

Tourist profile trend (2016)

Tenerife

How many are they and how much do they spend?



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	3,898,912	3,996,638	4,193,228	4,249,936	4,885,901
Average daily expenditure (€)	127.20	129.58	131.98	138.98	136.77
. in their place of residence	88.00	90.63	90.97	96.82	96.08
. in the Canary Islands	39.20	38.95	41.01	42.16	40.69
Average length of stay	9.79	9.67	9.56	9.40	9.03
Turnover per tourist (€)	1,110	1,107	1,112	1,155	1,101
Total turnover (> 16 years old) (€m)	4,326	4,426	4,665	4,910	5,382
Turnover: year on year change	--	2.3%	5.4%	5.3%	9.6%
Tourist arrivals: year on year change	--	2.5%	4.9%	1.4%	15.0%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	45.51	48.13	45.43	53.10	52.10
- Accommodation	39.58	43.45	40.10	44.32	44.42
- Additional accommodation expenses	5.93	4.67	5.33	8.78	7.68
Transport:	28.77	26.98	26.49	26.31	23.59
- Public transport	4.97	5.46	4.64	4.80	4.15
- Taxi	7.91	6.99	6.95	6.71	6.01
- Car rental	15.89	14.53	14.90	14.80	13.43
Food and drink:	144.30	145.61	158.24	166.91	153.60
- Food purchases at supermarkets	59.81	61.12	64.82	74.85	67.62
- Restaurants	84.49	84.49	93.42	92.06	85.98
Souvenirs:	61.02	64.75	69.53	61.12	56.29
Leisure:	46.05	45.13	42.25	43.05	37.41
- Organized excursions	19.84	21.37	18.63	17.49	16.61
- Leisure, amusement	8.37	8.03	7.71	7.66	7.24
- Trip to other islands	1.90	2.18	1.41	2.24	1.47
- Sporting activities	3.92	4.31	5.00	5.20	3.86
- Cultural activities	2.19	1.79	1.85	1.79	1.53
- Discos and disco-pubs	9.84	7.45	7.65	8.67	6.70
Others:	29.34	23.32	22.36	17.40	13.78
- Wellness	3.70	3.53	3.00	2.79	2.70
- Medical expenses	1.77	1.55	1.24	2.83	1.82
- Other expenses	23.88	18.25	18.12	11.78	9.26

How far in advance do they book their trip?



	2012	2013	2014	2015	2016
The same day they leave	0.5%	0.5%	0.6%	0.8%	0.7%
Between 2 and 7 days	8.2%	8.2%	8.2%	7.2%	6.2%
Between 8 and 15 days	10.3%	10.2%	9.1%	8.6%	8.0%
Between 16 and 30 days	16.4%	16.5%	15.5%	14.6%	15.3%
Between 31 and 90 days	33.9%	31.0%	32.0%	33.1%	33.7%
More than 90 days	30.7%	33.6%	34.5%	35.8%	36.2%

What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	13.0%	12.4%	13.6%	14.0%	12.3%
Flight and accommodation (room only)	22.9%	24.6%	23.7%	25.6%	27.6%
Flight and accommodation (B&B)	7.7%	8.2%	9.2%	9.2%	9.3%
Flight and accommodation (half board)	23.2%	21.3%	21.5%	19.8%	21.0%
Flight and accommodation (full board)	6.1%	5.3%	4.9%	4.6%	4.2%
Flight and accommodation (all inclusive)	27.1%	28.0%	27.0%	26.8%	25.7%
% Tourists using low-cost airlines	37.0%	42.6%	43.8%	48.3%	53.2%
Other expenses in their place of residence:					
- Car rental	10.3%	11.9%	11.4%	13.0%	13.6%
- Sporting activities	3.9%	4.7%	3.8%	4.4%	4.1%
- Excursions	5.5%	6.4%	6.4%	7.2%	7.0%
- Trip to other islands	1.3%	1.5%	1.5%	1.4%	1.2%

How do they book?

	2012	2013	2014	2015	2016
Accommodation booking					
Tour Operator	45.2%	42.1%	43.2%	41.5%	39.7%
- Tour Operator's website	71.8%	75.4%	74.7%	79.3%	80.1%
Accommodation	12.7%	14.9%	14.8%	14.7%	16.1%
- Accommodation's website	77.1%	77.8%	79.0%	81.6%	82.8%
Travel agency (High street)	20.7%	20.1%	18.9%	18.5%	18.3%
Online Travel Agency (OTA)	12.0%	14.0%	13.6%	15.3%	17.6%
No need to book accommodation	9.5%	8.9%	9.4%	9.9%	8.5%

