

Tourist profile by quarter of trip (2015)

Canary Islands: Austrian

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	31,826	18,362	20,547	36,250	106,985
Average daily expenditure (€)	155.00	180.95	156.30	147.63	157.21
. in their place of residence	120.40	126.70	122.72	109.77	118.33
. in the Canary Islands	34.61	54.25	33.58	37.86	38.88
Average length of stay	9.61	8.12	8.74	10.55	9.51
Turnover per tourist (€)	1,338	1,373	1,315	1,441	1,375
Total turnover (> 16 years old) (€m)	42.6	25.2	27.0	52.2	147.1
Share of austrian turnover	29.0%	17.1%	18.4%	35.5%	100%
Share of austrian tourist	29.7%	17.2%	19.2%	33.9%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	28.73	71.81	38.07	72.44	52.73
- Accommodation	18.51	62.57	26.74	62.61	42.60
- Additional accommodation expenses	10.22	9.24	11.33	9.82	10.13
Transport:	24.92	24.57	25.58	34.47	28.22
- Public transport	2.98	3.21	1.73	5.34	3.58
- Taxi	4.99	7.58	4.76	4.34	5.17
- Car rental	16.95	13.78	19.09	24.79	19.47
Food and drink:	147.86	118.64	96.11	144.46	131.75
- Food purchases at supermarkets	82.07	57.21	50.00	62.52	65.02
- Restaurants	65.80	61.43	46.11	81.94	66.73
Souvenirs:	59.85	88.02	64.84	57.57	64.87
Leisure:	37.97	72.10	46.84	38.42	45.68
- Organized excursions	17.78	39.00	23.97	20.91	23.67
- Leisure, amusement	6.90	6.80	9.90	5.69	7.05
- Trip to other islands	0.81	0.24	3.13	0.48	1.04
- Sporting activities	4.55	15.70	2.55	6.30	6.67
- Cultural activities	3.44	8.38	1.98	1.78	3.44
- Discos and disco-pubs	4.49	1.97	5.32	3.26	3.80
Others:	12.55	38.76	11.63	10.89	16.31
- Wellness	4.51	19.07	3.66	5.56	7.20
- Medical expenses	0.33	12.46	0.13	1.54	2.78
- Other expenses	7.70	7.23	7.85	3.79	6.32

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.7%	0.0%	0.9%	1.1%	0.8%
Between 2 and 7 days	6.5%	8.9%	3.4%	7.8%	6.7%
Between 8 and 15 days	5.4%	9.3%	8.9%	5.7%	6.9%
Between 16 and 30 days	15.1%	9.9%	4.7%	15.9%	12.5%
Between 31 and 90 days	51.3%	33.5%	32.2%	35.4%	39.2%
More than 90 days	21.1%	38.4%	49.8%	34.1%	34.0%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	9.1%	4.2%	1.4%	7.1%	6.1%
Flight and accommodation (room only)	10.7%	6.3%	4.9%	13.9%	9.9%
Flight and accommodation (B&B)	7.4%	18.4%	12.5%	13.6%	12.4%
Flight and accommodation (half board)	43.7%	30.3%	32.5%	33.9%	35.8%
Flight and accommodation (full board)	2.2%	0.2%	1.4%	5.2%	2.7%
Flight and accommodation (all inclusive)	26.9%	40.6%	47.2%	26.3%	33.1%
% Tourists using low-cost airlines	18.0%	16.8%	27.2%	36.0%	25.4%
Other expenses in their place of residence:					
- Car rental	19.6%	13.5%	12.6%	14.5%	15.4%
- Sporting activities	11.4%	1.3%	10.9%	7.6%	8.3%
- Excursions	12.3%	6.2%	9.9%	10.4%	10.2%
- Combined trip to other islands	2.1%	1.6%	0.0%	1.1%	1.3%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	35.7%	50.2%	40.9%	42.2%	41.4%
- Tour Operator's website	60.9%	44.9%	74.3%	57.6%	59.6%
Accommodation	11.4%	3.4%	2.0%	6.0%	6.3%
- Accommodation's website	87.7%	100.0%	100.0%	82.0%	87.9%
Travel agency (High street)	32.3%	33.4%	43.1%	33.8%	35.2%
Online Travel Agency (OTA)	14.7%	12.9%	13.2%	16.3%	14.6%
No need to book accommodation	6.0%	0.1%	0.8%	1.7%	2.5%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	43.4%	51.9%	35.5%	41.2%	42.6%
- Tour Operator's website	55.3%	48.2%	71.6%	50.3%	55.4%
Airline	16.7%	4.6%	4.9%	12.4%	10.8%
- Airline's website	85.0%	18.2%	100.0%	100.0%	87.0%
Travel agency (High street)	27.8%	30.5%	47.8%	32.6%	33.9%
Online Travel Agency (OTA)	12.1%	13.0%	11.7%	13.8%	12.7%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	8.4%	9.8%	9.8%	11.6%	10.0%
4* Hotel	59.4%	69.3%	67.4%	39.4%	55.9%
1-2-3* Hotel	9.0%	17.6%	12.6%	17.3%	14.0%
Apartment	14.1%	2.4%	8.2%	25.4%	14.8%
Property (privately-owned, friends, family)	5.4%	0.2%	0.8%	1.5%	2.3%
Others	3.6%	0.6%	1.1%	4.8%	3.0%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	57.9%	51.2%	44.9%	58.4%	54.4%
Percentage of women	42.1%	48.8%	55.1%	41.6%	45.6%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	46.4	43.6	37.6	50.1	45.5
Standard deviation	12.6	16.7	12.9	15.5	15.1

