

Tourist profile evolution (2015)

Tenerife



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	4,090,089	4,079,973	4,221,657	4,270,877	4,518,215
Average daily expenditure (€)	119.97	128.05	129.22	133.63	138.56
- in their place of residence	81.19	88.92	90.33	92.94	96.53
- in the Canary Islands	38.79	39.13	38.89	40.69	42.03
Average length of stay	9.83	9.55	9.63	9.13	9.21
Turnover per tourist (€)	1,038	1,097	1,103	1,099	1,135
Total turnover (> 16 years old) (€m)	4,247	4,476	4,657	4,695	5,130
Year on year variation of turnover	--	5.4%	4.0%	0.8%	9.2%
Year on year variation of tourist	--	-0.2%	3.5%	1.2%	5.8%

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

Accommodation (*):	45.29	45.72	46.67	43.61	51.75
- Accommodation	37.61	39.74	41.94	38.40	43.03
- Additional accommodation expenses	7.68	5.98	4.73	5.22	8.71
Transport:	30.86	28.07	26.41	25.06	25.56
- Public transport	5.03	4.57	5.22	4.33	4.53
- Taxi	8.41	8.20	7.17	6.73	6.98
- Car rental	17.42	15.31	14.01	14.00	14.04
Food and drink:	145.70	135.97	144.92	145.23	161.67
- Food purchases at supermarkets	62.25	55.79	60.51	58.07	71.90
- Restaurants	83.45	80.18	84.41	87.16	89.76
Souvenirs:	52.45	60.30	66.44	70.86	60.57
Leisure:	47.79	46.10	45.30	42.61	41.74
- Organized excursions	21.55	20.50	21.88	19.40	17.57
- Leisure, amusement	9.11	8.35	8.09	8.09	7.97
- Trip to other islands	2.47	2.09	2.25	1.55	1.11
- Sporting activities	3.79	3.62	3.89	4.39	4.45
- Cultural activities	1.69	2.00	1.81	1.75	1.79
- Discos and disco-pubs	9.17	9.55	7.38	7.44	8.86
Others:	38.28	28.87	27.58	27.64	17.91
- Wellness	3.09	3.77	3.69	2.89	2.69
- Medical expenses	1.74	1.78	1.38	1.35	1.30
- Other expenses	33.45	23.33	22.51	23.40	13.92

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.5%	0.5%	0.5%	0.6%	0.7%
Between 2 and 7 days	9.9%	8.5%	8.2%	8.8%	7.4%
Between 8 and 15 days	11.0%	10.5%	10.4%	9.2%	8.7%
Between 16 and 30 days	17.3%	16.9%	16.5%	16.0%	14.5%
Between 31 and 90 days	32.1%	33.4%	31.3%	31.5%	33.1%
More than 90 days	29.1%	30.1%	33.2%	33.9%	35.6%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	13.4%	12.4%	12.3%	11.2%	13.7%
Flight and accommodation (room only)	24.1%	20.9%	24.3%	21.9%	25.5%
Flight and accommodation (B&B)	7.4%	7.6%	8.1%	9.3%	8.7%
Flight and accommodation (half board)	24.4%	23.8%	21.2%	23.0%	19.5%
Flight and accommodation (full board)	6.3%	7.5%	5.9%	5.4%	4.7%
Flight and accommodation (all inclusive)	24.3%	27.7%	28.1%	29.2%	27.8%
% Tourists using low-cost airlines	37.5%	37.1%	42.8%	43.1%	49.4%
Other expenses in their place of residence:					
- Car rental	9.3%	9.8%	11.4%	11.0%	12.8%
- Sporting activities	3.7%	3.9%	4.5%	3.8%	4.4%
- Excursions	5.0%	5.6%	6.6%	6.4%	7.1%
- Combined trip to other islands	1.0%	1.4%	1.6%	1.4%	1.2%

