

Tourist profile trend (2015)

Canary Islands: French



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	233,976	277,136	362,183	409,531	496,571
Average daily expenditure (€)	132.01	129.62	128.41	131.65	131.07
- in their place of residence	95.78	95.63	94.39	97.63	98.70
- in the Canary Islands	36.22	33.99	34.02	34.02	32.37
Average length of stay	9.38	9.17	10.48	8.87	8.84
Turnover per tourist (€)	1,107	1,061	1,133	1,063	1,062
Total turnover (> 16 years old) (€m)	259	294	410	435	527
Year on year variation of turnover	--	13.4%	39.6%	6.1%	21.1%
Year on year variation of tourist	--	18.4%	30.7%	13.1%	21.3%

Expenditure in the Canary Islands per tourist and trip (€)

Accommodation (*) :	46.45	43.55	55.18	50.97	41.32
- Accommodation	43.53	40.39	51.70	46.58	36.63
- Additional accommodation expenses	2.93	3.15	3.48	4.40	4.68
Transport:	36.31	29.61	36.28	30.52	29.89
- Public transport	6.56	3.82	6.65	6.30	5.68
- Taxi	5.63	5.03	6.71	3.86	3.50
- Car rental	24.12	20.76	22.91	20.35	20.71
Food and drink:	101.73	92.38	114.99	91.35	84.93
- Food purchases at supermarkets	38.56	37.33	46.80	39.47	33.42
- Restaurants	63.17	55.05	68.18	51.87	51.51
Souvenirs:	63.40	62.48	64.20	60.67	60.24
Leisure:	55.67	46.15	41.00	42.53	46.27
- Organized excursions	23.90	23.36	16.42	22.58	24.60
- Leisure, amusement	6.62	6.17	4.85	5.03	5.94
- Trip to other islands	11.27	2.31	2.71	3.18	2.15
- Sporting activities	8.15	6.90	6.56	5.63	6.92
- Cultural activities	2.23	3.20	3.96	2.57	3.58
- Discos and disco-pubs	3.50	4.21	6.48	3.54	3.09
Others:	25.56	19.28	17.00	12.52	15.27
- Wellness	6.14	5.99	4.67	3.76	5.36
- Medical expenses	1.71	1.15	1.35	1.51	0.90
- Other expenses	17.71	12.14	10.98	7.25	9.01

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.5%	0.0%	0.5%	0.4%	0.4%
Between 2 and 7 days	14.0%	10.9%	9.7%	10.1%	7.7%
Between 8 and 15 days	12.8%	11.5%	13.2%	11.3%	12.2%
Between 16 and 30 days	17.9%	18.3%	18.7%	19.6%	14.4%
Between 31 and 90 days	30.6%	35.2%	33.2%	32.2%	36.1%
More than 90 days	24.1%	24.0%	24.8%	26.4%	29.2%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	12.3%	10.8%	14.4%	10.4%	8.7%
Flight and accommodation (room only)	9.7%	10.2%	15.8%	13.5%	15.9%
Flight and accommodation (B&B)	6.4%	4.8%	6.4%	4.3%	3.7%
Flight and accommodation (half board)	25.7%	22.9%	17.2%	18.0%	14.2%
Flight and accommodation (full board)	10.4%	9.0%	8.2%	8.4%	10.2%
Flight and accommodation (all inclusive)	35.4%	42.3%	38.0%	45.4%	47.4%
% Tourists using low-cost airlines	42.0%	52.1%	50.3%	57.5%	64.8%
Other expenses in their place of residence:					
- Car rental	19.0%	18.7%	26.5%	24.0%	24.2%
- Sporting activities	6.4%	8.0%	8.7%	6.8%	7.8%
- Excursions	11.0%	12.2%	17.8%	15.7%	14.7%
- Combined trip to other islands	2.3%	2.3%	2.4%	1.0%	1.8%

