

## Tourist profile by quarter of trip (2017)

### TENERIFE



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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	1,484	1,424	1,514	1,506	<b>5,928</b>
Tourist arrivals (> 16 years old) (thousands)	1,325	1,224	1,238	1,357	<b>5,144</b>
Average daily expenditure (€)	143.46	138.98	132.61	150.24	<b>141.57</b>
- in their place of residence	101.67	94.08	93.13	109.40	<b>99.85</b>
- in the Canary Islands	41.79	44.90	39.48	40.84	<b>41.73</b>
Average lenght of stay	9.38	8.40	9.69	8.73	<b>9.05</b>
Turnover per tourist (€)	1,177	1,055	1,141	1,177	<b>1,139</b>
Total turnover (€m)	1,747	1,503	1,727	1,772	<b>6,753</b>
Tourist arrivals: share by quarter	25.0%	24.0%	25.5%	25.4%	<b>100%</b>
Turnover: share by quarter	25.9%	22.2%	25.6%	26.2%	<b>100%</b>

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

##### Accommodation:

- Accommodation	13.6%	16.5%	14.0%	14.6%	<b>14.6%</b>
- Additional accommodation expenses	5.8%	7.5%	7.9%	7.6%	<b>7.2%</b>

##### Transport:

- Public transport	11.8%	10.9%	10.6%	11.9%	<b>11.3%</b>
- Taxi	18.0%	18.3%	19.3%	17.8%	<b>18.3%</b>
- Car rental	16.7%	19.9%	19.7%	17.9%	<b>18.5%</b>

##### Food and drink:

- Food purchases at supermarkets	52.5%	55.4%	57.2%	53.9%	<b>54.7%</b>
- Restaurants	54.0%	53.5%	53.7%	55.0%	<b>54.1%</b>

<b>Souvenirs:</b>	47.1%	55.1%	55.5%	52.2%	<b>52.4%</b>
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##### Leisure:

- Organized excursions	12.3%	20.0%	24.6%	17.2%	<b>18.4%</b>
- Leisure, amusement	7.6%	11.6%	18.2%	11.5%	<b>12.1%</b>
- Trip to other islands	1.7%	1.3%	1.9%	1.7%	<b>1.6%</b>
- Sporting activities	3.7%	4.8%	5.9%	5.0%	<b>4.8%</b>
- Cultural activities	3.0%	3.1%	2.6%	3.1%	<b>3.0%</b>
- Discos and disco-pubs	5.8%	5.7%	6.9%	4.1%	<b>5.6%</b>

##### Others:

- Wellness	3.7%	3.8%	4.2%	4.4%	<b>4.0%</b>
- Medical expenses	2.9%	2.8%	3.4%	3.2%	<b>3.1%</b>
- Other expenses	7.5%	9.3%	9.0%	7.5%	<b>8.3%</b>

2017



**+6%**  
**TOURISTS**  
5,927,515



**+3%**  
**TRAVEL EXPENSES**  
€1,139



**+10%**  
**TURNOVER**  
€6,753 MILL

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



	Q1	Q2	Q3	Q4	Total
Flight only	13.4%	11.8%	13.6%	11.5%	<b>12.6%</b>
Flight and accommodation (room only)	28.2%	25.6%	25.6%	28.2%	<b>27.0%</b>
Flight and accommodation (B&B)	11.3%	10.4%	7.9%	9.7%	<b>9.8%</b>
Flight and accommodation (half board)	19.3%	21.9%	20.5%	20.5%	<b>20.6%</b>
Flight and accommodation (full board)	4.1%	4.9%	4.2%	5.2%	<b>4.6%</b>
Flight and accommodation (all inclusive)	23.6%	25.3%	28.2%	24.8%	<b>25.5%</b>
% Tourists using low-cost airlines	51.0%	54.8%	55.0%	52.0%	<b>53.1%</b>
<b>Other expenses in their place of residence:</b>					
- Car rental	13.9%	15.5%	13.3%	13.5%	<b>14.0%</b>
- Sporting activities	3.7%	4.3%	4.4%	4.0%	<b>4.1%</b>
- Excursions	6.0%	8.9%	9.4%	7.4%	<b>7.9%</b>
- Trip to other islands	1.8%	1.1%	1.3%	2.2%	<b>1.6%</b>

