

## Tourist profile trend (2015)

### Gran Canaria



#### How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	3,077,649	3,020,104	3,160,023	3,270,347	3,447,259
Average daily expenditure (€)	123.78	129.92	129.47	130.61	138.88
- in their place of residence	83.56	88.98	85.75	89.10	97.30
- in the Canary Islands	40.22	40.94	43.72	41.51	41.58
Average length of stay	9.67	9.40	9.58	9.69	9.93
Turnover per tourist (€)	1,044	1,094	1,079	1,107	1,187
Total turnover (> 16 years old) (€m)	3,459	3,539	3,654	3,964	4,094
Year on year variation of turnover	--	2.3%	3.2%	8.5%	3.3%
Year on year variation of tourist	--	-1.9%	4.6%	3.5%	5.4%

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

<b>Accommodation (*)</b> :	34.70	30.33	43.45	45.70	50.56
- Accommodation	25.40	24.28	38.66	38.49	44.63
- Additional accommodation expenses	9.30	6.04	4.79	7.21	5.94
<b>Transport:</b>	28.54	25.24	27.82	24.85	26.34
- Public transport	5.65	5.84	8.55	6.30	6.90
- Taxi	12.37	9.68	8.86	8.71	9.47
- Car rental	10.52	9.71	10.40	9.85	9.97
<b>Food and drink:</b>	162.12	166.52	181.39	184.48	176.47
- Food purchases at supermarkets	68.43	69.22	85.20	99.85	93.55
- Restaurants	93.70	97.29	96.19	84.63	82.92
<b>Souvenirs:</b>	57.01	60.05	71.03	63.43	62.82
<b>Leisure:</b>	40.87	39.40	32.47	33.17	34.04
- Organized excursions	12.23	12.87	11.89	12.27	12.95
- Leisure, amusement	4.60	4.45	2.92	3.85	4.58
- Trip to other islands	1.74	1.23	1.42	1.15	1.23
- Sporting activities	6.31	5.44	4.94	4.42	4.84
- Cultural activities	1.29	1.44	1.13	1.36	1.54
- Discos and disco-pubs	14.70	13.96	10.18	10.12	8.90
<b>Others:</b>	30.33	26.26	17.54	17.02	16.89
- Wellness	3.93	3.92	2.92	4.32	3.35
- Medical expenses	2.28	1.92	1.53	1.80	1.48
- Other expenses	24.12	20.43	13.09	10.90	12.06

#### How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.9%	0.7%	1.3%	0.8%	0.7%
Between 2 and 7 days	11.6%	10.7%	12.5%	10.9%	8.4%
Between 8 and 15 days	12.6%	11.8%	12.6%	10.9%	9.5%
Between 16 and 30 days	19.0%	17.2%	15.9%	15.6%	16.7%
Between 31 and 90 days	30.3%	31.2%	29.6%	30.7%	33.4%
More than 90 days	25.6%	28.3%	28.1%	31.1%	31.3%

#### What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	13.6%	11.0%	15.6%	12.2%	13.4%
Flight and accommodation (room only)	28.5%	28.7%	29.4%	27.5%	24.9%
Flight and accommodation (B&B)	8.1%	8.2%	8.5%	8.8%	8.5%
Flight and accommodation (half board)	21.8%	22.4%	20.5%	19.8%	19.0%
Flight and accommodation (full board)	3.4%	3.5%	3.4%	4.1%	5.0%
Flight and accommodation (all inclusive)	24.5%	26.2%	22.6%	27.7%	29.3%
<b>% Tourists using low-cost airlines</b>	31.7%	30.0%	38.6%	37.2%	40.7%
<b>Other expenses in their place of residence:</b>					
- Car rental	6.1%	6.6%	7.1%	7.6%	7.4%
- Sporting activities	3.4%	3.6%	3.8%	3.7%	3.9%
- Excursions	3.5%	3.9%	3.3%	4.4%	4.7%
- Combined trip to other islands	0.8%	1.2%	2.1%	2.3%	4.1%

(\*) Bear in mind that 87% of the tourists visiting Gran Canaria in 2015 paid the accommodation before travelling.