(*) Bear in mind that 91% of french tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	38.5%	43.5%	27.0%	37.3%	33.0%
- Tour Operator's website	65.4%	69.7%	73.2%	78.2%	80.5%
Accommodation	14.1%	11.0%	20.1%	13.9%	14.2%
- Accommodation's website	76.6%	82.9%	80.5%	85.3%	86.9%
Travel agency (High street)	25.0%	20.3%	23.1%	22.6%	24.0%
Online Travel Agency (OTA)	16.2%	19.0%	21.4%	21.6%	23.6%
No need to book accommodation	6.2%	6.2%	8.5%	4.7%	5.2%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	46.8%	44.5%	32.0%	37.4%	36.0%
- Tour Operator's website	66.0%	67.2%	75.3%	74.4%	77.1%
Airline	19.1%	19.2%	28.1%	21.7%	23.2%
- Airline's website	96.0%	94.8%	97.4%	99.1%	97.5%
Travel agency (High street)	21.1%	22.4%	24.8%	23.2%	25.1%
Online Travel Agency (OTA)	13.1%	14.0%	15.2%	17.7%	15.7%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	10.0%	8.2%	8.9%	8.8%	8.1%
4* Hotel	51.7%	48.6%	44.2%	47.4%	48.5%
1-2-3* Hotel	18.7%	21.1%	14.8%	17.5%	15.9%
Apartment	13.3%	16.2%	22.0%	20.6%	22.6%
Property (privately-owned, friends, family)	3.6%	4.8%	5.7%	4.1%	3.5%
Others	2.7%	1.1%	4.4%	1.6%	1.4%

How are they?



Gender	2011	2012	2013	2014	2015
Percentage of men	47.6%	52.3%	53.5%	52.0%	47.7%
Percentage of women	52.4%	47.7%	46.5%	48.0%	52.3%

Age

Average age (tourists > 16 years old)	44.4	42.5	42.6	43.5	44.6
Standard deviation	14.5	14.6	13.9	14.4	14.0

Age range

16-24 years old	7.7%	9.1%	6.8%	7.7%	5.7%
25-30 years old	12.2%	18.9%	15.4%	14.7%	14.1%
31-45 years old	36.6%	32.8%	39.7%	37.2%	36.1%
46-60 years old	27.3%	24.6%	25.5%	26.4%	28.9%
Over 60 years old	16.1%	14.5%	12.6%	14.0%	15.2%

Occupation

Business owner or self-employed	15.5%	14.7%	21.6%	17.0%	13.3%
Upper/Middle management employee	53.8%	53.2%	49.7%	55.7%	56.6%
Auxiliary level employee	7.0%	8.2%	11.7%	8.2%	9.4%
Students	5.9%	6.3%	2.6%	3.7%	3.8%
Retired	17.0%	16.1%	13.3%	13.7%	15.0%
Unemployed / unpaid dom. work	0.8%	1.6%	1.1%	1.7%	1.9%

Annual household income level

€12,000 - €24,000	18.9%	20.9%	18.6%	16.7%	15.3%
€24,001 - €36,000	24.6%	23.1%	19.6%	21.4%	24.0%
€36,001 - €48,000	20.1%	20.8%	22.8%	20.6%	18.7%
€48,001 - €60,000	13.9%	12.2%	15.6%	15.9%	16.4%
€60,001 - €72,000	7.4%	7.5%	7.9%	7.8%	8.7%
€72,001 - €84,000	5.0%	5.4%	5.9%	4.4%	4.2%
More than €84,000	10.1%	10.2%	9.6%	13.2%	12.6%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	19,230	32,417	63,443	74,458	125,342
- Fuerteventura	65,884	83,914	75,160	96,508	111,405
- Gran Canaria	27,229	32,321	63,440	66,517	79,329
- Tenerife	118,576	125,541	155,964	163,296	172,150
- La Palma	1,117	1,414	3,298	4,781	5,322

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	8.3%	11.8%	17.6%	18.4%	25.4%
- Fuerteventura	28.4%	30.4%	20.8%	23.8%	22.6%
- Gran Canaria	11.7%	11.7%	17.6%	16.4%	16.1%
- Tenerife	51.1%	45.6%	43.2%	40.3%	34.9%
- La Palma	0.5%	0.5%	0.9%	1.2%	1.1%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	8.3%	7.9%	11.8%	9.3%	7.4%
Only with partner	44.6%	49.1%	46.5%	42.8%	48.0%
Only with children (under the age of 13)	2.2%	1.6%	1.7%	2.0%	2.1%
Partner + children (under the age of 13)	17.4%	14.1%	13.5%	18.7%	16.7%
Other relatives	5.1%	3.3%	2.4%	4.1%	2.9%
Friends	5.8%	7.8%	8.5%	5.9%	4.4%
Work colleagues	0.2%	0.5%	0.4%	0.2%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	90.1%	93.0%	89.5%	90.9%	92.0%
Scenery	31.3%	32.1%	32.4%	34.3%	34.6%
Tranquillity/rest/relaxation	31.8%	34.4%	29.0%	33.1%	31.6%
Beaches	24.3%	34.4%	30.8%	29.4%	29.4%
Visiting new places	22.6%	19.8%	19.6%	22.2%	22.1%
Price	21.2%	21.2%	16.8%	22.8%	21.3%
Security	9.2%	8.5%	5.9%	6.5%	11.0%
Active tourism	5.4%	6.7%	8.0%	6.4%	8.4%
Quality of the environment	6.6%	4.7%	6.9%	5.9%	6.3%
Suitable destination for children	5.5%	3.9%	2.9%	5.2%	4.9%
Nautical activities	3.6%	4.0%	6.3%	4.9%	4.1%
Ease of travel	4.7%	3.6%	4.3%	4.1%	3.3%
Nightlife/fun	2.1%	3.8%	4.4%	3.5%	2.2%
Rural tourism	2.3%	1.5%	2.3%	2.2%	2.1%
Theme parks	1.6%	1.6%	1.2%	2.5%	1.6%
Shopping	2.2%	1.8%	2.3%	1.8%	1.1%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	92.0%	91.9%	92.6%	92.2%	91.6%
Average rating (scale 1-10)	8.63	8.67	8.72	8.68	8.71

