Tourist profile by quarter of trip (2016)
Canary Islands

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	3,386,316	3,002,026	3,190,171	3,535,847	13,114,359
Average daily expenditure (€)	137.52	128.17	132.88	143.77	135.94
. in their place of residence	99.29	90.47	96.12	104.98	98.03
. in the Canary Islands	38.23	37.70	36.76	38.79	37.90
Average lenght of stay	10.04	8.88	9.71	8.78	9.36
Turnover per tourist (€)	1,203	1,019	1,174	1,154	1,141
Total turnover (> 16 years old) (€m)	4,073.3	3,060.2	3,744.1	4,079.6	14,957.2
Turnover: share by quarter	27.2%	20.5%	25.0%	27.3%	100%
Tourist arrivals: share by quarter	25.8%	22.9%	24.3%	27.0%	100%

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

	Q1	Q2	Q3	Q4	Total
Accommodation [**]:	50.89	41.18	48.83	46.99	47.11
- Accommodation	44.35	35.07	40.99	41.05	40.52
- Additional accommodation expenses	6.54	6.11	7.83	5.95	6.60
Transport:	28.79	22.58	25.92	26.32	26.01
- Public transport	5.90	3.95	5.28	5.29	5.14
- Taxi	7.53	6.13	6.55	7.40	6.94
- Car rental	15.36	12.51	14.09	13.63	13.93
Food and drink:	169.39	134.77	142.03	145.35	148.33
- Food purchases at supermarkets	76.33	58.29	56.89	61.45	63.46
- Restaurants	93.06	76.49	85.14	83.90	84.87
Souvenirs:	50.73	54.72	58.51	51.99	53.88
Leisure:	30.74	32.23	44.13	31.41	34.52
- Organized excursions	12.00	14.35	20.08	13.68	14.95
- Leisure, amusement	3.27	4.21	6.56	4.26	4.55
- Trip to other islands	1.64	1.88	2.40	1.53	1.85
- Sporting activities	5.84	4.47	5.71	4.40	5.11
- Cultural activities	2.14	1.84	2.52	1.69	2.04
- Discos and disco-pubs	5.84	5.49	6.86	5.85	6.01
Others:	15.66	12.59	13.24	13.96	13.91
- Wellness	3.35	2.85	3.16	3.48	3.23
- Medical expenses	1.57	1.68	1.88	1.65	1.69
- Other expenses	10.74	8.06	8.20	8.82	8.99

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.7%	0.6%	0.6%	0.5%	0.6%
Between 2 and 7 days	6.7%	6.7%	5.5%	6.2%	6.3%
Between 8 and 15 days	9.8%	7.4%	7.8%	6.6%	7.9%
Between 16 and 30 days	16.7%	14.8%	12.7%	14.6%	14.7%
Between 31 and 90 days	35.5%	36.5%	29.2%	35.7%	34.3%
More than 90 days	30.5%	34.1%	44.1%	36.5%	36.2%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	10.0%	8.2%	8.3%	8.6%	8.8%
Flight and accommodation (room only)	27.1%	24.2%	24.0%	27.4%	25.7%
Flight and accommodation (B&B)	9.6%	7.1%	6.5%	8.7%	8.0%
Flight and accommodation (half board)	20.5%	20.9%	20.7%	19.5%	20.4%
Flight and accommodation (full board)	4.1%	4.5%	4.4%	4.2%	4.3%
Flight and accommodation (all inclusive)	28.8%	35.1%	36.2%	31.6%	32.8%
% Tourists using low-cost airlines	46.6%	51.9%	49.3%	47.5%	48.7%
Other expenses in their place of residence:					
- Car rental	11.3%	12.3%	12.0%	11.7%	11.8%
- Sporting activities	5.2%	5.2%	5.6%	5.2%	5.3%
- Excursions	5.3%	5.7%	6.4%	5.3%	5.7%
- Trip to other islands	2.2%	1.7%	1.2%	1.5%	1.6%

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	45.6%	41.6%	38.6%	43.2%	42.3%
- Tour Operator´s website	78.0%	78.0%	79.8%	79.4%	78.8%
Accommodation	14.6%	14.8%	14.2%	15.3%	14.7%
- Accommodation´s website	81.3%	84.5%	84.6%	83.5%	83.5%
Travel agency (High street)	17.1%	21.4%	24.5%	19.2%	20.5%
Online Travel Agency (OTA)	16.0%	17.2%	16.5%	16.4%	16.5%
No need to book accommodation	6.8%	5.1%	6.2%	5.9%	6.0%
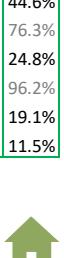
Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	47.2%	43.8%	40.4%	46.5%	44.6%
- Tour Operator´s website	76.0%	76.0%	76.9%	76.4%	76.3%
Airline	25.0%	24.0%	25.0%	25.0%	24.8%
- Airline´s website	96.6%	96.3%	95.7%	96.2%	96.2%
Travel agency (High street)	16.2%	19.9%	22.8%	18.0%	19.1%
Online Travel Agency (OTA)	11.6%	12.3%	11.8%	10.6%	11.5%

