

Profile of portuguese tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Portugal	All markets
Tourist arrivals (> 16 years old)	43,778	12,310,044
Average daily expenditure (€)	125.08	133.60
. in their place of residence	91.31	95.33
. in the Canary Islands	33.78	38.27
Average length of stay	7.15	9.46
Turnover per tourist (€)	803	1,125
Total turnover (> 16 years old) (€m)	35	13,854
Share of total turnover	0.3%	100%
Share of total tourist	0.4%	100%

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

	Portugal	All markets
Accommodation (*) :	38.32	44.10
- Accommodation	30.71	37.76
- Additional accommodation expenses	7.61	6.33
Transport:	19.00	27.41
- Public transport	4.70	4.99
- Taxi	1.92	7.42
- Car rental	12.38	14.99
Food and drink:	75.06	153.13
- Food purchases at supermarkets	51.58	68.64
- Restaurants	23.48	84.49
Souvenirs:	59.01	55.15
Leisure:	19.20	36.28
- Organized excursions	11.21	14.63
- Leisure, amusement	2.93	5.23
- Trip to other islands	1.42	1.51
- Sporting activities	1.57	5.38
- Cultural activities	0.80	2.18
- Discos and disco-pubs	1.27	7.34
Others:	4.93	15.71
- Wellness	0.69	2.97
- Medical expenses	0.14	1.46
- Other expenses	4.10	11.28

How far in advance do they book their trip?



	Portugal	All markets
The same day they leave	0.0%	0.6%
Between 2 and 7 days	9.7%	7.3%
Between 8 and 15 days	14.4%	8.9%
Between 16 and 30 days	21.6%	15.4%
Between 31 and 90 days	34.9%	33.9%
More than 90 days	19.4%	33.8%

What do they book at their place of residence?



	Portugal	All markets
Flight only	8.1%	11.1%
Flight and accommodation (room only)	10.5%	25.5%
Flight and accommodation (B&B)	2.8%	7.6%
Flight and accommodation (half board)	22.4%	18.3%
Flight and accommodation (full board)	6.8%	4.4%
Flight and accommodation (all inclusive)	49.4%	33.2%
% Tourists using low-cost airlines	46.9%	47.1%
Other expenses in their place of residence:		
- Car rental	10.8%	11.5%
- Sporting activities	1.0%	5.4%
- Excursions	2.1%	5.7%
- Combined trip to other islands	1.8%	2.0%

How do they book?



	Portugal	All markets
Accommodation booking		
Tour Operator	21.8%	42.8%
- Tour Operator's website	66.7%	78.8%
Accommodation	8.6%	14.0%
- Accommodation's website	86.2%	81.9%
Travel agency (High street)	53.5%	19.8%
Online Travel Agency (OTA)	9.8%	15.4%
No need to book accommodation	6.4%	8.0%

Flight booking

	Portugal	All markets
Tour Operator	23.0%	45.5%
- Tour Operator's website	58.3%	77.7%
Airline	16.6%	24.9%
- Airline's website	93.0%	96.2%
Travel agency (High street)	54.6%	18.6%
Online Travel Agency (OTA)	5.8%	11.0%

Where do they stay?



	Portugal	All markets
5* Hotel	6.9%	6.8%
4* Hotel	57.5%	37.7%
1-2-3* Hotel	22.3%	15.0%
Apartment	7.7%	30.3%
Property (privately-owned, friends, family)	5.1%	7.0%
Others	0.4%	3.2%

How are they?



	Portugal	All markets
Gender		
Percentage of men	51.8%	49.8%
Percentage of women	48.2%	50.2%

Age

Average age (tourists > 16 years old)	38.0	44.5
Standard deviation	10.7	14.9

Age range

16-24 years old	7.2%	8.8%
25-30 years old	19.0%	13.1%
31-45 years old	51.0%	32.8%
46-60 years old	19.6%	28.4%
Over 60 years old	3.2%	17.0%

Occupation

Business owner or self-employed	25.5%	23.7%
Upper/Middle management employee	50.5%	37.1%
Auxiliary level employee	14.5%	16.6%
Students	5.4%	5.6%
Retired	3.2%	14.5%
Unemployed / unpaid dom. work	0.8%	2.5%

