

# Tourist profile by quarter of trip (2015)

## Canary Islands: British

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	861,249	927,211	1,072,784	1,005,858	3,867,102
Average daily expenditure (€)	135.42	129.96	136.54	140.69	135.79
. in their place of residence	95.27	90.82	99.78	99.07	96.44
. in the Canary Islands	40.15	39.13	36.76	41.62	39.35
Average length of stay	8.88	8.37	9.99	8.56	8.98
Turnover per tourist (€)	1,069	989	1,242	1,107	1,108
Total turnover (> 16 years old) (€m)	920.3	916.7	1,332.4	1,113.6	4,283.1
Share of british turnover	21.5%	21.4%	31.1%	26.0%	100%
Share of british tourist	22.3%	24.0%	27.7%	26.0%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
<b>Accommodation (*)</b> :	40.23	35.70	41.88	46.84	41.32
- Accommodation	35.41	30.34	35.30	38.88	35.07
- Additional accommodation expenses	4.82	5.36	6.59	7.95	6.25
<b>Transport:</b>	24.98	20.59	22.73	20.71	22.19
- Public transport	4.13	3.84	4.54	3.99	4.14
- Taxi	9.87	8.94	10.29	8.50	9.40
- Car rental	10.98	7.81	7.91	8.22	8.65
<b>Food and drink:</b>	170.55	160.05	175.47	167.93	168.72
- Food purchases at supermarkets	75.96	71.13	84.59	70.24	75.71
- Restaurants	94.59	88.92	90.88	97.70	93.01
<b>Souvenirs:</b>	45.17	44.21	55.68	48.07	48.61
<b>Leisure:</b>	34.68	28.94	38.58	31.96	33.68
- Organized excursions	9.57	10.22	14.54	11.13	11.51
- Leisure, amusement	3.16	4.17	6.96	4.22	4.74
- Trip to other islands	0.99	0.71	0.78	0.71	0.79
- Sporting activities	4.00	4.04	3.88	3.88	3.94
- Cultural activities	2.08	1.40	1.54	1.56	1.63
- Discos and disco-pubs	14.88	8.40	10.88	10.46	11.07
<b>Others:</b>	13.97	13.40	13.36	13.79	13.61
- Wellness	2.75	2.57	2.41	2.53	2.55
- Medical expenses	1.99	1.09	0.80	0.91	1.16
- Other expenses	9.23	9.75	10.15	10.35	9.90

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.9%	0.7%	0.5%	0.5%	0.7%
Between 2 and 7 days	6.9%	5.4%	3.9%	5.2%	5.3%
Between 8 and 15 days	7.6%	7.1%	6.7%	6.3%	6.9%
Between 16 and 30 days	13.6%	12.8%	9.9%	13.2%	12.3%
Between 31 and 90 days	35.3%	35.2%	27.5%	34.4%	32.9%
More than 90 days	35.8%	38.7%	51.5%	40.3%	42.0%

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



	Q1	Q2	Q3	Q4	Total
Flight only	11.3%	8.8%	10.0%	8.6%	9.6%
Flight and accommodation (room only)	33.7%	34.1%	32.9%	33.6%	33.5%
Flight and accommodation (B&B)	7.5%	6.5%	4.1%	6.8%	6.1%
Flight and accommodation (half board)	13.3%	12.7%	12.2%	14.3%	13.1%
Flight and accommodation (full board)	2.8%	2.1%	2.0%	2.4%	2.3%
Flight and accommodation (all inclusive)	31.4%	35.9%	38.9%	34.3%	35.3%
<b>% Tourists using low-cost airlines</b>	59.5%	63.0%	62.2%	59.5%	61.1%
<b>Other expenses in their place of residence:</b>					
- Car rental	5.1%	3.8%	3.3%	3.6%	3.9%
- Sporting activities	3.9%	4.4%	3.9%	3.5%	3.9%
- Excursions	2.0%	2.0%	2.2%	2.2%	2.1%
- Combined trip to other islands	1.4%	0.7%	0.3%	0.6%	0.7%

