

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

	Low-cost	Total
Tourist arrivals (> 16 years old)	6,027,920	13,114,359
Average daily expenditure (€)	130.49	135.94
. in their place of residence	88.70	98.03
. in the Canary Islands	41.79	37.90
Average length of stay	9.0	9.4
Turnover per tourist (€)	1,038	1,141
Total turnover (€, millions)	6,260	14,957
Share of total turnover	41.9%	100%
Share of total tourist	48.7%	100%

Expenditure in the Canary Islands per tourist and trip (\*)

	Low-cost	Total
<b>Accommodation (**):</b>	55.39	47.11
- Accommodation	49.47	40.52
- Additional accommodation expenses	5.91	6.60
<b>Transport:</b>	29.17	26.01
- Public transport	6.46	5.14
- Taxi	7.60	6.94
- Car rental	15.11	13.93
<b>Food and drink:</b>	158.51	148.33
- Food purchases at supermarkets	69.80	63.46
- Restaurants	88.71	84.87
<b>Souvenirs:</b>	46.31	53.88
<b>Leisure:</b>	36.28	34.52
- Organized excursions	13.45	14.95
- Leisure, amusement	4.86	4.55
- Trip to other islands	2.26	1.85
- Sporting activities	5.98	5.11
- Cultural activities	2.29	2.04
- Discos and disco-pubs	7.44	6.01
<b>Others:</b>	13.68	13.91
- Wellness	3.26	3.23
- Medical expenses	1.88	1.69
- Other expenses	8.53	8.99

How far in advance do they book their trip? ✓

	Low-cost	Total
The same day they leave	0.8%	0.6%
Between 2 and 7 days	6.8%	6.3%
Between 8 and 15 days	8.2%	7.9%
Between 16 and 30 days	15.4%	14.7%
Between 31 and 90 days	35.6%	34.3%
More than 90 days	33.1%	36.2%

What do they book at their place of residence? Islas Canarias

	Low-cost	Total
Flight only	12.3%	8.8%
Flight and accommodation (room only)	32.5%	25.7%
Flight and accommodation (B&B)	8.3%	8.0%
Flight and accommodation (half board)	16.3%	20.4%
Flight and accommodation (full board)	4.0%	4.3%
Flight and accommodation (all inclusive)	26.6%	32.8%
<b>% Tourists using low-cost airlines</b>	100.0%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	13.7%	11.8%
- Sporting activities	5.2%	5.3%
- Excursions	5.8%	5.7%
- Trip to other islands	1.5%	1.6%

How do they book?

	Low-cost	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	33.8%	42.3%
- Tour Operator's website	84.9%	78.8%
<b>Accommodation</b>	20.8%	14.7%
- Accommodation's website	85.4%	83.5%
<b>Travel agency (High street)</b>	14.0%	20.5%
<b>Online Travel Agency (OTA)</b>	22.6%	16.5%
<b>No need to book accommodation</b>	8.7%	6.0%

Flight booking

	Low-cost	Total
<b>Tour Operator</b>	35.7%	44.6%
- Tour Operator's website	84.0%	76.3%
<b>Airline</b>	36.9%	24.8%
- Airline's website	97.8%	96.2%
<b>Travel agency (High street)</b>	13.1%	19.1%
<b>Online Travel Agency (OTA)</b>	14.3%	11.5%

Where do they stay?

	Low-cost	Total
5* Hotel	6.8%	7.1%
4* Hotel	32.7%	39.6%
1-2-3* Hotel	13.9%	14.6%
Apartment	37.4%	31.5%
Property (privately-owned, friends, family)	6.3%	4.6%
Others	2.8%	2.6%

Who are they?

Gender	Low-cost	Total
Percentage of men	49.2%	48.5%
Percentage of women	50.8%	51.5%

Age	Low-cost	Total
Average age (tourists > 16 years old)	44.0	46.3
Standard deviation	15.0	15.3

Age range (> 16 years old)	Low-cost	Total
16-24 years old	9.9%	8.2%
25-30 years old	13.3%	11.1%
31-45 years old	31.8%	29.1%
46-60 years old	28.7%	30.9%
Over 60 years old	16.3%	20.7%

Occupation	Low-cost	Total
Business owner or self-employed	26.5%	23.1%
Upper/Middle management employee	34.9%	36.1%
Auxiliary level employee	15.6%	15.5%
Students	6.2%	5.1%
Retired	14.4%	18.0%
Unemployed / unpaid dom. work	2.5%	2.2%

