

Tourist profile trend (2017)

TENERIFE



How many are they and how much do they spend?

	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR) (mill.)	4.66	4.96	4.99	5.58	5.93
Tourist arrivals (≥ 16 years old) (mill.)	4.00	4.19	4.25	4.89	5.14
Average daily expenditure (€)	129.58	131.98	138.98	136.77	141.57
. in their place of residence	90.63	90.97	96.82	96.08	99.85
. in the Canary Islands	38.95	41.01	42.16	40.69	41.73
Average length of stay	9.67	9.56	9.40	9.03	9.05
Turnover per tourist (€)	1,107	1,112	1,155	1,101	1,139
Total turnover (€m)	5,166	5,519	5,760	6,143	6,753
Tourist arrivals: year on year change	--	6.3%	0.5%	11.9%	6.3%
Turnover: year on year change	--	6.8%	4.4%	6.6%	9.9%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	16.6%	14.6%	14.6%	14.5%	14.6%
- Additional accommodation expenses	6.4%	6.7%	7.5%	6.4%	7.2%
Transport:					
- Public transport	13.5%	13.3%	12.7%	11.6%	11.3%
- Taxi	21.4%	21.2%	19.0%	18.4%	18.3%
- Car rental	19.1%	18.8%	18.3%	17.3%	18.5%
Food and drink:					
- Food purchases at supermarkets	52.9%	53.5%	54.2%	54.7%	54.7%
- Restaurants	53.5%	55.5%	54.1%	52.3%	54.1%
Souvenirs:					
- Souvenirs	57.4%	58.3%	53.6%	51.7%	52.4%
Leisure:					
- Organized excursions	22.1%	20.7%	19.0%	18.3%	18.4%
- Leisure, amusement	13.7%	13.0%	12.5%	12.7%	12.1%
- Trip to other islands	2.1%	1.8%	1.4%	1.6%	1.6%
- Sporting activities	5.3%	5.5%	4.8%	5.0%	4.8%
- Cultural activities	3.3%	3.9%	3.7%	3.1%	3.0%
- Discos and disco-pubs	7.8%	7.8%	8.9%	6.4%	5.6%
Others:					
- Wellness	5.6%	5.2%	4.7%	4.4%	4.0%
- Medical expenses	3.7%	3.8%	3.4%	3.5%	3.1%
- Other expenses	12.6%	9.8%	9.0%	8.2%	8.3%

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?

	2013	2014	2015	2016	2017
Flight only	12.4%	13.6%	14.0%	12.3%	12.6%
Flight and accommodation (room only)	24.6%	23.7%	25.6%	27.6%	27.0%
Flight and accommodation (B&B)	8.2%	9.2%	9.2%	9.3%	9.8%
Flight and accommodation (half board)	21.3%	21.5%	19.8%	21.0%	20.6%
Flight and accommodation (full board)	5.3%	4.9%	4.6%	4.2%	4.6%
Flight and accommodation (all inclusive)	28.0%	27.0%	26.8%	25.7%	25.5%
% Tourists using low-cost airlines	42.6%	43.8%	48.3%	53.2%	53.1%
Other expenses in their place of residence:					
- Car rental	11.9%	11.4%	13.0%	13.6%	14.0%
- Sporting activities	4.7%	3.8%	4.4%	4.1%	4.1%
- Excursions	6.4%	6.4%	7.2%	7.0%	7.9%
- Trip to other islands	1.5%	1.5%	1.4%	1.2%	1.6%

How do they book?

	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	42.1%	43.2%	41.5%	39.7%	40.0%
- Tour Operator's website	75.4%	74.7%	79.3%	80.1%	80.8%
Accommodation	14.9%	14.8%	14.7%	16.1%	15.8%
- Accommodation's website	77.8%	79.0%	81.6%	82.8%	82.7%
Travel agency (High street)	20.1%	18.9%	18.5%	18.3%	18.1%
Online Travel Agency (OTA)	14.0%	13.6%	15.3%	17.6%	17.4%
No need to book accommodation	8.9%	9.4%	9.9%	8.5%	8.7%

Flight booking

	2013	2014	2015	2016	2017
Tour Operator	44.6%	46.1%	44.4%	42.1%	43.5%
- Tour Operator's website	74.0%	74.6%	78.1%	78.3%	78.4%
Airline	25.9%	26.0%	27.6%	28.9%	28.5%
- Airline's website	95.4%	96.1%	95.8%	96.3%	97.5%
Travel agency (High street)	19.0%	17.6%	17.0%	17.0%	16.4%
Online Travel Agency (OTA)	10.5%	10.3%	11.0%	12.0%	11.6%

How far in advance do they book their trip?

