

Tourist profile trend (2015)

Canary Islands: Spanish



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	1,550,404	1,338,454	1,328,118	1,333,105	1,432,973
Average daily expenditure (€)	126.12	124.35	123.51	127.59	127.68
- in their place of residence	78.50	77.55	78.18	82.38	83.05
- in the Canary Islands	47.62	46.80	45.33	45.21	44.63
Average length of stay	7.68	7.28	8.04	7.71	7.75
Turnover per tourist (€)	818	786	823	819	819
Total turnover (> 16 years old) (€m)	1,268	1,052	1,093	1,092	1,173
Year on year variation of turnover	--	-17.0%	3.9%	-0.1%	7.4%
Year on year variation of tourist	--	-13.7%	-0.8%	0.4%	7.5%

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

Accommodation (*):	53.18	46.86	50.71	46.00	42.88
- Accommodation	41.33	37.09	39.42	36.81	34.78
- Additional accommodation expenses	11.85	9.78	11.30	9.18	8.10
Transport:	38.58	36.56	33.71	35.62	34.67
- Public transport	5.16	5.46	5.92	5.68	5.97
- Taxi	7.07	6.67	6.45	6.43	5.38
- Car rental	26.35	24.43	21.34	23.51	23.32
Food and drink:	102.39	92.35	111.92	111.41	116.65
- Food purchases at supermarkets	33.14	26.29	43.34	42.64	46.02
- Restaurants	69.25	66.05	68.58	68.78	70.62
Souvenirs:	63.38	61.91	63.29	57.48	49.51
Leisure:	41.13	40.97	34.40	34.92	33.87
- Organized excursions	18.84	19.51	14.26	13.56	12.61
- Leisure, amusement	6.18	5.74	4.52	5.23	6.79
- Trip to other islands	3.90	3.29	2.58	2.79	2.32
- Sporting activities	3.21	3.14	3.85	3.78	3.22
- Cultural activities	2.63	3.19	2.29	2.77	2.52
- Discos and disco-pubs	6.37	6.10	6.90	6.79	6.42
Others:	16.51	14.88	12.59	16.64	12.44
- Wellness	2.55	2.32	2.25	2.12	2.27
- Medical expenses	0.87	0.85	0.78	0.78	0.83
- Other expenses	13.10	11.71	9.56	13.75	9.33

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	1.2%	0.7%	0.8%	1.0%	0.8%
Between 2 and 7 days	15.6%	13.9%	13.9%	13.3%	11.5%
Between 8 and 15 days	16.5%	16.5%	16.9%	14.3%	12.3%
Between 16 and 30 days	22.7%	23.7%	23.7%	23.3%	22.5%
Between 31 and 90 days	31.8%	31.7%	32.6%	35.2%	36.2%
More than 90 days	12.2%	13.5%	12.1%	12.9%	16.6%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	18.3%	15.7%	18.6%	18.9%	23.2%
Flight and accommodation (room only)	11.7%	11.7%	14.0%	15.0%	17.0%
Flight and accommodation (B&B)	8.6%	8.6%	8.6%	9.2%	8.6%
Flight and accommodation (half board)	25.4%	25.1%	22.8%	22.8%	20.4%
Flight and accommodation (full board)	11.7%	14.5%	11.1%	10.2%	8.1%
Flight and accommodation (all inclusive)	24.3%	24.4%	24.8%	23.8%	22.7%
% Tourists using low-cost airlines	31.3%	35.4%	53.1%	53.9%	57.2%
Other expenses in their place of residence:					
- Car rental	16.6%	18.5%	20.6%	22.4%	22.6%
- Sporting activities	1.8%	1.5%	1.9%	1.6%	2.1%
- Excursions	4.0%	4.5%	4.8%	5.2%	5.8%
- Combined trip to other islands	1.5%	1.6%	1.9%	1.9%	1.7%

