

Tourist profile trend (2017)

Italy: Third Quarter



How many are they and how much do they spend?



How do they book?

| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|---|--------|--------|--------|---------|---------|
| Tourist arrivals (> 16 years old) | 74,711 | 75,782 | 93,488 | 122,775 | 132,053 |
| Average daily expenditure (€) | 124.71 | 132.37 | 131.13 | 139.06 | 141.66 |
| .in their place of residence | 89.58 | 94.46 | 86.74 | 91.66 | 100.52 |
| .in the Canary Islands | 35.14 | 37.91 | 44.39 | 47.40 | 41.13 |
| Average lenght of stay | 10.22 | 11.03 | 11.49 | 10.27 | 9.99 |
| Turnover per tourist (€) | 1,126 | 1,207 | 1,280 | 1,267 | 1,276 |
| Total turnover (> 16 years old) (€m) | 84.1 | 91.4 | 120 | 156 | 168 |
| Share of total turnover | 34.5% | 29.2% | 32.5% | 32.3% | -- |
| Share of total tourist | 33.1% | 28.1% | 27.6% | 28.7% | -- |
| Expenditure in the Canary Islands per tourist and trip (€) (*) | | | | | |
| Accommodation (**): | 53.34 | 66.75 | 88.13 | 90.23 | 50.29 |
| - Accommodation | 46.41 | 58.65 | 71.12 | 79.69 | 41.80 |
| - Additional accommodation expenses | 6.93 | 8.11 | 17.02 | 10.53 | 8.49 |
| Transport: | 41.97 | 49.32 | 52.36 | 47.84 | 39.21 |
| - Public transport | 5.40 | 13.60 | 8.39 | 10.91 | 5.60 |
| - Taxi | 4.63 | 5.51 | 4.89 | 6.90 | 5.10 |
| - Car rental | 31.94 | 30.21 | 39.07 | 30.04 | 28.51 |
| Food and drink: | 120.19 | 132.12 | 192.92 | 180.69 | 152.19 |
| - Food purchases at supermarkets | 48.64 | 59.96 | 101.84 | 69.61 | 51.45 |
| - Restaurants | 71.55 | 72.17 | 91.08 | 111.08 | 100.73 |
| Souvenirs: | 66.51 | 73.77 | 61.33 | 54.80 | 61.72 |
| Leisure: | 45.58 | 49.46 | 47.71 | 56.30 | 51.35 |
| - Organized excursions | 17.36 | 17.70 | 14.91 | 23.40 | 18.66 |
| - Leisure, amusement | 7.27 | 7.99 | 4.86 | 5.27 | 7.64 |
| - Trip to other islands | 3.77 | 2.29 | 5.92 | 3.22 | 4.91 |
| - Sporting activities | 4.11 | 11.72 | 6.35 | 6.88 | 8.81 |
| - Cultural activities | 2.27 | 2.14 | 2.15 | 4.01 | 2.96 |
| - Discos and disco-pubs | 10.80 | 7.62 | 13.52 | 13.53 | 8.39 |
| Others: | 9.62 | 6.65 | 13.49 | 10.70 | 21.72 |
| - Wellness | 2.49 | 1.72 | 1.97 | 2.60 | 2.74 |
| - Medical expenses | 0.98 | 0.39 | 0.34 | 1.09 | 0.28 |
| - Other expenses | 6.15 | 4.54 | 11.18 | 7.01 | 18.70 |

How far in advance do they book their trip?



| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|-------------------------|--------|--------|--------|--------|--------|
| The same day they leave | 0.1% | 1.0% | 1.3% | 0.7% | 0.3% |
| Between 2 and 7 days | 11.8% | 8.0% | 7.1% | 4.9% | 6.2% |
| Between 8 and 15 days | 14.2% | 13.3% | 10.8% | 6.6% | 6.1% |
| Between 16 and 30 days | 14.2% | 17.8% | 20.2% | 16.6% | 13.8% |
| Between 31 and 90 days | 32.3% | 34.6% | 31.2% | 38.5% | 38.0% |
| More than 90 days | 27.4% | 25.2% | 29.4% | 32.8% | 35.7% |

What do they book at their place of residence?



| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|--|--------|--------|--------|--------|--------|
| Flight only | 15.2% | 16.1% | 19.6% | 14.2% | 14.9% |
| Flight and accommodation (room only) | 21.3% | 20.5% | 29.4% | 34.9% | 30.0% |
| Flight and accommodation (B&B) | 2.8% | 1.7% | 6.5% | 3.2% | 3.3% |
| Flight and accommodation (half board) | 13.2% | 14.5% | 14.1% | 18.6% | 12.6% |
| Flight and accommodation (full board) | 11.6% | 13.7% | 5.9% | 6.3% | 8.7% |
| Flight and accommodation (all inclusive) | 35.9% | 33.6% | 24.5% | 22.9% | 30.4% |
| % Tourists using low-cost airlines | 55.0% | 60.5% | 75.1% | 67.8% | 68.3% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 17.3% | 16.3% | 22.7% | 24.9% | 22.3% |
| - Sporting activities | 4.5% | 6.9% | 6.0% | 2.0% | 4.1% |
| - Excursions | 4.4% | 6.2% | 6.0% | 8.8% | 7.9% |
| - Trip to other islands | 2.8% | 2.9% | 2.1% | 1.8% | 1.1% |

(*) 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.

How do they book?



| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation booking | | | | | |
| Tour Operator | 29.5% | 26.5% | 23.0% | 22.3% | 25.5% |
| - Tour Operator's website | 47.4% | 60.0% | 63.8% | 77.5% | 65.0% |
| Accommodation | 17.1% | 15.7% | 22.3% | 20.8% | 16.9% |
| - Accommodation's website | 78.1% | 76.1% | 73.0% | 75.2% | 86.0% |
| Travel agency (High street) | 26.6% | 27.1% | 19.6% | 19.7% | 25.6% |
| Online Travel Agency (OTA) | 17.9% | 21.4% | 25.9% | 30.8% | 22.3% |
| No need to book accommodation | 8.9% | 9.2% | 9.2% | 6.4% | 9.7% |

Flight booking

| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|------------------------------------|--------|--------|--------|--------|--------|
| Tour Operator | 29.0% | 30.0% | 23.0% | 24.1% | 30.5% |
| - Tour Operator's website | 47.5% | 52.0% | 57.9% | 66.0% | 69.2% |
| Airline | 34.8% | 31.4% | 39.3% | 42.3% | 33.8% |
| - Airline's website | 95.8% | 98.0% | 97.9% | 97.6% | 99.4% |
| Travel agency (High street) | 26.9% | 27.7% | 20.9% | 19.3% | 23.5% |
| Online Travel Agency (OTA) | 9.3% | 10.9% | 16.8% | 14.3% | 12.2% |

Where do they stay?



| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|--|--------|--------|--------|--------|--------|
| 5* Hotel | 4.5% | 5.1% | 5.4% | 4.3% | 4.5% |
| 4* Hotel | 40.2% | 37.2% | 25.7% | 31.7% | 34.1% |
| 1-2-3* Hotel | 15.3% | 15.2% | 16.4% | 13.8% | 17.2% |
| Apartment | 29.1% | 30.1% | 39.6% | 43.3% | 34.0% |
| Property (privately-owned, friends, family) | 8.7% | 10.6% | 10.1% | 5.1% | 7.1% |
| Others | 2.2% | 1.8% | 2.8% | 1.9% | 3.2% |

Who are they?



| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Gender | | | | | |
| Percentage of men | 51.4% | 52.5% | 49.1% | 58.3% | 55.5% |
| Percentage of women | 48.6% | 47.5% | 50.9% | 41.7% | 44.5% |
| Age | | | | | |
| Average age (tourists > 16 years old) | 36.2 | 36.1 | 38.1 | 38.3 | 42.1 |
| Standard deviation | 11.9 | 11.4 | 12.1 | 14.2 | 15.5 |
| Age range (> 16 years old) | | | | | |
| 16-24 years old | 16.1% | 14.2% | 11.6% | 17.1% | 13.6% |
| 25-30 years old | 24.5% | 29.8% | 21.0% | 21.5% | 16.5% |
| 31-45 years old | 39.1% | 31.7% | 44.5% | 31.2% | 29.4% |
| 46-60 years old | 16.8% | 21.6% | 17.7% | 21.8% | 26.6% |
| Over 60 years old | 3.5% | 2.8% | 5.1% | 8.5% | 13.9% |
| Occupation | | | | | |
| Business owner or self-employed | 29.7% | 30.7% | 30.0% | 23.3% | 26.2% |
| Upper/Middle management employee | 33.7% | 32.2% | 39.7% | 36.6% | 35.6% |
| Auxiliary level employee | 18.7% | 18.6% | 17.2% | 20.5% | 20.1% |
| Students | 10.0% | 11.0% | 8.6% | 11.0% | 6.8% |
| Retired | 3.6% | 2.2% | 3.2% | 5.1% | 8.1% |
| Unemployed / unpaid dom. work | 4.3% | 5.3% | 1.3% | 3.6% | 3.3% |
| Annual household income level | | | | | |
| €12,000 - €24,000 | 39.3% | 37.7% | 41.1% | 35.9% | 30.4% |
| €24,001 - €36,000 | 24.6% | 24.5% | 19.1% | 27.1% | 25.0% |
| €36,001 - €48,000 | 13.6% | 14.3% | 16.2% | 13.8% | 16.3% |
| €48,001 - €60,000 | 11.1% | 7.8% | 9.1% | 8.9% | 7.8% |
| €60,001 - €72,000 | 3.0% | 5.1% | 6.5% | 2.9% | 6.1% |
| €72,001 - €84,000 | 3.1% | 2.2% | 1.9% | 1.6% | 4.2% |
| More than €84,000 | 5.3% | 8.4% | 6.1% | 9.7% | 10.1% |

