

Tourist profile by quarter of trip (2015)

Canary Islands: Russian



How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	15,165	19,290	22,032	26,492	82,979
Average daily expenditure (€)	187.03	155.95	145.41	134.19	151.89
. in their place of residence	106.48	101.49	97.40	73.55	92.39
. in the Canary Islands	80.56	54.46	48.01	60.65	59.49
Average length of stay	10.52	12.30	14.32	13.07	12.76
Turnover per tourist (€)	1,771	1,781	1,791	1,462	1,680
Total turnover (> 16 years old) (€m)	26.9	34.3	39.5	38.7	139.4
Share of russian turnover	19.3%	24.6%	28.3%	27.8%	100%
Share of russian tourist	18.3%	23.2%	26.6%	31.9%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	144.12	163.75	79.81	133.89	128.34
- Accommodation	134.19	162.11	66.82	125.83	120.12
- Additional accommodation expenses	9.93	1.64	12.99	8.06	8.22
Transport:	50.74	51.09	29.29	29.28	38.27
- Public transport	17.37	21.33	7.77	3.30	11.25
- Taxi	14.30	5.87	4.53	10.66	8.58
- Car rental	19.08	23.89	16.98	15.33	18.44
Food and drink:	304.35	207.27	249.26	279.96	259.37
- Food purchases at supermarkets	148.12	105.43	128.41	138.86	130.01
- Restaurants	156.23	101.85	120.85	141.09	129.36
Souvenirs:	149.41	127.48	165.12	155.83	150.53
Leisure:	68.27	84.91	51.65	56.44	63.95
- Organized excursions	34.89	37.05	40.31	27.49	34.47
- Leisure, amusement	6.67	22.94	2.71	5.16	8.92
- Trip to other islands	1.46	10.52	0.00	1.40	3.16
- Sporting activities	0.35	9.03	2.77	13.81	7.31
- Cultural activities	7.20	0.75	1.47	2.03	2.53
- Discos and disco-pubs	17.70	4.61	4.38	6.56	7.56
Others:	63.05	12.55	13.00	21.14	24.64
- Wellness	17.85	3.93	3.02	3.13	5.98
- Medical expenses	0.15	0.10	0.00	0.00	0.05
- Other expenses	45.05	8.51	9.98	18.01	18.61

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.2%	0.6%	0.0%	0.2%
Between 2 and 7 days	5.3%	8.7%	3.5%	5.0%	5.5%
Between 8 and 15 days	8.7%	9.6%	7.3%	16.1%	10.8%
Between 16 and 30 days	9.1%	15.8%	18.6%	16.5%	15.5%
Between 31 and 90 days	36.6%	30.6%	39.7%	33.9%	35.2%
More than 90 days	40.4%	35.1%	30.3%	28.6%	32.9%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	19.0%	14.8%	10.3%	18.8%	15.7%
Flight and accommodation (room only)	38.7%	21.6%	29.1%	44.6%	33.9%
Flight and accommodation (B&B)	8.6%	11.5%	4.0%	5.6%	7.2%
Flight and accommodation (half board)	16.3%	27.4%	26.1%	12.0%	20.2%
Flight and accommodation (full board)	8.7%	13.0%	14.8%	2.8%	9.5%
Flight and accommodation (all inclusive)	8.6%	11.7%	15.8%	16.1%	13.5%
% Tourists using low-cost airlines	33.6%	11.9%	17.7%	14.2%	18.3%
Other expenses in their place of residence:					
- Car rental	31.9%	27.2%	15.3%	21.5%	23.7%
- Sporting activities	2.8%	2.8%	5.6%	5.1%	4.2%
- Excursions	19.5%	24.2%	34.1%	22.4%	24.8%
- Combined trip to other islands	2.7%	4.4%	6.2%	10.1%	6.2%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	20.0%	35.4%	34.5%	20.1%	27.4%
- Tour Operator's website	20.0%	25.9%	40.7%	29.5%	29.7%
Accommodation	38.5%	28.0%	29.0%	27.1%	30.0%
- Accommodation's website	84.2%	87.3%	74.2%	88.0%	83.3%
Travel agency (High street)	5.7%	8.1%	13.2%	9.9%	9.5%
Online Travel Agency (OTA)	29.3%	28.3%	18.2%	36.6%	28.4%
No need to book accommodation	6.4%	0.3%	5.1%	6.3%	4.6%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	15.2%	27.5%	30.7%	23.2%	24.5%
- Tour Operator's website	34.6%	26.2%	37.6%	40.4%	35.4%
Airline	63.5%	55.1%	45.9%	62.3%	56.8%
- Airline's website	91.0%	85.5%	91.0%	86.9%	88.3%
Travel agency (High street)	5.7%	9.1%	16.0%	3.9%	8.4%
Online Travel Agency (OTA)	15.5%	8.4%	7.4%	10.6%	10.2%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	14.3%	25.8%	20.2%	13.3%	18.2%
4* Hotel	34.5%	36.0%	38.8%	25.8%	33.2%
1-2-3* Hotel	19.4%	34.1%	17.0%	16.7%	21.3%
Apartment	24.0%	3.1%	17.4%	31.8%	19.9%
Property (privately-owned, friends, family)	4.2%	0.6%	5.7%	7.9%	4.9%
Others	3.6%	0.5%	0.9%	4.6%	2.5%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	41.2%	50.0%	54.0%	42.5%	47.0%
Percentage of women	58.8%	50.0%	46.0%	57.5%	53.0%