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	46.1%	45.2%	42.1%	44.2%	41.0%
- Tour Operator's website	67.5%	71.5%	75.0%	73.5%	78.9%
Accommodation	13.4%	12.1%	14.7%	14.1%	14.7%
- Accommodation's website	74.3%	76.9%	78.2%	79.1%	81.6%
Travel agency (High street)	19.6%	22.2%	20.8%	20.8%	19.4%
Online Travel Agency (OTA)	10.7%	11.5%	13.6%	13.4%	15.1%
No need to book accommodation	10.2%	8.9%	8.8%	7.5%	9.9%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	55.4%	50.6%	44.3%	47.1%	44.2%
- Tour Operator's website	68.1%	70.6%	73.4%	73.0%	77.7%
Airline	19.4%	20.2%	26.1%	23.9%	27.1%
- Airline's website	95.4%	95.1%	95.4%	95.6%	96.1%
Travel agency (High street)	17.0%	20.4%	19.7%	18.9%	17.6%
Online Travel Agency (OTA)	8.2%	8.8%	9.9%	10.1%	11.0%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	8.3%	9.2%	9.5%	9.9%	9.3%
4* Hotel	42.3%	44.7%	40.4%	43.9%	39.6%
1-2-3* Hotel	12.9%	13.5%	12.7%	13.8%	11.5%
Apartment	24.8%	22.4%	26.9%	23.7%	28.1%
Property (privately-owned, friends, family)	6.8%	6.9%	7.9%	6.9%	9.2%
Others	4.9%	3.3%	2.6%	1.8%	2.3%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	48.0%	46.0%	45.4%	46.2%	48.8%
Percentage of women	52.0%	54.0%	54.6%	53.8%	51.2%

Age

Average age (tourists > 16 years old)	45.5	44.9	43.9	42.5	42.1
Standard deviation	15.3	15.3	14.7	14.3	14.1

Age range

16-24 years old	8.5%	9.4%	9.0%	10.1%	10.2%
25-30 years old	12.1%	12.6%	13.2%	14.8%	15.6%
31-45 years old	31.9%	32.3%	34.5%	35.9%	35.0%
46-60 years old	26.9%	26.3%	26.8%	26.1%	27.6%
Over 60 years old	20.7%	19.4%	16.5%	13.1%	11.6%

Occupation

Business owner or self-employed	23.3%	23.9%	24.1%	26.2%	27.0%
Upper/Middle management employee	32.6%	33.2%	34.0%	36.0%	35.4%
Auxiliary level employee	17.0%	16.8%	18.2%	18.2%	18.8%
Students	4.7%	5.1%	5.8%	5.3%	6.2%
Retired	19.2%	18.0%	15.0%	11.6%	9.8%
Unemployed / unpaid dom. work	3.3%	3.0%	2.8%	2.7%	2.9%

Annual household income level

€12,000 - €24,000	21.8%	22.2%	21.6%	20.1%	20.4%
€24,001 - €36,000	21.3%	20.9%	21.0%	20.0%	20.0%
€36,001 - €48,000	17.5%	17.2%	16.4%	16.3%	16.3%
€48,001 - €60,000	13.7%	12.8%	14.1%	14.3%	14.0%
€60,001 - €72,000	8.3%	7.9%	7.5%	8.9%	8.4%
€72,001 - €84,000	5.0%	5.4%	4.9%	4.9%	5.4%
More than €84,000	12.5%	13.5%	14.4%	15.4%	15.5%

(*) Bear in mind that 86% of the tourists visiting Tenerife in 2015 paid the accommodation before travelling.

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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	7.8%	8.1%	9.3%	8.4%	8.8%
Only with partner	49.6%	47.8%	45.2%	45.4%	45.1%
Only with children (under the age of 13)	1.6%	1.3%	1.8%	1.6%	1.6%
Partner + children (under the age of 13)	11.9%	11.5%	11.8%	13.4%	12.6%
Other relatives	5.6%	6.5%	7.4%	6.6%	6.8%
Friends	6.4%	6.5%	6.1%	6.6%	5.7%
Work colleagues	0.4%	0.5%	0.3%	0.4%	0.4%

Why do they choose the Canary Islands?



Aspects that influence the destination choice	2011	2012	2013	2014	2015
Climate/sun	89.6%	90.4%	90.1%	90.1%	88.4%
Tranquility/rest/relaxation	37.1%	36.2%	34.4%	33.1%	32.1%
Scenery	25.8%	24.4%	23.7%	25.3%	26.7%
Beaches	21.3%	22.2%	24.3%	24.4%	24.7%
Visiting new places	16.4%	16.1%	15.3%	15.3%	14.8%
Price	15.5%	15.5%	14.1%	14.5%	13.8%
Suitable destination for children	8.5%	7.9%	8.6%	8.9%	7.9%
Ease of travel	9.9%	9.8%	9.3%	8.6%	7.9%
Theme parks	5.9%	6.2%	6.2%	6.8%	7.5%
Quality of the environment	7.7%	7.0%	7.0%	6.6%	7.1%
Security	5.9%	4.8%	5.0%	4.8%	6.4%
Active tourism	3.9%	4.6%	5.0%	5.6%	5.8%
Nightlife/fun	5.5%	5.9%	5.2%	5.2%	5.5%
Shopping	4.0%	4.0%	3.8%	3.7%	3.9%
Culture	2.6%	2.6%	2.8%	2.4%	2.9%
Nautical activities	1.5%	1.5%	1.6%	1.8%	1.8%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	92.2%	93.0%	92.7%	93.5%	93.3%
Average rating (scale 1-10)	8.73	8.77	8.78	8.82	8.85