#### How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	42.4%	38.4%	36.9%	41.8%	<b>40.0%</b>
- Tour Operator's website	80.7%	81.5%	80.3%	80.6%	<b>80.8%</b>
<b>Accommodation</b>	15.6%	16.8%	15.4%	15.4%	<b>15.8%</b>
- Accommodation's website	81.3%	83.8%	84.5%	81.3%	<b>82.7%</b>
<b>Travel agency (High street)</b>	15.6%	18.6%	20.9%	17.4%	<b>18.1%</b>
<b>Online Travel Agency (OTA)</b>	17.3%	18.5%	16.6%	17.2%	<b>17.4%</b>
<b>No need to book accommodation</b>	9.1%	7.6%	10.1%	8.1%	<b>8.7%</b>

Flight booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	46.2%	42.7%	39.9%	45.0%	<b>43.5%</b>
- Tour Operator's website	77.8%	79.9%	79.2%	77.2%	<b>78.4%</b>
<b>Airline</b>	27.9%	29.2%	28.2%	28.7%	<b>28.5%</b>
- Airline's website	97.8%	97.5%	97.6%	97.1%	<b>97.5%</b>
<b>Travel agency (High street)</b>	14.2%	16.4%	19.4%	15.7%	<b>16.4%</b>
<b>Online Travel Agency (OTA)</b>	11.7%	11.7%	12.5%	10.6%	<b>11.6%</b>

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.9%	0.8%	0.5%	0.4%	0.7%
Between 2 and 7 days	6.8%	5.7%	6.2%	4.6%	5.8%
Between 8 and 15 days	6.9%	6.6%	8.1%	6.3%	7.0%
Between 16 and 30 days	15.9%	13.9%	13.0%	12.4%	13.8%
Between 31 and 90 days	34.5%	37.2%	27.9%	35.7%	33.9%
More than 90 days	35.1%	35.7%	44.3%	40.5%	38.9%

#### Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	47.4%	45.9%	48.5%	48.7%	<b>47.6%</b>
Women	52.6%	54.1%	51.5%	51.3%	<b>52.4%</b>

##### Age

Average age (tourists > 16 years old)	47.7	44.3	39.4	47.7	<b>44.9</b>
Standard deviation	15.3	15.3	13.5	14.8	<b>15.1</b>

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

16-24 years old	6.7%	10.0%	17.0%	6.5%	<b>9.9%</b>
25-30 years old	10.9%	13.5%	15.3%	9.3%	<b>12.1%</b>
31-45 years old	26.8%	30.7%	33.4%	28.2%	<b>29.7%</b>
46-60 years old	32.4%	28.9%	27.9%	33.7%	<b>30.8%</b>
Over 60 years old	23.2%	17.0%	6.5%	22.3%	<b>17.5%</b>

##### Occupation

Business owner or self-employed	26.9%	27.1%	27.0%	25.3%	<b>26.6%</b>
Upper/Middle management employee	30.9%	34.6%	36.7%	33.3%	<b>33.9%</b>
Auxiliary level employee	14.6%	16.6%	19.4%	16.4%	<b>16.7%</b>
Students	4.8%	4.4%	9.9%	3.7%	<b>5.7%</b>
Retired	20.4%	14.4%	4.9%	18.7%	<b>14.7%</b>
Unemployed / unpaid dom. work	2.3%	2.8%	2.0%	2.7%	<b>2.5%</b>

