

Profile of tourist visiting Tenerife 2015



How many they are and how much do they spend?



	Tenerife	Canary Islands
Tourist arrivals (> 16 years old)	4,518,215	12,310,044
Average daily expenditure (€)	138.56	133.60
. in their place of residence	96.53	95.33
. in the Canary Islands	42.03	38.27
Average lenght of stay	9.21	9.46
Turnover per tourist (€)	1,135	1,125
Total turnover (>16 years old) (€m)	5,130	13,854
Share of total turnover	37.0%	100%
Share of total tourist	36.7%	100%
Expenditure in the Canary Islands per tourist and trip (€)		
Accommodation (*):	51.75	44.10
- Accommodation	43.03	37.76
- Additional accommodation expenses	8.71	6.33
Transport:	25.56	27.41
- Public transport	4.53	4.99
- Taxi	6.98	7.42
- Car rental	14.04	14.99
Food and drink:	161.67	153.13
- Food purchases at supermarkets	71.90	68.64
- Restaurants	89.76	84.49
Souvenirs:	60.57	55.15
Leisure:	41.74	36.28
- Organized excursions	17.57	14.63
- Leisure, amusement	7.97	5.23
- Trip to other islands	1.11	1.51
- Sporting activities	4.45	5.38
- Cultural activities	1.79	2.18
- Discos and disco-pubs	8.86	7.34
Others:	17.91	15.71
- Wellness	2.69	2.97
- Medical expenses	1.30	1.46
- Other expenses	13.92	11.28

How far in advance do they book their trip?



	Tenerife	Canary Islands
The same day they leave	0.7%	0.6%
Between 2 and 7 days	7.4%	7.3%
Between 8 and 15 days	8.7%	8.9%
Between 16 and 30 days	14.5%	15.4%
Between 31 and 90 days	33.1%	33.9%
More than 90 days	35.6%	33.8%

What do they book at their place of residence?



	Tenerife	Canary Islands
Flight only	13.7%	11.1%
Flight and accommodation (room only)	25.5%	25.5%
Flight and accommodation (B&B)	8.7%	7.6%
Flight and accommodation (half board)	19.5%	18.3%
Flight and accommodation (full board)	4.7%	4.4%
Flight and accommodation (all inclusive)	27.8%	33.2%
% Tourists using low-cost airlines	49.4%	47.1%
Other expenses in their place of residence:		
- Car rental	12.8%	11.5%
- Sporting activities	4.4%	5.4%
- Excursions	7.1%	5.7%
- Combined trip to other islands	1.2%	2.0%

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

How do they book?



	Tenerife	Canary Islands
Tour Operator	41.0%	42.8%
- Tour Operator's website	78.9%	78.8%
Accommodation	14.7%	14.0%
- Accommodation's website	81.6%	81.9%
Travel agency (High street)	19.4%	19.8%
Online Travel Agency (OTA)	15.1%	15.4%
No need to book accommodation	9.9%	8.0%

	Tenerife	Canary Islands
Tour Operator	44.2%	45.5%
- Tour Operator's website	77.7%	77.7%
Airline	27.1%	24.9%
- Airline's website	96.1%	96.2%
Travel agency (High street)	17.6%	18.6%
Online Travel Agency (OTA)	11.0%	11.0%

Where do they stay?



	Tenerife	Canary Islands
5* Hotel	9.3%	6.8%
4* Hotel	39.6%	37.7%
1-2-3* Hotel	11.5%	15.0%
Apartment	28.1%	30.3%
Property (privately-owned, friends, family)	9.2%	7.0%
Others	2.3%	3.2%

How are they?



	Tenerife	Canary Islands
Gender		
Percentage of men	48.8%	49.8%
Percentage of women	51.2%	50.2%
Age		
Average age (tourists > 16 years old)	42.1	44.5
Standard deviation	14.1	14.9
Age range		
16-24 years old	10.2%	8.8%
25-30 years old	15.6%	13.1%
31-45 years old	35.0%	32.8%
46-60 years old	27.6%	28.4%
Over 60 years old	11.6%	17.0%
Occupation		
Business owner or self-employed	27.0%	23.7%
Upper/Middle management employee	35.4%	37.1%
Auxiliary level employee	18.8%	16.6%
Students	6.2%	5.6%
Retired	9.8%	14.5%
Unemployed / unpaid dom. work	2.9%	2.5%
Annual household income level		
€12,000 - €24,000	20.4%	18.3%
€24,001 - €36,000	20.0%	18.9%
€36,001 - €48,000	16.3%	16.9%
€48,001 - €60,000	14.0%	14.6%
€60,001 - €72,000	8.4%	9.2%
€72,001 - €84,000	5.4%	6.1%
More than €84,000	15.5%	16.0%

