

Tourist profile by quarter of trip (2015)

Gran Canaria: All markets

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	986,070	650,896	780,001	1,030,269	3,447,235
Average daily expenditure (€)	137.10	136.54	131.19	147.90	138.88
. in their place of residence	97.86	93.95	89.65	104.67	97.30
. in the Canary Islands	39.24	42.58	41.54	43.23	41.58
Average length of stay	10.12	9.32	10.57	9.65	9.93
Turnover per tourist (€)	1,169	1,088	1,221	1,243	1,187
Total turnover (> 16 years old) (€m)	1,152.9	708.2	952.2	1,280.3	4,093.6
Share of turnover	28.2%	17.3%	23.3%	31.3%	100%
Share of tourist	28.6%	18.9%	22.6%	29.9%	100%

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

	Q1	Q2	Q3	Q4	Total
Accommodation (*) :	43.74	54.08	54.54	51.86	50.56
- Accommodation	39.65	45.59	48.62	45.75	44.63
- Additional accommodation expenses	4.09	8.49	5.92	6.10	5.94
Transport:	25.24	25.33	27.41	27.21	26.34
- Public transport	6.72	7.00	7.14	6.82	6.90
- Taxi	8.71	10.17	9.10	10.03	9.47
- Car rental	9.80	8.16	11.18	10.36	9.97
Food and drink:	185.90	157.95	175.07	180.18	176.47
- Food purchases at supermarkets	104.61	84.67	97.07	85.91	93.55
- Restaurants	81.29	73.28	78.01	94.27	82.92
Souvenirs:	60.44	58.51	71.75	61.06	62.82
Leisure:	29.52	32.78	45.93	30.18	34.04
- Organized excursions	9.62	12.19	18.85	12.14	12.95
- Leisure, amusement	3.25	4.62	6.80	4.13	4.58
- Trip to other islands	1.03	1.16	1.89	0.98	1.23
- Sporting activities	5.32	5.07	5.49	3.75	4.84
- Cultural activities	1.44	1.17	2.67	1.03	1.54
- Discos and disco-pubs	8.87	8.56	10.23	8.15	8.90
Others:	15.22	17.31	15.73	19.10	16.89
- Wellness	3.57	3.12	3.97	2.80	3.35
- Medical expenses	1.66	1.50	1.52	1.26	1.48
- Other expenses	9.99	12.69	10.24	15.04	12.06

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.5%	0.9%	0.9%	0.7%	0.7%
Between 2 and 7 days	9.1%	9.2%	7.1%	8.3%	8.4%
Between 8 and 15 days	8.9%	9.0%	11.5%	9.0%	9.5%
Between 16 and 30 days	18.3%	17.4%	16.7%	14.6%	16.7%
Between 31 and 90 days	33.1%	36.6%	29.8%	34.3%	33.4%
More than 90 days	30.2%	26.9%	34.0%	33.0%	31.3%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	14.6%	13.3%	15.2%	10.9%	13.4%
Flight and accommodation (room only)	26.6%	22.3%	21.8%	27.2%	24.9%
Flight and accommodation (B&B)	9.7%	8.2%	5.8%	9.5%	8.5%
Flight and accommodation (half board)	16.0%	21.0%	22.1%	18.2%	19.0%
Flight and accommodation (full board)	6.2%	5.3%	3.2%	5.1%	5.0%
Flight and accommodation (all inclusive)	26.9%	29.9%	31.9%	29.1%	29.3%
% Tourists using low-cost airlines	38.1%	43.6%	46.5%	36.9%	40.7%
Other expenses in their place of residence:					
- Car rental	7.1%	7.6%	6.8%	7.9%	7.4%
- Sporting activities	4.5%	4.5%	3.1%	3.5%	3.9%
- Excursions	4.9%	4.8%	4.6%	4.5%	4.7%
- Combined trip to other islands	6.3%	2.4%	1.3%	5.1%	4.1%

(*) Bear in mind that 87% of the tourists visiting Gran Canaria pay the accommodation before travelling.

