

Tourist profile by quarter of trip (2015)

Canary Islands: German

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	718,323	538,130	565,946	714,670	2,537,069
Average daily expenditure (€)	130.15	125.16	124.54	138.27	130.13
. in their place of residence	102.05	97.26	97.59	108.74	101.92
. in the Canary Islands	28.10	27.89	26.95	29.53	28.20
Average length of stay	10.66	10.26	10.86	10.55	10.59
Turnover per tourist (€)	1,220	1,148	1,254	1,319	1,241
Total turnover (> 16 years old) (€m)	876.5	618.0	709.9	942.9	3,147.3
Share of german turnover	27.9%	19.6%	22.6%	30.0%	100%
Share of german tourist	28.3%	21.2%	22.3%	28.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	34.47	31.33	28.25	36.64	33.03
- Accommodation	28.20	25.71	24.06	30.22	27.32
- Additional accommodation expenses	6.27	5.62	4.19	6.43	5.71
Transport:	30.26	24.37	26.24	26.38	27.02
- Public transport	4.74	3.40	3.31	3.53	3.80
- Taxi	4.51	4.41	3.70	4.78	4.38
- Car rental	21.01	16.56	19.24	18.07	18.84
Food and drink:	116.35	106.78	101.73	121.32	112.46
- Food purchases at supermarkets	54.89	50.21	48.87	49.96	51.17
- Restaurants	61.47	56.57	52.86	71.35	61.29
Souvenirs:	55.44	57.13	61.58	56.80	57.55
Leisure:	37.96	36.28	47.33	36.11	39.17
- Organized excursions	16.42	16.98	25.06	18.60	19.08
- Leisure, amusement	3.02	5.63	6.38	4.32	4.69
- Trip to other islands	1.57	1.36	1.75	1.55	1.56
- Sporting activities	9.23	6.45	8.72	6.59	7.78
- Cultural activities	2.52	1.89	2.72	2.13	2.32
- Discos and disco-pubs	5.20	3.97	2.70	2.91	3.74
Others:	15.74	37.55	14.47	21.53	21.71
- Wellness	3.22	2.93	3.95	4.41	3.66
- Medical expenses	3.14	2.40	2.06	2.11	2.45
- Other expenses	9.38	32.22	8.47	15.01	15.60

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.4%	0.7%	0.3%	0.4%	0.4%
Between 2 and 7 days	5.4%	6.3%	4.9%	6.4%	5.8%
Between 8 and 15 days	8.8%	6.6%	9.7%	7.5%	8.2%
Between 16 and 30 days	17.8%	14.2%	16.3%	14.5%	15.7%
Between 31 and 90 days	33.3%	36.8%	24.8%	34.7%	32.5%
More than 90 days	34.3%	35.5%	44.0%	36.6%	37.4%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	7.2%	5.7%	7.0%	5.5%	6.4%
Flight and accommodation (room only)	12.9%	10.1%	9.0%	14.6%	11.9%
Flight and accommodation (B&B)	6.2%	5.8%	3.5%	5.2%	5.2%
Flight and accommodation (half board)	29.3%	32.9%	31.5%	29.4%	30.6%
Flight and accommodation (full board)	6.0%	3.6%	2.4%	5.5%	4.5%
Flight and accommodation (all inclusive)	38.3%	41.9%	46.6%	39.8%	41.4%
% Tourists using low-cost airlines	25.8%	27.6%	24.5%	31.0%	27.4%
Other expenses in their place of residence:					
- Car rental	18.5%	14.4%	12.7%	15.4%	15.4%
- Sporting activities	11.9%	10.6%	9.4%	8.2%	10.0%
- Excursions	9.8%	8.1%	10.1%	10.1%	9.6%
- Combined trip to other islands	8.5%	2.8%	1.1%	7.3%	5.2%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	38.2%	37.1%	36.5%	39.9%	38.1%
- Tour Operator's website	64.7%	61.2%	60.1%	61.0%	61.9%
Accommodation	6.7%	5.7%	4.3%	6.8%	6.0%
- Accommodation's website	74.8%	73.5%	66.0%	74.6%	73.0%
Travel agency (High street)	31.5%	36.4%	40.1%	32.2%	34.7%
Online Travel Agency (OTA)	18.2%	16.9%	13.6%	16.8%	16.5%
No need to book accommodation	5.4%	4.0%	5.5%	4.2%	4.8%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	39.7%	40.0%	40.2%	42.9%	40.8%
- Tour Operator's website	60.2%	55.6%	51.5%	59.6%	57.1%
Airline	14.6%	10.4%	9.5%	11.5%	11.7%
- Airline's website	94.8%	89.6%	91.5%	90.3%	92.0%
Travel agency (High street)	28.9%	33.4%	36.4%	30.2%	31.9%
Online Travel Agency (OTA)	16.8%	16.2%	13.8%	15.4%	15.6%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	3.1%	5.3%	4.5%	4.2%	4.2%
4* Hotel	44.8%	51.1%	52.9%	45.0%	48.0%
1-2-3* Hotel	18.3%	18.4%	17.5%	15.3%	17.3%
Apartment	18.3%	19.3%	19.0%	22.9%	20.0%
Property (privately-owned, friends, family)	4.0%	3.3%	4.7%	3.5%	3.9%
Others	11.5%	2.6%	1.4%	9.0%	6.7%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	50.9%	48.7%	50.9%	51.9%	50.7%
Percentage of women	49.1%	51.3%	49.1%	48.1%	49.3%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	43.4	43.6	41.8	48.9	44.7
Standard deviation	15.4	15.3	14.4	14.9	15.3