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	51.1%	52.0%	52.7%	53.0%	52.3%
- Tour Operator's website	79.2%	84.9%	82.2%	82.7%	82.3%
<b>Accommodation</b>	18.2%	17.6%	16.5%	16.9%	17.3%
- Accommodation's website	83.1%	82.0%	82.3%	81.6%	82.2%
<b>Travel agency (High street)</b>	9.4%	9.8%	11.3%	10.1%	10.2%
<b>Online Travel Agency (OTA)</b>	13.4%	14.0%	11.6%	13.6%	13.1%
<b>No need to book accommodation</b>	7.9%	6.6%	7.9%	6.4%	7.2%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	53.4%	55.0%	55.2%	54.5%	54.6%
- Tour Operator's website	81.2%	84.8%	82.6%	84.3%	83.3%
<b>Airline</b>	30.0%	28.9%	26.6%	28.4%	28.4%
- Airline's website	97.8%	97.2%	96.8%	96.3%	97.0%
<b>Travel agency (High street)</b>	8.4%	8.5%	9.6%	8.9%	8.9%
<b>Online Travel Agency (OTA)</b>	8.1%	7.5%	8.7%	8.2%	8.2%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	8.5%	8.6%	7.5%	9.1%	8.4%
4* Hotel	31.9%	32.7%	33.1%	35.3%	33.3%
1-2-3* Hotel	12.5%	12.9%	11.9%	11.4%	12.2%
Apartment	35.0%	37.7%	38.7%	36.6%	37.1%
Property (privately-owned, friends, family)	7.8%	5.0%	6.9%	5.5%	6.3%
Others	4.3%	3.1%	1.8%	2.1%	2.8%

### How are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	47.4%	45.9%	46.1%	48.9%	47.1%
Percentage of women	52.6%	54.1%	53.9%	51.1%	52.9%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	44.6	43.4	44.1	47.0	44.8
Standard deviation	14.8	15.3	13.8	14.5	14.6

	Q1	Q2	Q3	Q4	Total
<b>Age range</b>					
16-24 years old	9.4%	11.9%	8.0%	7.0%	9.0%
25-30 years old	11.1%	13.6%	10.5%	10.0%	11.3%
31-45 years old	34.6%	30.9%	37.6%	28.2%	32.9%
46-60 years old	27.7%	26.5%	30.1%	35.0%	30.0%
Over 60 years old	17.2%	17.1%	13.7%	19.8%	16.9%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	35.1%	32.2%	34.2%	33.8%	33.8%
Upper/Middle management employee	25.9%	26.2%	27.7%	25.8%	26.4%
Auxiliary level employee	17.0%	16.7%	19.9%	17.1%	17.7%
Students	3.6%	5.8%	3.8%	2.1%	3.8%
Retired	16.9%	16.5%	12.0%	19.1%	16.0%
Unemployed / unpaid dom. work	1.5%	2.5%	2.4%	2.2%	2.2%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	17.0%	17.7%	15.6%	17.3%	16.8%
€24,001 - €36,000	18.5%	20.2%	17.5%	19.4%	18.9%
€36,001 - €48,000	17.2%	15.5%	16.9%	17.0%	16.7%
€48,001 - €60,000	15.1%	13.8%	14.8%	13.1%	14.2%
€60,001 - €72,000	9.2%	9.1%	11.1%	9.9%	9.9%
€72,001 - €84,000	6.0%	7.3%	6.4%	5.7%	6.3%
More than €84,000	17.0%	16.3%	17.8%	17.7%	17.2%

(\*) Bear in mind that 90% of british tourists pay the accommodation before travelling.

# Tourist profile by quarter of trip (2015)

## Canary Islands: British



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	237,279	264,226	276,100	266,162	1,043,767
- Fuerteventura	97,927	122,032	112,335	117,601	449,896
- Gran Canaria	109,369	140,490	173,359	137,207	560,426
- Tenerife	399,605	392,318	499,307	474,227	1,765,457
- La Palma	8,167	5,288	5,364	6,996	25,814

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	27.8%	28.6%	25.9%	26.6%	27.1%
- Fuerteventura	11.5%	13.2%	10.5%	11.7%	11.7%
- Gran Canaria	12.8%	15.2%	16.3%	13.7%	14.6%
- Tenerife	46.9%	42.4%	46.8%	47.3%	45.9%
- La Palma	1.0%	0.6%	0.5%	0.7%	0.7%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	7.2%	5.9%	5.0%	8.4%	6.6%
Only with partner	54.9%	51.4%	34.0%	52.1%	47.5%
Only with children (under the age of 13)	0.3%	1.2%	2.5%	1.2%	1.4%
Partner + children (under the age of 13)	9.0%	10.8%	19.6%	9.5%	12.5%
Other relatives	6.9%	6.4%	8.9%	6.3%	7.2%
Friends	7.2%	8.2%	3.8%	5.8%	6.1%
Work colleagues	0.2%	0.1%	0.0%	0.2%	0.1%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.5%	91.5%	90.5%	93.5%	91.9%
Tranquillity/rest/relaxation	35.3%	34.9%	29.9%	34.2%	33.4%
Beaches	23.5%	24.9%	28.6%	26.1%	25.9%
Price	20.2%	25.6%	20.5%	18.7%	21.2%
Ease of travel	18.8%	18.6%	11.4%	17.0%	16.2%
Scenery	15.7%	13.2%	14.2%	15.9%	14.7%
Visiting new places	11.5%	12.9%	13.7%	11.1%	12.3%
Suitable destination for children	5.6%	9.8%	16.5%	7.1%	10.0%
Quality of the environment	8.4%	9.5%	8.0%	8.1%	8.5%
Nightlife/fun	8.0%	7.9%	7.7%	7.0%	7.6%
Security	3.8%	4.1%	7.3%	8.2%	6.0%
Theme parks	2.7%	4.4%	6.8%	4.0%	4.6%
Culture	4.2%	2.8%	4.3%	3.7%	3.8%
Shopping	3.0%	2.8%	3.4%	3.5%	3.2%
Active tourism	3.7%	2.9%	1.9%	2.6%	2.7%
Golf	1.4%	1.2%	1.2%	1.0%	1.2%

