

Tourist profile trend (2016)

Canary Islands



How many are they and how much do they spend?



How do they book?

	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	10,051,044	10,425,147	10,932,170	11,314,639	13,114,359
Average daily expenditure (€)	125.34	126.33	127.93	135.35	135.94
. in their place of residence	88.19	88.74	90.38	97.01	98.03
. in the Canary Islands	37.14	37.59	37.54	38.35	37.90
Average lenght of stay	9.62	9.56	9.57	9.55	9.36
Turnover per tourist (€)	1,085	1,076	1,090	1,149	1,141
Total turnover (> 16 years old) (€m)	10,906	11,221	11,913	13,000	14,957
Turnover: year on year change	--	2.9%	6.2%	9.1%	15.1%
Tourist arrivals: year on year change	--	3.7%	4.9%	3.5%	15.9%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	36.67	42.38	40.73	45.71	47.11
- Accommodation	31.11	37.41	35.18	39.12	40.52
- Additional accommodation expenses	5.55	4.97	5.54	6.59	6.60
Transport:	27.77	27.32	25.77	27.48	26.01
- Public transport	4.82	5.76	4.89	5.15	5.14
- Taxi	7.71	7.04	7.00	7.31	6.94
- Car rental	15.25	14.51	13.88	15.02	13.93
Food and drink:	144.29	147.62	152.16	155.32	148.33
- Food purchases at supermarkets	59.35	64.73	67.67	69.65	63.46
- Restaurants	84.94	82.89	84.48	85.68	84.87
Souvenirs:	56.59	59.62	59.74	55.78	53.88
Leisure:	40.29	37.17	36.70	36.60	34.52
- Organized excursions	16.21	16.01	15.57	14.87	14.95
- Leisure, amusement	5.58	4.94	5.04	5.10	4.55
- Trip to other islands	1.90	1.88	1.61	1.91	1.85
- Sporting activities	4.90	5.07	5.41	5.49	5.11
- Cultural activities	2.15	1.92	2.00	2.11	2.04
- Discos and disco-pubs	9.56	7.33	7.08	7.13	6.01
Others:	23.75	19.65	17.99	15.94	13.91
- Wellness	3.79	3.25	3.30	3.09	3.23
- Medical expenses	1.90	1.56	1.45	2.14	1.69
- Other expenses	18.06	14.84	13.24	10.71	8.99

How far in advance do they book their trip?



	2012	2013	2014	2015	2016
The same day they leave	0.5%	0.6%	0.6%	0.6%	0.6%
Between 2 and 7 days	8.9%	9.1%	8.5%	7.1%	6.3%
Between 8 and 15 days	10.4%	11.0%	9.6%	8.7%	7.9%
Between 16 and 30 days	16.9%	16.9%	16.1%	15.2%	14.7%
Between 31 and 90 days	32.8%	32.1%	32.1%	34.0%	34.3%
More than 90 days	30.5%	30.3%	33.1%	34.4%	36.2%

What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	10.5%	10.8%	10.4%	10.0%	8.8%
Flight and accommodation (room only)	25.0%	26.5%	25.0%	25.5%	25.7%
Flight and accommodation (B&B)	7.1%	7.3%	8.0%	8.0%	8.0%
Flight and accommodation (half board)	21.4%	20.3%	19.2%	18.7%	20.4%
Flight and accommodation (full board)	4.3%	4.2%	4.4%	4.2%	4.3%
Flight and accommodation (all inclusive)	31.7%	30.9%	33.0%	33.5%	32.8%
% Tourists using low-cost airlines	34.6%	42.9%	43.3%	46.2%	48.7%
Other expenses in their place of residence:					
- Car rental	9.7%	11.1%	10.7%	11.4%	11.8%
- Sporting activities	5.2%	5.7%	5.2%	5.5%	5.3%
- Excursions	4.4%	4.9%	5.4%	5.7%	5.7%
- Trip to other islands	1.2%	1.7%	2.1%	2.0%	1.6%

(*) 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?

