

Profile of russian tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Russia	All markets
Tourist arrivals (> 16 years old)	82,979	12,310,044
Average daily expenditure (€)	151.89	133.60
. in their place of residence	92.39	95.33
. in the Canary Islands	59.49	38.27
Average length of stay	12.76	9.46
Turnover per tourist (€)	1,680	1,125
Total turnover (> 16 years old) (€m)	139	13,854
Share of total turnover	1.0%	100%
Share of total tourist	0.7%	100%

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

	Russia	All markets
Accommodation (*) :	128.34	44.10
- Accommodation	120.12	37.76
- Additional accommodation expenses	8.22	6.33
Transport:	38.27	27.41
- Public transport	11.25	4.99
- Taxi	8.58	7.42
- Car rental	18.44	14.99
Food and drink:	259.37	153.13
- Food purchases at supermarkets	130.01	68.64
- Restaurants	129.36	84.49
Souvenirs:	150.53	55.15
Leisure:	63.95	36.28
- Organized excursions	34.47	14.63
- Leisure, amusement	8.92	5.23
- Trip to other islands	3.16	1.51
- Sporting activities	7.31	5.38
- Cultural activities	2.53	2.18
- Discos and disco-pubs	7.56	7.34
Others:	24.64	15.71
- Wellness	5.98	2.97
- Medical expenses	0.05	1.46
- Other expenses	18.61	11.28

How far in advance do they book their trip?



	Russia	All markets
The same day they leave	0.2%	0.6%
Between 2 and 7 days	5.5%	7.3%
Between 8 and 15 days	10.8%	8.9%
Between 16 and 30 days	15.5%	15.4%
Between 31 and 90 days	35.2%	33.9%
More than 90 days	32.9%	33.8%

What do they book at their place of residence?



	Russia	All markets
Flight only	15.7%	11.1%
Flight and accommodation (room only)	33.9%	25.5%
Flight and accommodation (B&B)	7.2%	7.6%
Flight and accommodation (half board)	20.2%	18.3%
Flight and accommodation (full board)	9.5%	4.4%
Flight and accommodation (all inclusive)	13.5%	33.2%
% Tourists using low-cost airlines	18.3%	47.1%
Other expenses in their place of residence:		
- Car rental	23.7%	11.5%
- Sporting activities	4.2%	5.4%
- Excursions	24.8%	5.7%
- Combined trip to other islands	6.2%	2.0%

How do they book?



	Russia	All markets
Accommodation booking		
Tour Operator	27.4%	42.8%
- Tour Operator's website	29.7%	78.8%
Accommodation	30.0%	14.0%
- Accommodation's website	83.3%	81.9%
Travel agency (High street)	9.5%	19.8%
Online Travel Agency (OTA)	28.4%	15.4%
No need to book accommodation	4.6%	8.0%

Flight booking

	Russia	All markets
Tour Operator	24.5%	45.5%
- Tour Operator's website	35.4%	77.7%
Airline	56.8%	24.9%
- Airline's website	88.3%	96.2%
Travel agency (High street)	8.4%	18.6%
Online Travel Agency (OTA)	10.2%	11.0%

Where do they stay?



	Russia	All markets
5* Hotel	18.2%	6.8%
4* Hotel	33.2%	37.7%
1-2-3* Hotel	21.3%	15.0%
Apartment	19.9%	30.3%
Property (privately-owned, friends, family)	4.9%	7.0%
Others	2.5%	3.2%

How are they?



	Russia	All markets
Gender		
Percentage of men	47.0%	49.8%
Percentage of women	53.0%	50.2%

Age

	Russia	All markets
Average age (tourists > 16 years old)	38.3	44.5
Standard deviation	10.8	14.9

Age range

	Russia	All markets
16-24 years old	8.1%	8.8%
25-30 years old	20.9%	13.1%
31-45 years old	47.8%	32.8%
46-60 years old	20.4%	28.4%
Over 60 years old	2.9%	17.0%

Occupation

	Russia	All markets
Business owner or self-employed	31.2%	23.7%
Upper/Middle management employee	33.9%	37.1%
Auxiliary level employee	24.2%	16.6%
Students	4.1%	5.6%
Retired	3.0%	14.5%
Unemployed / unpaid dom. work	3.6%	2.5%

