

Profile of british tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	United Kingdom	All markets
Tourist arrivals (> 16 years old)	3,867,102	12,310,044
Average daily expenditure (€)	135.79	133.60
. in their place of residence	96.44	95.33
. in the Canary Islands	39.35	38.27
Average length of stay	8.98	9.46
Turnover per tourist (€)	1,108	1,125
Total turnover (> 16 years old) (€m)	4,283	13,854
Share of total turnover	30.9%	100%
Share of total tourist	31.4%	100%

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

	United Kingdom	All markets
Accommodation (*) :	41.32	44.10
- Accommodation	35.07	37.76
- Additional accommodation expenses	6.25	6.33
Transport:	22.19	27.41
- Public transport	4.14	4.99
- Taxi	9.40	7.42
- Car rental	8.65	14.99
Food and drink:	168.72	153.13
- Food purchases at supermarkets	75.71	68.64
- Restaurants	93.01	84.49
Souvenirs:	48.61	55.15
Leisure:	33.68	36.28
- Organized excursions	11.51	14.63
- Leisure, amusement	4.74	5.23
- Trip to other islands	0.79	1.51
- Sporting activities	3.94	5.38
- Cultural activities	1.63	2.18
- Discos and disco-pubs	11.07	7.34
Others:	13.61	15.71
- Wellness	2.55	2.97
- Medical expenses	1.16	1.46
- Other expenses	9.90	11.28

How far in advance do they book their trip?



	United Kingdom	All markets
The same day they leave	0.7%	0.6%
Between 2 and 7 days	5.3%	7.3%
Between 8 and 15 days	6.9%	8.9%
Between 16 and 30 days	12.3%	15.4%
Between 31 and 90 days	32.9%	33.9%
More than 90 days	42.0%	33.8%

What do they book at their place of residence?



	United Kingdom	All markets
Flight only	9.6%	11.1%
Flight and accommodation (room only)	33.5%	25.5%
Flight and accommodation (B&B)	6.1%	7.6%
Flight and accommodation (half board)	13.1%	18.3%
Flight and accommodation (full board)	2.3%	4.4%
Flight and accommodation (all inclusive)	35.3%	33.2%
% Tourists using low-cost airlines	61.1%	47.1%
Other expenses in their place of residence:		
- Car rental	3.9%	11.5%
- Sporting activities	3.9%	5.4%
- Excursions	2.1%	5.7%
- Combined trip to other islands	0.7%	2.0%

How do they book?



	United Kingdom	All markets
Accommodation booking		
Tour Operator	52.3%	42.8%
- Tour Operator's website	82.3%	78.8%
Accommodation	17.3%	14.0%
- Accommodation's website	82.2%	81.9%
Travel agency (High street)	10.2%	19.8%
Online Travel Agency (OTA)	13.1%	15.4%
No need to book accommodation	7.2%	8.0%

	United Kingdom	All markets
Flight booking		
Tour Operator	54.6%	45.5%
- Tour Operator's website	83.3%	77.7%
Airline	28.4%	24.9%
- Airline's website	97.0%	96.2%
Travel agency (High street)	8.9%	18.6%
Online Travel Agency (OTA)	8.2%	11.0%

Where do they stay?



	United Kingdom	All markets
5* Hotel	8.4%	6.8%
4* Hotel	33.3%	37.7%
1-2-3* Hotel	12.2%	15.0%
Apartment	37.1%	30.3%
Property (privately-owned, friends, family)	6.3%	7.0%
Others	2.8%	3.2%

How are they?



	United Kingdom	All markets
Gender		
Percentage of men	47.1%	49.8%
Percentage of women	52.9%	50.2%

	United Kingdom	All markets
Age		
Average age (tourists > 16 years old)	44.8	44.5
Standard deviation	14.6	14.9

	United Kingdom	All markets
Age range		
16-24 years old	9.0%	8.8%
25-30 years old	11.3%	13.1%
31-45 years old	32.9%	32.8%
46-60 years old	30.0%	28.4%
Over 60 years old	16.9%	17.0%

	United Kingdom	All markets
Occupation		
Business owner or self-employed	33.8%	23.7%
Upper/Middle management employee	26.4%	37.1%
Auxiliary level employee	17.7%	16.6%
Students	3.8%	5.6%
Retired	16.0%	14.5%
Unemployed / unpaid dom. work	2.2%	2.5%

	United Kingdom	All markets
Annual household income level		
€12,000 - €24,000	16.8%	18.3%
€24,001 - €36,000	18.9%	18.9%
€36,001 - €48,000	16.7%	16.9%
€48,001 - €60,000	14.2%	14.6%
€60,001 - €72,000	9.9%	9.2%
€72,001 - €84,000	6.3%	6.1%
More than €84,000	17.2%	16.0%

(*) Bear in mind that 90% of british tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	United Kingdom	All markets
- Lanzarote	1,043,767	2,242,245
- Fuerteventura	449,896	1,806,014
- Gran Canaria	560,426	3,447,259
- Tenerife	1,765,457	4,518,215
- La Palma	25,814	167,100

Share (%)	United Kingdom	All markets
- Lanzarote	27.1%	18.4%
- Fuerteventura	11.7%	14.8%
- Gran Canaria	14.6%	28.3%
- Tenerife	45.9%	37.1%
- La Palma	0.7%	1.4%

Who do they come with?



