

# Tourist profile trend (2017)

## RUSSIA

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



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	140,651	152,582	120,258	109,493	89,825
Average daily expenditure (€)	151.77	155.78	143.23	140.37	151.90
- in their place of residence	93.06	93.22	85.47	89.30	82.98
- in the Canary Islands	58.72	62.56	57.76	51.08	68.92
Average length of stay	12.17	12.75	13.39	12.66	14.07
Turnover per tourist (€)	1,660	1,658	1,638	1,499	1,846
Total turnover (> 16 years old) (€m)	233	253	197	164	166
Tourist arrivals: year on year change	--	8.5%	-21.2%	-9.0%	-18.0%
Turnover: year on year change	--	8.4%	-22.1%	-16.7%	1.0%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	32.9%	23.0%	27.3%	19.2%	27.8%
- Additional accommodation expenses	8.0%	6.6%	6.9%	4.9%	7.4%

##### Transport:

- Public transport	21.6%	14.9%	16.4%	15.9%	15.2%
- Taxi	25.5%	19.7%	16.1%	11.7%	12.6%
- Car rental	32.0%	27.4%	21.4%	20.7%	31.8%

##### Food and drink:

- Food purchases at supermarkets	64.4%	57.4%	63.5%	54.5%	60.3%
- Restaurants	58.2%	54.4%	52.7%	52.1%	54.9%

<b>Souvenirs:</b>	76.3%	73.3%	68.5%	69.7%	69.5%
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##### Leisure:

- Organized excursions	43.7%	33.6%	28.9%	21.3%	26.1%
- Leisure, amusement	19.0%	14.9%	7.3%	10.4%	11.7%
- Trip to other islands	7.5%	5.0%	2.2%	1.9%	3.6%
- Sporting activities	4.7%	7.3%	2.7%	3.7%	2.7%
- Cultural activities	5.9%	4.7%	4.1%	2.8%	3.2%
- Discos and disco-pubs	5.0%	6.3%	7.7%	2.0%	3.7%

##### Others:

- Wellness	6.5%	4.4%	4.9%	1.5%	2.4%
- Medical expenses	3.6%	3.8%	1.0%	1.1%	7.8%
- Other expenses	17.3%	15.2%	11.2%	8.7%	12.6%

2017



-18%  
TOURISTS\*  
89,825



+23%  
TRAVEL EXPENSES  
€1,846



+1%  
TURNOVER  
€166 MILL

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



	2013	2014	2015	2016	2017
Flight only	17.1%	15.7%	19.6%	13.2%	20.6%
Flight and accommodation (room only)	31.0%	30.6%	40.2%	34.1%	36.9%
Flight and accommodation (B&B)	13.6%	11.9%	6.9%	12.6%	8.5%
Flight and accommodation (half board)	20.2%	19.5%	15.5%	24.0%	20.0%
Flight and accommodation (full board)	7.0%	8.1%	6.8%	4.1%	3.5%
Flight and accommodation (all inclusive)	11.1%	14.1%	11.0%	12.0%	10.5%
% Tourists using low-cost airlines	43.0%	26.1%	19.5%	30.7%	21.8%

#### Other expenses in their place of residence:

- Car rental	21.5%	19.9%	21.8%	28.4%	27.7%
- Sporting activities	5.2%	3.9%	5.2%	5.4%	3.0%
- Excursions	15.3%	17.3%	23.7%	20.4%	21.5%
- Trip to other islands	5.6%	4.8%	5.6%	6.4%	3.4%

\* Tourists over 16 years old.

### How do they book?



Accommodation booking	2013	2014	2015	2016	2017
<b>Tour Operator</b>	32.1%	37.2%	24.9%	32.8%	26.2%
- Tour Operator's website	30.5%	16.7%	31.1%	36.7%	47.2%
<b>Accommodation</b>	20.1%	22.1%	29.1%	22.9%	36.1%
- Accommodation's website	82.3%	69.3%	74.6%	79.7%	86.5%
<b>Travel agency (High street)</b>	13.3%	11.1%	9.2%	11.0%	5.2%
<b>Online Travel Agency (OTA)</b>	32.2%	23.4%	29.9%	27.5%	26.1%
<b>No need to book accommodation</b>	2.4%	6.2%	6.9%	5.7%	6.4%