Age					
Average age (tourists > 16 years old)	35.5	36.5	38.3	41.3	38.3
Standard deviation	10.1	10.1	11.4	10.3	10.8

Age range					
16-24 years old	14.2%	10.8%	9.8%	1.2%	8.1%
25-30 years old	21.4%	27.0%	23.5%	13.8%	20.9%
31-45 years old	50.2%	41.7%	42.5%	55.3%	47.8%
46-60 years old	13.3%	20.4%	19.6%	25.1%	20.4%
Over 60 years old	0.9%	0.1%	4.6%	4.5%	2.9%

Occupation					
Business owner or self-employed	35.3%	35.4%	25.8%	28.7%	31.2%
Upper/Middle management employee	35.9%	30.9%	33.8%	35.2%	33.9%
Auxiliary level employee	19.9%	25.8%	23.3%	26.3%	24.2%
Students	7.7%	4.2%	6.6%	0.0%	4.1%
Retired	0.4%	1.3%	3.0%	6.2%	3.0%
Unemployed / unpaid dom. work	0.8%	2.4%	7.5%	3.6%	3.6%

Annual household income level					
€12,000 - €24,000	37.7%	58.3%	47.5%	52.5%	50.1%
€24,001 - €36,000	32.5%	14.4%	23.6%	12.5%	19.4%
€36,001 - €48,000	6.4%	8.6%	11.7%	14.9%	10.8%
€48,001 - €60,000	7.0%	8.8%	6.0%	7.3%	7.3%
€60,001 - €72,000	3.4%	2.1%	5.7%	4.3%	3.9%
€72,001 - €84,000	4.4%	0.1%	0.9%	1.7%	1.6%
More than €84,000	8.6%	7.7%	4.6%	6.8%	6.9%

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

Tourist profile by quarter of trip (2015)

Canary Islands: Russian

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	95	0	0	0	95
- Fuerteventura	835	0	0	0	835
- Gran Canaria	1,983	826	777	2,404	5,991
- Tenerife	12,252	18,445	21,255	24,088	76,039
- La Palma	0	0	0	0	0

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	0.6%	0.0%	0.0%	0.0%	0.1%
- Fuerteventura	5.5%	0.0%	0.0%	0.0%	1.0%
- Gran Canaria	13.1%	4.3%	3.5%	9.1%	7.2%
- Tenerife	80.8%	95.7%	96.5%	90.9%	91.7%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	15.5%	16.2%	12.3%	21.4%	16.7%
Only with partner	22.0%	37.0%	25.3%	32.0%	29.5%
Only with children (under the age of 13)	0.9%	5.4%	3.0%	6.0%	4.1%
Partner + children (under the age of 13)	6.2%	9.8%	15.4%	2.4%	8.3%
Other relatives	12.5%	4.9%	3.8%	1.2%	4.8%
Friends	9.9%	4.1%	1.2%	6.8%	5.3%
Work colleagues	0.0%	0.1%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	87.3%	79.8%	81.1%	91.4%	85.2%
Beaches	29.4%	27.0%	37.2%	38.0%	33.7%
Tranquillity/rest/relaxation	26.2%	26.9%	19.7%	24.5%	24.1%
Scenery	24.7%	18.5%	20.3%	24.3%	22.0%
Visiting new places	30.9%	13.7%	25.4%	18.1%	21.4%
Quality of the environment	25.3%	31.7%	15.8%	13.9%	20.6%
Security	9.8%	12.7%	8.6%	13.6%	11.4%
Active tourism	11.2%	10.8%	6.6%	10.4%	9.6%
Suitable destination for children	2.8%	14.4%	11.3%	8.8%	9.6%
Theme parks	3.5%	9.5%	8.2%	6.8%	7.2%
Nautical activities	0.6%	3.9%	6.6%	9.4%	5.8%
Shopping	4.9%	3.3%	6.7%	5.6%	5.2%
Culture	2.9%	5.5%	5.5%	3.4%	4.3%
Price	5.9%	4.0%	3.0%	2.1%	3.5%
Security against natural catastrophes	0.9%	0.2%	1.2%	2.1%	1.2%
Ease of travel	3.0%	0.0%	0.5%	0.9%	1.0%

