

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 lenght 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%
Expenditure in the Canary Islands per tourist and trip (€) (**)		
Accommodation (**):	52.10	47.11
- Accommodation	44.42	40.52
- Additional accommodation expenses	7.68	6.60
Transport:	23.59	26.01
- Public transport	4.15	5.14
- Taxi	6.01	6.94
- Car rental	13.43	13.93
Food and drink:	153.60	148.33
- Food purchases at supermarkets	67.62	63.46
- Restaurants	85.98	84.87
Souvenirs:	56.29	53.88
Leisure:	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
Others:	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%
% Tourists using low-cost airlines	53.2%	48.7%
Other expenses in their place of residence:		
- 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
Accommodation booking		
Tour Operator	39.7%	42.3%
- Tour Operator's website	80.1%	78.8%
Accommodation	16.1%	14.7%
- Accommodation's website	82.8%	83.5%
Travel agency (High street)	18.3%	20.5%
Online Travel Agency (OTA)	17.6%	16.5%
No need to book accommodation	8.5%	6.0%

	Tenerife	Canary Islands
Flight booking		
Tour Operator	42.1%	44.6%
- Tour Operator's website	78.3%	76.3%
Airline	28.9%	24.8%
- Airline's website	96.3%	96.2%
Travel agency (High street)	17.0%	19.1%
Online Travel Agency (OTA)	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
Gender		
Percentage of men	48.1%	48.5%
Percentage of women	51.9%	51.5%
Age		
Average age (tourists > 16 years old)	43.1	46.3
Standard deviation	14.4	15.3
Age range (> 16 years old)		
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%
Occupation		
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%
Annual household income level		
€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.

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Tourist per year

Tourist (> 16 years old):	Tenerife	Canary Islands	Year on year growth (%)	Tenerife	Canary Islands
2012	3,898,912	10,051,044		--	--
2013	3,996,638	10,425,147		2.5%	3.7%
2014	4,193,228	10,932,170		4.9%	4.9%
2015	4,249,936	11,314,639		1.4%	3.5%
2016	4,885,901	13,114,359		15.0%	15.9%

Who do they come with?



	Tenerife	Canary Islands	Aspects influencing the choice	Tenerife	Canary Islands
Unaccompanied	8.9%	9.1%	Climate/sun	92.6%	89.8%
Only with partner	43.6%	47.6%	Tranquillity/rest/relaxation	38.8%	36.6%
Only with children (under the age of 13)	1.7%	1.5%	Beaches	25.4%	34.5%
Partner + children (under the age of 13)	13.3%	11.8%	Scenery	24.3%	21.9%
Other relatives	6.2%	6.0%	Visiting new places	16.2%	14.6%
Friends	6.6%	6.1%	Price	15.8%	12.7%
Work colleagues	0.3%	0.3%	Ease of travel	13.9%	8.9%
Other combinations ⁽¹⁾	19.4%	17.5%	Security	12.2%	11.1%

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

How do they rate the destination?



Impression of their stay	Tenerife	Canary Islands	Aspects influencing the choice	Tenerife	Canary Islands
Good or very good (% tourists)	94.2%	94.1%	Suitable destination for children	10.0%	6.5%
Average rating (scale 1-10)	8.91	8.90	Quality of the environment	9.9%	7.5%

How many are loyal to the destination?

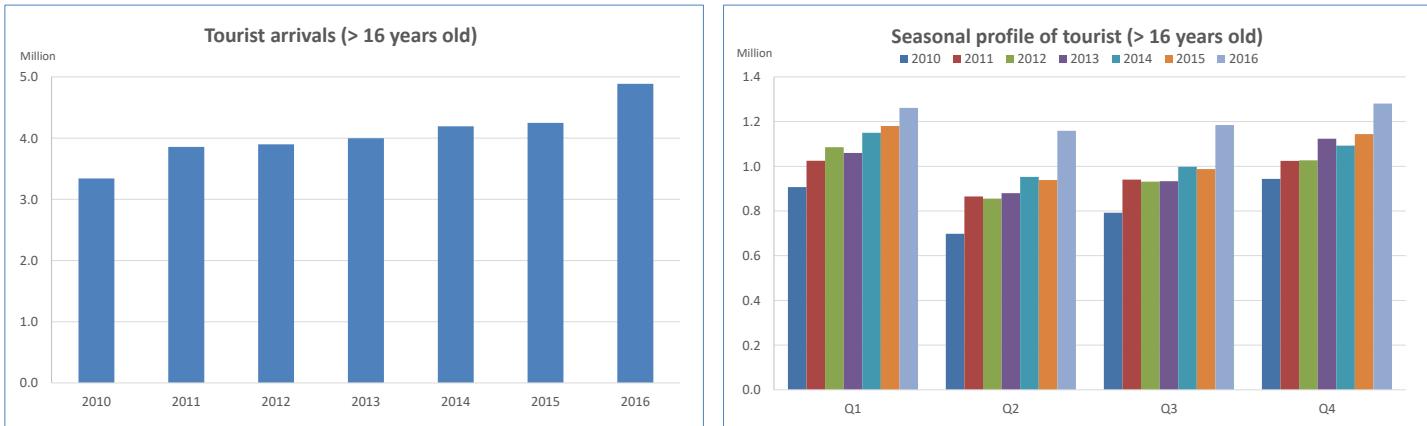
Repeat tourists of the island	Tenerife	Canary Islands	Aspects motivating the choice	Tenerife	Canary Islands
Repeat tourists	54.0%	77.3%	Previous visits to the Canary Islands	60.7%	64.1%
In love (at least 10 previous visits)	6.1%	16.1%	Recommendation by friends or relatives	37.1%	34.5%

Where are they from?



Ten main source markets	Share	Absolute	Aspects motivating the choice	Tenerife	Canary Islands
United Kingdom	39.3%	1,921,177	Previous visits to the Canary Islands	60.7%	64.1%
Germany	13.7%	670,472	Recommendation by friends or relatives	37.1%	34.5%
Spanish Mainland	12.4%	606,002	The Canary Islands television channel	0.3%	0.3%
Belgium	3.9%	192,249	Other television or radio channels	0.8%	0.8%
Italy	3.9%	188,451	Information in the press/magazines/books	3.5%	3.8%
Netherlands	3.4%	167,653	Attendance at a tourism fair	0.5%	0.5%
France	3.2%	155,759	Tour Operator's brochure or catalogue	5.8%	8.0%
Sweden	2.7%	133,909	Recommendation by Travel Agency	7.9%	9.7%
Ireland	2.3%	113,317	Information obtained via the Internet	23.2%	25.8%
Denmark	2.1%	103,275	Senior Tourism programme	0.2%	0.2%

What did motivate them to come?



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.