

# Tourist profile by quarter of trip (2015)

## Canary Islands

### How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	3,179,431	2,646,056	3,104,529	3,380,028	12,310,044
Average daily expenditure (€)	132.57	129.64	131.76	139.36	133.60
. in their place of residence	94.46	91.66	94.83	99.46	95.33
. in the Canary Islands	38.11	37.97	36.93	39.89	38.27
Average length of stay	9.60	8.84	10.16	9.16	9.46
Turnover per tourist (€)	1,111	1,024	1,200	1,150	1,125
Total turnover (> 16 years old) (€m)	3,532.8	2,709.9	3,724.9	3,886.3	13,853.9
Share of turnover	25.5%	19.6%	26.9%	28.1%	100%
Share of tourist	25.8%	21.5%	25.2%	27.5%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
<b>Accommodation (*)</b> :	43.31	41.26	43.86	47.27	44.10
- Accommodation	37.79	35.11	37.11	40.41	37.76
- Additional accommodation expenses	5.52	6.16	6.75	6.86	6.33
<b>Transport:</b>	29.06	25.89	28.24	26.27	27.41
- Public transport	5.38	4.68	5.00	4.86	4.99
- Taxi	7.65	7.35	7.52	7.18	7.42
- Car rental	16.02	13.86	15.72	14.24	14.99
<b>Food and drink:</b>	160.13	140.28	151.68	157.94	153.13
- Food purchases at supermarkets	74.63	61.96	70.62	66.42	68.64
- Restaurants	85.50	78.32	81.06	91.52	84.49
<b>Souvenirs:</b>	53.86	51.93	60.48	54.00	55.15
<b>Leisure:</b>	33.85	33.50	45.46	32.31	36.28
- Organized excursions	12.25	13.47	19.61	13.20	14.63
- Leisure, amusement	3.77	5.00	7.76	4.48	5.23
- Trip to other islands	1.46	1.50	1.75	1.36	1.51
- Sporting activities	5.60	5.29	5.53	5.10	5.38
- Cultural activities	2.16	2.05	2.52	2.01	2.18
- Discos and disco-pubs	8.62	6.19	8.29	6.17	7.34
<b>Others:</b>	14.44	18.81	14.26	15.78	15.71
- Wellness	3.05	2.74	2.86	3.16	2.97
- Medical expenses	1.89	1.51	1.22	1.23	1.46
- Other expenses	9.50	14.56	10.18	11.39	11.28

### How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	0.7%	0.6%	0.6%	0.6%
Between 2 and 7 days	8.0%	8.0%	6.0%	7.3%	7.3%
Between 8 and 15 days	9.1%	8.3%	9.6%	8.6%	8.9%
Between 16 and 30 days	16.6%	15.0%	14.6%	15.3%	15.4%
Between 31 and 90 days	34.9%	36.5%	29.1%	35.5%	33.9%
More than 90 days	30.7%	31.5%	40.1%	32.8%	33.8%

### What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	12.1%	10.1%	11.7%	10.2%	11.1%
Flight and accommodation (room only)	26.8%	24.6%	24.1%	26.4%	25.5%
Flight and accommodation (B&B)	8.8%	7.3%	5.4%	8.6%	7.6%
Flight and accommodation (half board)	17.4%	19.1%	18.3%	18.4%	18.3%
Flight and accommodation (full board)	4.9%	4.3%	3.8%	4.5%	4.4%
Flight and accommodation (all inclusive)	30.0%	34.5%	36.7%	31.9%	33.2%
<b>% Tourists using low-cost airlines</b>	43.3%	50.9%	49.4%	45.7%	47.1%
<b>Other expenses in their place of residence:</b>					
- Car rental	12.1%	11.7%	11.1%	11.2%	11.5%
- Sporting activities	5.7%	5.8%	5.3%	5.0%	5.4%
- Excursions	5.4%	5.6%	6.4%	5.4%	5.7%
- Combined trip to other islands	2.9%	1.6%	0.9%	2.4%	2.0%

