

Tourist profile trend (2017)

UNITED KINGDOM

How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR) (mill.)	3.58	3.98	4.18	4.89	5.27
Tourist arrivals (> 16 years old) (mill.)	3.06	3.35	3.56	4.23	4.53
Average daily expenditure (€)	116.32	122.61	138.20	133.15	134.37
. in their place of residence	81.66	86.08	99.38	95.75	96.12
. in the Canary Islands	34.65	36.53	38.83	37.40	38.25
Average length of stay	9.06	8.92	8.93	8.81	8.59
Turnover per tourist (€)	966	998	1,126	1,073	1,057
Total turnover (€m)	3,462	3,972	4,710	5,252	5,567
Tourist arrivals: year on year change	--	11.1%	5.0%	17.0%	7.7%
Turnover: year on year change	--	14.7%	18.6%	11.5%	6.0%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	14.0%	12.5%	12.9%	13.2%	13.5%
- Additional accommodation expenses	5.4%	5.6%	5.9%	5.6%	5.7%
Transport:					
- Public transport	14.4%	13.6%	14.4%	14.1%	13.1%
- Taxi	28.4%	28.4%	28.4%	27.9%	26.6%
- Car rental	10.7%	9.6%	11.1%	9.7%	11.0%
Food and drink:					
- Food purchases at supermarkets	63.9%	60.4%	60.5%	61.2%	61.0%
- Restaurants	57.2%	56.2%	55.5%	54.1%	56.4%
Souvenirs:	53.4%	54.5%	52.7%	49.6%	50.1%
Leisure:					
- Organized excursions	17.2%	16.6%	15.6%	16.4%	14.8%
- Leisure, amusement	8.8%	8.6%	8.4%	8.1%	7.9%
- Trip to other islands	1.8%	1.9%	1.7%	1.8%	1.8%
- Sporting activities	5.8%	5.9%	5.3%	5.7%	5.2%
- Cultural activities	3.7%	3.4%	3.9%	3.3%	3.3%
- Discos and disco-pubs	10.0%	9.8%	10.4%	7.3%	6.6%
Others:					
- Wellness	5.2%	4.8%	5.3%	5.4%	4.8%
- Medical expenses	3.6%	3.4%	3.5%	3.6%	3.4%
- Other expenses	10.3%	9.2%	9.1%	7.7%	7.9%

2017



+8%
TOURISTS
5,267,514



-2%
TRAVEL EXPENSES
€1,057



+6%
TURNOVER
€5,567 MILL

What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	9.9%	9.8%	8.1%	7.7%	8.2%
Flight and accommodation (room only)	32.5%	30.1%	31.6%	31.3%	32.2%
Flight and accommodation (B&B)	5.3%	5.6%	6.5%	6.7%	7.2%
Flight and accommodation (half board)	14.9%	15.1%	14.1%	16.1%	16.3%
Flight and accommodation (full board)	2.7%	2.4%	2.6%	2.4%	2.0%
Flight and accommodation (all inclusive)	34.8%	36.9%	37.1%	35.8%	34.1%
% Tourists using low-cost airlines	58.5%	59.7%	59.6%	60.2%	63.4%
Other expenses in their place of residence:					
- Car rental	3.4%	3.3%	3.5%	3.5%	4.1%
- Sporting activities	4.3%	4.0%	4.1%	3.9%	3.9%
- Excursions	1.9%	2.4%	2.1%	2.0%	2.5%
- Trip to other islands	0.6%	1.0%	0.8%	0.8%	0.9%

How do they book?



