

Tourist profile by country of residence (2015)

Canary Islands: main source markets



How many they are and how much do they spend?



	UK	Germany	Nordics	Spain	Total
Tourist arrivals (> 16 years old)	3,867,102	2,537,069	1,441,007	1,432,973	12,310,044
Average daily expenditure (€)	135.79	130.13	135.16	127.68	133.60
. in their place of residence	96.44	101.92	95.75	83.05	95.33
. in the Canary Islands	39.35	28.20	39.41	44.63	38.27
Average length of stay	8.98	10.59	10.09	7.75	9.46
Turnover per tourist (€)	1,108	1,241	1,204	819	1,125
Total turnover (> 16 years old) (€m)	4,283	3,147	1,735	1,173	13,854
Share of total turnover	30.9%	22.7%	12.5%	8.5%	100%
Share of total tourist	31.4%	20.6%	11.7%	11.6%	100%
Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	41.32	33.03	42.27	42.88	44.10
- Accommodation	35.07	27.32	37.70	34.78	37.76
- Additional accommodation expenses	6.25	5.71	4.57	8.10	6.33
Transport:	22.19	27.02	24.27	34.67	27.41
- Public transport	4.14	3.80	5.13	5.97	4.99
- Taxi	9.40	4.38	10.24	5.38	7.42
- Car rental	8.65	18.84	8.91	23.32	14.99
Food and drink:	168.72	112.46	221.09	116.65	153.13
- Food purchases at supermarkets	75.71	51.17	104.02	46.02	68.64
- Restaurants	93.01	61.29	117.07	70.62	84.49
Souvenirs:	48.61	57.55	51.14	49.51	55.15
Leisure:	33.68	39.17	24.72	33.87	36.28
- Organized excursions	11.51	19.08	7.85	12.61	14.63
- Leisure, amusement	4.74	4.69	4.24	6.79	5.23
- Trip to other islands	0.79	1.56	0.85	2.32	1.51
- Sporting activities	3.94	7.78	5.12	3.22	5.38
- Cultural activities	1.63	2.32	1.88	2.52	2.18
- Discos and disco-pubs	11.07	3.74	4.77	6.42	7.34
Others:	13.61	21.71	15.82	12.44	15.71
- Wellness	2.55	3.65	2.41	2.27	2.97
- Medical expenses	1.16	2.45	0.96	0.83	1.46
- Other expenses	9.90	15.60	12.45	9.33	11.28

How far in advance do they book their trip?



	UK	Germany	Nordics	Spain	Total
The same day they leave	0.7%	0.4%	0.4%	0.8%	0.6%
Between 2 and 7 days	5.3%	5.8%	7.0%	11.5%	7.3%
Between 8 and 15 days	6.9%	8.2%	7.6%	12.3%	8.9%
Between 16 and 30 days	12.3%	15.7%	14.6%	22.5%	15.4%
Between 31 and 90 days	32.9%	32.5%	37.3%	36.2%	33.9%
More than 90 days	42.0%	37.4%	33.1%	16.6%	33.8%

What do they book at their place of residence?



	UK	Germany	Nordics	Spain	Total
Flight only	9.6%	6.4%	9.6%	23.2%	11.1%
Flight and accommodation (room only)	33.5%	11.9%	36.6%	17.0%	25.5%
Flight and accommodation (B&B)	6.1%	5.2%	14.9%	8.6%	7.6%
Flight and accommodation (half board)	13.1%	30.6%	10.0%	20.4%	18.3%
Flight and accommodation (full board)	2.3%	4.5%	3.0%	8.1%	4.4%
Flight and accommodation (all inclusive)	35.3%	41.4%	25.9%	22.7%	33.2%
% Tourists using low-cost airlines	61.1%	27.4%	26.1%	57.2%	47.1%
Other expenses in their place of residence:					
- Car rental	3.9%	15.4%	5.3%	22.6%	11.5%
- Sporting activities	3.9%	10.0%	4.0%	2.1%	5.4%
- Excursions	2.1%	9.6%	2.6%	5.8%	5.7%
- Combined trip to other islands	0.7%	5.2%	0.5%	1.7%	2.0%

How do they book?



