

Profile of British tourist visiting Canary Islands by source region

North-East (2016)



How many they are and how much do they spend?



| | North-East | UK | Canary Islands |
|--------------------------------------|------------|-----------|----------------|
| Tourist arrivals (> 16 years old) | 144,191 | 4,228,042 | 13,114,574 |
| Average daily expenditure (€) | 130.3 | 133.2 | 135.9 |
| .in their place of residence | 97.2 | 95.8 | 98.0 |
| .in the Canary Islands | 33.1 | 37.4 | 37.9 |
| Average lenght of stay | 9.0 | 8.8 | 9.4 |
| Turnover per tourist (€) | 1,078 | 1,073 | 1,141 |
| Total turnover (> 16 years old) (€m) | 169 | 5,132 | 16,579 |
| Share of british tourists | 3.4% | 100% | -- |
| Share of british turnover | 3.3% | 100% | -- |

What do they book at their place of residence?



| | North-East | UK | Canary Islands |
|--|------------|-------|----------------|
| Flight only | 4.7% | 7.7% | 8.7% |
| Flight and accommodation (room only) | 32.0% | 31.1% | 25.6% |
| Flight and accommodation (B&B) | 5.3% | 6.6% | 8.0% |
| Flight and accommodation (half board) | 16.7% | 16.0% | 20.2% |
| Flight and accommodation (full board) | 1.8% | 2.3% | 4.3% |
| Flight and accommodation (all inclusive) | 38.8% | 35.6% | 32.6% |
| % Tourists using low-cost airlines | 43.7% | 57.8% | 46.0% |

How do they book?



| Accommodation booking | North-East | UK | Canary Islands |
|-------------------------------|------------|-------|----------------|
| Tour Operator | 55.4% | 48.6% | 39.0% |
| Accommodation | 10.9% | 16.0% | 13.6% |
| Travel agency (High street) | 14.3% | 9.7% | 18.9% |
| Online Travel Agency (OTA) | 10.2% | 12.6% | 15.2% |
| No need to book accommodation | 9.2% | 13.1% | 13.3% |
| Flight booking | | | |
| Tour Operator | 66.7% | 54.1% | 44.6% |
| Airline | 13.7% | 28.1% | 24.8% |
| Travel agency (High street) | 14.8% | 9.3% | 19.1% |
| Online Travel Agency (OTA) | 4.9% | 8.5% | 11.5% |

Where do they stay?



| | North-East | UK | Canary Islands |
|---|------------|-------|----------------|
| 4-5* Hotel | 48.8% | 47.5% | 46.7% |
| 1-2-3* Hotel | 13.8% | 10.7% | 14.6% |
| Apartment | 33.4% | 33.7% | 31.5% |
| Others (privately-owned, friends, family) | 4.0% | 8.1% | 7.2% |

Who are they?



| Gender | North-East | UK | Canary Islands |
|-------------------------------------|------------|-------|----------------|
| Percentage of men | 38.6% | 43.7% | 48.5% |
| Percentage of women | 61.4% | 56.3% | 51.5% |
| Age range | | | |
| 16-44 years old | 33.3% | 42.6% | 45.6% |
| Over 44 years old | 66.7% | 57.4% | 54.4% |
| Occupation | | | |
| Business owner or self-employed | 22.1% | 31.8% | 23.1% |
| Upper/Middle management employee | 21.1% | 25.4% | 36.1% |
| Auxiliary level employee | 19.9% | 15.3% | 15.5% |
| Unemployed/Students/unpaid dom.work | 3.4% | 5.6% | 7.4% |
| Retired | 33.5% | 21.8% | 18.0% |
| Annual household income level | | | |
| €12,000 - €36,000 | 43.2% | 37.1% | 37.2% |
| €36,001 - €60,000 | 30.5% | 31.5% | 31.5% |
| €60,001 - €84,000 | 15.8% | 15.5% | 15.4% |
| More than €84,000 | 10.5% | 15.8% | 15.8% |

Which island do they choose?



| Tourists (> 16 years old) | North-East | UK | Canary Islands |
|---------------------------|------------|-------|----------------|
| Lanzarote | 29.0% | 26.5% | 17.8% |
| Fuerteventura | 16.7% | 11.0% | 14.6% |
| Gran Canaria | 14.3% | 15.7% | 27.9% |
| Tenerife | 39.8% | 45.4% | 37.3% |
| La Palma | 0.2% | 0.7% | 1.7% |

How do they rate the destination?



| Impression of their stay | North-East | UK | Canary Islands |
|--------------------------------|------------|-------|----------------|
| Good or very good (% tourists) | 75.7% | 81.1% | 78.9% |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | North-East | UK | Canary Islands |
|---------------------------------------|------------|-------|----------------|
| Repeat tourists | 89.4% | 83.9% | 77.8% |
| At least 3 previous visits | 58.6% | 51.3% | 48.7% |

Why do they choose the Canary Islands?



| Aspects influencing the choice | North-East | UK | Canary Islands |
|--------------------------------|------------|-------|----------------|
| Climate/sun | 96.7% | 93.1% | 89.8% |
| Tranquillity/rest/relaxation | 30.5% | 32.6% | 36.6% |
| Beaches | 20.9% | 26.3% | 34.5% |
| Price | 19.0% | 19.2% | 12.7% |
| Ease of travel | 18.2% | 17.0% | 8.9% |
| Scenery | 13.5% | 14.8% | 21.9% |
| Visiting new places | 13.0% | 13.2% | 14.6% |
| Quality of the environment | 10.3% | 8.7% | 6.5% |
| Active tourism | 2.5% | 2.7% | 5.1% |

* Multi-choice question

What did motivate them to come?



| Aspects motivating the choice | North-East | UK | Canary Islands |
|---------------------------------------|------------|-------|----------------|
| Previous visits to the Canary Islands | 74.2% | 70.2% | 63.6% |
| Recommendation by friends or relative | 34.0% | 36.1% | 34.3% |
| Tour Operator's brochure or catalogue | 8.4% | 8.8% | 7.9% |
| Recommendation by Travel Agent | 6.8% | 5.3% | 9.7% |
| Information obtained via the Internet | 24.8% | 25.0% | 25.6% |
| Others | 6.7% | 9.4% | 11.7% |

* Multi-choice question



Main cities:

Darlington
Durham
Hartlepool
Middlesbrough
Newcastle upon Tyne
South Shields
Stockton-on-Tees
Sunderland

Main airports:

Newcastle
Durham Tees Valley