### How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.6%	96.1%	94.8%	95.4%	94.8%
Average rating (scale 1-10)	8.84	9.11	9.12	9.12	9.06

### How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	85.2%	82.8%	82.2%	84.7%	83.7%
In love (more than 10 visits)	22.0%	20.4%	17.8%	21.3%	20.3%

### Where does the flight come from?

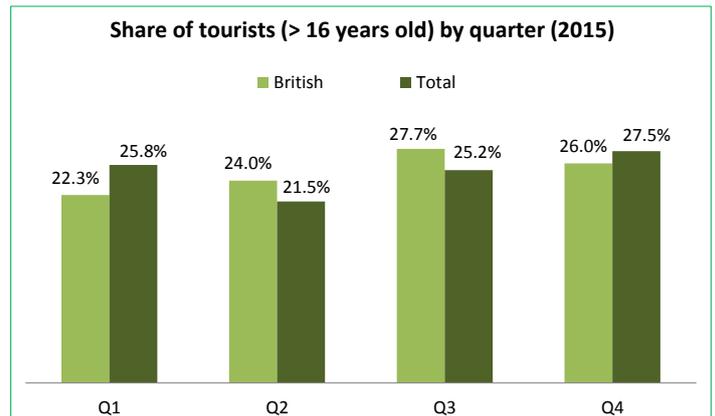
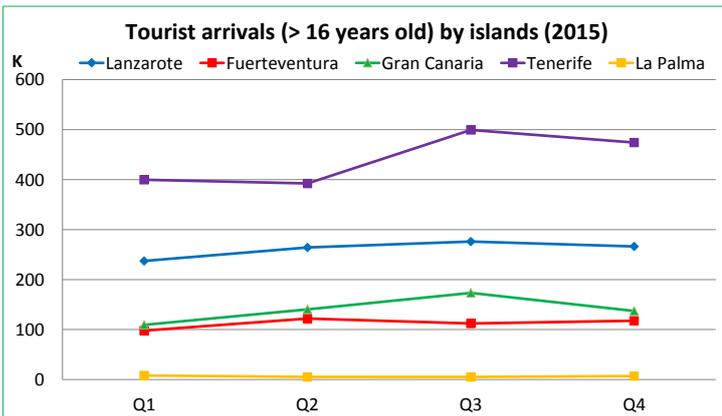


Ten main origin countries	Q1	Q2	Q3	Q4	Total
United Kingdom	98.1%	98.4%	97.8%	97.4%	97.9%
Spain	1.1%	0.8%	0.8%	1.4%	1.0%
Ireland	0.3%	0.3%	1.1%	0.9%	0.7%
Germany	0.2%	0.1%	0.0%	0.2%	0.1%
Others	0.0%	0.2%	0.1%	0.1%	0.1%
Norway	0.1%	0.0%	0.1%	0.0%	0.1%
Czech Republic	0.0%	0.2%	0.0%	0.0%	0.0%
Belgium	0.1%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	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	71.7%	69.6%	68.0%	72.8%	70.5%
Recommendation by friends or relatives	37.4%	36.6%	37.1%	37.4%	37.1%
The Canary Islands television channel	0.2%	0.4%	0.1%	0.2%	0.2%
Other television or radio channels	0.3%	0.3%	0.2%	0.2%	0.2%
Information in the press/magazines/books	2.4%	2.7%	2.1%	3.1%	2.5%
Attendance at a tourism fair	0.1%	0.3%	0.2%	0.4%	0.2%
Tour Operator's brochure or catalogue	6.7%	8.8%	11.0%	7.6%	8.6%
Recommendation by Travel Agency	4.6%	5.3%	5.9%	4.8%	5.2%
Information obtained via the Internet	23.3%	27.3%	25.6%	22.4%	24.7%
Senior Tourism programme	0.0%	0.0%	0.1%	0.0%	0.0%
Others	6.5%	6.2%	5.9%	5.7%	6.1%



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.