

Tourist profile by quarter of trip (2015)

Tenerife: All markets

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	1,148,998	928,946	1,198,155	1,242,115	4,518,215
Average daily expenditure (€)	138.85	138.32	134.17	142.72	138.56
. in their place of residence	96.69	95.81	93.55	99.79	96.53
. in the Canary Islands	42.15	42.51	40.62	42.93	42.03
Average length of stay	9.41	8.36	10.11	8.79	9.21
Turnover per tourist (€)	1,138	1,047	1,209	1,128	1,135
Total turnover (> 16 years old) (€m)	1,307.7	972.8	1,448.1	1,401.0	5,129.6
Share of turnover	25.5%	19.0%	28.2%	27.3%	100%
Share of tourist	25.4%	20.6%	26.5%	27.5%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	53.05	46.38	51.32	54.97	51.75
- Accommodation	45.24	39.13	41.12	45.76	43.03
- Additional accommodation expenses	7.81	7.25	10.20	9.21	8.71
Transport:	28.80	25.15	26.26	22.18	25.56
- Public transport	5.12	4.54	4.89	3.65	4.53
- Taxi	7.55	7.09	7.64	5.75	6.98
- Car rental	16.13	13.52	13.73	12.78	14.04
Food and drink:	163.10	150.27	171.09	159.77	161.67
- Food purchases at supermarkets	73.89	67.08	80.05	65.81	71.90
- Restaurants	89.21	83.19	91.05	93.96	89.76
Souvenirs:	59.13	57.53	66.98	57.99	60.57
Leisure:	42.10	39.22	49.73	35.59	41.74
- Organized excursions	16.16	16.92	21.76	15.30	17.57
- Leisure, amusement	5.58	8.17	11.61	6.52	7.97
- Trip to other islands	1.03	1.14	1.21	1.05	1.11
- Sporting activities	5.45	4.03	3.85	4.42	4.45
- Cultural activities	1.98	1.69	1.48	1.96	1.79
- Discos and disco-pubs	11.90	7.26	9.82	6.33	8.86
Others:	15.36	28.19	14.11	16.24	17.91
- Wellness	2.84	2.79	2.23	2.91	2.69
- Medical expenses	1.74	1.38	1.06	1.06	1.30
- Other expenses	10.78	24.02	10.82	12.27	13.92

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.9%	0.9%	0.5%	0.7%	0.7%
Between 2 and 7 days	7.9%	8.1%	6.4%	7.2%	7.4%
Between 8 and 15 days	8.9%	7.8%	9.0%	8.9%	8.7%
Between 16 and 30 days	15.1%	13.7%	13.4%	15.8%	14.5%
Between 31 and 90 days	35.1%	35.2%	27.4%	35.0%	33.1%
More than 90 days	32.1%	34.4%	43.4%	32.3%	35.6%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	14.2%	11.5%	14.6%	14.2%	13.7%
Flight and accommodation (room only)	25.5%	23.1%	27.5%	25.5%	25.5%
Flight and accommodation (B&B)	9.5%	9.0%	6.4%	10.0%	8.7%
Flight and accommodation (half board)	19.2%	21.8%	18.0%	19.4%	19.5%
Flight and accommodation (full board)	4.7%	5.4%	4.4%	4.5%	4.7%
Flight and accommodation (all inclusive)	26.9%	29.2%	29.1%	26.4%	27.8%
% Tourists using low-cost airlines	44.1%	50.9%	52.2%	50.3%	49.4%
Other expenses in their place of residence:					
- Car rental	13.2%	12.4%	13.1%	12.5%	12.8%
- Sporting activities	4.4%	4.5%	4.8%	4.0%	4.4%
- Excursions	6.2%	7.2%	8.1%	6.8%	7.1%
- Combined trip to other islands	1.3%	1.7%	0.8%	1.2%	1.2%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	43.3%	40.2%	37.2%	43.0%	41.0%
- Tour Operator's website	78.8%	80.0%	76.5%	80.3%	78.9%
Accommodation	14.9%	16.2%	14.6%	13.4%	14.7%
- Accommodation's website	81.8%	80.8%	80.9%	82.8%	81.6%
Travel agency (High street)	17.7%	20.8%	21.9%	17.4%	19.4%
Online Travel Agency (OTA)	14.6%	14.8%	15.3%	15.5%	15.1%
No need to book accommodation	9.5%	8.0%	11.1%	10.7%	9.9%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	46.5%	43.2%	40.9%	45.9%	44.2%
- Tour Operator's website	78.7%	78.1%	74.8%	79.1%	77.7%
Airline	26.7%	28.2%	26.5%	27.4%	27.1%
- Airline's website	97.0%	95.6%	96.4%	95.3%	96.1%
Travel agency (High street)	15.8%	18.8%	20.1%	16.1%	17.6%
Online Travel Agency (OTA)	10.9%	9.8%	12.5%	10.6%	11.0%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	8.7%	10.4%	8.4%	10.1%	9.3%
4* Hotel	39.4%	43.0%	37.7%	38.8%	39.6%
1-2-3* Hotel	12.4%	13.2%	9.2%	11.6%	11.5%
Apartment	27.1%	24.2%	32.9%	27.4%	28.1%
Property (privately-owned, friends, family)	8.7%	6.7%	10.4%	10.2%	9.2%
Others	3.6%	2.4%	1.4%	1.9%	2.3%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	49.5%	47.4%	48.4%	49.5%	48.8%
Percentage of women	50.5%	52.6%	51.6%	50.5%	51.2%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	43.1	40.9	39.8	44.3	42.1
Standard deviation	14.5	14.1	12.9	14.2	14.1