	2012	2013	2014	2015	2016
Accommodation booking					
Tour Operator	46.9%	42.8%	45.4%	44.0%	42.3%
- Tour Operator's website	72.2%	77.8%	77.0%	78.9%	78.8%
Accommodation	12.1%	14.1%	13.5%	14.0%	14.7%
- Accommodation's website	80.3%	80.4%	80.8%	81.5%	83.5%
Travel agency (High street)	21.4%	21.1%	20.3%	19.6%	20.5%
Online Travel Agency (OTA)	12.5%	14.8%	13.9%	15.5%	16.5%
No need to book accommodation	7.0%	7.2%	6.9%	6.9%	6.0%

	2012	2013	2014	2015	2016
Flight booking					
Tour Operator	52.0%	45.2%	47.5%	46.4%	44.6%
- Tour Operator's website	71.0%	75.6%	75.9%	77.6%	76.3%
Airline	19.1%	23.9%	23.1%	24.3%	24.8%
- Airline's website	95.4%	95.8%	96.1%	95.9%	96.2%
Travel agency (High street)	19.6%	19.8%	19.1%	18.4%	19.1%
Online Travel Agency (OTA)	9.3%	11.0%	10.4%	11.0%	11.5%

Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	7.0%	7.3%	7.3%	7.3%	7.1%
4* Hotel	38.6%	37.3%	37.9%	38.1%	39.6%
1-2-3* Hotel	16.3%	15.5%	16.0%	15.3%	14.6%
Apartment	29.9%	31.1%	29.7%	30.3%	31.5%
Property (privately-owned, friends, family)	5.5%	6.2%	6.2%	6.0%	4.6%
Others	2.6%	2.6%	3.0%	2.9%	2.6%

Who are they?



	2012	2013	2014	2015	2016
Gender					
Percentage of men	49.6%	49.4%	49.6%	49.5%	48.5%
Percentage of women	50.4%	50.6%	50.4%	50.5%	51.5%
Age					
Average age (tourists > 16 years old)	44.5	43.3	44.4	45.0	46.3
Standard deviation	14.5	14.3	14.5	14.8	15.3
Age range (> 16 years old)					
16-24 years old	9.2%	9.6%	9.3%	9.1%	8.2%
25-30 years old	12.2%	13.4%	12.2%	11.9%	11.1%
31-45 years old	31.0%	33.8%	31.4%	30.4%	29.1%
46-60 years old	32.1%	29.6%	31.8%	31.9%	30.9%
Over 60 years old	15.5%	13.5%	15.3%	16.7%	20.7%
Occupation					
Business owner or self-employed	22.4%	23.4%	24.0%	23.6%	23.1%
Upper/Middle management employee	37.6%	37.5%	38.1%	37.4%	36.1%
Auxiliary level employee	17.7%	17.9%	16.4%	16.7%	15.5%
Students	5.3%	6.2%	5.3%	5.5%	5.1%
Retired	14.4%	12.2%	13.6%	14.3%	18.0%
Unemployed / unpaid dom. work	2.6%	2.8%	2.5%	2.4%	2.2%
Annual household income level					
€12,000 - €24,000	18.8%	18.8%	18.3%	18.0%	17.8%
€24,001 - €36,000	20.4%	20.1%	19.5%	18.7%	19.4%
€36,001 - €48,000	17.4%	16.4%	16.7%	17.0%	16.9%
€48,001 - €60,000	14.0%	14.6%	14.9%	14.7%	14.6%
€60,001 - €72,000	9.2%	9.0%	9.0%	9.2%	9.5%
€72,001 - €84,000	5.9%	6.0%	5.8%	6.1%	6.0%
More than €84,000	14.2%	15.0%	15.7%	16.2%	15.8%

Tourist profile trend (2016)

Canary Islands



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	8.5%	10.8%	9.9%	9.4%	9.1%
Only with partner	51.2%	47.7%	47.9%	49.3%	47.6%
Only with children (under the age of 13)	1.2%	1.4%	1.5%	1.3%	1.5%
Partner + children (under the age of 13)	10.8%	11.1%	11.8%	11.3%	11.8%
Other relatives	5.7%	6.0%	5.7%	6.2%	6.0%
Friends	6.3%	6.3%	6.2%	6.0%	6.1%
Work colleagues	0.5%	0.4%	0.4%	0.4%	0.3%
Other combinations ⁽¹⁾	15.9%	16.2%	16.7%	16.2%	17.5%

* 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)	92.9%	93.1%	94.0%	93.2%	94.1%
Average rating (scale 1-10)	8.76	8.79	8.85	8.83	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	77.0%	76.5%	76.7%	76.8%	77.3%
In love (at least 10 previous visits)	16.4%	16.4%	15.8%	16.9%	16.1%

Where are they from?

Ten main source markets	2012	2013	2014	2015	2016
United Kingdom	2,959,272	3,064,128	3,348,064	3,556,346	4,227,981
Germany	2,201,520	2,177,128	2,336,572	2,340,142	2,727,674
Spanish Mainland	1,315,010	1,295,533	1,210,646	1,256,064	1,471,736
Netherlands	392,763	407,559	402,089	425,859	540,656
Sweden	428,941	499,227	503,030	500,025	508,527
France	268,872	312,932	383,872	457,716	498,461
Italy	220,865	225,791	269,633	339,125	427,746
Ireland	313,022	343,999	349,936	376,302	409,773
Norway	395,174	456,492	439,018	384,007	376,728
Belgium	259,762	264,652	276,226	311,605	355,163

Why do they choose the Canary Islands?