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	47.2%	43.5%	48.2%	44.4%	43.8%
In love (more than 10 visits)	8.2%	6.3%	5.8%	4.9%	4.0%

What did motivate them to come?



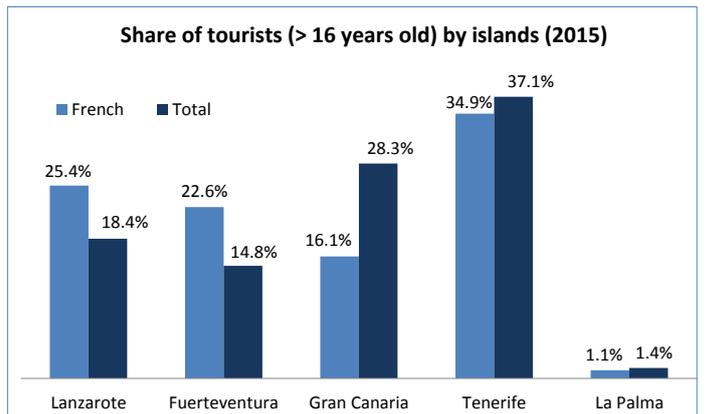
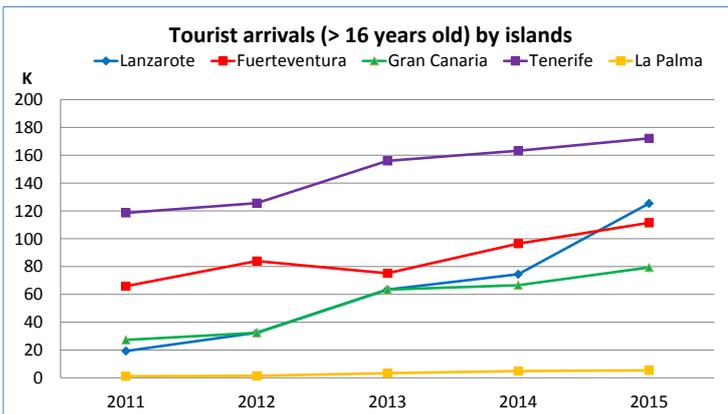
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	40.1%	37.6%	40.0%	36.4%	37.1%
Recommendation by friends or relatives	30.0%	36.6%	38.5%	38.8%	35.3%
The Canary Islands television channel	1.1%	0.2%	0.0%	0.4%	0.4%
Other television or radio channels	1.6%	1.0%	1.1%	1.7%	0.9%
Information in the press/magazines/books	5.2%	7.0%	7.7%	8.4%	5.9%
Attendance at a tourism fair	1.1%	0.9%	0.6%	0.4%	0.5%
Tour Operator's brochure or catalogue	19.3%	20.0%	14.9%	16.0%	18.0%
Recommendation by Travel Agency	18.7%	15.4%	13.6%	14.8%	15.9%
Information obtained via the Internet	27.8%	31.5%	29.4%	32.4%	32.8%
Senior Tourism programme	0.9%	0.1%	0.3%	0.1%	0.2%
Others	9.0%	5.0%	7.1%	7.3%	4.8%

* Multi-choice question

Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
France	93,862	153,778	85,445	222,445	313,705
Spain	71,740	59,366	182,796	110,364	88,028
Belgium	26,649	18,746	23,022	28,591	31,923
Others	19,903	17,788	36,369	14,470	23,575
Switzerland	6,771	15,459	20,638	17,856	21,295
Germany	6,509	9,856	11,639	10,289	11,742
United Kingdom	7,059	870	2,156	2,765	3,867
Austria	405	0	0	0	1,045
Netherlands	389	126	0	1,119	721
Italy	452	0	0	652	509



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.