

Profile of tourist visiting Gran Canaria

2015



How many they are and how much do they spend?



	Gran Canaria	Canary Islands
Tourist arrivals (> 16 years old)	3,447,259	12,310,044
Average daily expenditure (€)	138.88	133.60
. in their place of residence	97.30	95.33
. in the Canary Islands	41.58	38.27
Average length of stay	9.93	9.46
Turnover per tourist (€)	1,187	1,125
Total turnover (> 16 years old) (€m)	4,094	13,854
Share of total turnover	29.5%	100%
Share of total tourist	28.0%	100%

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

	Gran Canaria	Canary Islands
Accommodation (*) :	50.56	44.10
- Accommodation	44.63	37.76
- Additional accommodation expenses	5.94	6.33
Transport:	26.34	27.41
- Public transport	6.90	4.99
- Taxi	9.47	7.42
- Car rental	9.97	14.99
Food and drink:	176.47	153.13
- Food purchases at supermarkets	93.55	68.64
- Restaurants	82.92	84.49
Souvenirs:	62.82	55.15
Leisure:	34.04	36.28
- Organized excursions	12.95	14.63
- Leisure, amusement	4.58	5.23
- Trip to other islands	1.23	1.51
- Sporting activities	4.84	5.38
- Cultural activities	1.54	2.18
- Discos and disco-pubs	8.90	7.34
Others:	16.89	15.71
- Wellness	3.35	2.97
- Medical expenses	1.48	1.46
- Other expenses	12.06	11.28

How far in advance do they book their trip?



	Gran Canaria	Canary Islands
The same day they leave	0.7%	0.6%
Between 2 and 7 days	8.4%	7.3%
Between 8 and 15 days	9.5%	8.9%
Between 16 and 30 days	16.7%	15.4%
Between 31 and 90 days	33.4%	33.9%
More than 90 days	31.3%	33.8%

What do they book at their place of residence?



	Gran Canaria	Canary Islands
Flight only	13.4%	11.1%
Flight and accommodation (room only)	24.9%	25.5%
Flight and accommodation (B&B)	8.5%	7.6%
Flight and accommodation (half board)	19.0%	18.3%
Flight and accommodation (full board)	5.0%	4.4%
Flight and accommodation (all inclusive)	29.3%	33.2%
% Tourists using low-cost airlines	40.7%	47.1%
Other expenses in their place of residence:		
- Car rental	7.4%	11.5%
- Sporting activities	3.9%	5.4%
- Excursions	4.7%	5.7%
- Combined trip to other islands	4.1%	2.0%

How do they book?



	Gran Canaria	Canary Islands
Accommodation booking		
Tour Operator	44.2%	42.8%
- Tour Operator's website	80.8%	78.8%
Accommodation	12.3%	14.0%
- Accommodation's website	79.4%	81.9%
Travel agency (High street)	19.2%	19.8%
Online Travel Agency (OTA)	14.0%	15.4%
No need to book accommodation	10.3%	8.0%

	Gran Canaria	Canary Islands
Flight booking		
Tour Operator	46.2%	45.5%
- Tour Operator's website	79.4%	77.7%
Airline	23.5%	24.9%
- Airline's website	95.5%	96.2%
Travel agency (High street)	19.5%	18.6%
Online Travel Agency (OTA)	10.8%	11.0%

Where do they stay?



	Gran Canaria	Canary Islands
5* Hotel	6.6%	6.8%
4* Hotel	29.4%	37.7%
1-2-3* Hotel	19.6%	15.0%
Apartment	29.2%	30.3%
Property (privately-owned, friends, family)	8.3%	7.0%
Others	7.0%	3.2%

How are they?



	Gran Canaria	Canary Islands
Gender		
Percentage of men	51.3%	49.8%
Percentage of women	48.7%	50.2%

	Gran Canaria	Canary Islands
Age		
Average age (tourists > 16 years old)	45.9	44.5
Standard deviation	16.0	14.9

	Gran Canaria	Canary Islands
Age range		
16-24 years old	10.1%	8.8%
25-30 years old	11.1%	13.1%
31-45 years old	28.8%	32.8%
46-60 years old	28.2%	28.4%
Over 60 years old	21.7%	17.0%

	Gran Canaria	Canary Islands
Occupation		
Business owner or self-employed	20.6%	23.7%
Upper/Middle management employee	37.1%	37.1%
Auxiliary level employee	16.2%	16.6%
Students	6.7%	5.6%
Retired	17.1%	14.5%
Unemployed / unpaid dom. work	2.4%	2.5%

	Gran Canaria	Canary Islands
Annual household income level		
€12,000 - €24,000	17.9%	18.3%
€24,001 - €36,000	18.0%	18.9%
€36,001 - €48,000	16.8%	16.9%
€48,001 - €60,000	15.2%	14.6%
€60,001 - €72,000	9.1%	9.2%
€72,001 - €84,000	6.8%	6.1%
More than €84,000	16.2%	16.0%

(*) Bear in mind that 87% of the tourists visiting Gran Canaria pay the accommodation before travelling.