	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	53.2%	53.9%	54.3%	52.8%	52.1%
- Tour Operator's website	79.8%	80.2%	82.1%	82.9%	83.9%
Accommodation	16.7%	16.4%	16.7%	17.4%	17.5%
- Accommodation's website	81.0%	82.0%	82.0%	84.9%	84.5%
Travel agency (High street)	10.8%	10.7%	10.6%	10.5%	9.9%
Online Travel Agency (OTA)	12.4%	12.3%	12.8%	13.7%	14.7%
No need to book accommodation	6.9%	6.7%	5.6%	5.6%	5.8%
Flight booking					
Tour Operator	54.9%	56.0%	56.1%	54.1%	54.0%
- Tour Operator's website	79.2%	80.0%	83.0%	82.0%	83.5%
Airline	28.1%	27.2%	26.7%	28.1%	28.9%
- Airline's website	96.9%	97.4%	96.6%	96.8%	97.5%
Travel agency (High street)	9.4%	9.4%	9.3%	9.3%	9.0%
Online Travel Agency (OTA)	7.6%	7.5%	7.9%	8.5%	8.2%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	0.4%	0.5%	0.6%	0.6%	0.7%
Between 2 and 7 days	5.2%	6.1%	5.2%	4.9%	4.4%
Between 8 and 15 days	7.7%	6.7%	6.8%	6.7%	5.8%
Between 16 and 30 days	14.5%	12.9%	12.1%	12.7%	11.5%
Between 31 and 90 days	33.4%	33.1%	32.7%	33.4%	34.0%
More than 90 days	38.8%	40.8%	42.6%	41.7%	43.7%

Who are they?



	2013	2014	2015	2016	2017
Gender					
Men	46.4%	46.9%	46.6%	43.7%	43.4%
Women	53.6%	53.1%	53.4%	56.3%	56.6%
Age					
Average age (tourists > 16 years old)	44.7	45.2	45.3	47.2	47.5
Standard deviation	14.3	14.5	14.5	15.4	15.4
Age range (> 16 years old)					
16-24 years old	10.1%	10.1%	9.5%	8.2%	8.2%
25-30 years old	10.6%	10.0%	10.1%	9.7%	8.7%
31-45 years old	29.9%	29.4%	30.2%	27.6%	27.3%
46-60 years old	34.0%	34.5%	33.5%	31.8%	33.1%
Over 60 years old	15.4%	16.1%	16.7%	22.6%	22.7%
Occupation					
Business owner or self-employed	31.9%	32.9%	33.4%	31.8%	32.4%
Upper/Middle management employee	27.2%	26.9%	26.6%	25.4%	25.1%
Auxiliary level employee	19.4%	18.0%	17.8%	15.3%	15.4%
Students	4.7%	4.1%	3.9%	3.6%	3.5%
Retired	14.4%	16.1%	16.2%	21.8%	21.6%
Unemployed / unpaid dom. work	2.4%	2.0%	2.1%	2.1%	1.9%
Annual household income level					
€12,000 - €24,000	18.3%	18.2%	16.5%	16.9%	16.8%
€24,001 - €36,000	21.0%	20.8%	18.9%	20.2%	20.2%
€36,001 - €48,000	17.7%	17.0%	16.9%	17.1%	16.5%
€48,001 - €60,000	15.3%	14.7%	14.3%	14.4%	15.5%
€60,001 - €72,000	8.5%	8.8%	9.7%	9.3%	9.1%
€72,001 - €84,000	5.4%	5.5%	6.4%	6.2%	6.1%
More than €84,000	13.8%	14.9%	17.3%	15.8%	15.8%

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Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	829,877	889,315	976,656	1,119,206	1,217,052
- Fuerteventura	313,631	368,776	400,915	466,838	490,641
- Gran Canaria	434,320	483,319	504,513	662,210	742,202
- Tenerife	1,458,171	1,573,248	1,636,357	1,921,177	2,018,976
- La Palma	12,937	17,519	23,924	30,387	37,342

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	27.2%	26.7%	27.6%	26.6%	27.0%
- Fuerteventura	10.3%	11.1%	11.3%	11.1%	10.9%
- Gran Canaria	14.2%	14.5%	14.2%	15.8%	16.5%
- Tenerife	47.8%	47.2%	46.2%	45.7%	44.8%
- La Palma	0.4%	0.5%	0.7%	0.7%	0.8%