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	1.0%	19.7%	15.3%	6.2%	8.7%
25-30 years old	11.6%	6.2%	24.3%	7.8%	11.8%
31-45 years old	37.9%	30.9%	29.0%	20.5%	29.1%
46-60 years old	35.7%	27.2%	25.9%	39.7%	33.7%
Over 60 years old	13.9%	16.0%	5.5%	25.8%	16.6%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	28.2%	17.2%	13.4%	25.7%	22.7%
Upper/Middle management employee	52.6%	38.4%	58.5%	41.4%	47.3%
Auxiliary level employee	3.9%	21.8%	14.7%	5.4%	9.6%
Students	3.5%	4.7%	8.9%	2.4%	4.3%
Retired	11.8%	15.0%	2.4%	23.7%	14.6%
Unemployed / unpaid dom. work	0.0%	2.9%	2.2%	1.4%	1.4%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	17.6%	31.3%	34.3%	20.9%	24.2%
€24,001 - €36,000	18.4%	28.7%	19.8%	28.5%	24.0%
€36,001 - €48,000	33.6%	15.3%	17.9%	19.6%	22.8%
€48,001 - €60,000	10.6%	7.0%	10.8%	10.6%	9.9%
€60,001 - €72,000	8.9%	6.4%	2.0%	5.3%	6.1%
€72,001 - €84,000	3.1%	1.5%	3.4%	4.0%	3.2%
More than €84,000	7.8%	9.8%	11.8%	11.1%	10.0%

(*) Bear in mind that 94% of austrian tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Austrian

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	5,939	2,876	2,067	3,709	14,591
- Fuerteventura	2,961	2,539	3,761	2,864	12,126
- Gran Canaria	9,245	5,890	7,191	15,552	37,879
- Tenerife	13,288	6,917	7,392	12,313	39,910
- La Palma	191	82	22	1,518	1,812

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	18.8%	15.7%	10.1%	10.3%	13.7%
- Fuerteventura	9.4%	13.9%	18.4%	8.0%	11.4%
- Gran Canaria	29.2%	32.2%	35.2%	43.3%	35.6%
- Tenerife	42.0%	37.8%	36.2%	34.2%	37.5%
- La Palma	0.6%	0.4%	0.1%	4.2%	1.7%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	9.7%	10.4%	2.3%	10.9%	8.8%
Only with partner	58.0%	51.5%	62.0%	64.2%	59.7%
Only with children (under the age of 13)	0.0%	1.3%	1.1%	0.0%	0.5%
Partner + children (under the age of 13)	16.1%	9.7%	10.8%	1.8%	9.1%
Other relatives	2.8%	3.3%	3.6%	3.0%	3.1%
Friends	3.3%	10.5%	6.6%	7.0%	6.4%
Work colleagues	0.0%	0.0%	0.0%	0.8%	0.3%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.7%	86.8%	88.1%	90.5%	90.4%
Scenery	42.6%	38.5%	26.1%	46.7%	40.1%
Beaches	26.6%	36.9%	60.8%	27.8%	35.3%
Tranquillity/rest/relaxation	31.1%	28.2%	35.8%	27.3%	30.2%
Active tourism	13.3%	13.4%	3.3%	17.3%	12.8%
Visiting new places	10.8%	14.3%	11.1%	13.9%	12.5%
Security	9.6%	10.7%	10.0%	14.8%	11.6%
Ease of travel	7.1%	8.9%	5.6%	4.4%	6.2%
Quality of the environment	7.6%	5.2%	1.6%	2.8%	4.4%
Theme parks	2.4%	7.0%	8.5%	1.9%	4.2%
Price	1.4%	5.4%	5.6%	4.6%	4.0%
Nautical activities	1.8%	5.0%	3.6%	2.5%	2.9%
Nightlife/fun	4.1%	3.0%	1.0%	2.5%	2.8%
Suitable destination for children	1.2%	8.2%	2.7%	1.0%	2.6%
Culture	0.9%	3.4%	3.4%	3.1%	2.5%
Shopping	3.3%	3.4%	2.5%	0.8%	2.3%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.0%	99.8%	95.3%	96.7%	95.9%
Average rating (scale 1-10)	8.89	9.54	8.93	9.30	9.14

