b>No need to book accommodation</b>	12.4%	2.4%	4.4%	3.2%	5.7%

Flight booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	28.6%	41.2%	37.8%	11.8%	29.5%
- Tour Operator's website	17.5%	51.9%	10.6%	0.0%	24.1%
<b>Airline</b>	49.4%	31.9%	47.5%	51.9%	45.1%
- Airline's website	90.4%	91.2%	93.3%	90.7%	91.3%
<b>Travel agency (High street)</b>	8.6%	11.4%	5.8%	7.9%	8.5%
<b>Online Travel Agency (OTA)</b>	13.4%	15.6%	8.8%	28.4%	16.9%

### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	9.1%	6.7%	17.0%	12.5%	11.3%
4* Hotel	37.2%	37.4%	33.3%	27.8%	34.0%
1-2-3* Hotel	19.2%	16.2%	15.9%	15.3%	16.7%
Apartment	29.5%	30.5%	28.8%	39.6%	32.0%
Property (privately-owned, friends, family)	4.0%	4.5%	3.4%	3.3%	3.8%
Others	1.0%	4.6%	1.7%	1.5%	2.2%

### Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	46.6%	40.2%	37.7%	53.8%	44.4%
Percentage of women	53.4%	59.8%	62.3%	46.2%	55.6%

Age	Q1	Q2	Q3	Q4	Total
Average age (tourists > 16 years old)	38.9	38.8	34.6	40.0	38.0
Standard deviation	11.9	11.4	10.8	12.6	11.9

Age range (> 16 years old)					
16-24 years old	7.9%	12.1%	15.6%	10.2%	11.5%
25-30 years old	23.2%	13.2%	29.8%	14.1%	20.1%
31-45 years old	38.0%	46.7%	37.4%	48.6%	42.6%
46-60 years old	26.5%	26.2%	15.1%	20.9%	22.2%
Over 60 years old	4.4%	1.7%	2.0%	6.3%	3.6%

Occupation	Q1	Q2	Q3	Q4	Total
Business owner or self-employed	31.7%	26.1%	35.6%	35.1%	32.0%
Upper/Middle management employee	35.1%	41.2%	29.1%	36.5%	35.9%
Auxiliary level employee	17.3%	24.2%	21.2%	12.9%	18.6%
Students	7.5%	2.8%	12.3%	0.0%	5.1%
Retired	4.4%	0.0%	0.0%	9.7%	3.8%
Unemployed / unpaid dom. work	4.0%	5.7%	1.8%	5.9%	4.5%

Annual household income level					
€12,000 - €24,000	28.2%	56.6%	46.3%	46.4%	44.3%
€24,001 - €36,000	37.0%	14.4%	25.3%	18.2%	23.4%
€36,001 - €48,000	7.0%	5.9%	13.7%	8.1%	8.5%
€48,001 - €60,000	17.1%	14.1%	12.5%	6.7%	12.1%
€60,001 - €72,000	0.0%	3.1%	0.0%	10.7%	4.1%
€72,001 - €84,000	2.4%	1.2%	0.0%	0.0%	0.8%
More than €84,000	8.3%	4.7%	2.1%	10.1%	6.7%

# Tourist profile by quarter of trip (2016)

## Canary Islands: Russian market



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	78	0	267	0	345
- Fuerteventura	0	442	0	1,205	1,647
- Gran Canaria	1,718	1,807	1,013	2,828	7,367
- Tenerife	25,630	25,724	26,183	22,262	99,798
- La Palma	0	0	0	0	0

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	0.3%	0.0%	1.0%	0.0%	0.3%
- Fuerteventura	0.0%	1.6%	0.0%	4.6%	1.5%
- Gran Canaria	6.3%	6.5%	3.7%	10.8%	6.7%
- Tenerife	93.5%	92.0%	95.3%	84.7%	91.4%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	14.7%	24.4%	12.9%	16.8%	17.2%
Only with partner	30.0%	17.6%	31.8%	32.3%	27.8%
Only with children (under the age of 13)	2.7%	3.1%	4.7%	1.5%	3.0%
Partner + children (under the age of 13)	9.5%	8.7%	8.7%	9.8%	9.1%
Other relatives	4.8%	5.5%	6.8%	6.2%	5.8%
Friends	4.1%	11.2%	1.5%	4.9%	5.4%
Work colleagues	2.5%	2.1%	1.0%	0.0%	1.4%
Other combinations <sup>(1)</sup>	31.7%	27.3%	32.7%	28.5%	30.1%

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

### How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	97.5%	97.9%	98.7%	98.3%	98.1%
Average rating (scale 1-10)	9.27	9.29	9.46	9.44	9.37