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	44.7%	40.8%	39.1%	46.0%	42.8%
- Tour Operator's website	79.4%	79.2%	76.4%	80.0%	78.8%
<b>Accommodation</b>	14.3%	15.3%	13.8%	13.0%	14.0%
- Accommodation's website	81.6%	82.4%	81.3%	82.2%	81.9%
<b>Travel agency (High street)</b>	17.5%	20.5%	23.4%	18.3%	19.8%
<b>Online Travel Agency (OTA)</b>	15.2%	16.6%	14.6%	15.3%	15.4%
<b>No need to book accommodation</b>	8.3%	6.9%	9.1%	7.4%	8.0%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	47.2%	44.3%	42.1%	48.0%	45.5%
- Tour Operator's website	78.9%	77.8%	74.1%	79.4%	77.7%
<b>Airline</b>	25.3%	26.1%	24.3%	24.0%	24.9%
- Airline's website	97.0%	96.2%	96.3%	95.5%	96.2%
<b>Travel agency (High street)</b>	16.6%	18.7%	21.9%	17.5%	18.6%
<b>Online Travel Agency (OTA)</b>	10.9%	10.9%	11.7%	10.5%	11.0%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	5.6%	7.7%	6.9%	7.2%	6.8%
4* Hotel	35.8%	39.8%	39.0%	36.8%	37.7%
1-2-3* Hotel	15.7%	15.6%	14.2%	14.6%	15.0%
Apartment	31.0%	28.8%	30.1%	31.2%	30.3%
Property (privately-owned, friends, family)	7.2%	5.8%	8.2%	6.6%	7.0%
Others	4.7%	2.3%	1.6%	3.7%	3.2%

### How are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	50.3%	47.6%	49.3%	51.4%	49.8%
Percentage of women	49.7%	52.4%	50.7%	48.6%	50.2%

Age					
Average age (tourists > 16 years old)	44.4	43.5	42.6	46.9	44.5
Standard deviation	15.1	15.1	14.2	14.9	14.9

Age range					
16-24 years old	9.6%	9.9%	9.8%	6.4%	8.8%
25-30 years old	12.3%	14.8%	14.3%	11.4%	13.1%
31-45 years old	34.6%	32.9%	35.9%	28.1%	32.8%
46-60 years old	26.0%	25.9%	27.1%	33.6%	28.4%
Over 60 years old	17.5%	16.5%	12.9%	20.5%	17.0%

Occupation					
Business owner or self-employed	24.4%	23.5%	23.6%	23.5%	23.7%
Upper/Middle management employee	36.6%	37.1%	38.1%	36.6%	37.1%
Auxiliary level employee	15.9%	15.9%	18.7%	15.9%	16.6%
Students	6.1%	6.2%	6.4%	3.9%	5.6%
Retired	15.0%	14.6%	10.4%	17.7%	14.5%
Unemployed / unpaid dom. work	2.0%	2.8%	2.8%	2.5%	2.5%

Annual household income level					
€12,000 - €24,000	16.6%	18.4%	20.9%	17.2%	18.3%
€24,001 - €36,000	17.8%	19.0%	20.2%	18.8%	18.9%
€36,001 - €48,000	17.6%	16.7%	16.4%	16.7%	16.9%
€48,001 - €60,000	15.2%	14.7%	14.2%	14.3%	14.6%
€60,001 - €72,000	9.5%	8.8%	9.0%	9.6%	9.2%
€72,001 - €84,000	6.4%	6.9%	5.3%	6.0%	6.1%
More than €84,000	16.9%	15.5%	14.0%	17.3%	16.0%

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

# Tourist profile by quarter of trip (2015)

## Canary Islands



### Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	532,277	556,411	597,768	555,789	2,242,245
- Fuerteventura	421,454	446,399	466,945	471,216	1,806,014
- Gran Canaria	986,083	650,907	780,001	1,030,269	3,447,259
- Tenerife	1,148,998	928,946	1,198,155	1,242,115	4,518,215
- La Palma	46,683	40,201	31,301	48,915	167,100

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.0%	21.2%	19.4%	16.6%	18.4%
- Fuerteventura	13.4%	17.0%	15.2%	14.1%	14.8%
- Gran Canaria	31.4%	24.8%	25.4%	30.8%	28.3%
- Tenerife	36.6%	35.4%	39.0%	37.1%	37.1%
- La Palma	1.5%	1.5%	1.0%	1.5%	1.4%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.0%	9.0%	8.2%	10.7%	9.8%
Only with partner	50.5%	49.9%	40.2%	51.5%	48.0%
Only with children (under the age of 13)	1.0%	1.3%	2.1%	1.1%	1.4%
Partner + children (under the age of 13)	9.9%	11.2%	16.9%	9.1%	11.8%
Other relatives	6.4%	6.3%	6.4%	6.3%	6.4%
Friends	7.3%	7.0%	4.8%	5.4%	6.1%
Work colleagues	0.5%	0.4%	0.2%	0.4%	0.4%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	90.3%	89.1%	86.1%	91.4%	89.3%
Tranquillity/rest/relaxation	39.2%	38.3%	35.4%	38.8%	37.9%
Beaches	28.5%	33.3%	38.7%	34.1%	33.6%
Price	23.8%	21.2%	22.3%	22.8%	22.6%
Scenery	13.7%	16.1%	14.8%	12.4%	14.1%
Visiting new places	12.3%	15.0%	17.2%	12.2%	14.1%
Ease of travel	9.5%	9.6%	5.8%	8.6%	8.3%
Suitable destination for children	6.4%	8.0%	10.6%	6.0%	7.7%
Security	6.3%	6.0%	7.7%	9.6%	7.5%
Quality of the environment	5.9%	7.1%	6.7%	6.2%	6.4%
Active tourism	6.3%	5.2%	3.8%	5.4%	5.2%
Nightlife/fun	4.5%	4.3%	4.6%	3.8%	4.3%
Theme parks	1.9%	3.3%	5.0%	2.4%	3.1%
Shopping	3.3%	2.6%	3.2%	2.9%	3.0%
Culture	2.8%	2.6%	3.0%	2.4%	2.7%
Nautical activities	1.9%	2.0%	2.5%	2.0%	2.1%