Flight booking	2013	2014	2015	2016	2017
<b>Tour Operator</b>	29.4%	33.6%	21.6%	29.5%	21.8%
- Tour Operator's website	21.6%	20.6%	35.8%	24.1%	39.2%
<b>Airline</b>	39.4%	42.6%	56.9%	45.1%	57.5%
- Airline's website	86.3%	91.8%	87.9%	91.3%	96.5%
<b>Travel agency (High street)</b>	11.0%	8.9%	8.0%	8.5%	7.4%
<b>Online Travel Agency (OTA)</b>	20.2%	14.9%	13.6%	16.9%	13.3%

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



	2013	2014	2015	2016	2017
The same day they leave	1.1%	0.6%	0.9%	2.4%	0.4%
Between 2 and 7 days	9.2%	8.4%	5.8%	8.1%	4.4%
Between 8 and 15 days	12.8%	10.9%	10.3%	10.8%	7.6%
Between 16 and 30 days	16.8%	20.1%	13.5%	17.4%	11.0%
Between 31 and 90 days	32.5%	36.8%	34.5%	36.4%	29.9%
More than 90 days	27.5%	23.2%	35.0%	24.9%	46.7%

### Who are they?



Gender	2013	2014	2015	2016	2017
Men	38.5%	44.1%	46.8%	44.4%	48.4%
Women	61.5%	55.9%	53.2%	55.6%	51.6%

#### Age

Average age (tourists > 16 years old)	36.7	36.7	38.6	38.0	41.3
Standard deviation	9.9	10.8	11.1	11.9	11.3

#### Age range (> 16 years old)

16-24 years old	10.2%	10.2%	10.6%	11.5%	3.9%
25-30 years old	19.8%	24.9%	18.3%	20.1%	17.6%
31-45 years old	50.9%	44.9%	45.9%	42.6%	42.0%
46-60 years old	17.5%	18.0%	22.3%	22.2%	32.3%
Over 60 years old	1.7%	2.0%	2.8%	3.6%	4.3%

#### Occupation

Business owner or self-employed	26.0%	34.6%	32.3%	32.0%	42.2%
Upper/Middle management employee	40.3%	30.5%	32.0%	35.9%	27.1%
Auxiliary level employee	25.4%	23.0%	23.1%	18.6%	18.7%
Students	3.5%	5.9%	5.9%	5.1%	2.6%
Retired	1.5%	2.5%	2.4%	3.8%	4.0%
Unemployed / unpaid dom. work	3.2%	3.5%	4.4%	4.5%	5.4%

#### Annual household income level

€12,000 - €24,000	31.3%	33.2%	44.2%	44.3%	37.4%
€24,001 - €36,000	25.1%	19.5%	22.6%	23.4%	21.4%
€36,001 - €48,000	12.8%	13.8%	10.6%	8.5%	5.3%
€48,001 - €60,000	6.9%	13.4%	8.7%	12.1%	12.9%
€60,001 - €72,000	5.7%	7.4%	4.0%	4.1%	6.4%
€72,001 - €84,000	5.0%	2.2%	2.1%	0.8%	3.3%
More than €84,000	13.2%	10.5%	7.8%	6.7%	13.3%

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#### Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	643	1,704	235	345	314
- Fuerteventura	4,405	758	1,670	1,647	875
- Gran Canaria	8,564	11,167	9,997	7,367	7,012
- Tenerife	126,568	137,678	108,192	99,798	75,632
- La Palma	472	1,276	0	0	5,992

#### Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	12.3%	13.4%	13.2%	11.3%	13.6%
4* Hotel	33.9%	35.7%	24.3%	34.0%	29.9%
1-2-3* Hotel	16.1%	16.3%	15.3%	16.7%	13.3%
Apartment	35.5%	26.0%	35.5%	32.0%	35.1%
Property (privately-owned, friends, family)	1.6%	6.8%	8.1%	3.8%	6.2%
Others	0.6%	1.7%	3.7%	2.2%	1.9%

#### Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	9.1%	12.1%	18.2%	17.2%	10.3%
Only with partner	28.7%	26.9%	27.2%	27.8%	33.9%
Only with children (under the age of 13)	5.4%	4.1%	4.2%	3.0%	3.9%
Partner + children (under the age of 13)	11.8%	9.1%	8.5%	9.1%	11.2%
Other relatives	8.7%	10.2%	5.3%	5.8%	7.2%
Friends	6.1%	9.4%	5.4%	5.4%	5.9%
Work colleagues	0.0%	1.5%	0.1%	1.4%	0.6%
Other combinations <sup>(1)</sup>	30.2%	26.7%	31.1%	30.1%	27.1%

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

#### How do they rate the Canary Islands?

	2013	2014	2015	2016	2017
Impression of their stay					
Good or very good (% tourists)	95.6%	96.5%	96.9%	98.1%	96.9%
Average rating (scale 1-10)	9.03	9.16	9.23	9.37	9.37