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	10.2%	12.3%	11.4%	7.6%	10.2%
25-30 years old	13.1%	17.5%	17.8%	14.4%	15.6%
31-45 years old	36.3%	33.9%	38.8%	31.1%	35.0%
46-60 years old	25.8%	25.5%	25.4%	32.7%	27.6%
Over 60 years old	14.6%	10.8%	6.6%	14.2%	11.6%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	27.4%	27.4%	26.3%	26.9%	27.0%
Upper/Middle management employee	35.1%	35.7%	35.5%	35.2%	35.4%
Auxiliary level employee	17.6%	17.2%	22.1%	17.9%	18.8%
Students	5.6%	7.4%	7.6%	4.5%	6.2%
Retired	12.2%	9.4%	5.1%	12.5%	9.8%
Unemployed / unpaid dom. work	2.1%	3.0%	3.3%	3.0%	2.9%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	18.2%	21.0%	23.7%	18.9%	20.4%
€24,001 - €36,000	19.2%	20.2%	21.2%	19.4%	20.0%
€36,001 - €48,000	16.9%	16.1%	16.2%	16.1%	16.3%
€48,001 - €60,000	15.3%	13.7%	13.3%	13.6%	14.0%
€60,001 - €72,000	9.0%	7.4%	7.9%	9.1%	8.4%
€72,001 - €84,000	5.8%	6.2%	4.6%	5.1%	5.4%
More than €84,000	15.7%	15.4%	13.1%	17.8%	15.5%

(*) Bear in mind that 86% of the tourists visiting Tenerife pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Tenerife: All markets



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	9.1%	8.4%	7.3%	10.5%	8.8%
Only with partner	48.4%	46.7%	38.6%	47.1%	45.1%
Only with children (under the age of 13)	1.0%	1.5%	2.6%	1.3%	1.6%
Partner + children (under the age of 13)	11.2%	11.6%	17.5%	9.8%	12.6%
Other relatives	6.1%	6.6%	7.3%	7.1%	6.8%
Friends	6.7%	7.4%	4.3%	4.8%	5.7%
Work colleagues	0.4%	0.5%	0.2%	0.4%	0.4%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	90.4%	87.5%	85.1%	90.4%	88.4%
Tranquillity/rest/relaxation	34.4%	31.7%	29.3%	32.8%	32.1%
Scenery	27.7%	25.2%	26.6%	27.1%	26.7%
Beaches	22.2%	22.0%	29.0%	24.9%	24.7%
Visiting new places	12.7%	16.1%	18.1%	12.4%	14.8%
Price	12.9%	15.2%	15.5%	12.1%	13.8%
Suitable destination for children	6.6%	8.8%	9.8%	6.6%	7.9%
Ease of travel	8.2%	9.4%	5.8%	8.4%	7.9%
Theme parks	4.5%	8.4%	11.3%	5.8%	7.5%
Quality of the environment	6.5%	8.0%	7.4%	6.7%	7.1%
Security	5.6%	4.7%	6.2%	8.4%	6.4%
Active tourism	6.8%	5.9%	4.5%	6.0%	5.8%
Nightlife/fun	6.1%	6.1%	5.8%	4.2%	5.5%
Shopping	3.8%	3.5%	4.5%	3.8%	3.9%
Culture	3.2%	3.1%	3.0%	2.5%	2.9%
Nautical activities	1.7%	1.4%	2.4%	1.6%	1.8%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	91.0%	94.3%	93.6%	94.2%	93.3%
Average rating (scale 1-10)	8.66	8.93	8.88	8.92	8.85