	UK	Germany	Nordics	Spain	Total
Accommodation booking					
Tour Operator	52.3%	38.1%	71.1%	12.9%	42.8%
- Tour Operator's website	82.3%	61.9%	88.2%	71.8%	78.8%
Accommodation	17.3%	6.0%	8.7%	18.5%	14.0%
- Accommodation's website	82.2%	73.0%	75.3%	82.8%	81.9%
Travel agency (High street)	10.2%	34.7%	5.0%	30.0%	19.8%
Online Travel Agency (OTA)	13.1%	16.5%	8.4%	19.4%	15.4%
No need to book accommodation	7.2%	4.8%	6.8%	19.2%	8.0%

	UK	Germany	Nordics	Spain	Total
Flight booking					
Tour Operator	54.6%	40.8%	72.4%	18.2%	45.5%
- Tour Operator's website	83.3%	57.1%	88.5%	74.3%	77.7%
Airline	28.4%	11.7%	15.8%	37.8%	24.9%
- Airline's website	97.0%	92.0%	96.0%	98.0%	96.2%
Travel agency (High street)	8.9%	31.9%	5.3%	29.7%	18.6%
Online Travel Agency (OTA)	8.2%	15.6%	6.5%	14.3%	11.0%

Where do they stay?



	UK	Germany	Nordics	Spain	Total
5* Hotel	8.4%	4.2%	4.1%	7.8%	6.8%
4* Hotel	33.3%	48.0%	27.2%	39.8%	37.7%
1-2-3* Hotel	12.2%	17.3%	18.4%	13.6%	15.0%
Apartment	37.1%	20.0%	43.9%	18.9%	30.3%
Property (privately-owned, friends, family)	6.3%	3.9%	4.9%	18.1%	7.0%
Others	2.8%	6.7%	1.6%	1.8%	3.2%

How are they?



	UK	Germany	Nordics	Spain	Total
Gender					
Percentage of men	47.1%	50.7%	50.7%	52.1%	49.8%
Percentage of women	52.9%	49.3%	49.3%	47.9%	50.2%

	UK	Germany	Nordics	Spain	Total
Age					
Average age (tourists > 16 years old)	44.8	44.7	42.0	48.3	44.5
Standard deviation	14.6	15.3	14.0	15.7	14.9

	UK	Germany	Nordics	Spain	Total
Age range					
16-24 years old	9.0%	8.8%	8.7%	9.4%	8.8%
25-30 years old	11.3%	14.6%	7.7%	14.3%	13.1%
31-45 years old	32.9%	28.6%	28.1%	40.3%	32.8%
46-60 years old	30.0%	30.9%	29.2%	23.5%	28.4%
Over 60 years old	16.9%	17.1%	26.4%	12.4%	17.0%

	UK	Germany	Nordics	Spain	Total
Occupation					
Business owner or self-employed	33.8%	13.8%	15.0%	19.9%	23.7%
Upper/Middle management employee	26.4%	50.9%	36.6%	33.3%	37.1%
Auxiliary level employee	17.7%	12.4%	21.2%	24.0%	16.6%
Students	3.8%	6.8%	6.8%	7.3%	5.6%
Retired	16.0%	14.4%	18.7%	10.6%	14.5%
Unemployed / unpaid dom. work	2.2%	1.6%	1.7%	4.9%	2.5%

	UK	Germany	Nordics	Spain	Total
Annual household income level					
€12,000 - €24,000	16.8%	14.9%	8.7%	30.8%	18.3%
€24,001 - €36,000	18.9%	17.0%	12.4%	26.5%	18.9%
€36,001 - €48,000	16.7%	17.8%	16.3%	16.4%	16.9%
€48,001 - €60,000	14.2%	16.6%	17.2%	10.6%	14.6%
€60,001 - €72,000	9.9%	9.9%	12.5%	5.3%	9.2%
€72,001 - €84,000	6.3%	6.2%	10.3%	3.2%	6.1%
More than €84,000	17.2%	17.5%	22.6%	7.2%	16.0%

(*) Bear in mind that 89% of the tourists pay the accommodation before travelling.