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists of the island	53.4%	51.7%	49.1%	48.3%	47.9%
- more than 10 visits to the island	8.6%	8.2%	7.8%	6.8%	7.3%

What did motivate them to come?



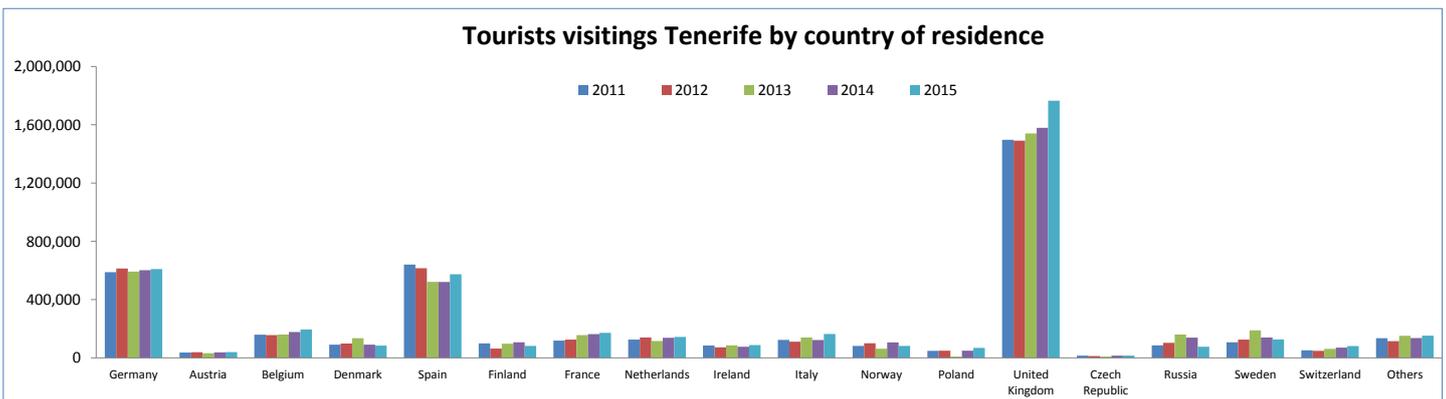
Aspects that motivate the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	66.0%	65.4%	61.8%	61.4%	61.1%
Recommendation by friends or relatives	36.6%	37.8%	35.9%	36.2%	37.7%
The Canary Islands television channel	0.4%	0.5%	0.4%	0.4%	0.4%
Other television or radio channels	1.3%	1.2%	0.9%	0.9%	0.8%
Information in the press/magazines/books	4.2%	4.4%	4.2%	3.7%	3.5%
Attendance at a tourism fair	0.6%	0.6%	0.7%	0.7%	0.5%
Tour Operator's brochure or catalogue	11.1%	10.2%	8.9%	7.8%	6.6%
Recommendation by Travel Agency	10.6%	10.3%	8.9%	9.1%	8.3%
Information obtained via the Internet	23.3%	23.5%	23.5%	23.7%	22.4%
Senior Tourism programme	1.8%	1.8%	1.2%	0.5%	0.4%
Others	7.0%	6.8%	6.7%	6.3%	6.0%

* Multi-choice question

Where are they from?



Ten main source markets	2011	2012	2013	2014	2015
United Kingdom	1,496,633	1,490,921	1,540,454	1,578,655	1,765,457
Germany	588,470	613,663	591,844	601,905	609,239
Spain	640,208	615,477	522,200	521,247	574,059
Belgium	159,578	156,233	160,624	177,671	194,810
France	118,576	125,541	155,964	163,296	172,150
Italy	123,959	111,178	139,644	122,478	164,017
Others	135,268	114,714	151,303	136,060	152,014
Netherlands	125,087	140,074	115,633	138,121	143,581
Sweden	106,876	125,365	189,493	139,796	126,158
Ireland	84,519	71,987	86,228	75,922	88,189



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.