How many are loyal to the destination?

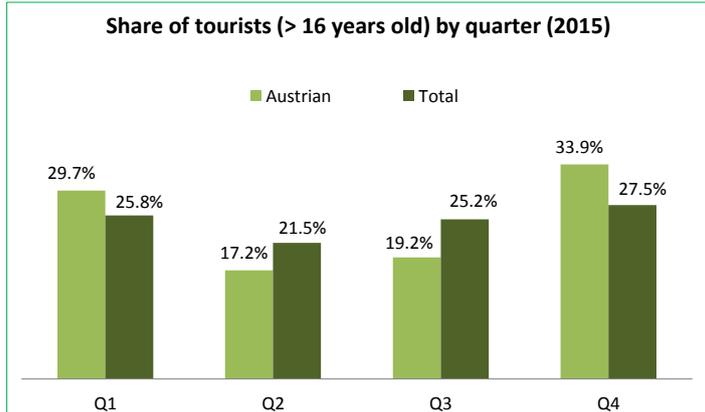
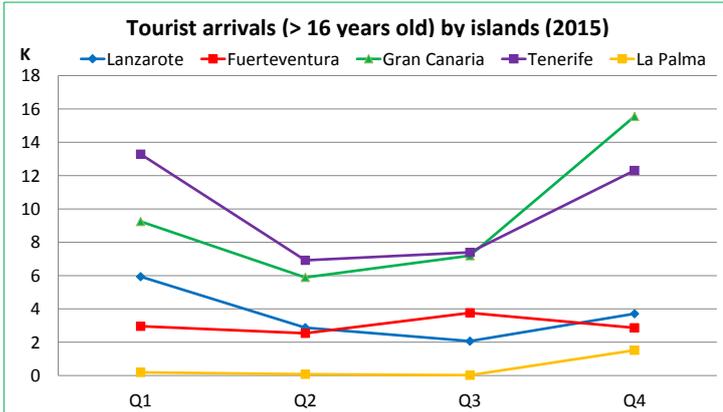
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	80.2%	51.5%	48.6%	71.1%	66.1%
In love (more than 10 visits)	14.1%	6.4%	6.9%	14.6%	11.5%

Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Austria	64.1%	52.7%	62.0%	55.5%	58.8%
Germany	26.1%	36.4%	26.4%	30.7%	29.5%
Spain	6.1%	6.1%	8.3%	10.3%	7.9%
Switzerland	2.5%	3.3%	2.9%	2.4%	2.7%
Netherlands	1.2%	0.0%	0.0%	0.0%	0.4%
Norway	0.0%	0.0%	0.0%	0.8%	0.3%
Italy	0.0%	1.5%	0.0%	0.0%	0.3%
Belgium	0.0%	0.0%	0.0%	0.3%	0.1%
Russia	0.0%	0.0%	0.5%	0.0%	0.1%
Denmark	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	66.5%	44.5%	38.9%	61.8%	55.8%
Recommendation by friends or relatives	25.7%	37.7%	37.6%	21.2%	28.5%
The Canary Islands television channel	0.0%	0.0%	2.6%	0.0%	0.5%
Other television or radio channels	0.1%	0.0%	2.8%	4.4%	2.0%
Information in the press/magazines/books	4.4%	1.4%	2.7%	6.3%	4.2%
Attendance at a tourism fair	1.6%	1.0%	0.2%	0.0%	0.7%
Tour Operator's brochure or catalogue	7.9%	17.4%	22.2%	11.8%	13.6%
Recommendation by Travel Agency	15.7%	16.4%	14.7%	12.7%	14.6%
Information obtained via the Internet	21.2%	29.9%	37.0%	23.2%	26.4%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	3.4%	2.8%	4.3%	4.6%	3.9%



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.