Tourist profile by country of residence (2015)

Canary Islands: main source markets



Which island do they choose?



Tourists (> 16 years old)	UK	Germany	Nordics	Spain	Total
- Lanzarote	1,043,767	288,353	227,770	102,822	2,242,245
- Fuerteventura	449,896	725,154	108,358	87,865	1,806,014
- Gran Canaria	560,426	792,732	465,749	865,795	3,447,259
- Tenerife	1,765,457	609,239	574,059	374,230	4,518,215
- La Palma	25,814	57,391	42,084	3,581	167,100

Share (%)	UK	Germany	Nordics	Spain	Total
- Lanzarote	27.1%	11.7%	16.1%	7.2%	18.4%
- Fuerteventura	11.7%	29.3%	7.6%	6.1%	14.8%
- Gran Canaria	14.6%	32.1%	32.8%	60.4%	28.3%
- Tenerife	45.9%	24.6%	40.5%	26.1%	37.1%
- La Palma	0.7%	2.3%	3.0%	0.2%	1.4%

Who do they come with?



	UK	Germany	Nordics	Spain	Total
Unaccompanied	6.6%	9.8%	8.5%	18.4%	9.8%
Only with partner	47.5%	56.0%	44.1%	41.6%	48.0%
Only with children (under the age of 13)	1.4%	1.1%	1.2%	1.4%	1.4%
Partner + children (under the age of 13)	12.5%	8.9%	12.8%	14.0%	11.8%
Other relatives	7.2%	6.0%	7.2%	4.6%	6.4%
Friends	6.1%	5.3%	6.2%	6.2%	6.1%
Work colleagues	0.1%	0.3%	0.3%	0.9%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	UK	Germany	Nordics	Spain	Total
Climate/sun	91.9%	93.4%	94.2%	70.4%	89.3%
Tranquillity/rest/relaxation	33.4%	44.3%	50.8%	34.9%	37.9%
Beaches	25.9%	45.2%	33.0%	34.3%	33.6%
Scenery	14.7%	31.4%	11.8%	29.3%	22.6%
Price	21.2%	5.6%	13.8%	9.3%	14.1%
Visiting new places	12.3%	13.4%	9.3%	18.8%	14.1%
Ease of travel	16.2%	5.8%	5.5%	2.3%	8.3%
Suitable destination for children	10.0%	4.3%	12.4%	6.7%	7.7%
Security	6.0%	8.7%	9.2%	2.9%	7.5%
Quality of the environment	8.5%	3.6%	3.3%	7.6%	6.4%
Active tourism	2.7%	7.6%	6.4%	4.3%	5.2%
Nightlife/fun	7.6%	1.5%	3.1%	2.6%	4.3%
Theme parks	4.6%	2.2%	1.1%	3.4%	3.1%
Shopping	3.2%	1.6%	3.6%	2.3%	3.0%
Culture	3.8%	2.1%	1.8%	2.1%	2.7%
Nautical activities	0.8%	3.5%	1.2%	2.5%	2.1%

How do they value the destination?



Impression of their stay	UK	Germany	Nordics	Spain	Total
Good or very good (% tourists)	94.8%	92.2%	90.3%	93.5%	93.3%
Average rating (scale 1-10)	9.06	8.62	8.64	8.85	8.84

How many are loyal to the destination?

Percentage of repeat tourists	UK	Germany	Nordics	Spain	Total
Repeat tourists	83.7%	75.6%	86.6%	79.6%	76.4%
In love (more than 10 visits)	20.3%	16.4%	20.4%	17.2%	16.7%

Where does the flight come from?



