

# Tourist profile by quarter of trip (2015)

## Canary Islands: French

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	111,629	135,511	143,021	106,410	496,571
Average daily expenditure (€)	139.80	121.77	134.36	129.32	131.07
. in their place of residence	102.87	93.40	104.78	92.90	98.70
. in the Canary Islands	36.93	28.37	29.59	36.42	32.37
Average length of stay	7.88	8.45	9.75	9.12	8.84
Turnover per tourist (€)	1,046	949	1,198	1,040	1,062
Total turnover (> 16 years old) (€m)	116.7	128.6	171.4	110.7	527.3
Share of french turnover	22.1%	24.4%	32.5%	21.0%	100%
Share of french tourist	22.5%	27.3%	28.8%	21.4%	100%

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

<b>Accommodation (*)</b> :	43.16	33.85	28.36	66.31	41.32
- Accommodation	36.20	29.53	26.75	59.42	36.63
- Additional accommodation expenses	6.96	4.32	1.61	6.89	4.68
<b>Transport:</b>	34.27	25.04	29.55	31.94	29.89
- Public transport	4.62	5.09	6.09	6.99	5.68
- Taxi	3.75	3.13	4.15	2.83	3.50
- Car rental	25.90	16.82	19.31	22.11	20.71
<b>Food and drink:</b>	88.38	68.76	79.19	109.63	84.93
- Food purchases at supermarkets	35.12	26.34	30.59	44.46	33.42
- Restaurants	53.26	42.42	48.60	65.17	51.51
<b>Souvenirs:</b>	59.23	60.11	60.80	60.73	60.24
<b>Leisure:</b>	40.93	42.28	56.38	43.36	46.27
- Organized excursions	19.03	23.53	31.91	21.96	24.60
- Leisure, amusement	3.60	5.46	9.06	4.79	5.94
- Trip to other islands	2.35	3.27	1.60	1.27	2.15
- Sporting activities	9.78	4.16	6.46	8.03	6.92
- Cultural activities	2.33	4.16	3.37	4.41	3.58
- Discos and disco-pubs	3.83	1.70	3.98	2.90	3.09
<b>Others:</b>	17.65	7.52	16.90	20.43	15.27
- Wellness	8.01	3.85	3.84	6.52	5.36
- Medical expenses	1.51	0.58	1.13	0.35	0.90
- Other expenses	8.13	3.08	11.92	13.56	9.01

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.0%	0.7%	1.1%	0.4%
Between 2 and 7 days	7.1%	9.3%	6.9%	7.3%	7.7%
Between 8 and 15 days	13.2%	10.2%	13.1%	12.2%	12.2%
Between 16 and 30 days	17.0%	14.0%	11.8%	15.9%	14.4%
Between 31 and 90 days	39.3%	40.6%	28.3%	37.6%	36.1%
More than 90 days	23.5%	25.9%	39.3%	25.9%	29.2%

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



	Q1	Q2	Q3	Q4	Total
Flight only	13.5%	6.8%	5.5%	10.3%	8.7%
Flight and accommodation (room only)	15.4%	14.0%	13.7%	22.0%	15.9%
Flight and accommodation (B&B)	2.4%	2.9%	3.1%	6.8%	3.7%
Flight and accommodation (half board)	17.8%	13.1%	12.1%	14.4%	14.2%
Flight and accommodation (full board)	7.0%	12.5%	9.7%	11.3%	10.2%
Flight and accommodation (all inclusive)	43.7%	50.7%	55.9%	35.2%	47.4%
<b>% Tourists using low-cost airlines</b>	64.2%	64.2%	61.4%	70.7%	64.8%
<b>Other expenses in their place of residence:</b>					
- Car rental	23.1%	25.9%	18.9%	30.6%	24.2%
- Sporting activities	7.0%	7.9%	7.7%	8.7%	7.8%
- Excursions	14.7%	14.1%	15.6%	14.1%	14.7%
- Combined trip to other islands	0.7%	2.2%	1.2%	3.3%	1.8%