(*) Bear in mind that 77% of Spanish tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	17.7%	15.4%	13.8%	14.2%	12.9%
- Tour Operator's website	63.0%	71.0%	74.9%	73.7%	71.8%
Accommodation	18.2%	18.4%	20.0%	19.5%	18.5%
- Accommodation's website	71.3%	76.9%	79.6%	79.4%	82.8%
Travel agency (High street)	37.2%	40.8%	33.3%	33.0%	30.0%
Online Travel Agency (OTA)	14.4%	15.1%	18.9%	19.2%	19.4%
No need to book accommodation	12.5%	10.2%	13.9%	14.1%	19.2%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	24.9%	20.5%	19.2%	18.9%	18.2%
- Tour Operator's website	61.9%	65.7%	71.4%	71.5%	74.3%
Airline	24.5%	27.7%	33.2%	34.3%	37.8%
- Airline's website	94.7%	97.0%	97.3%	97.1%	98.0%
Travel agency (High street)	36.3%	39.9%	32.5%	32.1%	29.7%
Online Travel Agency (OTA)	14.3%	11.9%	15.1%	14.7%	14.3%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	10.1%	10.9%	9.5%	9.7%	7.8%
4* Hotel	50.1%	49.3%	46.7%	44.9%	39.8%
1-2-3* Hotel	15.9%	19.3%	16.3%	16.6%	13.6%
Apartment	12.8%	10.8%	13.4%	14.5%	18.9%
Property (privately-owned, friends, family)	10.3%	9.0%	13.1%	12.8%	18.1%
Others	0.7%	0.8%	1.0%	1.6%	1.8%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	50.3%	50.4%	50.9%	50.2%	52.1%
Percentage of women	49.7%	49.6%	49.1%	49.8%	47.9%

Age

Average age (tourists > 16 years old)	42.7	42.8	42.1	41.9	48.3
Standard deviation	14.7	14.6	14.3	13.9	15.7

Age range

16-24 years old	8.6%	8.5%	9.0%	9.2%	9.4%
25-30 years old	15.5%	14.3%	14.9%	14.8%	14.3%
31-45 years old	37.2%	39.0%	40.1%	40.3%	40.3%
46-60 years old	22.3%	22.1%	21.9%	22.5%	23.5%
Over 60 years old	16.3%	16.1%	14.1%	13.2%	12.4%

Occupation

Business owner or self-employed	18.2%	19.1%	19.4%	20.6%	19.9%
Upper/Middle management employee	32.7%	31.7%	31.3%	32.6%	33.3%
Auxiliary level employee	23.9%	25.3%	24.8%	22.9%	24.0%
Students	5.5%	5.6%	7.0%	7.1%	7.3%
Retired	14.4%	13.2%	12.3%	11.4%	10.6%
Unemployed / unpaid dom. work	5.3%	5.1%	5.3%	5.4%	4.9%

Annual household income level

€12,000 - €24,000	30.5%	32.1%	32.1%	30.4%	30.8%
€24,001 - €36,000	26.5%	25.3%	26.7%	27.7%	26.5%
€36,001 - €48,000	16.4%	15.7%	15.4%	15.8%	16.4%
€48,001 - €60,000	11.4%	10.3%	10.9%	11.4%	10.6%
€60,001 - €72,000	6.5%	5.9%	5.4%	5.8%	5.3%
€72,001 - €84,000	2.9%	4.1%	3.4%	3.1%	3.2%
More than €84,000	5.9%	6.5%	6.2%	5.8%	7.2%

Tourist profile trend (2015)

Canary Islands: Spanish



Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	309,846	257,248	253,453	256,235	227,770
- Fuerteventura	130,658	87,230	95,594	102,470	108,358
- Gran Canaria	378,295	321,958	398,624	390,862	465,749
- Tenerife	640,208	615,477	522,200	521,247	574,059
- La Palma	64,409	43,654	40,636	44,274	42,084

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	20.3%	19.4%	19.3%	19.5%	16.1%
- Fuerteventura	8.6%	6.6%	7.3%	7.8%	7.6%
- Gran Canaria	24.8%	24.3%	30.4%	29.7%	32.8%
- Tenerife	42.0%	46.4%	39.8%	39.6%	40.5%
- La Palma	4.2%	3.3%	3.1%	3.4%	3.0%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	17.3%	14.2%	18.5%	18.0%	18.4%
Only with partner	46.9%	47.4%	46.1%	44.2%	41.6%
Only with children (under the age of 13)	0.9%	0.9%	0.9%	1.1%	1.4%
Partner + children (under the age of 13)	10.6%	10.9%	11.0%	12.4%	14.0%
Other relatives	4.0%	5.3%	4.7%	4.5%	4.6%
Friends	7.0%	6.7%	5.8%	5.9%	6.2%
Work colleagues	1.1%	1.0%	0.9%	1.0%	0.9%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	71.4%	72.2%	73.6%	72.1%	70.4%
Tranquility/rest/relaxation	37.3%	36.1%	36.7%	35.6%	34.9%
Beaches	32.5%	33.5%	35.2%	35.3%	34.3%
Scenery	29.8%	26.9%	27.2%	29.1%	29.3%
Visiting new places	22.2%	21.6%	18.3%	19.3%	18.8%
Price	10.4%	12.4%	10.2%	9.7%	9.3%
Quality of the environment	8.6%	7.3%	7.3%	7.2%	7.6%
Suitable destination for children	5.6%	5.5%	6.1%	6.3%	6.7%
Active tourism	3.0%	3.6%	3.1%	3.6%	4.3%
Shopping	3.1%	3.4%	3.1%	3.5%	2.3%
Theme parks	2.7%	2.9%	2.8%	2.8%	3.4%
Ease of travel	2.4%	2.3%	2.5%	2.7%	2.3%
Nightlife/fun	2.2%	2.3%	2.3%	2.2%	2.6%
Security	1.9%	1.8%	2.4%	1.8%	2.9%
Nautical activities	1.7%	1.9%	2.0%	2.4%	2.5%
Culture	1.8%	2.1%	1.7%	2.1%	2.1%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	93.3%	93.8%	93.8%	94.4%	93.5%
Average rating (scale 1-10)	8.76	8.81	8.77	8.83	8.85