	2013	2014	2015	2016	2017
The same day they leave	0.5%	0.6%	0.8%	0.7%	0.7%
Between 2 and 7 days	8.2%	8.2%	7.2%	6.2%	5.8%
Between 8 and 15 days	10.2%	9.1%	8.6%	8.0%	7.0%
Between 16 and 30 days	16.5%	15.5%	14.6%	15.3%	13.8%
Between 31 and 90 days	31.0%	32.0%	33.1%	33.7%	33.9%
More than 90 days	33.6%	34.5%	35.8%	36.2%	38.9%

Who are they?

	2013	2014	2015	2016	2017
Gender					
Men	45.8%	46.7%	49.0%	48.1%	47.6%
Women	54.2%	53.3%	51.0%	51.9%	52.4%
Age					
Average age (tourists > 16 years old)	43.7	43.6	42.9	43.1	44.9
Standard deviation	14.3	14.2	14.2	14.4	15.1
Age range (> 16 years old)					
16-24 years old	9.1%	9.8%	10.6%	10.3%	9.9%
25-30 years old	13.0%	13.4%	14.0%	13.7%	12.1%
31-45 years old	33.4%	32.0%	32.2%	32.9%	29.7%
46-60 years old	30.2%	31.7%	30.9%	29.5%	30.8%
Over 60 years old	14.3%	13.1%	12.3%	13.6%	17.5%
Occupation					
Business owner or self-employed	24.5%	26.5%	26.6%	27.6%	26.6%
Upper/Middle management employee	35.3%	35.6%	35.6%	35.3%	33.9%
Auxiliary level employee	18.6%	17.9%	18.5%	17.3%	16.7%
Students	5.7%	5.1%	6.3%	5.9%	5.7%
Retired	13.1%	12.1%	10.3%	11.1%	14.7%
Unemployed / unpaid dom. work	2.8%	2.7%	2.8%	2.8%	2.5%
Annual household income level					
€12,000 - €24,000	21.2%	20.3%	20.2%	20.3%	20.7%
€24,001 - €36,000	20.8%	20.0%	19.8%	19.8%	19.8%
€36,001 - €48,000	16.3%	16.3%	16.5%	16.2%	15.1%
€48,001 - €60,000	13.9%	14.0%	14.0%	13.8%	14.1%
€60,001 - €72,000	7.7%	8.7%	8.3%	9.0%	8.8%
€72,001 - €84,000	5.3%	5.2%	5.5%	6.0%	6.1%
More than €84,000	14.8%	15.5%	15.7%	14.9%	15.5%

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Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	1,820,148	1,911,659	2,033,971	2,328,674	2,488,213
- Fuerteventura	1,514,524	1,595,143	1,668,484	1,914,107	1,938,908
- Gran Canaria	2,876,750	3,001,310	3,104,724	3,654,806	3,900,824
- Tenerife	3,996,638	4,193,228	4,249,936	4,885,901	5,144,415
- La Palma	143,472	138,916	163,425	221,541	277,952

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	17.6%	17.6%	18.1%	17.9%	18.1%
- Fuerteventura	14.6%	14.7%	14.9%	14.7%	14.1%
- Gran Canaria	27.8%	27.7%	27.7%	28.1%	28.4%
- Tenerife	38.6%	38.7%	37.9%	37.6%	37.4%
- La Palma	1.4%	1.3%	1.5%	1.7%	2.0%

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	9.5%	9.3%	9.4%	9.0%	8.8%
4* Hotel	40.1%	40.1%	39.1%	39.9%	39.3%
1-2-3* Hotel	12.5%	12.8%	12.0%	11.8%	12.0%
Apartment	27.2%	26.4%	27.5%	29.9%	29.4%
Property (privately-owned, friends, family)	8.0%	9.1%	9.3%	6.8%	7.0%
Others	2.7%	2.4%	2.7%	2.6%	3.6%

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	9.2%	9.0%	9.1%	8.9%	9.0%
Only with partner	46.1%	46.8%	46.2%	43.6%	44.0%
Only with children (under the age of 13)	1.7%	1.5%	1.5%	1.7%	2.0%
Partner + children (under the age of 13)	11.6%	12.3%	11.7%	13.3%	12.4%
Other relatives	6.9%	6.2%	6.6%	6.2%	6.3%
Friends	6.2%	6.5%	5.7%	6.6%	6.2%
Work colleagues	0.3%	0.4%	0.4%	0.3%	0.3%
Other combinations ⁽¹⁾	18.1%	17.3%	18.8%	19.4%	19.8%