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	30.6%	35.0%	38.9%	24.8%	33.0%
- Tour Operator's website	77.5%	78.1%	79.4%	90.4%	80.5%
<b>Accommodation</b>	14.4%	14.7%	11.3%	17.2%	14.2%
- Accommodation's website	86.6%	74.7%	91.2%	96.8%	86.9%
<b>Travel agency (High street)</b>	23.0%	26.2%	23.5%	22.9%	24.0%
<b>Online Travel Agency (OTA)</b>	25.0%	20.1%	21.7%	29.4%	23.6%
<b>No need to book accommodation</b>	7.0%	4.1%	4.6%	5.6%	5.2%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	35.0%	37.1%	39.9%	30.0%	36.0%
- Tour Operator's website	75.9%	77.9%	75.0%	81.4%	77.1%
<b>Airline</b>	24.7%	22.6%	16.0%	32.0%	23.2%
- Airline's website	100.0%	96.4%	97.8%	96.4%	97.5%
<b>Travel agency (High street)</b>	23.2%	25.7%	26.5%	24.6%	25.1%
<b>Online Travel Agency (OTA)</b>	17.1%	14.5%	17.6%	13.4%	15.7%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	8.0%	4.1%	9.0%	11.9%	8.1%
4* Hotel	48.8%	52.0%	49.0%	43.3%	48.5%
1-2-3* Hotel	12.7%	17.3%	20.5%	11.1%	15.9%
Apartment	23.5%	22.4%	17.6%	28.8%	22.6%
Property (privately-owned, friends, family)	4.1%	3.0%	3.1%	4.3%	3.5%
Others	2.9%	1.3%	0.8%	0.6%	1.4%

### How are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	47.4%	45.9%	46.0%	52.5%	47.7%
Percentage of women	52.6%	54.1%	54.0%	47.5%	52.3%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	44.0	44.8	43.0	47.1	44.6
Standard deviation	13.3	13.8	13.6	15.0	14.0

	Q1	Q2	Q3	Q4	Total
<b>Age range</b>					
16-24 years old	4.4%	3.7%	7.5%	7.2%	5.7%
25-30 years old	13.7%	12.8%	16.4%	13.1%	14.1%
31-45 years old	43.3%	42.0%	34.0%	23.7%	36.1%
46-60 years old	24.5%	26.8%	30.4%	34.0%	28.9%
Over 60 years old	14.1%	14.7%	11.7%	22.0%	15.2%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	13.6%	13.1%	12.2%	14.7%	13.3%
Upper/Middle management employee	54.7%	57.9%	63.2%	48.3%	56.6%
Auxiliary level employee	12.9%	9.2%	8.6%	7.3%	9.4%
Students	2.6%	3.7%	4.2%	4.5%	3.8%
Retired	15.0%	15.3%	10.3%	20.9%	15.0%
Unemployed / unpaid dom. work	1.2%	0.8%	1.6%	4.3%	1.9%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	14.2%	14.9%	15.9%	16.3%	15.3%
€24,001 - €36,000	26.9%	24.0%	25.4%	19.4%	24.0%
€36,001 - €48,000	17.8%	21.6%	16.1%	19.4%	18.7%
€48,001 - €60,000	17.8%	15.2%	15.2%	18.3%	16.4%
€60,001 - €72,000	5.9%	7.1%	11.9%	9.1%	8.7%
€72,001 - €84,000	3.7%	4.9%	3.7%	4.7%	4.2%
More than €84,000	13.7%	12.3%	11.9%	12.8%	12.6%

(\*) Bear in mind that 91% of french tourists pay the accommodation before travelling.

# Tourist profile by quarter of trip (2015)

## Canary Islands: French

### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	26,483	36,978	35,279	26,601	125,342
- Fuerteventura	25,022	32,258	33,544	20,582	111,405
- Gran Canaria	15,914	22,035	23,593	17,788	79,329
- Tenerife	42,334	42,231	48,125	39,460	172,150
- La Palma	971	1,615	1,454	1,282	5,322

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	23.9%	27.4%	24.8%	25.2%	25.4%
- Fuerteventura	22.6%	23.9%	23.6%	19.5%	22.6%
- Gran Canaria	14.4%	16.3%	16.6%	16.8%	16.1%
- Tenerife	38.2%	31.3%	33.9%	37.3%	34.9%
- La Palma	0.9%	1.2%	1.0%	1.2%	1.1%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	8.9%	7.3%	6.5%	7.1%	7.4%
Only with partner	54.2%	47.9%	39.7%	52.9%	48.0%
Only with children (under the age of 13)	2.6%	2.3%	1.8%	1.6%	2.1%
Partner + children (under the age of 13)	18.9%	19.3%	16.0%	12.4%	16.7%
Other relatives	1.8%	2.1%	4.1%	3.7%	2.9%
Friends	3.7%	3.8%	6.7%	2.7%	4.4%
Work colleagues	0.9%	0.4%	0.2%	0.0%	0.4%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.0%	94.5%	89.1%	91.8%	92.0%
Scenery	34.3%	35.9%	35.0%	32.5%	34.6%
Tranquillity/rest/relaxation	35.0%	31.8%	30.8%	29.0%	31.6%
Beaches	22.0%	29.2%	36.7%	27.6%	29.4%
Visiting new places	18.5%	21.5%	26.6%	20.7%	22.1%
Price	21.7%	22.1%	21.8%	19.3%	21.3%
Security	11.5%	11.9%	10.5%	10.0%	11.0%
Active tourism	9.0%	7.1%	8.5%	9.4%	8.4%
Quality of the environment	7.3%	5.3%	5.8%	7.1%	6.3%
Suitable destination for children	4.7%	7.9%	2.9%	3.8%	4.9%
Nautical activities	3.0%	3.1%	5.4%	4.7%	4.1%
Ease of travel	3.2%	3.5%	3.2%	3.3%	3.3%
Nightlife/fun	0.9%	1.8%	2.8%	3.2%	2.2%
Rural tourism	1.5%	2.3%	1.9%	2.6%	2.1%
Culture	1.5%	1.4%	1.5%	2.7%	1.8%
Theme parks	2.3%	1.5%	1.1%	1.8%	1.6%