Tourist profile trend (2017)

Italy: Third Quarter



Which island do they choose?

| Tourists (> 16 years old) | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|---------------------------|--------|--------|--------|--------|--------|
| - Lanzarote | 9,951 | 8,975 | 9,113 | 16,136 | 20,371 |
| - Fuerteventura | 24,964 | 20,829 | 26,872 | 36,107 | 33,432 |
| - Gran Canaria | 10,582 | 12,439 | 15,649 | 19,173 | 23,676 |
| - Tenerife | 28,926 | 32,453 | 40,832 | 50,922 | 54,097 |
| - La Palma | 287 | 380 | 645 | 253 | 157 |

| Share (%) | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|-----------------|--------|--------|--------|--------|--------|
| - Lanzarote | 13.3% | 12.0% | 9.8% | 13.2% | 15.5% |
| - Fuerteventura | 33.4% | 27.7% | 28.9% | 29.5% | 25.4% |
| - Gran Canaria | 14.2% | 16.6% | 16.8% | 15.6% | 18.0% |
| - Tenerife | 38.7% | 43.2% | 43.9% | 41.5% | 41.1% |
| - La Palma | 0.4% | 0.5% | 0.7% | 0.2% | 0.1% |

Who do they come with?



| | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|--|--------|--------|--------|--------|--------|
| Unaccompanied | 7.9% | 9.5% | 11.4% | 8.4% | 11.0% |
| Only with partner | 52.7% | 49.3% | 46.6% | 53.8% | 48.9% |
| Only with children (under the age of 13) | 0.3% | 0.8% | 1.5% | 0.6% | 1.1% |
| Partner + children (under the age of 13) | 6.3% | 7.4% | 6.4% | 6.8% | 8.5% |
| Other relatives | 5.3% | 4.2% | 5.4% | 4.3% | 5.1% |
| Friends | 12.0% | 16.7% | 12.8% | 12.6% | 9.9% |
| Work colleagues | 0.7% | 0.9% | 0.8% | 0.4% | 0.3% |
| Other combinations ⁽¹⁾ | 14.9% | 11.1% | 15.1% | 13.1% | 15.1% |

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

How do they rate the destination?



| Impression of their stay | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|--------------------------------|--------|--------|--------|--------|--------|
| Good or very good (% tourists) | 94.1% | 92.3% | 90.0% | 93.5% | 91.6% |
| Average rating (scale 1-10) | 8.68 | 8.69 | 8.64 | 8.53 | 8.68 |

How many are loyal to the destination?

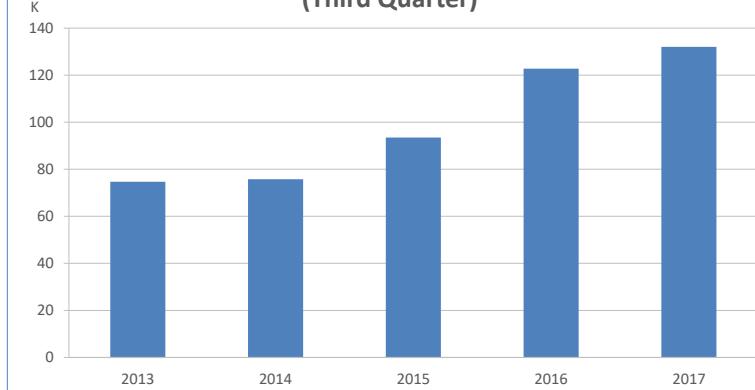
| Repeat tourists of the Canary Islands | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Repeat tourists | 44.4% | 42.9% | 45.8% | 45.7% | 48.2% |
| In love (at least 10 previous visits) | 4.4% | 4.0% | 5.3% | 7.2% | 4.3% |