	2012	2013	2014	2015	2016
Flight booking					
Tour Operator	50.9%	44.6%	46.1%	44.4%	42.1%
- Tour Operator's website	71.4%	74.0%	74.6%	78.1%	78.3%
Airline	20.7%	25.9%	26.0%	27.6%	28.9%
- Airline's website	94.8%	95.4%	96.1%	95.8%	96.3%
Travel agency (High street)	19.1%	19.0%	17.6%	17.0%	17.0%
Online Travel Agency (OTA)	9.3%	10.5%	10.3%	11.0%	12.0%

Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	9.0%	9.5%	9.3%	9.4%	9.0%
4* Hotel	42.1%	40.1%	40.1%	39.1%	39.9%
1-2-3* Hotel	11.8%	12.5%	12.8%	12.0%	11.8%
Apartment	26.4%	27.2%	26.4%	27.5%	29.9%
Property (privately-owned, friends, family)	7.4%	8.0%	9.1%	9.3%	6.8%
Others	3.3%	2.7%	2.4%	2.7%	2.6%

Who are they?



	2012	2013	2014	2015	2016
Gender					
Percentage of men	46.3%	45.8%	46.7%	49.0%	48.1%
Percentage of women	53.7%	54.2%	53.3%	51.0%	51.9%
Age					
Average age (tourists > 16 years old)	45.1	43.7	43.6	42.9	43.1
Standard deviation	14.9	14.3	14.2	14.2	14.4
Age range (> 16 years old)					
16-24 years old	9.6%	9.1%	9.8%	10.6%	10.3%
25-30 years old	11.7%	13.0%	13.4%	14.0%	13.7%
31-45 years old	29.4%	33.4%	32.0%	32.2%	32.9%
46-60 years old	31.9%	30.2%	31.7%	30.9%	29.5%
Over 60 years old	17.5%	14.3%	13.1%	12.3%	13.6%
Occupation					
Business owner or self-employed	23.7%	24.5%	26.5%	26.6%	27.6%
Upper/Middle management employee	34.0%	35.3%	35.6%	35.6%	35.3%
Auxiliary level employee	17.2%	18.6%	17.9%	18.5%	17.3%
Students	5.2%	5.7%	5.1%	6.3%	5.9%
Retired	16.9%	13.1%	12.1%	10.3%	11.1%
Unemployed / unpaid dom. work	3.1%	2.8%	2.7%	2.8%	2.8%
Annual household income level					
€12,000 - €24,000	21.5%	21.2%	20.3%	20.2%	20.3%
€24,001 - €36,000	20.8%	20.8%	20.0%	19.8%	19.8%
€36,001 - €48,000	17.4%	16.3%	16.3%	16.5%	16.2%
€48,001 - €60,000	13.2%	13.9%	14.0%	14.0%	13.8%
€60,001 - €72,000	8.0%	7.7%	8.7%	8.3%	9.0%
€72,001 - €84,000	5.5%	5.3%	5.2%	5.5%	6.0%
More than €84,000	13.5%	14.8%	15.5%	15.7%	14.9%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	1,740,273	1,820,148	1,911,659	2,033,971	2,328,674
- Fuerteventura	1,440,072	1,514,524	1,595,143	1,668,484	1,914,107
- Gran Canaria	2,747,552	2,876,750	3,001,310	3,104,724	3,654,806
- Tenerife	3,898,912	3,996,638	4,193,228	4,249,936	4,885,901
- La Palma	145,084	143,472	138,916	163,425	221,541

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	17.5%	17.6%	17.6%	18.1%	17.9%
- Fuerteventura	14.4%	14.6%	14.7%	14.9%	14.7%
- Gran Canaria	27.6%	27.8%	27.7%	27.7%	28.1%
- Tenerife	39.1%	38.6%	38.7%	37.9%	37.6%
- La Palma	1.5%	1.4%	1.3%	1.5%	1.7%

Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	8.0%	9.2%	9.0%	9.1%	8.9%
Only with partner	49.4%	46.1%	46.8%	46.2%	43.6%
Only with children (under the age of 13)	1.3%	1.7%	1.5%	1.5%	1.7%
Partner + children (under the age of 13)	11.0%	11.6%	12.3%	11.7%	13.3%
Other relatives	6.2%	6.9%	6.2%	6.6%	6.2%
Friends	6.3%	6.2%	6.5%	5.7%	6.6%
Work colleagues	0.5%	0.3%	0.4%	0.4%	0.3%
Other combinations ⁽¹⁾	17.3%	18.1%	17.3%	18.8%	19.4%

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

How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	93.0%	92.7%	93.5%	93.3%	94.2%
Average rating (scale 1-10)	8.78	8.77	8.83	8.84	8.91

How many are loyal to the destination?

Repeat tourists of the island	2012	2013	2014	2015	2016
Repeat tourists	57.7%	54.5%	55.2%	55.0%	54.0%
In love (at least 10 previous visits)	7.5%	7.2%	7.0%	6.8%	6.1%

Where are they from?