How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	91.2%	97.6%	96.5%	98.2%	96.3%
Average rating (scale 1-10)	8.94	9.45	9.18	9.51	9.30

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	91.2%	97.6%	96.5%	98.2%	96.3%
In love (more than 10 visits)	893.6%	945.4%	917.7%	951.4%	930.1%

Where does the flight come from?

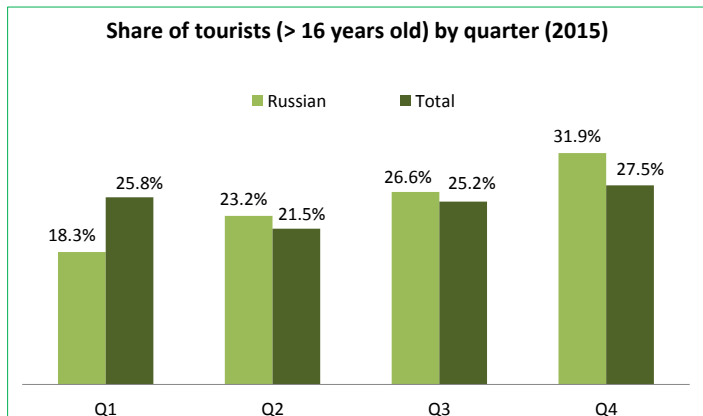
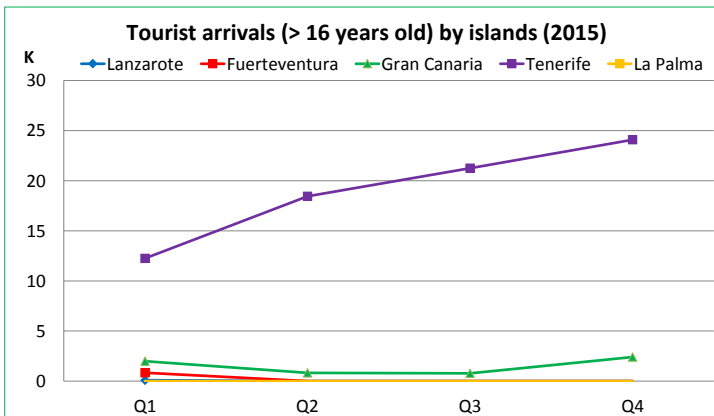


Ten main origin countries	Q1	Q2	Q3	Q4	Total
Russia	60.8%	89.0%	94.0%	76.1%	81.1%
Spain	17.7%	6.2%	3.6%	15.0%	10.4%
Others	0.0%	3.0%	0.4%	5.2%	2.5%
Germany	11.0%	1.8%	0.0%	0.0%	2.4%
Finland	3.9%	0.0%	0.0%	1.2%	1.1%
Switzerland	2.0%	0.0%	0.0%	1.2%	0.7%
United Kingdom	3.7%	0.0%	0.0%	0.0%	0.7%
Poland	0.3%	0.0%	0.3%	1.2%	0.5%
Netherlands	0.0%	0.0%	1.7%	0.0%	0.5%
Denmark	0.6%	0.0%	0.0%	0.0%	0.1%

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	37.0%	54.5%	30.2%	48.4%	42.9%
Recommendation by friends or relatives	33.2%	34.5%	51.4%	34.9%	38.8%
The Canary Islands television channel	0.0%	0.0%	0.0%	1.9%	0.6%
Other television or radio channels	2.6%	2.1%	2.2%	4.6%	3.0%
Information in the press/magazines/books	0.9%	7.4%	4.9%	3.7%	4.3%
Attendance at a tourism fair	12.0%	3.5%	5.0%	2.4%	5.1%
Tour Operator's brochure or catalogue	3.3%	9.6%	10.5%	3.7%	6.8%
Recommendation by Travel Agency	9.4%	3.8%	8.7%	7.9%	7.4%
Information obtained via the Internet	46.1%	33.2%	46.4%	39.2%	41.0%
Senior Tourism programme	0.0%	0.1%	1.0%	0.0%	0.3%
Others	10.4%	3.7%	5.3%	3.8%	5.4%



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.