Annual household income level	Low-cost	Total
€12,000 - €24,000	20.0%	17.8%
€24,001 - €36,000	20.0%	19.4%
€36,001 - €48,000	16.5%	16.9%
€48,001 - €60,000	14.1%	14.6%
€60,001 - €72,000	9.1%	9.5%
€72,001 - €84,000	5.7%	6.0%
More than €84,000	14.6%	15.8%

(\*) 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.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling in low cost airlines	6,027,920	1,189,910	877,001	1,431,240	2,399,488	81,502
- Share by islands	100%	19.7%	14.5%	23.7%	39.8%	1.4%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists travelling in low cost airlines	48.7%	52.5%	47.9%	41.4%	53.2%	39.4%

Who do they come with?



	Low-cost	Total
Unaccompanied	10.1%	9.1%
Only with partner	44.5%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	12.5%	11.8%
Other relatives	6.5%	6.0%
Friends	7.5%	6.1%
Work colleagues	0.4%	0.3%
Other combinations <sup>(1)</sup>	17.0%	17.5%

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

How do they rate the destination?



Impression of their stay	Low-cost	Total
Good or very good (% tourists)	94.1%	94.1%
Average rating (scale 1-10)	8.93	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Low-cost	Total
Repeat tourists	75.2%	77.3%
In love (at least 10 previous visits)	15.3%	16.1%

Where are they from?



Ten main source markets	Share	Absoluto
United Kingdom	40.6%	2,445,142
Spanish Mainland	14.7%	883,684
Germany	12.3%	744,278
France	5.1%	309,650
Ireland	4.8%	289,295
Italy	4.7%	283,059
Netherlands	3.4%	205,989
Norway	2.0%	120,742
Sweden	1.8%	105,794
Belgium	1.7%	102,750

Why do they choose the Canary Islands?



Aspects influencing the choice	Low-cost	Total
Climate/sun	88.2%	89.8%
Beaches	34.3%	34.5%
Tranquillity/rest/relaxation	33.0%	36.6%
Scenery	21.6%	21.9%
Price	15.9%	12.7%
Visiting new places	14.4%	14.6%
Ease of travel	9.4%	8.9%
Security	8.6%	11.1%
Suitable destination for children	7.7%	7.5%
Quality of the environment	7.3%	6.5%
Active tourism	5.8%	5.1%
Nightlife/fun	5.0%	3.8%
Theme parks	3.4%	3.0%
Culture	2.9%	2.6%
Nautical activities	2.5%	2.2%
Shopping	2.3%	2.6%

\* Multi-choice question

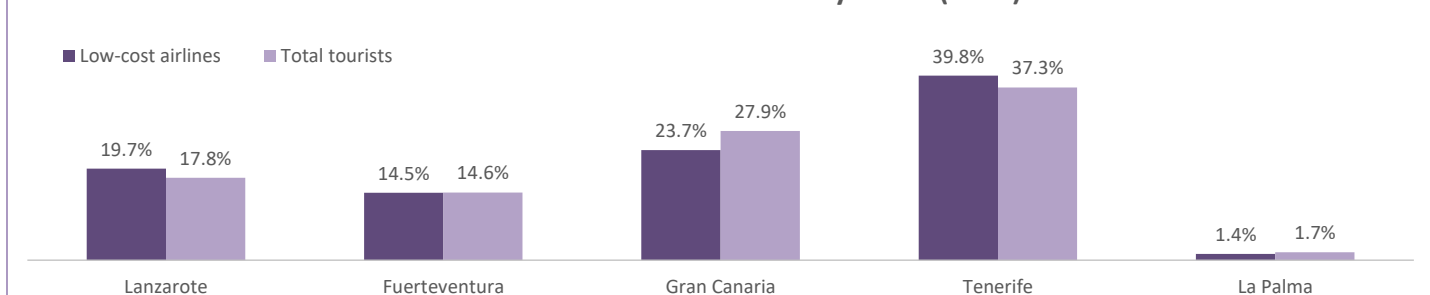
What did motivate them to come?



Aspects motivating the choice	Low-cost	Total
Previous visits to the Canary Islands	61.3%	64.1%
Recommendation by friends or relatives	38.9%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	5.2%	8.0%
Recommendation by Travel Agency	6.6%	9.7%
Information obtained via the Internet	28.1%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	7.0%	6.1%

\* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who travel in low-cost airlines. (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.