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	78.2%	78.5%	80.4%	80.0%	79.6%
In love (more than 10 visits)	14.6%	14.1%	15.7%	14.9%	17.2%

What did motivate them to come?



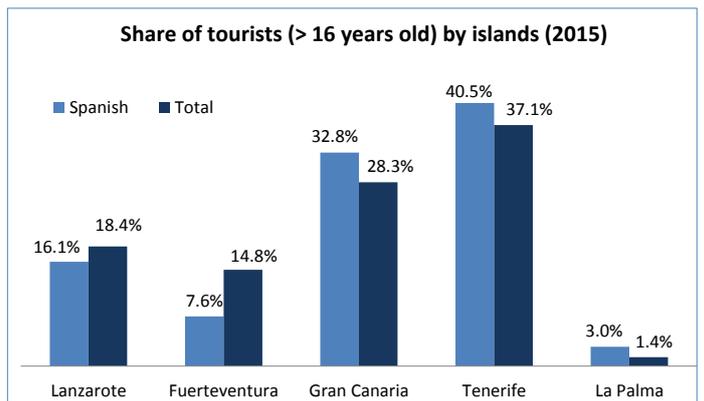
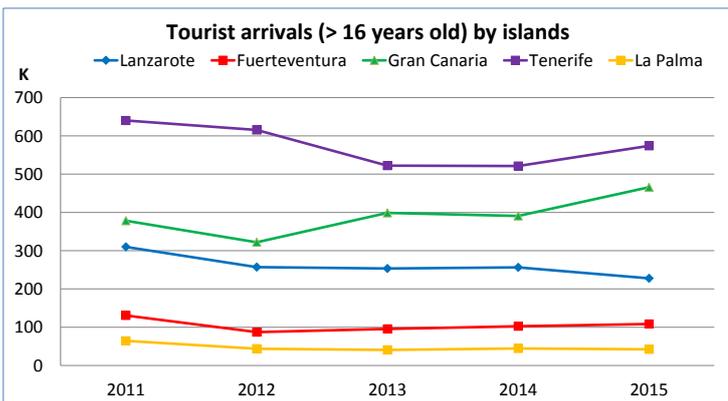
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	60.9%	59.8%	60.4%	61.4%	60.5%
Recommendation by friends or relatives	36.6%	35.8%	35.0%	36.7%	37.6%
The Canary Islands television channel	0.5%	1.0%	0.4%	0.3%	0.2%
Other television or radio channels	1.3%	1.0%	0.8%	0.8%	1.0%
Information in the press/magazines/books	4.3%	4.4%	3.8%	3.8%	3.5%
Attendance at a tourism fair	0.6%	0.6%	0.6%	0.6%	0.6%
Tour Operator's brochure or catalogue	3.6%	3.2%	2.3%	2.5%	2.2%
Recommendation by Travel Agency	10.0%	11.0%	7.9%	7.4%	7.3%
Information obtained via the Internet	20.5%	20.5%	20.2%	21.6%	21.0%
Senior Tourism programme	5.9%	6.2%	4.8%	2.6%	1.9%
Others	12.0%	11.6%	12.6%	13.4%	13.4%

* Multi-choice question

Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
Spain	1,539,775	1,326,047	1,320,719	1,324,574	1,426,083
Others	7,642	8,586	5,974	5,206	2,776
Belgium	0	363	0	629	1,352
Germany	1,219	2,414	249	291	924
United Kingdom	499	267	819	777	620
Switzerland	0	576	0	948	471
Norway	237	0	0	0	296
Italy	938	0	180	0	203
Finland	0	0	0	0	177
Netherlands	95	201	0	85	71



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.