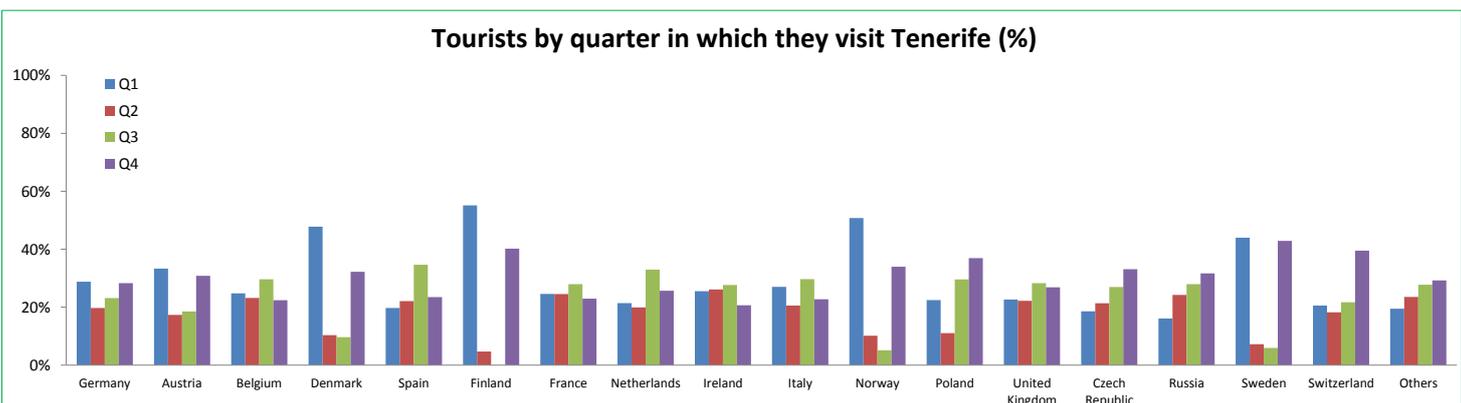
How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists of the island	51.8%	4.7%	42.4%	49.9%	47.9%
-more than 10 visits to the island	7.9%	7.1%	6.9%	7.5%	7.3%

Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
United Kingdom	399,605	392,318	499,307	474,227	1,765,457
Germany	175,593	120,241	141,046	172,358	609,239
Spain	113,164	126,883	199,029	134,982	574,059
Belgium	48,254	45,229	57,726	43,601	194,810
France	42,334	42,231	48,125	39,460	172,150
Italy	44,327	33,707	48,659	37,324	164,017
Others	29,601	35,776	42,185	44,452	152,014
Netherlands	30,771	28,589	47,331	36,890	143,581
Sweden	55,456	9,098	7,514	54,089	126,158
Ireland	22,523	23,041	24,402	18,223	88,189

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	64.3%	60.1%	56.1%	63.7%	61.1%
Recommendation by friends or relatives	36.8%	36.8%	40.9%	36.1%	37.7%
The Canary Islands television channel	0.4%	0.6%	0.5%	0.3%	0.4%
Other television or radio channels	0.7%	0.7%	1.1%	0.7%	0.8%
Information in the press/magazines/books	3.3%	3.6%	3.8%	3.3%	3.5%
Attendance at a tourism fair	0.7%	0.4%	0.6%	0.5%	0.5%
Tour Operator's brochure or catalogue	6.5%	6.7%	7.6%	5.8%	6.6%
Recommendation by Travel Agency	7.1%	8.8%	10.0%	7.3%	8.3%
Information obtained via the Internet	20.0%	23.5%	25.5%	20.9%	22.4%
Senior Tourism programme	0.8%	0.9%	0.2%	0.0%	0.4%
Others	6.6%	5.6%	5.1%	6.4%	6.0%



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.