

Tourist profile by quarter of trip (2016)

Tenerife



How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	1,261,312	1,159,088	1,184,832	1,280,669	4,885,901
Average daily expenditure (€)	139.42	129.81	132.72	144.20	136.77
.in their place of residence	98.67	88.91	93.70	102.22	96.08
.in the Canary Islands	40.75	40.90	39.02	41.98	40.69
Average lenght of stay	9.28	8.66	9.73	8.47	9.03
Turnover per tourist (€)	1,137	994	1,160	1,110	1,101
Total turnover (> 16 years old) (€m)	1,434.2	1,152.3	1,374.3	1,421.0	5,381.8
Turnover: share by quarter	26.6%	21.4%	25.5%	26.4%	100%
Tourist arrivals: share by quarter	25.8%	23.7%	24.3%	26.2%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	52.54	49.00	57.89	49.12	52.10
- Accommodation	43.31	41.03	49.80	43.62	44.42
- Additional accommodation expenses	9.24	7.97	8.09	5.50	7.68
Transport:	26.11	21.58	24.62	21.95	23.59
- Public transport	4.71	3.44	4.71	3.71	4.15
- Taxi	6.43	5.57	6.41	5.63	6.01
- Car rental	14.97	12.57	13.51	12.61	13.43
Food and drink:	164.67	144.80	149.64	154.33	153.60
- Food purchases at supermarkets	71.73	64.78	62.49	70.90	67.62
- Restaurants	92.94	80.02	87.16	83.43	85.98
Souvenirs:	50.01	54.69	61.82	58.78	56.29
Leisure:	33.78	35.26	48.11	33.03	37.41
- Organized excursions	13.27	16.47	22.21	14.83	16.61
- Leisure, amusement	4.84	6.65	10.70	6.95	7.24
- Trip to other islands	0.96	1.85	1.82	1.29	1.47
- Sporting activities	4.52	3.36	4.11	3.44	3.86
- Cultural activities	1.73	1.48	1.74	1.18	1.53
- Discos and disco-pubs	8.44	5.44	7.53	5.34	6.70
Others:	16.23	12.13	14.84	11.88	13.78
- Wellness	2.77	2.50	3.15	2.38	2.70
- Medical expenses	1.14	1.64	3.06	1.52	1.82
- Other expenses	12.32	7.98	8.63	7.98	9.26

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.9%	0.7%	0.6%	0.6%	0.7%
Between 2 and 7 days	6.9%	6.5%	5.4%	5.8%	6.2%
Between 8 and 15 days	9.2%	7.5%	7.9%	7.2%	8.0%
Between 16 and 30 days	16.0%	15.7%	13.5%	15.8%	15.3%
Between 31 and 90 days	35.9%	35.7%	28.0%	35.0%	33.7%
More than 90 days	31.2%	33.8%	44.5%	35.5%	36.2%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	13.8%	12.0%	10.8%	12.2%	12.3%
Flight and accommodation (room only)	28.8%	26.8%	26.4%	28.2%	27.6%
Flight and accommodation (B&B)	10.0%	8.8%	7.8%	10.6%	9.3%
Flight and accommodation (half board)	20.0%	21.2%	22.2%	20.6%	21.0%
Flight and accommodation (full board)	4.1%	3.8%	4.8%	4.2%	4.2%
Flight and accommodation (all inclusive)	23.4%	27.3%	27.9%	24.3%	25.7%
% Tourists using low-cost airlines	51.4%	58.2%	52.1%	51.2%	53.2%
Other expenses in their place of residence:					
- Car rental	12.5%	14.8%	13.3%	13.9%	13.6%
- Sporting activities	4.2%	3.9%	4.5%	3.9%	4.1%
- Excursions	6.2%	7.2%	7.9%	6.8%	7.0%
- Trip to other islands	1.6%	1.0%	1.1%	1.1%	1.2%

(*) 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?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	45.3%	37.9%	35.9%	39.4%	39.7%
- Tour Operator's website	80.0%	78.4%	81.3%	80.8%	80.1%
Accommodation	13.8%	17.2%	16.6%	16.6%	16.1%
- Accommodation's website	82.4%	83.3%	83.1%	82.4%	82.8%
Travel agency (High street)	14.5%	20.1%	21.3%	17.4%	18.3%
Online Travel Agency (OTA)	16.5%	17.3%	18.3%	18.1%	17.6%
No need to book accommodation	9.9%	7.5%	7.8%	8.5%	8.5%

