

Tourist profile by quarter of trip (2015)

Canary Islands: Italian

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	86,706	82,478	112,482	95,109	376,775
Average daily expenditure (€)	125.54	119.80	132.77	128.46	127.18
. in their place of residence	82.42	83.63	88.52	89.84	86.38
. in the Canary Islands	43.12	36.17	44.25	38.63	40.80
Average length of stay	9.69	8.63	11.85	9.45	10.04
Turnover per tourist (€)	1,023	940	1,303	1,022	1,088
Total turnover (> 16 years old) (€m)	88.7	77.5	146.6	97.2	410.0
Share of Italian turnover	21.6%	18.9%	35.8%	23.7%	100%
Share of Italian tourist	23.0%	21.9%	29.9%	25.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	73.32	41.54	88.25	58.37	67.05
- Accommodation	67.99	40.40	71.30	53.05	59.17
- Additional accommodation expenses	5.33	1.13	16.95	5.32	7.88
Transport:	39.92	36.06	47.84	35.58	40.34
- Public transport	7.87	6.62	7.43	6.35	7.08
- Taxi	7.28	4.58	5.97	4.33	5.55
- Car rental	24.77	24.87	34.44	24.90	27.71
Food and drink:	141.77	133.72	197.23	146.22	157.69
- Food purchases at supermarkets	73.33	65.14	96.58	60.92	75.35
- Restaurants	68.44	68.59	100.65	85.30	82.34
Souvenirs:	62.41	43.22	61.97	52.71	55.63
Leisure:	34.33	36.48	47.16	37.21	39.36
- Organized excursions	11.90	13.04	14.40	18.52	14.57
- Leisure, amusement	6.23	5.41	4.73	4.37	5.13
- Trip to other islands	1.11	1.61	4.67	0.99	2.25
- Sporting activities	6.21	7.32	5.04	3.66	5.46
- Cultural activities	2.94	2.52	2.90	2.45	2.71
- Discos and disco-pubs	5.93	6.58	15.42	7.23	9.23
Others:	8.36	8.66	15.77	10.08	11.07
- Wellness	0.89	3.06	1.70	1.52	1.76
- Medical expenses	2.18	0.24	0.37	1.23	0.98
- Other expenses	5.29	5.36	13.70	7.33	8.33

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.4%	2.5%	1.8%	0.0%	1.2%
Between 2 and 7 days	9.6%	9.8%	5.7%	13.6%	9.4%
Between 8 and 15 days	7.0%	13.9%	11.3%	10.7%	10.7%
Between 16 and 30 days	19.9%	18.9%	17.5%	24.7%	20.1%
Between 31 and 90 days	42.4%	38.8%	34.5%	33.2%	36.9%
More than 90 days	20.7%	16.2%	29.2%	17.8%	21.6%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	21.8%	19.3%	20.8%	18.7%	20.2%
Flight and accommodation (room only)	32.1%	26.1%	24.4%	24.5%	26.5%
Flight and accommodation (B&B)	6.8%	4.2%	6.3%	8.7%	6.5%
Flight and accommodation (half board)	12.3%	16.3%	14.5%	9.8%	13.2%
Flight and accommodation (full board)	10.5%	6.8%	8.1%	12.8%	9.5%
Flight and accommodation (all inclusive)	16.5%	27.2%	25.9%	25.5%	24.0%
% Tourists using low-cost airlines	72.6%	79.3%	71.3%	77.0%	74.7%
Other expenses in their place of residence:					
- Car rental	23.6%	24.7%	23.1%	23.5%	23.7%
- Sporting activities	1.9%	5.1%	5.5%	5.2%	4.6%
- Excursions	2.2%	7.4%	5.9%	4.1%	4.9%
- Combined trip to other islands	1.4%	2.3%	1.3%	1.9%	1.7%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	16.2%	20.4%	22.5%	25.8%	21.4%
- Tour Operator's website	69.5%	54.8%	61.6%	80.3%	67.8%
Accommodation	29.6%	24.9%	23.4%	16.0%	23.3%
- Accommodation's website	76.0%	92.0%	75.0%	89.2%	81.5%
Travel agency (High street)	16.4%	16.3%	21.7%	27.6%	20.8%
Online Travel Agency (OTA)	27.2%	28.0%	22.5%	18.6%	23.8%
No need to book accommodation	10.5%	10.4%	9.8%	12.0%	10.6%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	20.8%	25.4%	22.2%	25.8%	23.5%
- Tour Operator's website	71.9%	64.6%	55.7%	67.5%	63.9%
Airline	50.4%	44.4%	38.9%	37.5%	42.3%
- Airline's website	97.8%	99.2%	97.9%	96.7%	97.9%
Travel agency (High street)	17.8%	16.7%	23.4%	25.1%	21.1%
Online Travel Agency (OTA)	11.0%	13.5%	15.5%	11.6%	13.1%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	4.7%	4.3%	7.0%	1.7%	4.6%
4* Hotel	35.2%	33.3%	29.9%	38.1%	34.0%
1-2-3* Hotel	9.5%	19.9%	16.1%	17.5%	15.8%
Apartment	35.6%	28.2%	32.0%	26.8%	30.7%
Property (privately-owned, friends, family)	10.7%	11.6%	12.2%	12.6%	11.8%
Others	4.3%	2.6%	2.7%	3.1%	3.1%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	58.4%	45.8%	50.9%	52.7%	52.0%
Percentage of women	41.6%	54.2%	49.1%	47.3%	48.0%