##### Annual household income level

€12,000 - €24,000	19.7%	21.0%	22.4%	19.5%	<b>20.7%</b>
€24,001 - €36,000	18.3%	20.2%	21.5%	19.2%	<b>19.8%</b>
€36,001 - €48,000	15.8%	15.0%	15.0%	14.8%	<b>15.1%</b>
€48,001 - €60,000	14.2%	14.8%	13.3%	14.0%	<b>14.1%</b>
€60,001 - €72,000	9.4%	8.2%	8.3%	9.1%	<b>8.8%</b>
€72,001 - €84,000	6.4%	6.3%	5.4%	6.2%	<b>6.1%</b>
More than €84,000	16.1%	14.4%	14.1%	17.1%	<b>15.5%</b>

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### TENERIFE



#### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	587,359	596,949	645,448	658,457	<b>2,488,213</b>
- Fuerteventura	465,865	465,709	493,948	513,386	<b>1,938,908</b>
- Gran Canaria	1,048,766	833,276	910,485	1,108,297	<b>3,900,824</b>
- Tenerife	1,325,456	1,223,771	1,237,883	1,357,305	<b>5,144,415</b>
- La Palma	78,025	55,392	57,969	86,566	<b>277,952</b>

#### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	8.0%	9.2%	9.4%	8.7%	<b>8.8%</b>
4* Hotel	37.8%	42.3%	39.4%	37.7%	<b>39.3%</b>
1-2-3* Hotel	12.0%	11.4%	11.5%	12.9%	<b>12.0%</b>
Apartment	30.1%	27.7%	29.7%	29.9%	<b>29.4%</b>
Property (privately-owned, friends, family)	7.9%	6.5%	8.1%	5.7%	<b>7.0%</b>
Others	4.3%	2.9%	1.9%	5.1%	<b>3.6%</b>

#### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.9%	8.8%	7.8%	8.2%	<b>9.0%</b>
Only with partner	45.8%	48.3%	37.2%	44.5%	<b>44.0%</b>
Only with children (under the age of 13)	1.6%	1.6%	3.1%	1.7%	<b>2.0%</b>
Partner + children (under the age of 13)	9.8%	11.0%	17.5%	11.7%	<b>12.4%</b>
Other relatives	6.0%	6.2%	6.4%	6.5%	<b>6.3%</b>
Friends	7.2%	6.9%	5.6%	5.2%	<b>6.2%</b>
Work colleagues	0.4%	0.5%	0.2%	0.2%	<b>0.3%</b>
Other combinations <sup>(1)</sup>	18.3%	16.8%	22.1%	22.0%	<b>19.8%</b>

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

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

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.0%	95.1%	93.8%	93.4%	<b>93.8%</b>
Average rating (scale 1-10)	8.86	8.99	8.94	8.91	<b>8.93</b>

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

Repeat tourists (previous visits)	Q1	Q2	Q3	Q4	Total
At least 1 visit to the island	61.0%	53.1%	47.5%	55.6%	<b>54.5%</b>
At least 10 visits to the island	8.0%	7.0%	6.0%	7.0%	<b>7.0%</b>
At least 1 visit to the Canary Islands	80.2%	72.2%	65.4%	74.7%	<b>73.3%</b>
At least 10 visits to the Canary Islands	17.3%	15.4%	11.3%	16.2%	<b>15.1%</b>

#### Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	36.0%	42.2%	42.1%	37.1%	<b>39.2%</b>
Germany	13.7%	12.9%	12.3%	16.1%	<b>13.8%</b>
Spanish Mainland	10.3%	15.1%	14.7%	10.0%	<b>12.4%</b>
Italy	4.2%	4.0%	4.4%	3.4%	<b>4.0%</b>
Belgium	4.0%	3.6%	3.9%	3.8%	<b>3.8%</b>
Netherlands	3.2%	3.2%	3.4%	3.2%	<b>3.2%</b>
France	3.2%	3.4%	3.3%	2.7%	<b>3.1%</b>
Sweden	4.5%	0.8%	0.3%	3.9%	<b>2.5%</b>
Ireland	1.8%	2.6%	2.7%	2.1%	<b>2.3%</b>
Others	19.0%	12.2%	12.9%	17.7%	<b>15.6%</b>

