

# Tourist profile by quarter of trip (2017)

## Canary Islands



### How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (mill.)	3.97	3.73	4.09	4.18	<b>15.98</b>
Tourist arrivals (> 16 years old) (mill.)	3.54	3.20	3.36	3.75	<b>13.85</b>
Average daily expenditure (€)	144.13	133.19	134.21	147.79	<b>140.18</b>
. in their place of residence	104.55	93.31	96.88	108.47	<b>101.15</b>
. in the Canary Islands	39.58	39.87	37.33	39.31	<b>39.03</b>
Average length of stay	9.61	8.68	9.46	8.91	<b>9.17</b>
Turnover per tourist (€)	1,215	1,044	1,151	1,197	<b>1,155</b>
Total turnover (€m)	4,825	3,896	4,711	5,001	<b>18,450</b>
Tourist arrivals: share by quarter	24.9%	23.4%	25.6%	26.2%	<b>100%</b>
Turnover: share by quarter	26.2%	21.1%	25.5%	27.1%	<b>100%</b>

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	13.8%	14.7%	12.7%	12.8%	<b>13.5%</b>
- Additional accommodation expenses	5.7%	6.5%	7.0%	5.9%	<b>6.3%</b>

##### Transport:

- Public transport	16.3%	13.4%	13.6%	14.5%	<b>14.5%</b>
- Taxi	21.0%	20.9%	21.8%	21.0%	<b>21.2%</b>
- Car rental	18.5%	19.7%	20.3%	19.2%	<b>19.4%</b>

##### Food and drink:

- Food purchases at supermarkets	54.4%	54.3%	56.6%	54.9%	<b>55.0%</b>
- Restaurants	57.3%	56.8%	56.2%	58.6%	<b>57.3%</b>

<b>Souvenirs:</b>	49.4%	53.9%	58.5%	52.0%	<b>53.3%</b>
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##### Leisure:

- Organized excursions	13.9%	18.1%	22.8%	16.3%	<b>17.7%</b>
- Leisure, amusement	6.1%	7.8%	12.0%	8.0%	<b>8.4%</b>
- Trip to other islands	2.1%	1.9%	2.9%	2.1%	<b>2.3%</b>
- Sporting activities	5.1%	5.6%	7.4%	6.3%	<b>6.1%</b>
- Cultural activities	3.9%	4.7%	4.0%	4.8%	<b>4.4%</b>
- Discos and disco-pubs	5.7%	6.6%	7.0%	5.2%	<b>6.1%</b>

##### Others:

- Wellness	4.9%	4.9%	4.9%	4.8%	<b>4.9%</b>
- Medical expenses	4.2%	3.7%	4.2%	3.9%	<b>4.0%</b>
- Other expenses	9.0%	10.7%	10.2%	8.6%	<b>9.6%</b>

2017



**+7%**  
**TOURISTS**  
**15,975,507**



**+1%**  
**TRAVEL EXPENSES**  
**€1,155**



**+8%**  
**TURNOVER**  
**€18,450 MILL**

### What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	9.9%	8.6%	9.6%	8.8%	<b>9.3%</b>
Flight and accommodation (room only)	27.6%	26.4%	25.3%	28.2%	<b>26.9%</b>
Flight and accommodation (B&B)	10.0%	7.9%	6.9%	8.3%	<b>8.3%</b>
Flight and accommodation (half board)	18.9%	20.8%	18.7%	18.9%	<b>19.3%</b>
Flight and accommodation (full board)	4.4%	4.7%	4.0%	4.5%	<b>4.4%</b>
Flight and accommodation (all inclusive)	29.2%	31.7%	35.5%	31.3%	<b>31.9%</b>
% Tourists using low-cost airlines	48.0%	52.8%	52.7%	49.9%	<b>50.8%</b>