#### How do they book?



	2011	2012	2013	2014	2015
<b>Accommodation booking</b>					
<b>Tour Operator</b>	50.9%	50.3%	43.5%	47.6%	44.2%
- Tour Operator's website	75.0%	74.9%	81.4%	80.6%	80.8%
<b>Accommodation</b>	9.6%	10.5%	11.9%	11.9%	12.3%
- Accommodation's website	71.7%	78.2%	81.1%	80.3%	79.4%
<b>Travel agency (High street)</b>	18.4%	20.4%	20.1%	20.1%	19.2%
<b>Online Travel Agency (OTA)</b>	10.9%	11.2%	13.0%	11.1%	14.0%
<b>No need to book accommodation</b>	10.1%	7.7%	11.4%	9.2%	10.3%

#### Flight booking

	2011	2012	2013	2014	2015
<b>Tour Operator</b>	58.5%	54.4%	46.0%	50.1%	46.2%
- Tour Operator's website	72.1%	72.7%	79.3%	79.1%	79.4%
<b>Airline</b>	16.0%	17.6%	23.0%	21.1%	23.5%
- Airline's website	93.8%	95.6%	95.5%	96.1%	95.5%
<b>Travel agency (High street)</b>	15.6%	19.0%	20.3%	19.5%	19.5%
<b>Online Travel Agency (OTA)</b>	9.9%	8.9%	10.7%	9.3%	10.8%

#### Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	6.6%	7.4%	7.3%	7.1%	6.6%
4* Hotel	29.2%	30.5%	28.1%	30.5%	29.4%
1-2-3* Hotel	21.7%	23.2%	20.1%	21.7%	19.6%
Apartment	32.0%	29.9%	30.1%	28.9%	29.2%
Property (privately-owned, friends, family)	6.9%	5.4%	9.5%	7.0%	8.3%
Others	3.6%	3.5%	4.9%	4.8%	7.0%

#### How are they?



<b>Gender</b>	2011	2012	2013	2014	2015
Percentage of men	47.3%	49.3%	51.0%	50.0%	51.3%
Percentage of women	52.7%	50.7%	49.0%	50.0%	48.7%

#### Age

Average age (tourists > 16 years old)	42.8	42.5	42.3	43.9	45.9
Standard deviation	15.0	14.8	14.9	15.6	16.0

#### Age range

16-24 years old	11.1%	11.4%	12.1%	11.8%	10.1%
25-30 years old	14.8%	14.4%	14.9%	12.5%	11.1%
31-45 years old	33.7%	34.7%	34.0%	32.5%	28.8%
46-60 years old	25.1%	24.6%	24.6%	25.0%	28.2%
Over 60 years old	15.3%	14.9%	14.3%	18.2%	21.7%

#### Occupation

Business owner or self-employed	21.0%	20.7%	21.2%	21.2%	20.6%
Upper/Middle management employee	38.5%	38.0%	36.0%	38.9%	37.1%
Auxiliary level employee	17.3%	19.7%	19.2%	15.6%	16.2%
Students	6.9%	6.6%	8.5%	7.1%	6.7%
Retired	13.6%	12.6%	12.7%	14.9%	17.1%
Unemployed / unpaid dom. work	2.7%	2.4%	2.5%	2.2%	2.4%

#### Annual household income level

€12,000 - €24,000	17.6%	17.8%	16.5%	17.3%	17.9%
€24,001 - €36,000	20.2%	19.8%	19.8%	18.3%	18.0%
€36,001 - €48,000	17.4%	17.0%	16.3%	16.7%	16.8%
€48,001 - €60,000	15.1%	14.1%	13.9%	15.1%	15.2%
€60,001 - €72,000	9.3%	10.0%	10.7%	9.4%	9.1%
€72,001 - €84,000	6.1%	6.1%	6.9%	6.3%	6.8%
More than €84,000	14.2%	15.2%	15.9%	16.9%	16.2%

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## Gran Canaria



### Which island do they choose?



Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	1,879,195	1,784,304	1,920,623	2,269,279	2,242,245
- Fuerteventura	1,618,941	1,553,712	1,584,228	1,852,213	1,806,014
- Gran Canaria	3,077,649	3,020,104	3,160,023	3,270,347	3,447,259
- Tenerife	4,090,089	4,079,973	4,221,657	4,270,877	4,518,215
- La Palma	164,416	153,878	151,555	168,474	167,100

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	17.4%	16.8%	17.4%	19.2%	18.4%
- Fuerteventura	14.9%	14.7%	14.4%	15.7%	14.8%
- Gran Canaria	28.4%	28.5%	28.6%	27.6%	28.3%
- Tenerife	37.8%	38.5%	38.2%	36.1%	37.1%
- La Palma	1.5%	1.5%	1.4%	1.4%	1.4%

### Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	11.5%	11.2%	17.4%	16.0%	14.9%
Only with partner	46.8%	45.9%	39.5%	42.0%	47.0%
Only with children (under the age of 13)	1.4%	1.5%	1.2%	1.6%	1.3%
Partner + children (under the age of 13)	9.3%	9.7%	9.4%	9.5%	8.4%
Other relatives	5.8%	6.7%	5.8%	6.2%	6.5%
Friends	9.3%	9.1%	8.2%	7.7%	7.2%
Work colleagues	0.6%	0.6%	0.9%	0.6%	0.6%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	90.3%	90.7%	87.5%	88.0%	87.9%
Tranquility/rest/relaxation	40.6%	41.3%	37.6%	39.2%	39.9%
Beaches	40.6%	41.0%	40.6%	39.2%	39.1%
Scenery	16.1%	14.4%	14.3%	15.9%	17.3%
Visiting new places	12.4%	13.1%	11.9%	12.2%	12.7%
Price	13.9%	14.5%	13.3%	14.0%	12.5%
Security	6.2%	5.3%	5.8%	5.8%	8.4%
Ease of travel	7.5%	7.5%	6.7%	7.0%	7.1%
Suitable destination for children	7.3%	7.5%	7.6%	7.6%	6.2%
Nightlife/fun	8.3%	8.2%	8.4%	6.1%	5.8%
Quality of the environment	4.5%	4.2%	4.0%	4.0%	4.4%
Active tourism	2.9%	2.8%	3.5%	3.4%	3.6%
Shopping	4.3%	4.3%	3.5%	4.0%	3.4%
Culture	1.9%	2.1%	2.2%	2.2%	2.1%
Nautical activities	1.5%	1.5%	1.9%	1.6%	1.5%
Golf	1.3%	1.3%	1.2%	1.0%	1.3%

\* Multi-choice question

### How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	92.1%	91.3%	92.0%	93.2%	91.9%
Average rating (scale 1-10)	8.70	8.65	8.71	8.77	8.73

### How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists of the island	52.2%	51.7%	52.1%	50.8%	53.4%
- more than 10 visits to the island	9.4%	8.8%	10.7%	8.9%	10.9%

### What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	64.4%	64.8%	63.1%	63.5%	66.1%
Recommendation by friends or relatives	33.6%	33.4%	32.1%	32.6%	31.3%
The Canary Islands television channel	0.4%	0.5%	0.5%	0.5%	0.3%
Other television or radio channels	0.9%	0.7%	0.6%	0.6%	0.7%
Information in the press/magazines/books	4.1%	3.4%	3.6%	3.4%	3.5%
Attendance at a tourism fair	0.6%	0.5%	0.6%	0.5%	0.6%
Tour Operator's brochure or catalogue	10.1%	10.8%	8.6%	8.3%	8.1%
Recommendation by Travel Agency	10.5%	10.9%	8.9%	9.5%	8.9%
Information obtained via the internet	26.0%	26.2%	24.5%	24.3%	24.6%
Senior Tourism programme	0.4%	0.4%	0.2%	0.3%	0.3%
Others	8.7%	8.5%	10.0%	9.6%	9.9%

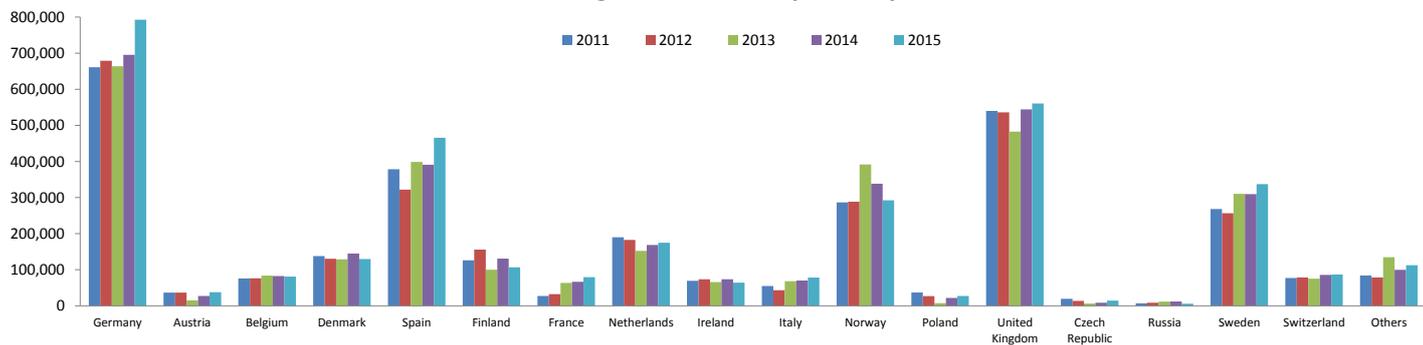
\* Multi-choice question

### Where are they from?



Ten main source markets	2011	2012	2013	2014	2015
Germany	661,147	679,043	663,723	695,113	792,732
United Kingdom	540,055	536,139	482,831	544,339	560,426
Spain	378,295	321,958	398,624	390,862	465,749
Sweden	268,361	256,726	310,126	309,644	337,023
Norway	286,661	288,351	391,709	338,404	292,579
Netherlands	190,180	182,669	152,177	168,632	174,982
Denmark	137,915	130,413	128,850	144,774	129,564
Others	84,089	78,776	134,908	99,577	112,554
Finland	126,160	155,826	100,014	130,794	106,628
Switzerland	77,034	78,562	75,389	85,636	86,759

### Tourists visiting Gran Canaria by country of residence



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.