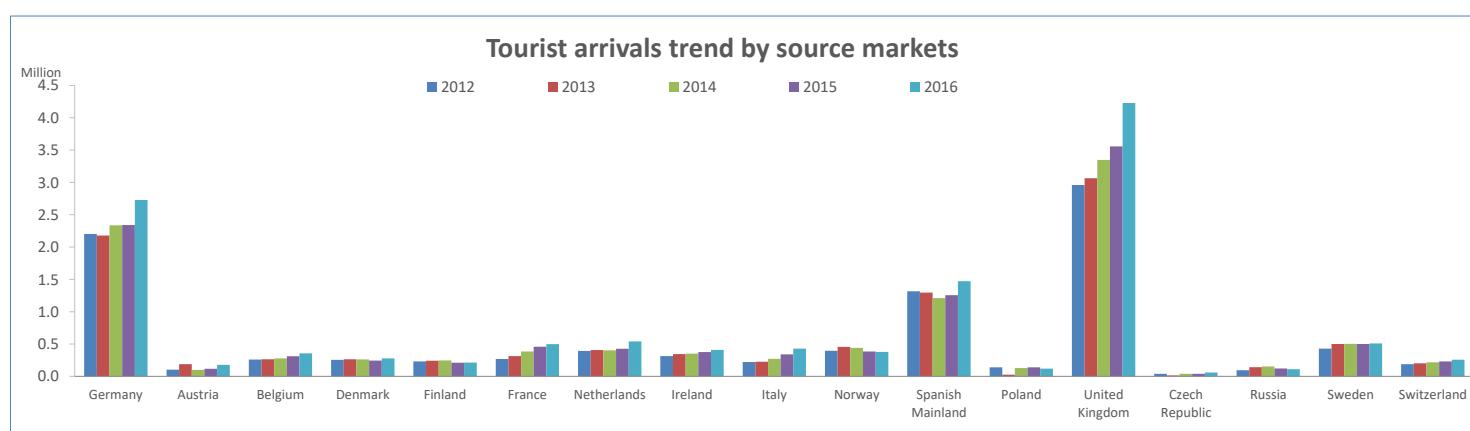
Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	91.1%	90.3%	90.1%	89.6%	89.8%
Tranquillity/rest/relaxation	41.6%	39.2%	38.9%	38.3%	36.6%
Beaches	34.3%	34.7%	34.2%	33.8%	34.5%
Scenery	20.3%	20.2%	21.6%	22.7%	21.9%
Visiting new places	15.1%	14.2%	14.6%	14.2%	14.6%
Price	15.2%	14.3%	14.8%	14.0%	12.7%
Security	5.0%	5.2%	5.1%	7.6%	11.1%
Ease of travel	9.3%	9.0%	8.5%	8.5%	8.9%
Suitable destination for children	7.2%	7.6%	8.0%	7.3%	7.5%
Quality of the environment	6.1%	6.1%	6.1%	6.6%	6.5%
Active tourism	4.1%	4.8%	5.0%	5.2%	5.1%
Nightlife/fun	5.2%	5.2%	4.4%	4.2%	3.8%
Theme parks	2.6%	2.6%	2.8%	3.0%	3.0%
Culture	2.4%	2.6%	2.5%	2.7%	2.6%
Shopping	3.3%	2.7%	2.9%	3.0%	2.6%
Nautical activities	1.9%	2.3%	2.3%	2.1%	2.2%

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	66.3%	64.0%	64.2%	64.5%	64.1%
Recommendation by friends or relatives	34.7%	34.5%	34.1%	34.2%	34.5%
The Canary Islands television channel	0.4%	0.3%	0.4%	0.4%	0.3%
Other television or radio channels	0.8%	0.7%	0.8%	0.7%	0.8%
Information in the press/magazines/books	4.4%	4.0%	4.0%	3.8%	3.8%
Attendance at a tourism fair	0.5%	0.5%	0.5%	0.5%	0.5%
Tour Operator's brochure or catalogue	10.9%	9.0%	9.0%	8.4%	8.0%
Recommendation by Travel Agency	10.9%	9.9%	9.6%	9.5%	9.7%
Information obtained via the Internet	25.5%	26.6%	26.1%	25.7%	25.8%
Senior Tourism programme	0.5%	0.3%	0.3%	0.2%	0.2%
Others	6.6%	7.2%	6.9%	6.5%	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.