Profile of tourist visiting Tenerife

2015



Tourist per year

Tourists (> 16 years old)	Tenerife	Canary Islands
2011	4,090,089	10,960,604
2012	4,079,973	10,701,588
2013	4,221,657	11,150,021
2014	4,270,877	11,951,495
2015	4,518,215	12,310,044

Year on year growth (%)

	Tenerife	Canary Islands
2011	--	--
2012	-0.2%	-2.4%
2013	3.5%	4.2%
2014	1.2%	7.2%
2015	5.8%	3.0%

Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	8.8%	9.8%
Only with partner	45.1%	48.0%
Only with children (under the age of 13)	1.6%	1.4%
Partner + children (under the age of 13)	12.6%	11.8%
Other relatives	6.8%	6.4%
Friends	5.7%	6.1%
Work colleagues	0.4%	0.4%

How do they value the destination?



Impression of their stay	Tenerife	Canary Islands
Good or very good (% tourists)	93.3%	93.3%
Average rating (scale 1-10)	8.85	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Tenerife	Canary Islands
Repeat tourists of the island	47.9%	76.4%
-more than 10 visits to the island	7.3%	16.7%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	39.1%	1,765,457
Germany	13.5%	609,239
Spain	12.7%	574,059
Belgium	4.3%	194,810
France	3.8%	172,150
Italy	3.6%	164,017
Others	3.4%	152,014
Netherlands	3.2%	143,581
Sweden	2.8%	126,158
Ireland	2.0%	88,189

Why do they choose the Canary Islands?



Aspects influencing the choice	Tenerife	Canary Islands
Climate/sun	88.4%	89.3%
Tranquillity/rest/relaxation	32.1%	37.9%
Beaches	24.7%	33.6%
Scenery	26.7%	22.6%
Price	13.8%	14.1%
Visiting new places	14.8%	14.1%
Ease of travel	7.9%	8.3%
Suitable destination for children	7.9%	7.7%
Security	6.4%	7.5%
Quality of the environment	7.1%	6.4%
Active tourism	5.8%	5.2%
Nightlife/fun	5.5%	4.3%
Theme parks	7.5%	3.1%
Shopping	3.9%	3.0%
Culture	2.9%	2.7%
Nautical activities	1.8%	2.1%

* Multi-choice question

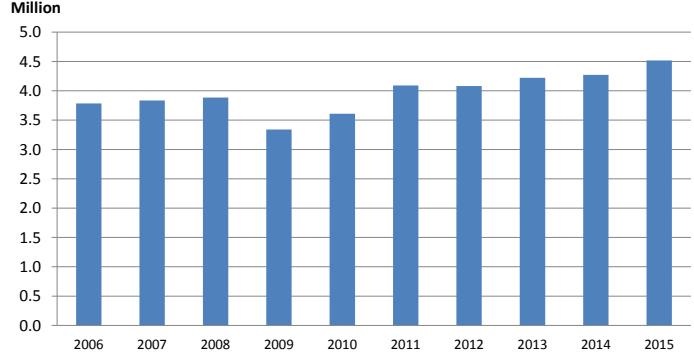
What did motivate them to come?



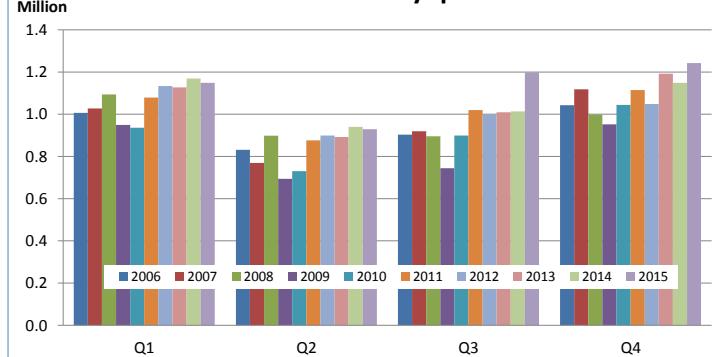
Aspects motivating the choice	Tenerife	Canary Islands
Previous visits to the Canary Islands	61.1%	64.1%
Recommendation by friends or relatives	37.7%	34.7%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.8%	0.7%
Information in the press/magazines/books	3.5%	3.7%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	6.6%	8.2%
Recommendation by Travel Agency	8.3%	9.5%
Information obtained via the Internet	22.4%	25.6%
Senior Tourism programme	0.4%	0.3%
Others	6.0%	6.7%

* Multi-choice question

Tourist arrivals



Tourist arrivals by quarter



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.