#### Other expenses in their place of residence:

- Car rental	12.6%	12.7%	12.3%	12.7%	<b>12.6%</b>
- Sporting activities	5.0%	4.9%	5.5%	5.0%	<b>5.1%</b>
- Excursions	5.2%	6.4%	7.3%	5.8%	<b>6.2%</b>
- Trip to other islands	1.8%	1.3%	1.2%	1.7%	<b>1.5%</b>

### How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	44.9%	41.8%	39.1%	43.5%	<b>42.4%</b>
- Tour Operator's website	80.5%	81.7%	79.6%	80.7%	<b>80.6%</b>
<b>Accommodation</b>	14.5%	15.3%	14.4%	14.3%	<b>14.6%</b>
- Accommodation's website	83.0%	85.2%	83.5%	84.5%	<b>84.0%</b>
<b>Travel agency (High street)</b>	16.5%	19.5%	22.7%	18.9%	<b>19.3%</b>
<b>Online Travel Agency (OTA)</b>	17.6%	17.7%	16.6%	17.2%	<b>17.3%</b>
<b>No need to book accommodation</b>	6.5%	5.7%	7.1%	6.1%	<b>6.4%</b>

Flight booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	47.3%	44.4%	41.6%	45.5%	<b>44.8%</b>
- Tour Operator's website	78.9%	78.6%	78.8%	78.0%	<b>78.6%</b>
<b>Airline</b>	26.3%	25.9%	24.7%	26.2%	<b>25.8%</b>
- Airline's website	97.8%	97.2%	96.6%	97.4%	<b>97.3%</b>
<b>Travel agency (High street)</b>	15.4%	17.9%	21.6%	17.4%	<b>18.0%</b>
<b>Online Travel Agency (OTA)</b>	11.0%	11.8%	12.1%	10.9%	<b>11.4%</b>

### How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	0.6%	0.5%	0.4%	<b>0.5%</b>
Between 2 and 7 days	6.1%	6.4%	6.2%	4.9%	<b>5.9%</b>
Between 8 and 15 days	7.4%	7.1%	8.3%	6.9%	<b>7.4%</b>
Between 16 and 30 days	15.0%	13.3%	12.2%	12.9%	<b>13.4%</b>
Between 31 and 90 days	36.8%	37.0%	28.9%	35.4%	<b>34.6%</b>
More than 90 days	34.0%	35.4%	43.9%	39.6%	<b>38.3%</b>

### Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	48.5%	47.0%	47.4%	49.3%	<b>48.1%</b>
Women	51.5%	53.0%	52.6%	50.7%	<b>51.9%</b>

#### Age

Average age (tourists > 16 years old)	49.9	46.6	41.6	49.1	<b>46.9</b>
Standard deviation	15.4	15.6	14.4	15.0	<b>15.5</b>

#### Age range (> 16 years old)

16-24 years old	5.4%	8.2%	14.6%	5.7%	<b>8.4%</b>
25-30 years old	8.2%	11.5%	13.1%	8.3%	<b>10.2%</b>
31-45 years old	25.5%	27.5%	32.2%	26.8%	<b>27.9%</b>
46-60 years old	32.8%	30.8%	29.3%	33.5%	<b>31.7%</b>
Over 60 years old	28.1%	21.9%	10.8%	25.7%	<b>21.8%</b>

#### Occupation

Business owner or self-employed	24.1%	23.4%	24.4%	23.2%	<b>23.8%</b>
Upper/Middle management employee	32.9%	35.6%	38.1%	34.5%	<b>35.2%</b>
Auxiliary level employee	12.7%	15.5%	18.2%	15.0%	<b>15.3%</b>
Students	4.1%	4.1%	8.6%	3.5%	<b>5.0%</b>
Retired	24.3%	19.1%	8.7%	21.8%	<b>18.6%</b>
Unemployed / unpaid dom. work	2.0%	2.3%	2.1%	2.1%	<b>2.1%</b>