#### How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	26.7%	40.8%	51.0%	44.3%	50.5%
At least 10 previous visits	0.7%	4.4%	5.9%	4.7%	4.3%

#### Where does the flight come from?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
Russia	47.6%	72.0%	79.1%	72.9%	62.2%
Spanish Mainland	43.2%	17.0%	10.8%	22.8%	29.4%
Finland	0.0%	1.2%	1.7%	0.3%	1.6%
Norway	0.0%	0.3%	0.0%	0.2%	1.3%
Germany	6.0%	1.9%	3.3%	0.6%	1.3%
United Kingdom	0.2%	1.5%	1.3%	0.4%	1.0%
Denmark	0.0%	0.0%	0.3%	0.0%	0.6%
Poland	0.0%	2.8%	0.7%	0.3%	0.5%
Belgium	0.4%	0.1%	0.0%	0.0%	0.4%
Others	2.6%	3.1%	2.8%	2.5%	1.7%

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	0.5%	1.1%	0.2%	0.3%	0.3%
- Fuerteventura	3.1%	0.5%	1.4%	1.5%	1.0%
- Gran Canaria	6.1%	7.3%	8.3%	6.7%	7.8%
- Tenerife	90.0%	90.2%	90.1%	91.4%	84.2%
- La Palma	0.3%	0.8%	0.0%	0.0%	6.7%

#### Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	86.6%	87.4%	84.6%	89.1%	86.7%
Beaches	33.7%	28.5%	33.1%	34.5%	31.1%
Scenery	23.2%	20.8%	22.8%	21.8%	27.6%
Quality of the environment	15.4%	19.6%	20.5%	17.2%	24.7%
Tranquillity/rest/relaxation	17.7%	25.3%	25.5%	20.8%	20.3%
Visiting new places	28.8%	20.3%	19.3%	18.9%	19.7%
Security	12.1%	10.8%	10.4%	13.3%	13.7%
Suitable destination for children	10.1%	8.7%	10.8%	8.0%	10.3%
Active tourism	13.6%	9.8%	9.2%	13.2%	9.4%
Nautical activities	3.7%	4.0%	5.4%	5.2%	7.0%
Shopping	8.6%	8.2%	5.1%	4.9%	5.9%
Theme parks	9.5%	8.7%	6.7%	8.1%	5.7%
Culture	3.4%	3.8%	3.5%	2.9%	3.9%
Price	8.6%	9.2%	4.3%	3.9%	3.3%
Ease of travel	1.5%	2.6%	1.8%	2.2%	2.9%
Security against natural catastrophes	0.8%	0.5%	1.6%	2.3%	1.6%

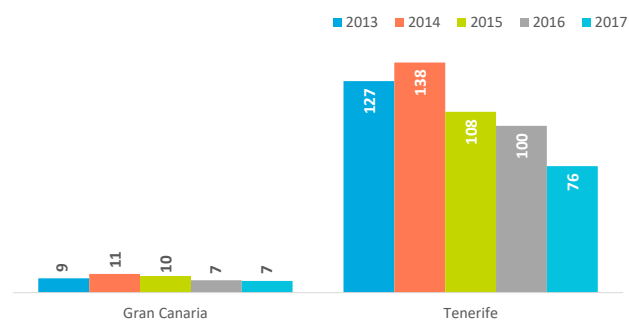
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	24.1%	35.8%	45.5%	42.3%	47.0%
Recommendation by friends/relatives	45.5%	48.4%	41.7%	45.7%	45.8%
The Canary Islands television channel	0.8%	0.7%	0.5%	0.2%	0.0%
Other television or radio channels	3.0%	2.1%	2.6%	2.1%	2.1%
Information in press/magazines/books	9.4%	7.1%	4.0%	5.8%	4.8%
Attendance at a tourism fair	3.1%	0.9%	4.7%	1.1%	0.2%
Tour Operator's brochure or catalogue	11.3%	4.8%	5.6%	5.1%	1.3%
Recommendation by Travel Agency	9.7%	12.5%	6.5%	10.2%	8.3%
Information obtained via the Internet	56.1%	42.3%	39.6%	42.3%	36.5%
Senior Tourism programme	0.0%	0.8%	0.4%	0.0%	0.1%
Others	2.9%	4.0%	5.8%	3.0%	2.7%

\* Multi-choice question

#### Tourist arrivals by islands (thousands)



Tourists over 16 years old.

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.