Profile of tourist visiting Gran Canaria 2015



Tourist per year

Tourists (> 16 years old)	Gran Canaria	Canary Islands
2011	3,077,649	10,960,604
2012	3,020,104	10,701,588
2013	3,160,023	11,150,021
2014	3,270,347	11,951,495
2015	3,447,259	12,310,044

Year on year growth (%)	Gran Canaria	Canary Islands
2011	--	--
2012	-1.9%	-2.4%
2013	4.6%	4.2%
2014	3.5%	7.2%
2015	5.4%	3.0%

Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	14.9%	9.8%
Only with partner	47.0%	48.0%
Only with children (under the age of 13)	1.3%	1.4%
Partner + children (under the age of 13)	8.4%	11.8%
Other relatives	6.5%	6.4%
Friends	7.2%	6.1%
Work colleagues	0.6%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Gran Canaria	Canary Islands
Climate/sun	87.9%	89.3%
Tranquillity/rest/relaxation	39.9%	37.9%
Beaches	39.1%	33.6%
Scenery	17.3%	22.6%
Price	12.5%	14.1%
Visiting new places	12.7%	14.1%
Ease of travel	7.1%	8.3%
Suitable destination for children	6.2%	7.7%
Security	8.4%	7.5%
Quality of the environment	4.4%	6.4%
Active tourism	3.6%	5.2%
Nightlife/fun	5.8%	4.3%
Theme parks	1.0%	3.1%
Shopping	3.4%	3.0%
Culture	2.1%	2.7%
Nautical activities	1.5%	2.1%

How do they value the destination?



Impression of their stay	Gran Canaria	Canary Islands
Good or very good (% tourists)	91.9%	93.3%
Average rating (scale 1-10)	8.73	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Gran Canaria	Canary Islands
Repeat tourists of the island	53.4%	76.4%
-more than 10 visits to the island	10.9%	16.7%

Where are they from?

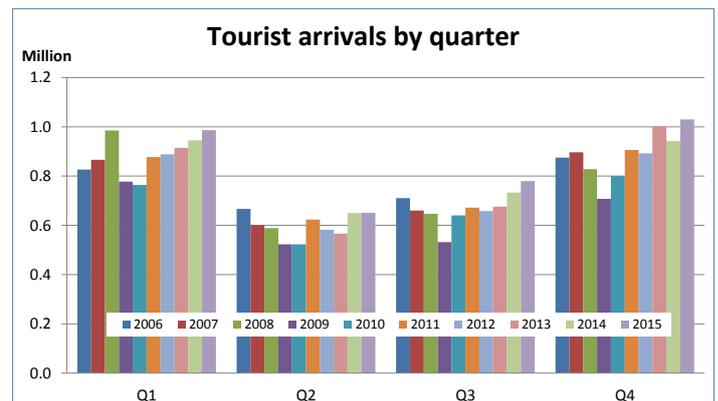
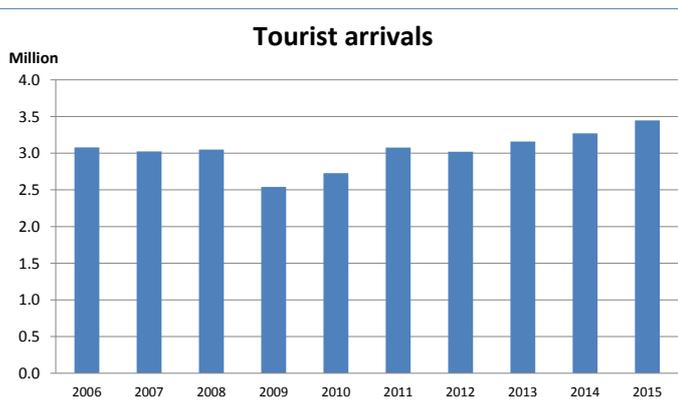


Ten main source markets	Share	Absolute
Germany	23.0%	792,732
United Kingdom	16.3%	560,426
Spain	13.5%	465,749
Sweden	9.8%	337,023
Norway	8.5%	292,579
Netherlands	5.1%	174,982
Denmark	3.8%	129,564
Others	3.3%	112,554
Finland	3.1%	106,628
Switzerland	2.5%	86,759

What did motivate them to come?



Aspects motivating the choice	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	66.1%	64.1%
Recommendation by friends or relatives	31.3%	34.7%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.7%	0.7%
Information in the press/magazines/books	3.5%	3.7%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	8.1%	8.2%
Recommendation by Travel Agency	8.9%	9.5%
Information obtained via the Internet	24.6%	25.6%
Senior Tourism programme	0.3%	0.3%
Others	9.9%	6.7%



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.