Ten main source markets	2012	2013	2014	2015	2016
United Kingdom	1,416,764	1,458,171	1,573,248	1,636,357	1,921,177
Germany	565,919	564,335	566,517	576,886	670,472
Spanish Mainland	569,307	509,437	480,387	506,292	606,002
Belgium	145,174	139,978	158,374	174,755	192,249
Italy	96,893	95,220	123,421	159,199	188,451
Netherlands	121,761	125,295	133,439	131,287	167,653
France	124,478	124,104	161,943	156,788	155,759
Sweden	139,573	170,404	147,313	129,956	133,909
Ireland	76,222	93,631	96,095	100,134	113,317
Denmark	95,553	123,131	88,558	75,569	103,275

Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	90.8%	90.0%	89.7%	88.5%	88.9%
Tranquillity/rest/relaxation	37.0%	34.1%	33.1%	32.3%	30.7%
Beaches	22.6%	24.4%	24.0%	24.3%	25.9%
Scenery	24.4%	23.7%	25.5%	26.9%	25.5%
Visiting new places	15.8%	15.2%	15.2%	14.7%	15.1%
Price	15.6%	14.4%	14.6%	13.3%	12.8%
Security	4.8%	4.9%	4.8%	6.4%	9.1%
Ease of travel	10.1%	9.6%	8.7%	8.1%	8.4%
Suitable destination for children	7.5%	8.2%	8.1%	7.5%	8.1%
Theme parks	5.9%	6.1%	6.4%	7.1%	7.2%
Quality of the environment	7.1%	6.8%	6.7%	7.3%	6.6%
Active tourism	4.6%	5.1%	5.9%	6.0%	6.0%
Nightlife/fun	5.8%	5.3%	5.4%	5.4%	4.8%
Shopping	4.2%	3.5%	3.5%	3.9%	3.3%
Culture	2.5%	2.8%	2.5%	3.0%	2.7%
Nautical activities	1.5%	1.7%	1.9%	1.8%	1.9%

* Multi-choice question

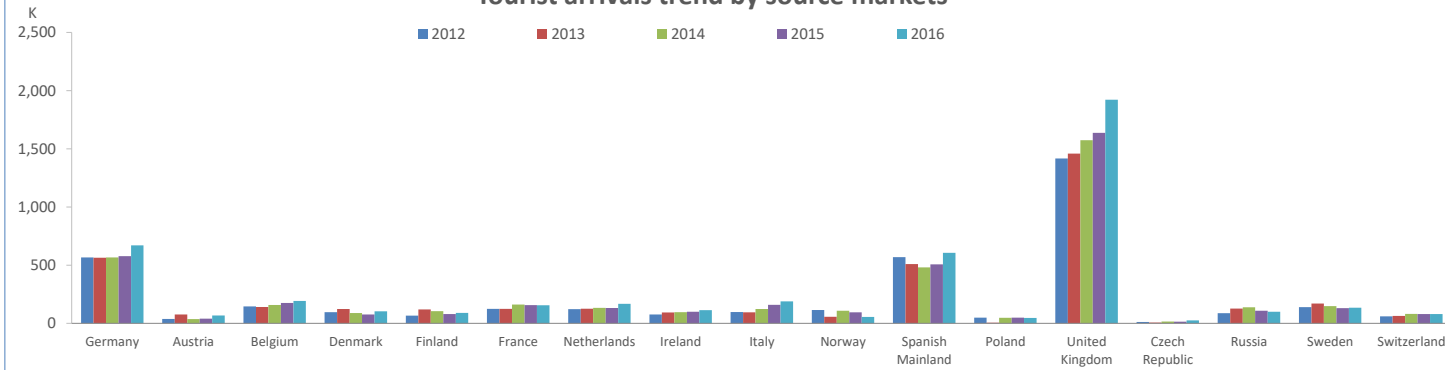
What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	66.6%	62.3%	62.3%	61.6%	60.7%
Recommendation by friends or relatives	37.7%	35.7%	35.8%	37.1%	37.1%
The Canary Islands television channel	0.5%	0.3%	0.4%	0.4%	0.3%
Other television or radio channels	1.1%	1.0%	1.0%	0.8%	0.8%
Information in the press/magazines/books	4.6%	3.9%	3.6%	3.6%	3.5%
Attendance at a tourism fair	0.7%	0.6%	0.6%	0.6%	0.5%
Tour Operator's brochure or catalogue	10.1%	8.9%	7.9%	6.6%	5.8%
Recommendation by Travel Agency	10.1%	8.9%	8.3%	7.9%	7.9%
Information obtained via the Internet	23.3%	23.6%	23.5%	22.3%	23.2%
Senior Tourism programme	1.0%	0.5%	0.3%	0.2%	0.2%
Others	6.9%	7.0%	6.5%	6.1%	6.1%

* Multi-choice question

Tourist arrivals trend by source markets



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.