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	46.3%	39.9%	37.8%	49.8%	44.2%
- Tour Operator's website	81.2%	81.0%	77.2%	82.4%	80.8%
Accommodation	12.2%	14.1%	12.5%	10.9%	12.3%
- Accommodation's website	77.8%	81.1%	78.6%	80.4%	79.4%
Travel agency (High street)	17.2%	20.5%	23.0%	17.4%	19.2%
Online Travel Agency (OTA)	13.1%	16.3%	14.3%	13.3%	14.0%
No need to book accommodation	11.3%	9.2%	12.4%	8.6%	10.3%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	47.8%	43.2%	39.9%	51.2%	46.2%
- Tour Operator's website	81.7%	78.4%	73.3%	81.7%	79.4%
Airline	24.0%	24.4%	25.0%	21.3%	23.5%
- Airline's website	96.0%	95.7%	94.9%	95.1%	95.5%
Travel agency (High street)	18.0%	19.9%	22.9%	18.0%	19.5%
Online Travel Agency (OTA)	10.1%	12.5%	12.2%	9.5%	10.8%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	4.2%	8.7%	8.0%	6.7%	6.6%
4* Hotel	26.7%	33.5%	31.4%	27.8%	29.4%
1-2-3* Hotel	19.8%	21.1%	19.9%	18.3%	19.6%
Apartment	30.9%	24.7%	27.6%	31.5%	29.2%
Property (privately-owned, friends, family)	9.0%	7.6%	9.8%	6.8%	8.3%
Others	9.4%	4.4%	3.3%	9.0%	7.0%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	48.4%	50.8%	51.6%	54.1%	51.3%
Percentage of women	51.6%	49.2%	48.4%	45.9%	48.7%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	44.9	45.3	44.0	48.8	45.9
Standard deviation	16.1	16.3	15.7	15.4	16.0

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	11.6%	10.8%	12.3%	6.6%	10.1%
25-30 years old	11.2%	13.3%	12.1%	8.9%	11.1%
31-45 years old	32.2%	27.9%	30.8%	24.7%	28.8%
46-60 years old	24.6%	26.5%	26.4%	34.2%	28.2%
Over 60 years old	20.4%	21.5%	18.4%	25.6%	21.7%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	21.6%	19.8%	21.1%	20.0%	20.6%
Upper/Middle management employee	36.6%	36.6%	37.5%	37.4%	37.1%
Auxiliary level employee	14.9%	16.3%	17.6%	16.1%	16.2%
Students	8.5%	6.9%	7.6%	4.2%	6.7%
Retired	16.2%	18.0%	13.5%	20.0%	17.1%
Unemployed / unpaid dom. work	2.3%	2.3%	2.7%	2.2%	2.4%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	16.0%	17.2%	22.5%	16.7%	17.9%
€24,001 - €36,000	16.9%	17.9%	20.6%	17.0%	18.0%
€36,001 - €48,000	17.6%	16.2%	16.5%	16.7%	16.8%
€48,001 - €60,000	16.1%	15.3%	14.7%	14.8%	15.2%
€60,001 - €72,000	8.8%	8.7%	8.0%	10.3%	9.1%
€72,001 - €84,000	6.9%	8.3%	4.6%	7.3%	6.8%
More than €84,000	17.7%	16.3%	13.1%	17.2%	16.2%

Tourist profile by quarter of trip (2015)

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Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	532,269	556,404	597,768	555,789	2,242,231
- Fuerteventura	421,449	446,393	466,945	471,216	1,806,002
- Gran Canaria	986,070	650,896	780,001	1,030,269	3,447,235
- Tenerife	1,148,982	928,933	1,198,155	1,242,115	4,518,186
- La Palma	46,681	40,199	31,301	48,915	167,096

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	16.0%	13.7%	14.3%	15.0%	14.9%
Only with partner	46.0%	49.8%	40.7%	51.1%	47.0%
Only with children (under the age of 13)	1.3%	1.4%	1.8%	0.9%	1.3%
Partner + children (under the age of 13)	8.0%	7.1%	11.6%	7.2%	8.4%
Other relatives	7.4%	6.7%	6.1%	5.7%	6.5%
Friends	8.0%	7.4%	6.9%	6.5%	7.2%
Work colleagues	0.7%	0.6%	0.4%	0.6%	0.6%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	88.1%	88.7%	85.0%	89.4%	87.9%
Tranquillity/rest/relaxation	41.3%	39.5%	37.1%	40.9%	39.9%
Beaches	32.9%	39.7%	45.3%	40.1%	39.1%
Scenery	18.2%	17.2%	16.3%	17.2%	17.3%
Visiting new places	10.5%	13.7%	16.5%	11.3%	12.7%
Price	11.8%	14.0%	14.8%	10.4%	12.5%
Security	7.6%	6.9%	8.4%	9.9%	8.4%
Ease of travel	8.7%	8.5%	4.5%	6.8%	7.1%
Suitable destination for children	6.5%	5.9%	7.8%	4.9%	6.2%
Nightlife/fun	5.2%	5.7%	6.5%	5.8%	5.8%
Quality of the environment	4.0%	4.8%	4.7%	4.4%	4.4%
Active tourism	4.4%	3.2%	2.2%	4.1%	3.6%
Shopping	4.1%	3.0%	3.3%	3.0%	3.4%
Culture	2.1%	1.7%	2.7%	2.0%	2.1%
Nautical activities	1.4%	1.2%	1.8%	1.6%	1.5%
Golf	1.5%	1.2%	1.1%	1.3%	1.3%