### How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	90.9%	94.8%	93.7%	94.0%	93.3%
Average rating (scale 1-10)	8.63	8.93	8.90	8.90	8.84

### How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	79.9%	74.8%	71.3%	79.2%	76.4%
In love (more than 10 visits)	17.7%	16.4%	13.3%	19.0%	16.7%

### Where are they from?



Ten main source markets	Q1	Q2	Q3	Q4	Total
United Kingdom	861,249	927,211	1,072,784	1,005,858	3,867,102
Germany	718,323	538,130	565,946	714,670	2,537,069
Spain	271,519	330,992	502,480	327,982	1,432,973
Sweden	237,706	56,300	28,375	228,411	550,792
France	111,629	135,511	143,021	106,410	496,571
Netherlands	108,144	96,879	135,620	122,959	463,602
Norway	174,364	46,119	39,276	147,651	407,410
Ireland	85,450	116,251	116,056	71,945	389,702
Italy	86,706	82,478	112,482	95,109	376,775
Belgium	80,174	82,592	99,866	81,459	344,091

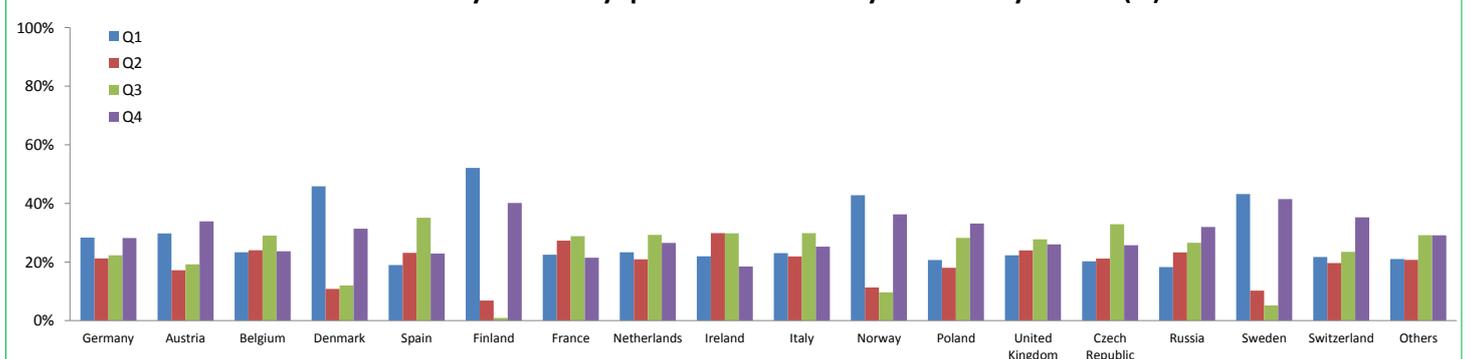
### What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	67.7%	61.9%	58.3%	67.8%	64.1%
Recommendation by friends or relatives	34.0%	35.5%	36.5%	32.9%	34.7%
The Canary Islands television channel	0.3%	0.5%	0.4%	0.3%	0.4%
Other television or radio channels	0.7%	0.7%	0.9%	0.7%	0.7%
Information in the press/magazines/books	3.7%	3.9%	3.7%	3.6%	3.7%
Attendance at a tourism fair	0.5%	0.5%	0.5%	0.4%	0.5%
Tour Operator's brochure or catalogue	6.8%	8.1%	10.7%	7.3%	8.2%
Recommendation by Travel Agency	7.9%	10.0%	11.8%	8.5%	9.5%
Information obtained via the Internet	24.5%	26.4%	27.5%	24.2%	25.6%
Senior Tourism programme	0.4%	0.6%	0.2%	0.2%	0.3%
Others	7.3%	6.6%	5.9%	7.1%	6.7%

\* Multi-choice question

### Tourists > 16 years old by quarter in which they visit Canary Islands (%)



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.