Where does the flight come from?



| Ten main origin markets | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|-------------------------|--------|--------|--------|--------|--------|
| Italy | 69.9% | 71.8% | 73.2% | 71.2% | 69.4% |
| Spanish Mainland | 27.3% | 25.7% | 23.9% | 27.3% | 26.5% |
| Switzerland | 0.6% | 1.0% | 0.1% | 0.6% | 1.8% |
| Germany | 1.7% | 0.3% | 1.7% | 0.4% | 1.2% |
| United Kingdom | 0.3% | 0.7% | 0.5% | 0.0% | 0.4% |
| Belgium | 0.0% | 0.3% | 0.0% | 0.2% | 0.3% |
| Austria | 0.0% | 0.0% | 0.0% | 0.2% | 0.2% |
| Denmark | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% |
| Ireland | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% |
| France | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Tourist arrivals trend (> 16 years old) (Third Quarter)



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.

Why do they choose the Canary Islands?



| Aspects influencing the choice | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Climate/sun | 76.7% | 80.7% | 78.9% | 76.6% | 78.4% |
| Beaches | 47.3% | 45.4% | 48.0% | 49.1% | 51.0% |
| Scenery | 32.6% | 30.3% | 32.6% | 36.2% | 36.6% |
| Tranquillity/rest/relaxation | 36.3% | 36.0% | 37.6% | 33.5% | 32.8% |
| Visiting new places | 22.3% | 23.9% | 22.2% | 23.3% | 21.6% |
| Price | 19.9% | 17.5% | 17.0% | 13.6% | 14.0% |
| Quality of the environment | 9.8% | 9.1% | 15.6% | 12.1% | 9.8% |
| Active tourism | 3.8% | 5.4% | 5.1% | 5.2% | 6.3% |
| Security | 4.1% | 5.1% | 6.3% | 6.1% | 5.4% |
| Theme parks | 1.3% | 2.3% | 1.5% | 2.3% | 3.7% |
| Nightlife/fun | 3.2% | 4.1% | 2.7% | 5.0% | 3.7% |
| Culture | 2.5% | 1.7% | 0.9% | 0.8% | 2.5% |
| Nautical activities | 1.6% | 2.6% | 1.2% | 1.6% | 1.9% |
| Ease of travel | 1.5% | 0.9% | 2.0% | 3.1% | 1.7% |
| Security against natural catastrophes | 0.3% | 0.7% | 0.5% | 1.2% | 1.6% |
| Suitable destination for children | 1.8% | 3.5% | 2.0% | 2.1% | 0.8% |

* Multi-choice question

What did motivate them to come?



| Aspects motivating the choice | 2013Q3 | 2014Q3 | 2015Q3 | 2016Q3 | 2017Q3 |
|--|--------|--------|--------|--------|--------|
| Previous visits to the Canary Islands | 36.3% | 35.0% | 39.6% | 35.5% | 39.5% |
| Recommendation by friends or relatives | 42.5% | 44.4% | 52.6% | 46.5% | 46.8% |
| The Canary Islands television channel | 0.6% | 0.7% | 0.3% | 0.4% | 0.2% |
| Other television or radio channels | 0.7% | 1.6% | 1.8% | 2.6% | 1.8% |
| Information in the press/magazines/books | 9.1% | 9.0% | 8.5% | 10.3% | 9.3% |
| Attendance at a tourism fair | 0.3% | 0.7% | 0.0% | 0.7% | 0.6% |
| Tour Operator's brochure or catalogue | 15.1% | 14.2% | 7.1% | 6.9% | 7.7% |
| Recommendation by Travel Agency | 17.6% | 14.9% | 12.6% | 14.6% | 16.4% |
| Information obtained via the Internet | 32.2% | 32.3% | 32.5% | 38.4% | 32.6% |
| Senior Tourism programme | 0.3% | 0.3% | 0.6% | 0.6% | 0.0% |
| Others | 5.4% | 3.8% | 2.7% | 3.0% | 2.8% |

* Multi-choice question

Share of tourists (> 16 years old) (Third Quarter)