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	11.1%	8.7%	11.1%	4.8%	8.8%
25-30 years old	13.1%	18.4%	18.1%	10.7%	14.6%
31-45 years old	33.9%	28.9%	29.4%	22.6%	28.6%
46-60 years old	26.0%	28.2%	29.3%	39.0%	30.9%
Over 60 years old	15.9%	15.9%	12.1%	23.0%	17.1%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	15.9%	13.0%	10.4%	15.0%	13.8%
Upper/Middle management employee	49.7%	51.2%	53.3%	50.2%	50.9%
Auxiliary level employee	11.3%	13.1%	17.2%	9.3%	12.4%
Students	8.6%	6.8%	7.9%	4.2%	6.8%
Retired	13.5%	14.1%	9.2%	19.6%	14.4%
Unemployed / unpaid dom. work	1.0%	1.7%	2.1%	1.8%	1.6%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	17.3%	14.1%	15.7%	12.6%	14.9%
€24,001 - €36,000	16.8%	14.9%	19.0%	17.2%	17.0%
€36,001 - €48,000	17.0%	18.2%	17.8%	18.5%	17.8%
€48,001 - €60,000	15.6%	17.7%	16.6%	16.9%	16.6%
€60,001 - €72,000	9.1%	11.1%	9.6%	10.1%	9.9%
€72,001 - €84,000	5.8%	7.5%	5.5%	6.2%	6.2%
More than €84,000	18.5%	16.5%	15.8%	18.4%	17.5%

(*) Bear in mind that 94% of german tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: German

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	82,910	61,986	67,414	76,043	288,353
- Fuerteventura	180,372	174,555	180,655	189,573	725,154
- Gran Canaria	237,779	153,474	157,966	243,512	792,732
- Tenerife	175,593	120,241	141,046	172,358	609,239
- La Palma	19,731	14,528	6,716	16,415	57,391

