

# Profile of tourist visiting Tenerife 2016



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

	Tenerife	Canary Islands
Tourist arrivals (> 16 years old)	4,885,901	13,114,359
Average daily expenditure (€)	136.77	135.94
. in their place of residence	96.08	98.03
. in the Canary Islands	40.69	37.90
Average length of stay	9.03	9.36
Turnover per tourist (€)	1,101	1,141
Total turnover (> 16 years old) (€m)	5,382	14,957
Share of total turnover	36.0%	100%
Share of total tourist	37.3%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) <sup>(*)</sup></b>		
<b>Accommodation <sup>(**)</sup>:</b>	52.10	47.11
- Accommodation	44.42	40.52
- Additional accommodation expenses	7.68	6.60
<b>Transport:</b>	23.59	26.01
- Public transport	4.15	5.14
- Taxi	6.01	6.94
- Car rental	13.43	13.93
<b>Food and drink:</b>	153.60	148.33
- Food purchases at supermarkets	67.62	63.46
- Restaurants	85.98	84.87
<b>Souvenirs:</b>	56.29	53.88
<b>Leisure:</b>	37.41	34.52
- Organized excursions	16.61	14.95
- Leisure, amusement	7.24	4.55
- Trip to other islands	1.47	1.85
- Sporting activities	3.86	5.11
- Cultural activities	1.53	2.04
- Discos and disco-pubs	6.70	6.01
<b>Others:</b>	13.78	13.91
- Wellness	2.70	3.23
- Medical expenses	1.82	1.69
- Other expenses	9.26	8.99

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

	Tenerife	Canary Islands
The same day they leave	0.7%	0.6%
Between 2 and 7 days	6.2%	6.3%
Between 8 and 15 days	8.0%	7.9%
Between 16 and 30 days	15.3%	14.7%
Between 31 and 90 days	33.7%	34.3%
More than 90 days	36.2%	36.2%

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

	Tenerife	Canary Islands
Flight only	12.3%	8.8%
Flight and accommodation (room only)	27.6%	25.7%
Flight and accommodation (B&B)	9.3%	8.0%
Flight and accommodation (half board)	21.0%	20.4%
Flight and accommodation (full board)	4.2%	4.3%
Flight and accommodation (all inclusive)	25.7%	32.8%
<b>% Tourists using low-cost airlines</b>	53.2%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	13.6%	11.8%
- Sporting activities	4.1%	5.3%
- Excursions	7.0%	5.7%
- Trip to other islands	1.2%	1.6%

## How do they book?

	Tenerife	Canary Islands
<b>Accommodation booking</b>		
<b>Tour Operator</b>	39.7%	42.3%
- Tour Operator's website	80.1%	78.8%
<b>Accommodation</b>	16.1%	14.7%
- Accommodation's website	82.8%	83.5%
<b>Travel agency (High street)</b>	18.3%	20.5%
<b>Online Travel Agency (OTA)</b>	17.6%	16.5%
<b>No need to book accommodation</b>	8.5%	6.0%

	Tenerife	Canary Islands
<b>Flight booking</b>		
<b>Tour Operator</b>	42.1%	44.6%
- Tour Operator's website	78.3%	76.3%
<b>Airline</b>	28.9%	24.8%
- Airline's website	96.3%	96.2%
<b>Travel agency (High street)</b>	17.0%	19.1%
<b>Online Travel Agency (OTA)</b>	12.0%	11.5%

## Where do they stay?

	Tenerife	Canary Islands
5* Hotel	9.0%	7.1%
4* Hotel	39.9%	39.6%
1-2-3* Hotel	11.8%	14.6%
Apartment	29.9%	31.5%
Property (privately-owned, friends, family)	6.8%	4.6%
Others	2.6%	2.6%

## Who are they?

	Tenerife	Canary Islands
<b>Gender</b>		
Percentage of men	48.1%	48.5%
Percentage of women	51.9%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	43.1	46.3
Standard deviation	14.4	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	10.3%	8.2%
25-30 years old	13.7%	11.1%
31-45 years old	32.9%	29.1%
46-60 years old	29.5%	30.9%
Over 60 years old	13.6%	20.7%
<b>Occupation</b>		
Business owner or self-employed	27.6%	23.1%
Upper/Middle management employee	35.3%	36.1%
Auxiliary level employee	17.3%	15.5%
Students	5.9%	5.1%
Retired	11.1%	18.0%
Unemployed / unpaid dom. work	2.8%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	20.3%	17.8%
€24,001 - €36,000	19.8%	19.4%
€36,001 - €48,000	16.2%	16.9%
€48,001 - €60,000	13.8%	14.6%
€60,001 - €72,000	9.0%	9.5%
€72,001 - €84,000	6.0%	6.0%
More than €84,000	14.9%	15.8%

(\*) 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.