	United Kingdom	All markets
Unaccompanied	6.6%	9.8%
Only with partner	47.5%	48.0%
Only with children (under the age of 13)	1.4%	1.4%
Partner + children (under the age of 13)	12.5%	11.8%
Other relatives	7.2%	6.4%
Friends	6.1%	6.1%
Work colleagues	0.1%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	United Kingdom	All markets
Climate/sun	91.9%	89.3%
Tranquillity/rest/relaxation	33.4%	37.9%
Beaches	25.9%	33.6%
Price	21.2%	14.1%
Ease of travel	16.2%	8.3%
Scenery	14.7%	22.6%
Visiting new places	12.3%	14.1%
Suitable destination for children	10.0%	7.7%
Quality of the environment	8.5%	6.4%
Nightlife/fun	7.6%	4.3%
Security	6.0%	7.5%
Theme parks	4.6%	3.1%
Culture	3.8%	2.7%
Shopping	3.2%	3.0%
Active tourism	2.7%	5.2%
Golf	1.2%	1.1%

How do they value the destination?



Impression of their stay	United Kingdom	All markets
Good or very good (% tourists)	94.8%	93.3%
Average rating (scale 1-10)	9.06	8.84

How many are loyal to the destination?

Percentage of repeat tourists	United Kingdom	All markets
Repeat tourists	83.7%	76.4%
In love (more than 10 visits)	20.3%	16.7%

Where does the flight come from?



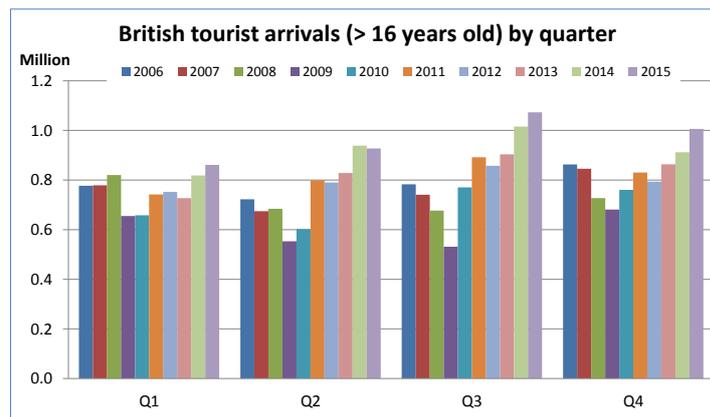
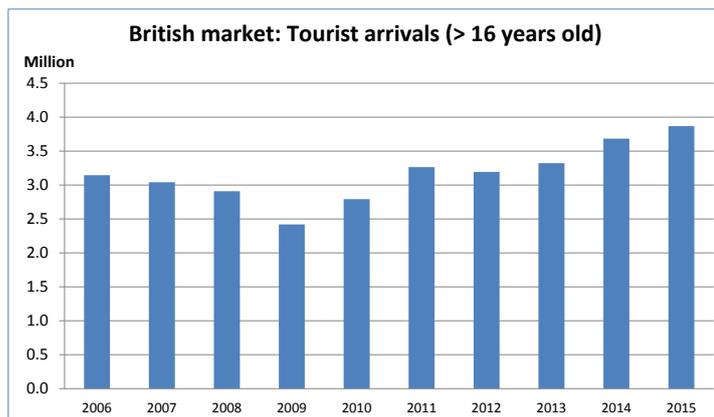
Ten main origin countries	United Kingdom	All markets
United Kingdom	3,786,123	3,848,961
Spain	40,098	1,897,955
Ireland	25,642	400,647
Germany	4,763	2,561,891
Others	3,071	214,665
Norway	2,696	410,416
Czech Republic	1,585	48,124
Belgium	923	359,967
Poland	755	183,396
Netherlands	631	386,532

What did motivate them to come?



Aspects motivating the choice	United Kingdom	All markets
Previous visits to the Canary Islands	70.5%	64.1%
Recommendation by friends or relatives	37.1%	34.7%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.2%	0.7%
Information in the press/magazines/books	2.5%	3.7%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	8.6%	8.2%
Recommendation by Travel Agency	5.2%	9.5%
Information obtained via the Internet	24.7%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	6.1%	6.7%

* Multi-choice question



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.