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.8%	18.8%	19.3%	17.7%	<b>18.1%</b>
- Fuerteventura	13.3%	14.7%	14.8%	13.8%	<b>14.1%</b>
- Gran Canaria	29.9%	26.2%	27.2%	29.8%	<b>28.4%</b>
- Tenerife	37.8%	38.5%	37.0%	36.4%	<b>37.4%</b>
- La Palma	2.2%	1.7%	1.7%	2.3%	<b>2.0%</b>

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

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	89.8%	86.3%	83.0%	90.5%	<b>87.5%</b>
Tranquillity/rest/relaxation	29.5%	31.8%	27.5%	31.9%	<b>30.2%</b>
Beaches	21.9%	26.5%	32.9%	26.9%	<b>27.0%</b>
Scenery	26.5%	27.7%	26.1%	27.5%	<b>26.9%</b>
Visiting new places	11.4%	15.6%	18.6%	14.2%	<b>14.9%</b>
Price	11.3%	13.2%	12.4%	9.0%	<b>11.4%</b>
Ease of travel	9.8%	9.3%	7.2%	9.6%	<b>9.0%</b>
Security	9.2%	7.5%	7.7%	7.5%	<b>8.0%</b>
Suitable destination for children	6.5%	6.6%	10.1%	7.6%	<b>7.7%</b>
Theme parks	3.7%	8.1%	12.3%	5.8%	<b>7.4%</b>
Quality of the environment	6.5%	7.1%	6.5%	5.9%	<b>6.5%</b>
Active tourism	7.1%	5.8%	4.8%	7.8%	<b>6.4%</b>
Nightlife/fun	4.9%	5.0%	5.8%	3.3%	<b>4.7%</b>
Shopping	3.4%	3.1%	3.1%	3.2%	<b>3.2%</b>
Culture	2.9%	2.8%	3.1%	2.2%	<b>2.7%</b>
Nautical activities	1.5%	1.6%	2.0%	1.8%	<b>1.7%</b>

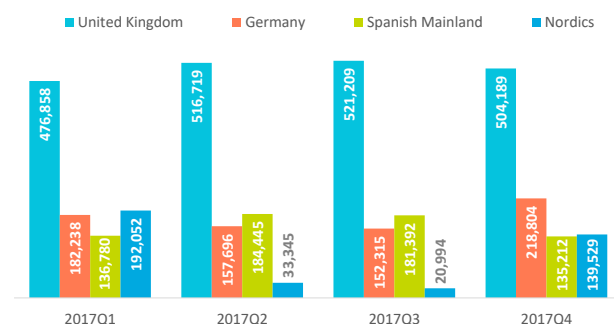
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	67.6%	59.9%	52.8%	61.9%	<b>60.7%</b>
Recommendation by friends/relatives	33.7%	37.2%	42.0%	36.1%	<b>37.2%</b>
The Canary Islands television channel	0.5%	0.3%	0.5%	0.3%	<b>0.4%</b>
Other television or radio channels	0.7%	1.3%	0.9%	0.6%	<b>0.9%</b>
Information in press/magazines/books	3.7%	3.5%	4.0%	3.8%	<b>3.8%</b>
Attendance at a tourism fair	0.4%	0.5%	0.6%	0.3%	<b>0.4%</b>
Tour Operator's brochure or catalogue	5.2%	6.0%	5.3%	6.8%	<b>5.8%</b>
Recommendation by Travel Agency	6.1%	7.7%	9.8%	7.6%	<b>7.8%</b>
Information obtained via the Internet	19.9%	21.9%	25.9%	21.3%	<b>22.2%</b>
Senior Tourism programme	0.2%	0.7%	0.1%	0.5%	<b>0.4%</b>
Others	6.1%	6.0%	5.0%	7.0%	<b>6.0%</b>

\* Multi-choice question

#### Main markets: tourist arrivals by quarters



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.