Age					
Average age (tourists > 16 years old)	41.2	39.8	41.7	41.9	41.2
Standard deviation	12.5	12.4	14.1	14.5	13.5

Age range					
16-24 years old	3.3%	8.5%	6.6%	10.4%	7.2%
25-30 years old	21.7%	20.8%	19.9%	18.8%	20.2%
31-45 years old	45.5%	42.8%	41.4%	32.8%	40.5%
46-60 years old	19.5%	20.8%	17.6%	26.1%	20.9%
Over 60 years old	10.0%	7.1%	14.5%	11.8%	11.2%

Occupation					
Business owner or self-employed	37.7%	33.3%	30.0%	30.0%	32.5%
Upper/Middle management employee	31.0%	32.3%	36.6%	31.5%	33.1%
Auxiliary level employee	18.3%	18.4%	15.3%	15.3%	16.6%
Students	4.6%	5.0%	6.0%	10.3%	6.5%
Retired	6.1%	5.5%	10.9%	10.3%	8.5%
Unemployed / unpaid dom. work	2.3%	5.5%	1.1%	2.7%	2.7%

Annual household income level					
€12,000 - €24,000	34.9%	37.4%	38.3%	29.6%	35.2%
€24,001 - €36,000	26.0%	19.4%	21.2%	34.2%	25.1%
€36,001 - €48,000	16.1%	18.5%	14.8%	17.9%	16.7%
€48,001 - €60,000	7.9%	10.2%	10.8%	8.2%	9.4%
€60,001 - €72,000	4.7%	3.8%	6.8%	1.6%	4.4%
€72,001 - €84,000	3.6%	3.2%	2.4%	2.8%	3.0%
More than €84,000	6.8%	7.5%	5.6%	5.6%	6.3%

(*) Bear in mind that 80% of Italian tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Italian



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	6,089	10,882	11,770	9,300	38,041
- Fuerteventura	17,103	22,502	29,966	25,124	94,695
- Gran Canaria	18,700	15,206	21,222	23,020	78,147
- Tenerife	44,327	33,707	48,659	37,324	164,017
- La Palma	488	117	415	341	1,361

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	7.0%	13.2%	10.5%	9.8%	10.1%
- Fuerteventura	19.7%	27.3%	26.7%	26.4%	25.2%
- Gran Canaria	21.6%	18.5%	18.9%	24.2%	20.8%
- Tenerife	51.1%	40.9%	43.4%	39.2%	43.6%
- La Palma	0.6%	0.1%	0.4%	0.4%	0.4%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.0%	12.2%	13.3%	15.3%	12.8%
Only with partner	48.6%	40.9%	46.2%	44.9%	45.2%
Only with children (under the age of 13)	1.6%	0.0%	1.2%	0.7%	0.9%
Partner + children (under the age of 13)	9.0%	11.4%	6.1%	6.4%	8.0%
Other relatives	7.6%	6.4%	4.4%	8.0%	6.5%
Friends	11.7%	11.8%	12.1%	11.7%	11.9%
Work colleagues	0.9%	0.5%	1.0%	0.0%	0.6%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	85.8%	81.1%	79.9%	93.5%	85.0%
Beaches	31.8%	36.7%	47.2%	38.2%	39.1%
Tranquillity/rest/relaxation	30.9%	34.1%	40.6%	32.4%	34.9%
Scenery	32.7%	30.8%	31.7%	29.0%	31.1%
Visiting new places	18.8%	23.4%	21.8%	16.1%	20.0%
Price	16.9%	13.0%	17.0%	16.9%	16.1%
Quality of the environment	8.4%	13.0%	13.9%	10.5%	11.6%
Security	8.2%	4.6%	6.7%	11.4%	7.8%
Active tourism	4.0%	5.7%	4.7%	5.2%	4.9%
Nightlife/fun	2.0%	1.7%	2.9%	4.5%	2.8%
Ease of travel	4.0%	2.6%	2.0%	2.4%	2.7%
Suitable destination for children	3.0%	4.4%	1.7%	2.1%	2.7%
Nautical activities	2.7%	1.4%	1.2%	2.0%	1.8%
Culture	1.2%	3.2%	1.1%	0.9%	1.5%
Shopping	1.1%	2.1%	1.2%	1.0%	1.3%
Theme parks	1.3%	1.2%	1.6%	0.9%	1.3%