#### Annual household income level

€12,000 - €24,000	16.1%	18.2%	21.2%	16.2%	<b>17.9%</b>
€24,001 - €36,000	18.1%	20.2%	21.2%	18.1%	<b>19.3%</b>
€36,001 - €48,000	15.8%	16.7%	15.7%	16.0%	<b>16.1%</b>
€48,001 - €60,000	14.9%	15.3%	14.4%	15.6%	<b>15.1%</b>
€60,001 - €72,000	9.8%	8.7%	8.5%	10.0%	<b>9.3%</b>
€72,001 - €84,000	7.1%	6.3%	5.4%	6.6%	<b>6.3%</b>
More than €84,000	18.2%	14.6%	13.7%	17.4%	<b>16.0%</b>

# Tourist profile by quarter of trip (2017)

## Canary Islands



### Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	587,359	596,949	645,448	658,457	<b>2,488,213</b>
- Fuerteventura	465,865	465,709	493,948	513,386	<b>1,938,908</b>
- Gran Canaria	1,048,766	833,276	910,485	1,108,297	<b>3,900,824</b>
- Tenerife	1,325,456	1,223,771	1,237,883	1,357,305	<b>5,144,415</b>
- La Palma	78,025	55,392	57,969	86,566	<b>277,952</b>

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	6.1%	7.4%	7.4%	6.5%	<b>6.8%</b>
4* Hotel	37.6%	40.6%	39.1%	36.5%	<b>38.4%</b>
1-2-3* Hotel	14.0%	13.8%	14.4%	15.3%	<b>14.4%</b>
Apartment	32.6%	31.2%	32.1%	33.7%	<b>32.4%</b>
Property (privately-owned, friends, family)	5.3%	4.4%	5.4%	4.1%	<b>4.8%</b>
Others	4.4%	2.6%	1.7%	3.9%	<b>3.2%</b>

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	9.7%	8.6%	7.4%	9.0%	<b>8.7%</b>
Only with partner	49.8%	52.4%	38.6%	46.4%	<b>46.8%</b>
Only with children (under the age of 13)	1.6%	1.2%	2.6%	1.4%	<b>1.7%</b>
Partner + children (under the age of 13)	9.8%	10.1%	16.9%	10.8%	<b>11.9%</b>
Other relatives	5.6%	5.5%	6.6%	6.4%	<b>6.0%</b>
Friends	6.4%	6.7%	5.7%	5.6%	<b>6.1%</b>
Work colleagues	0.3%	0.4%	0.2%	0.3%	<b>0.3%</b>
Other combinations <sup>(1)</sup>	16.8%	14.9%	22.0%	20.0%	<b>18.5%</b>

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

### How do they rate the Canary Islands?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.6%	94.8%	93.6%	94.0%	<b>94.0%</b>
Average rating (scale 1-10)	8.86	8.99	8.91	8.94	<b>8.92</b>

### How many are loyal to the Canary Islands?



Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	82.7%	76.9%	69.3%	79.6%	<b>77.3%</b>
At least 10 previous visits	19.4%	17.3%	11.9%	18.6%	<b>16.9%</b>

### Where are they from?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	30.0%	36.8%	35.6%	29.8%	<b>32.9%</b>
Germany	21.2%	20.5%	18.0%	20.9%	<b>20.2%</b>
Spanish Mainland	12.2%	16.6%	19.1%	14.6%	<b>15.5%</b>
Netherlands	2.8%	3.3%	4.1%	3.8%	<b>3.5%</b>
Sweden	5.8%	1.3%	0.7%	4.7%	<b>3.2%</b>
Ireland	2.7%	3.5%	3.5%	2.9%	<b>3.2%</b>
Norway	4.8%	1.4%	1.2%	4.3%	<b>3.0%</b>
Italy	2.7%	3.0%	2.7%	2.4%	<b>2.7%</b>
Belgium	2.6%	2.3%	2.8%	2.4%	<b>2.5%</b>
Others	15.3%	11.2%	12.1%	14.1%	<b>13.3%</b>