Flight booking

	Q1	Q2	Q3	Q4	Total
Tour Operator	46.1%	40.2%	37.5%	44.0%	42.1%
- Tour Operator's website	80.2%	76.8%	77.3%	78.5%	78.3%
Airline	28.3%	29.6%	29.7%	28.3%	28.9%
- Airline's website	96.3%	96.8%	96.3%	95.7%	96.3%
Travel agency (High street)	13.8%	18.4%	19.6%	16.5%	17.0%
Online Travel Agency (OTA)	11.8%	11.8%	13.2%	11.2%	12.0%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	8.6%	9.8%	9.2%	8.5%	9.0%
4* Hotel	38.5%	39.4%	42.1%	39.7%	39.9%
1-2-3* Hotel	12.5%	12.2%	11.1%	11.3%	11.8%
Apartment	29.8%	29.9%	29.0%	30.9%	29.9%
Property (privately-owned, friends, family)	7.8%	5.9%	6.5%	6.8%	6.8%
Others	2.8%	2.9%	2.0%	2.7%	2.6%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	47.5%	47.4%	48.1%	49.3%	48.1%
Percentage of women	52.5%	52.6%	51.9%	50.7%	51.9%
Age					
Average age (tourists > 16 years old)	45.5	43.4	38.9	44.4	43.1
Standard deviation	14.9	14.8	12.9	14.1	14.4
Age range (> 16 years old)					
16-24 years old	8.1%	9.3%	16.6%	7.6%	10.3%
25-30 years old	11.8%	15.7%	15.2%	12.3%	13.7%
31-45 years old	30.6%	31.0%	36.5%	33.7%	32.9%
46-60 years old	30.9%	29.4%	26.2%	31.2%	29.5%
Over 60 years old	18.6%	14.6%	5.6%	15.2%	13.6%
Occupation					
Business owner or self-employed	28.3%	26.0%	28.3%	27.9%	27.6%
Upper/Middle management employee	33.4%	33.9%	36.5%	37.5%	35.3%
Auxiliary level employee	15.2%	18.6%	19.5%	16.2%	17.3%
Students	5.3%	5.1%	9.0%	4.3%	5.9%
Retired	15.4%	13.2%	4.0%	11.5%	11.1%
Unemployed / unpaid dom. work	2.5%	3.1%	2.7%	2.7%	2.8%
Annual household income level					
€12,000 - €24,000	16.6%	22.6%	22.3%	19.9%	20.3%
€24,001 - €36,000	18.5%	20.8%	20.6%	19.6%	19.8%
€36,001 - €48,000	17.7%	15.5%	16.1%	15.4%	16.2%
€48,001 - €60,000	13.7%	12.9%	14.4%	14.0%	13.8%
€60,001 - €72,000	9.3%	9.1%	8.6%	9.0%	9.0%
€72,001 - €84,000	6.5%	6.0%	5.3%	6.1%	6.0%
More than €84,000	17.6%	13.1%	12.8%	16.0%	14.9%

Tourist profile by quarter of trip (2016)

Tenerife



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	10.9%	9.8%	5.8%	8.9%	8.9%
Only with partner	47.0%	48.6%	37.7%	41.2%	43.6%
Only with children (under the age of 13)	1.4%	1.2%	2.7%	1.7%	1.7%
Partner + children (under the age of 13)	10.6%	10.1%	18.8%	13.8%	13.3%
Other relatives	5.9%	5.4%	6.5%	6.8%	6.2%
Friends	7.5%	7.9%	5.9%	5.2%	6.6%
Work colleagues	0.4%	0.4%	0.1%	0.4%	0.3%
Other combinations ⁽¹⁾	16.4%	16.5%	22.5%	22.0%	19.4%

* Multi-choice 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)	94.7%	94.8%	94.4%	92.9%	94.2%
Average rating (scale 1-10)	8.93	8.94	8.93	8.83	8.91

How many are loyal to the destination?

Repeat tourists of the island	Q1	Q2	Q3	Q4	Total
Repeat tourists	58.1%	52.9%	48.2%	56.4%	54.0%
In love (at least 10 previous visits)	7.4%	5.8%	4.4%	6.6%	6.1%

Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
United Kingdom	450,517	482,868	493,770	494,022	1,921,177
Germany	187,761	157,671	145,296	179,745	670,472
Spanish Mainland	121,870	163,277	184,150	136,705	606,002
Belgium	47,621	47,188	46,431	51,009	192,249
Italy	48,831	44,218	50,922	44,480	188,451
Netherlands	41,116	39,926	47,603	39,008	167,653
France	40,040	44,483	38,179	33,057	155,759
Sweden	81,824	6,607	5,409	40,068	133,909
Ireland	27,094	26,944	32,767	26,512	113,317
Denmark	40,358	10,068	7,247	45,602	103,275