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

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	92.7%	93.5%	93.3%	94.2%	93.8%
Average rating (scale 1-10)	8.77	8.83	8.84	8.91	8.93

How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	2013	2014	2015	2016	2017
At least 1 visit to the island	54.5%	55.2%	55.0%	54.0%	54.5%
At least 10 visits to the island	7.2%	7.0%	6.8%	6.1%	7.0%
At least 1 visit to the Canary Islands	74.1%	74.6%	73.9%	73.5%	73.3%
At least 10 visits to the Canary Islands	16.6%	15.4%	15.4%	14.2%	15.1%

Where are they from?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
United Kingdom	36.5%	37.5%	38.5%	39.3%	39.2%
Germany	14.1%	13.5%	13.6%	13.7%	13.8%
Spanish Mainland	12.7%	11.5%	11.9%	12.4%	12.4%
Italy	2.4%	2.9%	3.7%	3.9%	4.0%
Belgium	3.5%	3.8%	4.1%	3.9%	3.8%
Netherlands	3.1%	3.2%	3.1%	3.4%	3.2%
France	3.1%	3.9%	3.7%	3.2%	3.1%
Sweden	4.3%	3.5%	3.1%	2.7%	2.5%
Ireland	2.3%	2.3%	2.4%	2.3%	2.3%
Others	17.9%	17.9%	16.0%	15.1%	15.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	90.0%	89.7%	88.5%	88.9%	87.5%
Tranquillity/rest/relaxation	34.1%	33.1%	32.3%	30.7%	30.2%
Beaches	24.4%	24.0%	24.3%	25.9%	27.0%
Scenery	23.7%	25.5%	26.9%	25.5%	26.9%
Visiting new places	15.2%	15.2%	14.7%	15.1%	14.9%
Price	14.4%	14.6%	13.3%	12.8%	11.4%
Ease of travel	9.6%	8.7%	8.1%	8.4%	9.0%
Security	4.9%	4.8%	6.4%	9.1%	8.0%
Suitable destination for children	8.2%	8.1%	7.5%	8.1%	7.7%
Theme parks	6.1%	6.4%	7.1%	7.2%	7.4%
Quality of the environment	6.8%	6.7%	7.3%	6.6%	6.5%
Active tourism	5.1%	5.9%	6.0%	6.0%	6.4%
Nightlife/fun	5.3%	5.4%	5.4%	4.8%	4.7%
Shopping	3.5%	3.5%	3.9%	3.3%	3.2%
Culture	2.8%	2.5%	3.0%	2.7%	2.7%
Nautical activities	1.7%	1.9%	1.8%	1.9%	1.7%

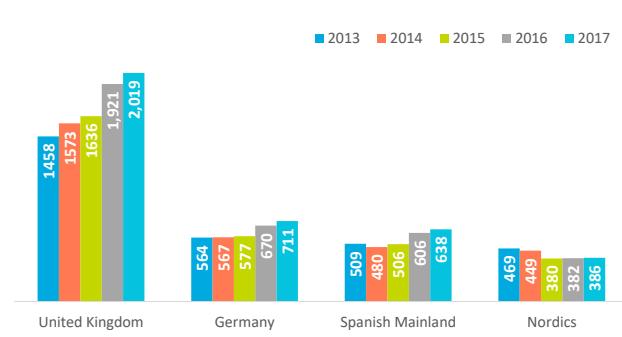
* Multi-choice question

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	62.3%	62.3%	61.6%	60.7%	60.7%
Recommendation by friends/relatives	35.7%	35.8%	37.1%	37.1%	37.2%
The Canary Islands television channel	0.3%	0.4%	0.4%	0.3%	0.4%
Other television or radio channels	1.0%	1.0%	0.8%	0.8%	0.9%
Information in press/magazines/books	3.9%	3.6%	3.6%	3.5%	3.8%
Attendance at a tourism fair	0.6%	0.6%	0.6%	0.5%	0.4%
Tour Operator's brochure or catalogue	8.9%	7.9%	6.6%	5.8%	5.8%
Recommendation by Travel Agency	8.9%	8.3%	7.9%	7.9%	7.8%
Information obtained via the Internet	23.6%	23.5%	22.3%	23.2%	22.2%
Senior Tourism programme	0.5%	0.3%	0.2%	0.2%	0.4%
Others	7.0%	6.5%	6.1%	6.1%	6.0%

* Multi-choice question

Main markets: tourist arrivals (thousands)



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.