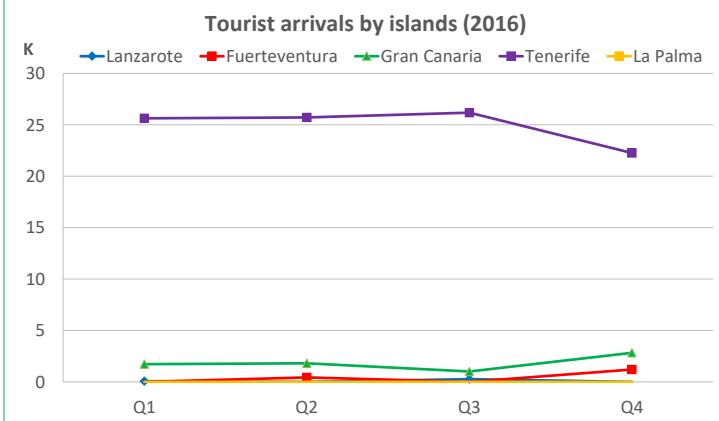
### How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	50.0%	46.9%	31.6%	48.5%	44.3%
In love (at least 10 previous visits)	5.6%	6.2%	2.2%	4.6%	4.7%

### Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Russia	65.7%	78.2%	85.9%	61.1%	72.9%
Spanish Mainland	25.7%	18.7%	11.0%	36.5%	22.8%
Germany	1.5%	0.4%	0.0%	0.4%	0.6%
Czech Republic	2.0%	0.0%	0.0%	0.0%	0.5%
United Kingdom	0.0%	0.6%	0.9%	0.0%	0.4%
Poland	1.3%	0.0%	0.0%	0.0%	0.3%
Finland	1.3%	0.0%	0.0%	0.0%	0.3%
Norway	0.0%	0.9%	0.0%	0.0%	0.2%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%



### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.5%	80.6%	92.0%	91.7%	89.1%
Beaches	28.6%	34.4%	33.7%	41.7%	34.5%
Scenery	27.2%	19.0%	20.7%	20.3%	21.8%
Tranquillity/rest/relaxation	20.9%	24.3%	13.7%	24.3%	20.8%
Visiting new places	13.1%	20.8%	29.8%	11.4%	18.9%
Quality of the environment	20.0%	18.0%	13.7%	17.0%	17.2%
Scenery	10.1%	12.0%	15.7%	15.4%	13.3%
Active tourism	14.8%	13.2%	14.7%	10.0%	13.2%
Theme parks	1.1%	10.7%	11.7%	8.9%	8.1%
Suitable destination for children	8.3%	6.9%	7.7%	9.1%	8.0%
Nautical activities	5.3%	6.6%	3.2%	5.7%	5.2%
Shopping	4.6%	2.9%	4.8%	7.5%	4.9%
Price	6.2%	2.2%	0.9%	6.5%	3.9%
Culture	4.0%	0.0%	3.0%	4.7%	2.9%
Security against natural catastrophes	2.5%	2.0%	1.8%	3.1%	2.3%
Ease of travel	2.5%	4.0%	0.9%	1.5%	2.2%

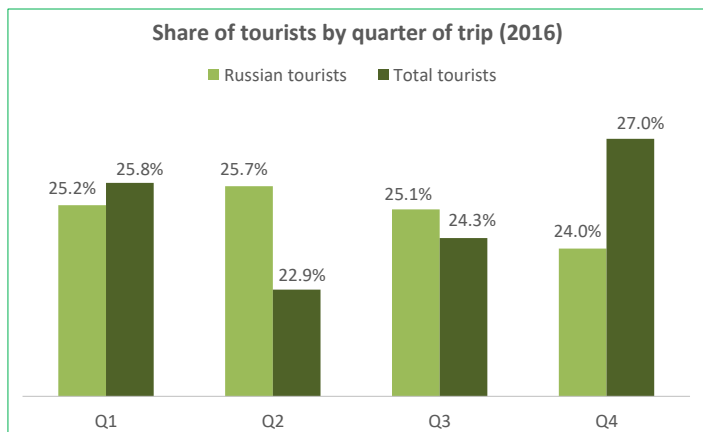
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	47.7%	43.3%	28.8%	49.6%	42.3%
Recommendation by friends or relatives	46.8%	35.9%	52.4%	47.8%	45.7%
The Canary Islands television channel	0.0%	0.7%	0.0%	0.0%	0.2%
Other television or radio channels	1.1%	4.7%	2.1%	0.6%	2.1%
Information in the press/magazines/books	3.6%	7.7%	7.1%	4.6%	5.8%
Attendance at a tourism fair	0.6%	1.5%	2.2%	0.0%	1.1%
Tour Operator's brochure or catalogue	4.4%	5.6%	7.4%	2.7%	5.1%
Recommendation by Travel Agency	10.7%	13.3%	3.2%	13.8%	10.2%
Information obtained via the Internet	26.8%	43.1%	50.7%	49.1%	42.3%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	6.2%	0.6%	3.9%	1.3%	3.0%

\* Multi-choice question



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.