Annual household income level

€12,000 - €24,000	47.1%	18.3%
€24,001 - €36,000	25.4%	18.9%
€36,001 - €48,000	6.7%	16.9%
€48,001 - €60,000	10.5%	14.6%
€60,001 - €72,000	7.3%	9.2%
€72,001 - €84,000	2.3%	6.1%
More than €84,000	0.6%	16.0%

(*) Bear in mind that 92% of portuguese tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Portugal	All markets
- Lanzarote	3,739	2,242,245
- Fuerteventura	4,528	1,806,014
- Gran Canaria	19,948	3,447,259
- Tenerife	15,562	4,518,215
- La Palma	0	167,100

Share (%)	Portugal	All markets
- Lanzarote	8.5%	18.4%
- Fuerteventura	10.3%	14.8%
- Gran Canaria	45.6%	28.3%
- Tenerife	35.5%	37.1%
- La Palma	0.0%	1.4%

Who do they come with?



	Portugal	All markets
Unaccompanied	10.1%	9.8%
Only with partner	36.2%	48.0%
Only with children (under the age of 13)	4.5%	1.4%
Partner + children (under the age of 13)	22.6%	11.8%
Other relatives	6.1%	6.4%
Friends	2.2%	6.1%
Work colleagues	0.8%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Portugal	All markets
Climate/sun	77.1%	89.3%
Beaches	56.7%	33.6%
Tranquillity/rest/relaxation	34.3%	37.9%
Visiting new places	23.1%	14.1%
Scenery	16.9%	22.6%
Price	15.1%	14.1%
Security	11.2%	7.5%
Ease of travel	6.5%	8.3%
Suitable destination for children	5.9%	7.7%
Shopping	4.5%	3.0%
Theme parks	3.2%	3.1%
Active tourism	2.4%	5.2%
Nautical tourism	1.3%	2.1%
Nightlife/fun	0.9%	4.3%
Culture	0.4%	2.7%
Quality of the environment	0.1%	6.4%

How do they value the destination?



Impression of their stay	Portugal	All markets
Good or very good (% tourists)	89.4%	93.3%
Average rating (scale 1-10)	8.42	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Portugal	All markets
Repeat tourists	56.5%	76.4%
In love (more than 10 visits)	7.3%	16.7%

Where does the flight come from?



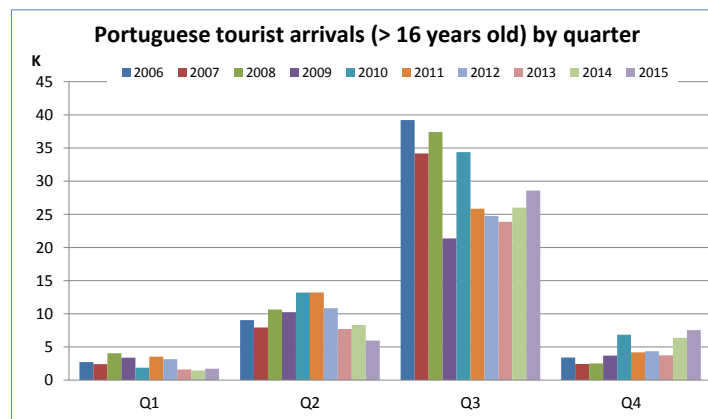
Ten main origin countries	Portugal	All markets
Portugal	33,354	42,218
Spain	9,671	1,897,955
Others	372	113,846
Germany	200	2,561,891
United Kingdom	103	3,848,961
France	78	318,592
Austria	0	78,497
Belgium	0	359,967
Denmark	0	290,123
Finland	0	202,381

What did motivate them to come?



Aspects motivating the choice	Portugal	All markets
Previous visits to the Canary Islands	45.8%	64.1%
Recommendation by friends or relatives	36.4%	34.7%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.0%	0.7%
Information in the press/magazines/books	6.0%	3.7%
Attendance at a tourism fair	3.6%	0.5%
Tour Operator's brochure or catalogue	13.7%	8.2%
Recommendation by Travel Agency	27.8%	9.5%
Information obtained via the Internet	26.2%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	6.4%	6.7%

* Multi-choice question



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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