### How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	85.0%	94.3%	92.2%	94.0%	91.6%
Average rating (scale 1-10)	8.43	8.86	8.67	8.89	8.71

### How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	46.8%	41.4%	38.7%	50.8%	43.8%
In love (more than 10 visits)	5.6%	4.2%	1.7%	5.0%	4.0%

### Where does the flight come from?

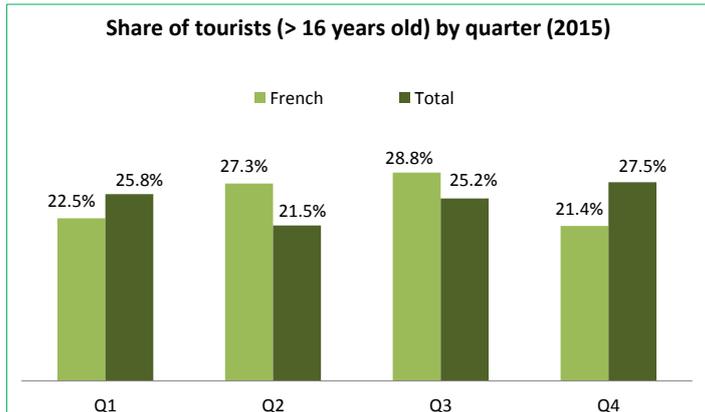
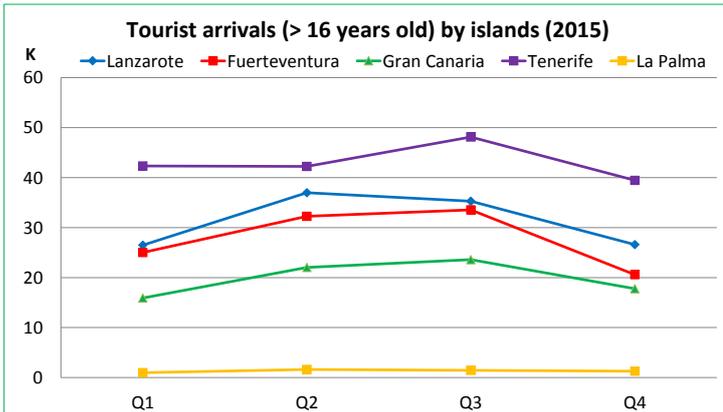


Ten main origin countries	Q1	Q2	Q3	Q4	Total
France	62.6%	58.3%	69.8%	61.2%	63.2%
Spain	18.9%	18.1%	12.4%	23.2%	17.7%
Belgium	5.5%	8.2%	5.8%	6.1%	6.4%
Others	6.3%	4.3%	6.0%	2.0%	4.7%
Switzerland	3.3%	5.0%	3.2%	5.8%	4.3%
Germany	2.3%	3.7%	2.5%	0.5%	2.4%
United Kingdom	0.4%	2.1%	0.2%	0.3%	0.8%
Austria	0.6%	0.0%	0.0%	0.3%	0.2%
Netherlands	0.1%	0.0%	0.0%	0.6%	0.1%
Italy	0.0%	0.4%	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	39.9%	36.0%	30.1%	44.7%	37.1%
Recommendation by friends or relatives	38.6%	31.8%	32.9%	39.5%	35.3%
The Canary Islands television channel	0.3%	0.2%	0.9%	0.3%	0.4%
Other television or radio channels	0.6%	1.2%	1.2%	0.6%	0.9%
Information in the press/magazines/books	5.1%	7.6%	5.9%	4.5%	5.9%
Attendance at a tourism fair	0.6%	0.2%	0.5%	0.5%	0.5%
Tour Operator's brochure or catalogue	15.5%	18.8%	24.3%	11.2%	18.0%
Recommendation by Travel Agency	17.1%	18.6%	15.1%	12.1%	15.9%
Information obtained via the Internet	32.1%	30.5%	35.3%	33.3%	32.8%
Senior Tourism programme	0.2%	0.0%	0.3%	0.3%	0.2%
Others	4.1%	5.1%	3.2%	7.4%	4.8%



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.