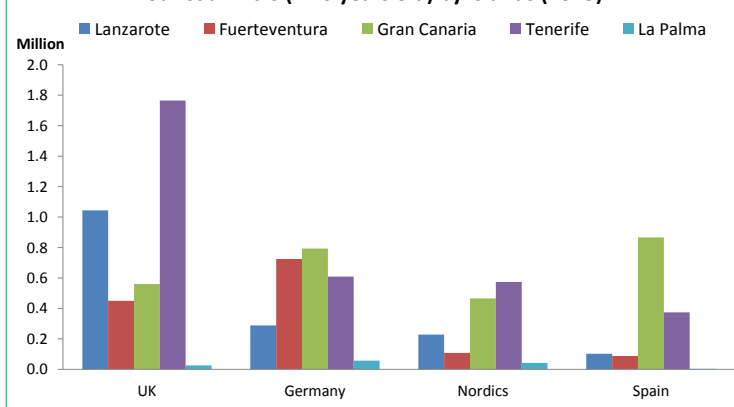
Ten main source markets	UK	Germany	Nordics	Spain	Total
United Kingdom	97.9%	0.1%	0.7%	0.0%	31.3%
Germany	0.1%	93.8%	1.5%	0.1%	20.8%
Spain	1.0%	3.0%	0.7%	99.5%	15.4%
Sweden	0.0%	0.0%	34.6%	0.0%	4.1%
Norway	0.1%	0.0%	28.1%	0.0%	3.3%
Ireland	0.7%	0.0%	0.0%	0.0%	3.3%
Netherlands	0.0%	0.2%	0.1%	0.0%	3.1%
Belgium	0.0%	0.1%	0.0%	0.1%	2.9%
France	0.0%	0.1%	0.0%	0.0%	2.6%
Denmark	0.0%	0.0%	20.0%	0.0%	2.4%

What did motivate them to come?

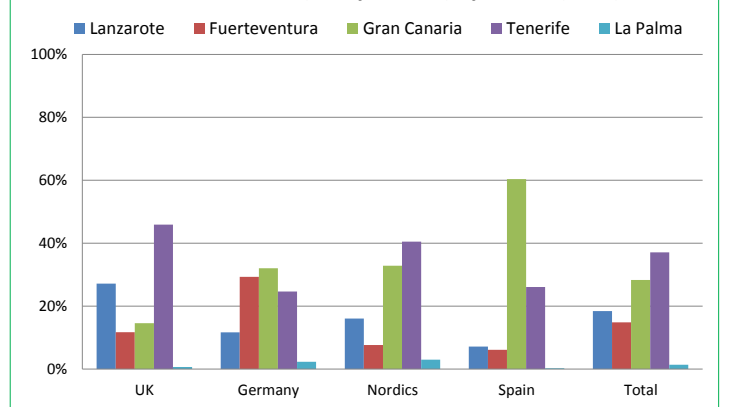


Aspects motivating the choice	UK	Germany	Nordics	Spain	Total
Previous visits to the Canary Islands	70.5%	64.5%	76.4%	60.5%	64.1%
Recommendation by friends or relatives	37.1%	29.5%	28.5%	37.6%	34.7%
The Canary Islands television channel	0.2%	0.5%	0.1%	0.2%	0.4%
Other television or radio channels	0.2%	1.2%	0.3%	1.0%	0.7%
Information in the press/magazines/books	2.5%	3.9%	2.7%	3.5%	3.7%
Attendance at a tourism fair	0.2%	0.4%	0.3%	0.6%	0.5%
Tour Operator's brochure or catalogue	8.6%	9.1%	8.4%	2.2%	8.2%
Recommendation by Travel Agency	5.2%	17.4%	3.9%	7.3%	9.5%
Information obtained via the Internet	24.7%	22.2%	30.8%	21.0%	25.6%
Senior Tourism programme	0.0%	0.1%	0.1%	1.9%	0.3%
Others	6.1%	5.7%	6.2%	13.4%	6.7%

Tourist arrivals (> 16 years old) by islands (2015)



Share of tourists (> 16 years old) by islands (2015)



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.