How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	96.0%	93.0%	91.0%	95.1%	93.5%
Average rating (scale 1-10)	8.49	8.67	8.66	8.75	8.65

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	56.4%	42.5%	46.3%	55.4%	50.0%
In love (more than 10 visits)	5.2%	2.6%	8.6%	6.9%	6.1%

Where does the flight come from?

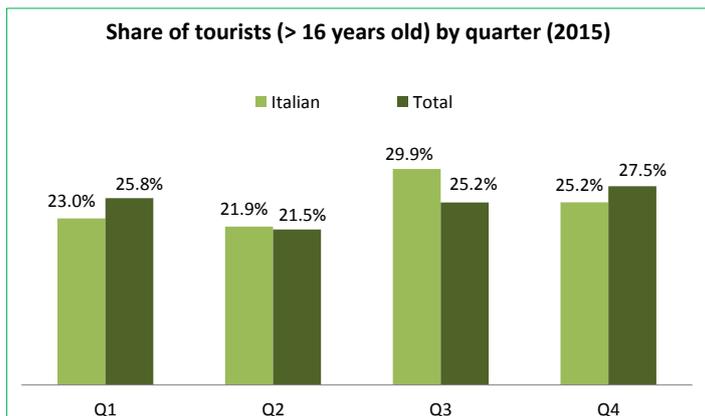
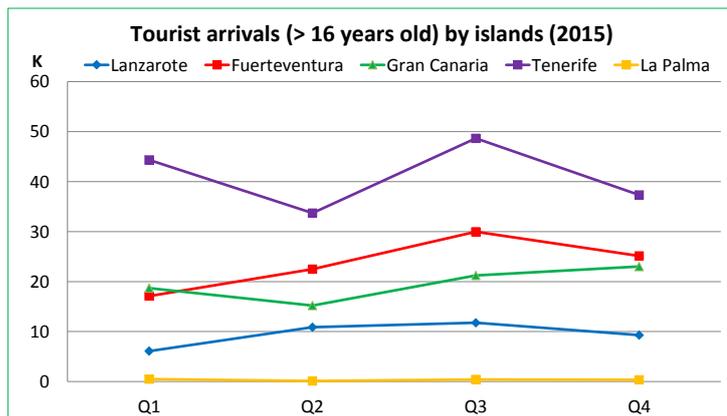


Ten main origin countries	Q1	Q2	Q3	Q4	Total
Italy	67.5%	78.8%	72.4%	77.8%	74.0%
Spain	27.6%	15.6%	24.4%	20.7%	22.3%
Germany	2.7%	2.5%	2.2%	0.9%	2.0%
United Kingdom	1.2%	0.9%	0.4%	0.3%	0.6%
Others	0.2%	0.9%	0.3%	0.0%	0.3%
Austria	0.5%	0.0%	0.0%	0.3%	0.2%
France	0.0%	0.8%	0.0%	0.0%	0.2%
Ireland	0.0%	0.5%	0.2%	0.0%	0.2%
Switzerland	0.3%	0.0%	0.1%	0.0%	0.1%
Belgium	0.0%	0.1%	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	49.6%	32.9%	39.6%	48.8%	42.7%
Recommendation by friends or relatives	43.3%	45.8%	49.1%	46.3%	46.3%
The Canary Islands television channel	0.8%	2.0%	0.4%	1.1%	1.0%
Other television or radio channels	0.5%	1.1%	1.3%	0.8%	0.9%
Information in the press/magazines/books	11.3%	10.1%	9.5%	7.3%	9.5%
Attendance at a tourism fair	0.0%	0.5%	0.0%	0.6%	0.3%
Tour Operator's brochure or catalogue	4.1%	4.1%	10.1%	4.4%	6.0%
Recommendation by Travel Agency	8.8%	13.1%	14.2%	15.2%	13.0%
Information obtained via the Internet	30.3%	36.9%	29.5%	29.2%	31.3%
Senior Tourism programme	0.0%	0.0%	0.8%	0.0%	0.2%
Others	2.6%	5.2%	2.4%	3.6%	3.4%



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.