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	11.9%	11.8%	12.2%	10.9%	11.7%
- Fuerteventura	25.9%	33.3%	32.6%	27.2%	29.3%
- Gran Canaria	34.1%	29.2%	28.5%	34.9%	32.1%
- Tenerife	25.2%	22.9%	25.5%	24.7%	24.6%
- La Palma	2.8%	2.8%	1.2%	2.4%	2.3%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	12.6%	8.2%	7.2%	10.1%	9.8%
Only with partner	55.0%	57.5%	49.7%	60.8%	56.0%
Only with children (under the age of 13)	0.9%	0.9%	1.7%	0.9%	1.1%
Partner + children (under the age of 13)	7.1%	8.8%	15.3%	5.8%	8.9%
Other relatives	6.4%	6.9%	5.1%	5.8%	6.0%
Friends	7.0%	5.6%	3.6%	4.7%	5.3%
Work colleagues	0.3%	0.5%	0.1%	0.4%	0.3%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.9%	93.4%	92.6%	94.5%	93.4%
Beaches	35.2%	48.9%	55.0%	44.7%	45.2%
Tranquillity/rest/relaxation	42.6%	46.9%	45.6%	43.1%	44.3%
Scenery	35.8%	28.5%	27.3%	32.5%	31.4%
Visiting new places	12.5%	13.2%	16.0%	12.3%	13.4%
Security	6.7%	7.4%	8.6%	11.9%	8.7%
Active tourism	9.9%	7.9%	4.4%	7.6%	7.6%
Ease of travel	7.6%	5.4%	2.8%	6.7%	5.8%
Price	5.5%	5.5%	6.7%	4.8%	5.6%
Suitable destination for children	3.7%	4.5%	6.9%	2.7%	4.3%
Quality of the environment	4.2%	3.7%	3.3%	3.2%	3.6%
Nautical activities	3.2%	3.3%	4.7%	3.1%	3.5%
Theme parks	1.6%	2.4%	3.7%	1.3%	2.2%
Culture	2.5%	1.9%	2.0%	1.9%	2.1%
Shopping	2.0%	1.1%	1.6%	1.5%	1.6%
Nightlife/fun	1.8%	1.1%	1.2%	1.8%	1.5%

How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	90.2%	93.9%	92.2%	92.9%	92.2%
Average rating (scale 1-10)	8.46	8.73	8.66	8.67	8.62

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	90.2%	93.9%	92.2%	92.9%	92.2%
In love (more than 10 visits)	846.2%	873.5%	866.4%	867.0%	862.4%

Where does the flight come from?

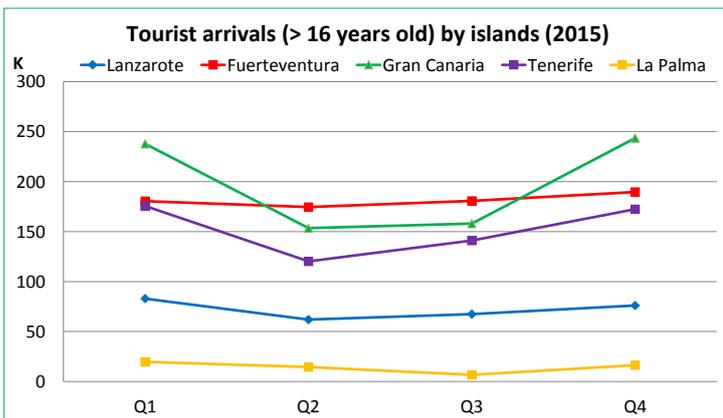


Ten main origin countries	Q1	Q2	Q3	Q4	Total
Germany	94.7%	93.5%	93.3%	93.4%	93.8%
Spain	2.1%	2.5%	3.5%	3.7%	3.0%
Switzerland	1.9%	1.8%	2.1%	1.4%	1.8%
Others	0.5%	0.9%	0.7%	0.9%	0.7%
Austria	0.3%	0.3%	0.1%	0.1%	0.2%
Netherlands	0.2%	0.3%	0.0%	0.1%	0.2%
Belgium	0.0%	0.3%	0.1%	0.1%	0.1%
United Kingdom	0.0%	0.3%	0.0%	0.2%	0.1%
France	0.1%	0.1%	0.0%	0.0%	0.1%
Norway	0.1%	0.0%	0.0%	0.0%	0.0%

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	66.1%	62.4%	57.2%	70.2%	64.5%
Recommendation by friends or relatives	29.8%	31.4%	31.0%	26.7%	29.5%
The Canary Islands television channel	0.5%	0.6%	0.8%	0.3%	0.5%
Other television or radio channels	1.3%	0.9%	1.5%	1.2%	1.2%
Information in the press/magazines/books	4.7%	4.0%	3.8%	3.3%	3.9%
Attendance at a tourism fair	0.5%	0.5%	0.4%	0.3%	0.4%
Tour Operator's brochure or catalogue	7.7%	9.2%	13.0%	7.3%	9.1%
Recommendation by Travel Agency	15.1%	18.4%	22.4%	14.9%	17.4%
Information obtained via the Internet	21.7%	22.0%	25.8%	20.1%	22.2%
Senior Tourism programme	0.1%	0.2%	0.1%	0.1%	0.1%
Others	7.0%	5.0%	3.8%	6.4%	5.7%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.