Annual household income level

	Russia	All markets
€12,000 - €24,000	50.1%	18.3%
€24,001 - €36,000	19.4%	18.9%
€36,001 - €48,000	10.8%	16.9%
€48,001 - €60,000	7.3%	14.6%
€60,001 - €72,000	3.9%	9.2%
€72,001 - €84,000	1.6%	6.1%
More than €84,000	6.9%	16.0%

(*) Bear in mind that 84% of russian tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Russia	All markets
- Lanzarote	95	2,242,245
- Fuerteventura	835	1,806,014
- Gran Canaria	5,991	3,447,259
- Tenerife	76,039	4,518,215
- La Palma	0	167,100

Share (%)	Russia	All markets
- Lanzarote	0.1%	18.4%
- Fuerteventura	1.0%	14.8%
- Gran Canaria	7.2%	28.3%
- Tenerife	91.7%	37.1%
- La Palma	0.0%	1.4%

Who do they come with?



	Russia	All markets
Unaccompanied	16.7%	9.8%
Only with partner	29.5%	48.0%
Only with children (under the age of 13)	4.1%	1.4%
Partner + children (under the age of 13)	8.3%	11.8%
Other relatives	4.8%	6.4%
Friends	5.3%	6.1%
Work colleagues	0.0%	0.4%

How do they value the destination?



Impression of their stay	Russia	All markets
Good or very good (% tourists)	96.3%	93.3%
Average rating (scale 1-10)	9.30	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Russia	All markets
Repeat tourists	47.0%	76.4%
In love (more than 10 visits)	5.4%	16.7%

Where does the flight come from?



Ten main origin countries	Russia	All markets
Russia	67,269	75,476
Spain	8,654	1,897,955
Others	2,057	214,665
Germany	2,021	2,561,891
Finland	905	202,381
Switzerland	622	243,535
United Kingdom	562	3,848,961
Poland	422	183,396
Netherlands	374	386,532
Denmark	94	290,123

Why do they choose the Canary Islands?



Aspects influencing the choice	Russia	All markets
Climate/sun	85.2%	89.3%
Beaches	33.7%	33.6%
Tranquillity/rest/relaxation	24.1%	37.9%
Scenery	22.0%	22.6%
Visiting new places	21.4%	14.1%
Quality of the environment	20.6%	6.4%
Security	11.4%	7.5%
Active tourism	9.6%	5.2%
Suitable destination for children	9.6%	7.7%
Theme parks	7.2%	3.1%
Nautical activities	5.8%	2.1%
Shopping	5.2%	3.0%
Culture	4.3%	2.7%
Price	3.5%	14.1%
Security against natural catastrophes	1.2%	0.6%
Ease of travel	1.0%	8.3%

* Multi-choice question

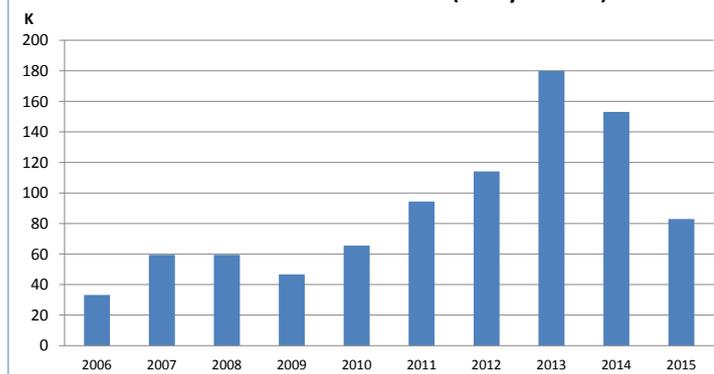
What did motivate them to come?



Aspects motivating the choice	Russia	All markets
Previous visits to the Canary Islands	42.9%	64.1%
Recommendation by friends or relatives	38.8%	34.7%
The Canary Islands television channel	0.6%	0.4%
Other television or radio channels	3.0%	0.7%
Information in the press/magazines/books	4.3%	3.7%
Attendance at a tourism fair	5.1%	0.5%
Tour Operator's brochure or catalogue	6.8%	8.2%
Recommendation by Travel Agency	7.4%	9.5%
Information obtained via the Internet	41.0%	25.6%
Senior Tourism programme	0.3%	0.3%
Others	5.4%	6.7%

* Multi-choice question

Russian market: Tourist arrivals (> 16 years old)



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.

Russian tourist arrivals (> 16 years old) by quarter