# Profile of tourist visiting Tenerife 2016



## Tourist per year

Tourist (> 16 years old):	Tenerife	Canary Islands
2012	3,898,912	10,051,044
2013	3,996,638	10,425,147
2014	4,193,228	10,932,170
2015	4,249,936	11,314,639
2016	4,885,901	13,114,359

Year on year growth (%)	Tenerife	Canary Islands
2012	--	--
2013	2.5%	3.7%
2014	4.9%	4.9%
2015	1.4%	3.5%
2016	15.0%	15.9%

## Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	8.9%	9.1%
Only with partner	43.6%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	13.3%	11.8%
Other relatives	6.2%	6.0%
Friends	6.6%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	19.4%	17.5%

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

## How do they rate the destination?



Impression of their stay	Tenerife	Canary Islands
Good or very good (% tourists)	94.2%	94.1%
Average rating (scale 1-10)	8.91	8.90

## How many are loyal to the destination?

Repeat tourists of the island	Tenerife	Canary Islands
Repeat tourists	54.0%	77.3%
In love (at least 10 previous visits)	6.1%	16.1%

## Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	39.3%	1,921,177
Germany	13.7%	670,472
Spanish Mainland	12.4%	606,002
Belgium	3.9%	192,249
Italy	3.9%	188,451
Netherlands	3.4%	167,653
France	3.2%	155,759
Sweden	2.7%	133,909
Ireland	2.3%	113,317
Denmark	2.1%	103,275



## Why do they choose the Canary Islands?



Aspects influencing the choice	Tenerife	Canary Islands
Climate/sun	92.6%	89.8%
Tranquillity/rest/relaxation	38.8%	36.6%
Beaches	25.4%	34.5%
Scenery	24.3%	21.9%
Visiting new places	16.2%	14.6%
Price	15.8%	12.7%
Ease of travel	13.9%	8.9%
Security	12.2%	11.1%
Suitable destination for children	10.0%	6.5%
Quality of the environment	9.9%	7.5%
Culture	4.4%	2.6%
Active tourism	3.6%	5.1%
Nightlife/fun	2.1%	3.8%
Shopping	2.1%	2.6%
Nautical activities	1.7%	2.2%
Rural tourism	1.2%	1.0%

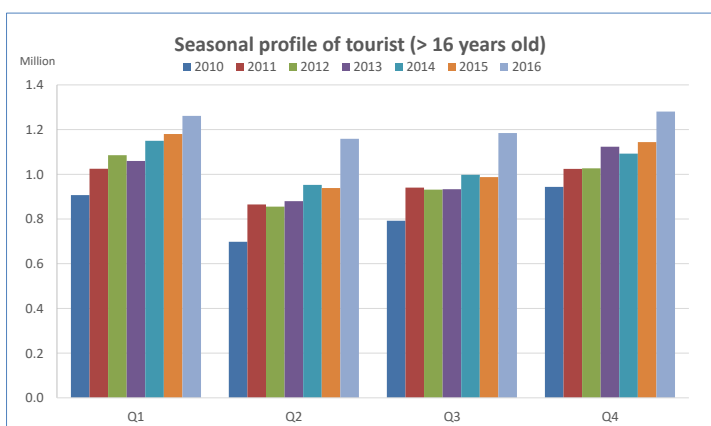
\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	Tenerife	Canary Islands
Previous visits to the Canary Islands	60.7%	64.1%
Recommendation by friends or relatives	37.1%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	5.8%	8.0%
Recommendation by Travel Agency	7.9%	9.7%
Information obtained via the Internet	23.2%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	6.1%	6.1%

\* 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.