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	91.1%	87.2%	85.9%	91.1%	88.9%
Tranquillity/rest/relaxation	31.5%	30.7%	28.6%	31.9%	30.7%
Beaches	23.3%	24.6%	30.9%	25.1%	25.9%
Scenery	26.7%	26.4%	24.8%	24.0%	25.5%
Visiting new places	12.3%	14.8%	19.5%	14.1%	15.1%
Price	12.0%	13.6%	13.8%	11.9%	12.8%
Security	8.7%	9.3%	9.3%	9.1%	9.1%
Ease of travel	8.7%	9.1%	6.3%	9.3%	8.4%
Suitable destination for children	6.5%	6.1%	11.3%	8.4%	8.1%
Theme parks	3.7%	7.6%	12.0%	5.8%	7.2%
Quality of the environment	6.8%	7.3%	6.0%	6.5%	6.6%
Active tourism	7.0%	6.1%	5.2%	5.7%	6.0%
Nightlife/fun	5.7%	4.5%	5.1%	3.9%	4.8%
Shopping	3.5%	2.7%	2.9%	4.0%	3.3%
Culture	2.5%	3.1%	3.0%	2.2%	2.7%
Nautical activities	1.7%	1.7%	2.4%	1.7%	1.9%

* Multi-choice question

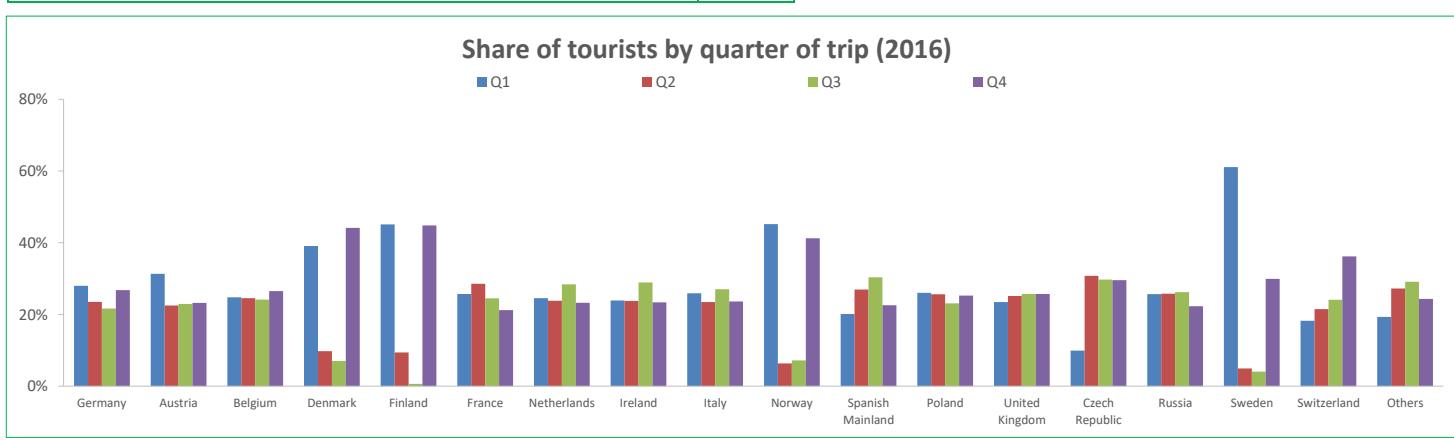
What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	66.2%	59.7%	53.7%	62.5%	60.7%
Recommendation by friends or relatives	34.4%	37.8%	41.1%	35.5%	37.1%
The Canary Islands television channel	0.3%	0.4%	0.4%	0.3%	0.3%
Other television or radio channels	0.7%	1.0%	0.8%	0.7%	0.8%
Information in the press/magazines/books	3.2%	3.7%	3.9%	3.3%	3.5%
Attendance at a tourism fair	0.6%	0.7%	0.6%	0.3%	0.5%
Tour Operator's brochure or catalogue	5.8%	5.5%	6.5%	5.2%	5.8%
Recommendation by Travel Agency	6.2%	7.9%	9.2%	8.5%	7.9%
Information obtained via the Internet	20.7%	22.2%	27.4%	22.7%	23.2%
Senior Tourism programme	0.1%	0.5%	0.1%	0.2%	0.2%
Others	6.5%	6.0%	5.7%	6.0%	6.1%

* Multi-choice 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.