How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	89.3%	93.7%	92.4%	92.5%	91.9%
Average rating (scale 1-10)	8.51	8.85	8.84	8.77	8.73

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists of the island	57.1%	49.5%	45.2%	58.8%	53.4%
-more than 10 visits to the island	10.9%	10.1%	8.4%	13.5%	10.9%

Where are they from?

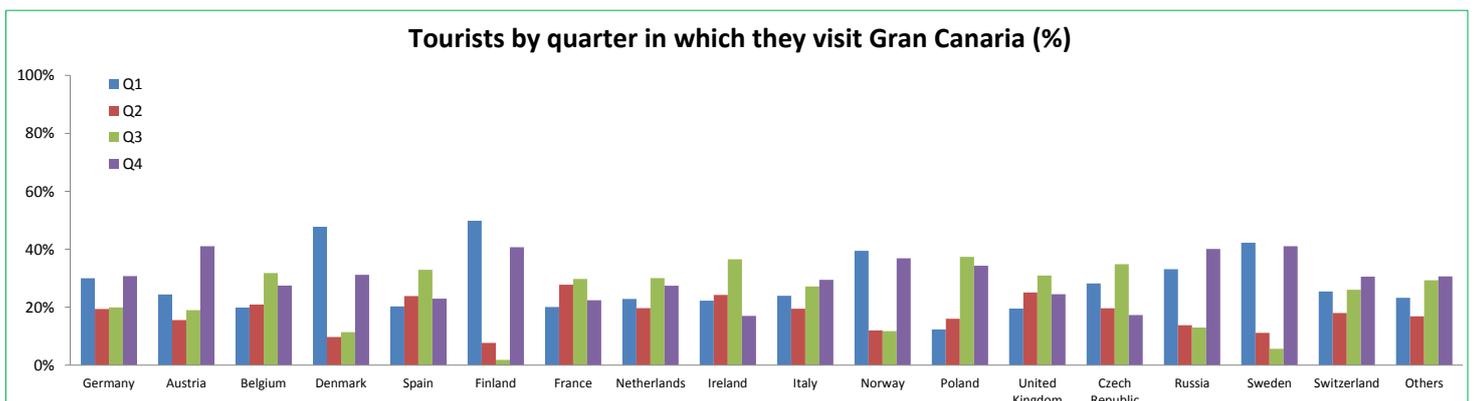


Ten main source markets	Q1	Q2	Q3	Q4	Total
Alemania	237,777	153,472	157,966	243,512	792,727
Reino Unido	109,368	140,487	173,359	137,207	560,422
España	94,380	110,999	153,388	106,978	465,745
Suecia	142,286	37,522	18,926	138,286	337,021
Noruega	115,415	35,015	34,279	107,868	292,577
Holanda	40,011	34,443	52,605	47,922	174,981
Dinamarca	61,859	12,544	14,788	40,372	129,563
Otros	26,145	18,953	32,962	34,492	112,553
Finlandia	53,105	8,183	1,949	43,390	106,627
Suiza	22,069	15,621	22,559	26,509	86,758

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	69.6%	62.3%	60.3%	69.7%	66.1%
Recommendation by friends or relatives	31.7%	33.0%	32.8%	28.6%	31.3%
The Canary Islands television channel	0.3%	0.3%	0.3%	0.2%	0.3%
Other television or radio channels	0.6%	0.6%	0.9%	0.6%	0.7%
Information in the press/magazines/books	3.6%	3.5%	3.4%	3.5%	3.5%
Attendance at a tourism fair	0.6%	0.7%	0.6%	0.4%	0.6%
Tour Operator's brochure or catalogue	6.7%	7.1%	11.2%	7.8%	8.1%
Recommendation by Travel Agency	7.5%	9.8%	11.7%	7.5%	8.9%
Information obtained via the Internet	23.8%	24.6%	27.0%	23.6%	24.6%
Senior Tourism programme	0.1%	0.6%	0.3%	0.2%	0.3%
Others	10.6%	10.4%	8.6%	10.1%	9.9%



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.