Where do they stay?
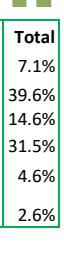
	Q1	Q2	Q3	Q4	Total
5* Hotel	7.0%	7.7%	7.6%	6.4%	7.1%
4* Hotel	37.2%	41.6%	41.2%	38.7%	39.6%
1-2-3* Hotel	15.4%	15.4%	13.8%	13.9%	14.6%
Apartment	32.1%	29.1%	30.7%	33.6%	31.5%
Property (privately-owned, friends, family)	5.2%	3.8%	5.0%	4.4%	4.6%
Others	3.1%	2.5%	1.8%	2.9%	2.6%

Who are they?
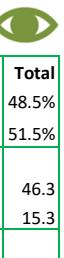
Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	49.2%	47.5%	47.5%	49.4%	48.5%
Percentage of women	50.8%	52.5%	52.5%	50.6%	51.5%
Age					
Average age (tourists > 16 years old)	49.3	46.7	41.8	47.3	46.3
Standard deviation	15.7	15.5	14.4	14.8	15.3
Age range (> 16 years old)					
16-24 years old	6.2%	7.1%	13.6%	6.3%	8.2%
25-30 years old	9.0%	12.6%	13.4%	9.5%	11.1%
31-45 years old	25.9%	27.6%	32.8%	30.1%	29.1%
46-60 years old	31.0%	31.0%	29.0%	32.5%	30.9%
Over 60 years old	28.0%	21.7%	11.1%	21.6%	20.7%
Occupation					
Business owner or self-employed	23.3%	22.0%	23.2%	23.7%	23.1%
Upper/Middle management employee	32.9%	35.2%	39.0%	37.2%	36.1%
Auxiliary level employee	13.2%	16.0%	18.3%	14.7%	15.5%
Students	4.8%	4.1%	7.9%	4.0%	5.1%
Retired	23.9%	20.2%	9.3%	18.3%	18.0%
Unemployed / unpaid dom. work	1.9%	2.5%	2.4%	2.0%	2.2%
Annual household income level					
€12,000 - €24,000	15.2%	19.3%	20.7%	16.4%	17.8%
€24,001 - €36,000	18.6%	20.5%	20.4%	18.4%	19.4%
€36,001 - €48,000	18.0%	17.1%	16.1%	16.6%	16.9%
€48,001 - €60,000	14.2%	14.9%	14.7%	14.7%	14.6%
€60,001 - €72,000	9.8%	9.1%	9.3%	9.7%	9.5%
€72,001 - €84,000	6.8%	5.5%	5.0%	6.6%	6.0%
More than €84,000	17.5%	13.6%	13.9%	17.7%	15.8%

[*] Expense is prorated among all the tourists (even those who have not spent in destination).

[**] Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Tourist profile by quarter of trip (2016)
Canary Islands

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	560,886	562,021	604,857	600,909	2,328,674
- Fuerteventura	473,171	461,607	484,107	495,222	1,914,107
- Gran Canaria	991,937	750,985	847,744	1,064,140	3,654,806
- Tenerife	1,261,312	1,159,088	1,184,832	1,280,669	4,885,901
- La Palma	61,898	46,894	46,789	65,961	221,541

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.7%	18.9%	19.1%	17.1%	17.9%
- Fuerteventura	14.1%	15.5%	15.3%	14.1%	14.7%
- Gran Canaria	29.6%	25.2%	26.8%	30.3%	28.1%
- Tenerife	37.7%	38.9%	37.4%	36.5%	37.6%
- La Palma	1.8%	1.6%	1.5%	1.9%	1.7%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.5%	10.0%	6.6%	9.1%	9.1%
Only with partner	53.4%	52.6%	40.3%	44.4%	47.6%
Only with children (under the age of 13)	1.0%	1.1%	2.4%	1.6%	1.5%
Partner + children (under the age of 13)	8.8%	9.1%	16.9%	12.5%	11.8%
Other relatives	5.1%	5.4%	6.4%	7.3%	6.0%
Friends	6.9%	7.0%	5.4%	5.3%	6.1%
Work colleagues	0.3%	0.4%	0.1%	0.4%	0.3%
Other combinations [1]	14.1%	14.4%	21.8%	19.5%	17.5%

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

How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.3%	94.9%	94.5%	92.8%	94.1%
Average rating (scale 1-10)	8.92	8.97	8.93	8.81	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	82.5%	76.3%	70.3%	79.3%	77.3%
In love (at least 10 previous visits)	19.1%	16.4%	10.9%	17.8%	16.1%

Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
United Kingdom	963,328	1,065,205	1,111,515	1,087,933	4,227,981
Germany	736,792	630,853	591,310	768,719	2,727,674
Spanish Mainland	292,274	372,102	496,792	310,568	1,471,736
Netherlands	131,526	124,827	150,406	133,898	540,656
Sweden	223,664	43,623	27,140	214,101	508,527
France	119,336	144,095	139,687	95,343	498,461
Italy	98,504	99,475	122,775	106,992	427,746
Ireland	94,232	107,983	109,738	97,821	409,773
Norway	165,346	32,519	28,818	150,047	376,728
Belgium	84,623	83,624	92,959	93,957	355,163

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.3%	88.5%	86.5%	91.7%	89.8%
Tranquillity/rest/relaxation	37.9%	36.1%	34.8%	37.4%	36.6%
Beaches	29.8%	33.7%	40.3%	34.3%	34.5%
Scenery	23.0%	22.5%	21.2%	20.8%	21.9%
Visiting new places	12.1%	14.8%	18.2%	13.5%	14.6%
Price	12.2%	14.1%	13.3%	11.4%	12.7%
Security	11.1%	11.4%	11.2%	10.7%	11.1%
Ease of travel	9.9%	8.9%	7.2%	9.3%	8.9%
Suitable destination for children	5.5%	6.1%	10.4%	7.9%	7.5%
Quality of the environment	7.0%	7.0%	6.0%	6.0%	6.5%
Active tourism	6.9%	4.9%	3.6%	5.0%	5.1%
Nightlife/fun	4.0%	3.8%	3.9%	3.5%	3.8%
Theme parks	1.6%	3.2%	5.0%	2.4%	3.0%
Culture	2.6%	2.8%	2.8%	2.4%	2.6%
Shopping	2.4%	2.6%	2.3%	3.0%	2.6%
Nautical activities	2.0%	2.1%	2.7%	2.2%	2.2%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	69.7%	63.1%	56.0%	66.9%	64.1%
Recommendation by friends or relatives	31.6%	35.4%	38.2%	33.3%	34.5%
The Canary Islands television channel	0.4%	0.3%	0.3%	0.3%	0.3%
Other television or radio channels	0.8%	1.0%	1.0%	0.6%	0.8%
Information in the press/magazines/books	3.6%	3.8%	4.1%	3.8%	3.8%
Attendance at a tourism fair	0.5%	0.6%	0.5%	0.4%	0.5%
Tour Operator's brochure or catalogue	7.2%	8.3%	9.4%	7.2%	8.0%
Recommendation by Travel Agency	8.0%	9.4%	12.5%	9.2%	9.7%
Information obtained via the Internet	24.1%	25.2%	28.7%	25.1%	25.8%
Senior Tourism programme	0.1%	0.5%	0.2%	0.2%	0.2%
Others	6.7%	6.3%	5.4%	6.0%	6.1%

* Multi-choise question

Share of tourists by quarter of trip (2016)

■ Q1   ■ Q2   ■ Q3   ■ Q4
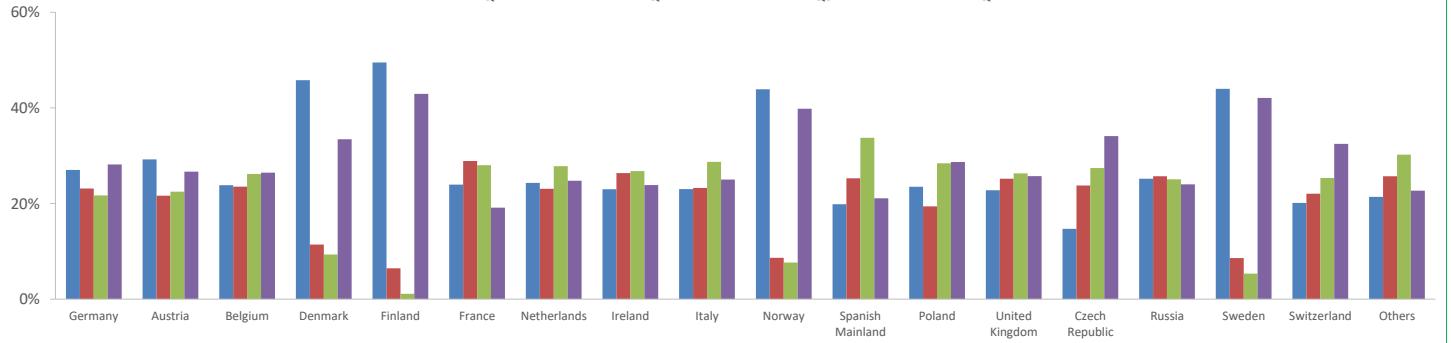
Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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