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	8.2%	8.5%	9.1%	8.9%	8.5%
4* Hotel	33.0%	34.5%	35.7%	38.6%	36.4%
1-2-3* Hotel	12.5%	14.1%	13.0%	10.9%	12.0%
Apartment	37.3%	33.8%	34.5%	35.9%	36.7%
Property (privately-owned, friends, family)	6.1%	6.2%	4.8%	3.6%	3.8%
Others	2.8%	2.9%	2.7%	2.2%	2.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	93.5%	92.6%	92.3%	93.1%	92.6%
Tranquillity/rest/relaxation	37.1%	34.4%	34.1%	32.6%	33.0%
Beaches	25.1%	24.8%	25.7%	26.3%	27.5%
Price	21.1%	21.8%	20.9%	19.2%	18.1%
Ease of travel	16.9%	16.8%	16.5%	17.0%	17.5%
Scenery	13.5%	14.1%	14.9%	14.8%	14.9%
Visiting new places	13.4%	13.8%	12.7%	13.2%	13.9%
Suitable destination for children	9.4%	10.1%	9.7%	10.8%	10.5%
Quality of the environment	9.1%	8.7%	8.8%	8.7%	8.4%
Security	4.0%	3.5%	6.2%	8.2%	6.6%
Nightlife/fun	8.2%	7.7%	7.5%	6.4%	6.4%
Theme parks	3.4%	4.1%	4.4%	4.1%	4.6%
Culture	4.0%	3.3%	3.8%	3.7%	3.6%
Active tourism	2.4%	2.5%	2.6%	2.7%	2.7%
Shopping	2.2%	2.7%	3.2%	2.6%	2.6%
Rural tourism	0.7%	1.0%	0.9%	1.1%	1.2%

* Multi-choise question

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	6.4%	6.6%	6.1%	6.3%	6.2%
Only with partner	51.0%	48.5%	49.1%	47.5%	45.1%
Only with children (under the age of 13)	1.1%	1.1%	1.3%	1.6%	1.9%
Partner + children (under the age of 13)	11.1%	12.2%	12.3%	12.7%	13.8%
Other relatives	6.4%	6.7%	6.9%	6.9%	7.0%
Friends	5.9%	6.3%	5.9%	5.7%	5.5%
Work colleagues	0.2%	0.2%	0.1%	0.2%	0.1%
Other combinations ⁽¹⁾	18.0%	18.6%	18.2%	19.1%	20.4%

* Multi-choise question (different situations have been isolated)

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	94.5%	95.2%	94.7%	94.7%	94.3%
Average rating (scale 1-10)	8.99	9.05	9.05	9.09	9.05

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	83.9%	84.0%	83.8%	83.6%	83.3%
At least 10 previous visits	20.5%	19.5%	20.0%	19.0%	19.0%

Where does the flight come from?

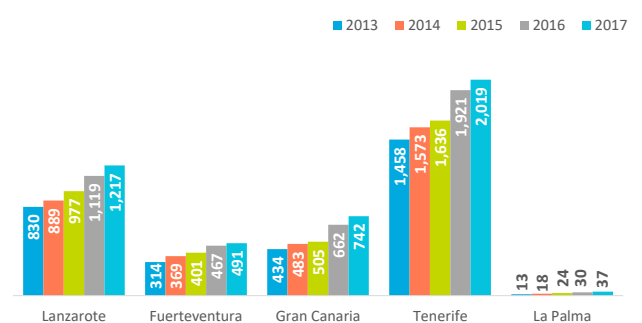
Tourists (> 16 years old)	2013	2014	2015	2016	2017
United Kingdom	96.7%	98.5%	98.0%	97.5%	98.4%
Spanish Mainland	2.2%	0.8%	1.0%	1.5%	1.0%
Ireland	0.8%	0.6%	0.6%	0.7%	0.4%
Norway	0.0%	0.0%	0.1%	0.0%	0.1%
Italy	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.1%	0.0%	0.1%	0.1%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.1%	0.2%	0.1%	0.1%

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	72.0%	70.8%	70.5%	70.5%	71.0%
Recommendation by friends/relatives	36.6%	35.6%	36.6%	36.3%	36.3%
The Canary Islands television channel	0.3%	0.3%	0.2%	0.2%	0.2%
Other television or radio channels	0.3%	0.3%	0.2%	0.4%	0.4%
Information in press/magazines/books	3.0%	2.4%	2.6%	2.8%	2.6%
Attendance at a tourism fair	0.2%	0.4%	0.2%	0.3%	0.2%
Tour Operator's brochure or catalogue	10.4%	10.1%	9.4%	8.8%	8.4%
Recommendation by Travel Agency	5.3%	5.7%	5.5%	5.4%	5.7%
Information obtained via the Internet	27.4%	25.7%	24.9%	25.1%	23.6%
Senior Tourism programme	0.1%	0.1%	0.0%	0.1%	0.0%
Others	6.1%	5.7%	5.6%	5.7%	5.4%

* Multi-choise question

Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.