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.8%	18.8%	19.3%	17.7%	<b>18.1%</b>
- Fuerteventura	13.3%	14.7%	14.8%	13.8%	<b>14.1%</b>
- Gran Canaria	29.9%	26.2%	27.2%	29.8%	<b>28.4%</b>
- Tenerife	37.8%	38.5%	37.0%	36.4%	<b>37.4%</b>
- La Palma	2.2%	1.7%	1.7%	2.3%	<b>2.0%</b>

### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	91.6%	88.7%	86.2%	92.2%	<b>89.8%</b>
Tranquillity/rest/relaxation	36.9%	37.3%	35.2%	39.3%	<b>37.2%</b>
Beaches	28.6%	35.2%	41.3%	35.4%	<b>35.1%</b>
Scenery	23.3%	23.3%	22.6%	22.6%	<b>22.9%</b>
Visiting new places	12.4%	15.1%	18.7%	12.9%	<b>14.7%</b>
Price	11.7%	14.3%	13.5%	9.6%	<b>12.2%</b>
Security	11.0%	9.6%	8.8%	9.4%	<b>9.7%</b>
Ease of travel	10.6%	9.2%	6.4%	9.2%	<b>8.9%</b>
Suitable destination for children	6.6%	6.5%	10.1%	7.1%	<b>7.6%</b>
Quality of the environment	6.7%	7.0%	6.3%	6.1%	<b>6.5%</b>
Active tourism	6.5%	4.9%	3.9%	6.0%	<b>5.4%</b>
Nightlife/fun	3.6%	4.2%	4.3%	3.0%	<b>3.8%</b>
Theme parks	1.7%	3.4%	5.3%	2.3%	<b>3.1%</b>
Culture	2.8%	2.6%	3.1%	2.2%	<b>2.7%</b>
Shopping	2.5%	2.5%	2.8%	2.3%	<b>2.5%</b>
Nautical activities	1.7%	2.1%	2.3%	2.1%	<b>2.0%</b>

\* Multi-choice question

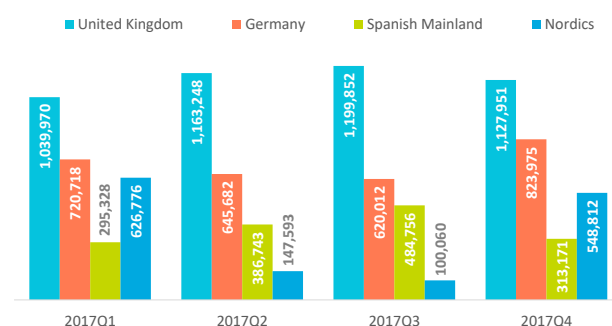
### What did motivate them to come?



Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	70.8%	64.3%	56.7%	67.3%	<b>64.9%</b>
Recommendation by friends/relatives	32.3%	35.4%	39.0%	33.8%	<b>35.0%</b>
The Canary Islands television channel	0.4%	0.4%	0.4%	0.2%	<b>0.4%</b>
Other television or radio channels	0.8%	1.1%	1.0%	0.9%	<b>1.0%</b>
Information in press/magazines/books	4.0%	3.9%	3.9%	3.6%	<b>3.8%</b>
Attendance at a tourism fair	0.4%	0.5%	0.6%	0.4%	<b>0.5%</b>
Tour Operator's brochure or catalogue	6.4%	7.6%	8.2%	6.7%	<b>7.2%</b>
Recommendation by Travel Agency	7.3%	8.9%	12.5%	8.5%	<b>9.3%</b>
Information obtained via the Internet	23.4%	25.7%	28.8%	24.5%	<b>25.5%</b>
Senior Tourism programme	0.2%	0.4%	0.1%	0.3%	<b>0.2%</b>
Others	6.7%	5.7%	5.0%	6.2%	<b>5.9%</b>

\* Multi-choice question

### Main markets: tourist arrivals by quarters



Tourists over 16 years old.

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.