

Tourist profile according to type of airline (2017)

LOW-COST AIRLINES

How many are they and how much do they spend?

	Low-cost	Total
Tourist arrivals (> 16 years old)	6,699,527	13,852,616
Average daily expenditure (€)	134.36	140.18
. in their place of residence	91.93	101.15
. in the Canary Islands	42.43	39.03
Average length of stay	8.73	9.17
Turnover per tourist (€)	1,042	1,155
Total turnover (> 16 years old) (€m)	6,979	15,999
Share of total tourist	50.8%	100%
Share of total turnover	43.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	16.8%	13.5%
- Additional accommodation expenses	6.3%	6.3%

Transport:

- Public transport	16.0%	14.5%
- Taxi	23.2%	21.2%
- Car rental	21.6%	19.4%

Food and drink:

- Food purchases at supermarkets	60.2%	55.0%
- Restaurants	60.2%	57.3%

Souvenirs:

	52.3%	53.3%
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Leisure:

- Organized excursions	17.3%	17.7%
- Leisure, amusement	9.3%	8.4%
- Trip to other islands	2.7%	2.3%
- Sporting activities	6.7%	6.1%
- Cultural activities	4.9%	4.4%
- Discos and disco-pubs	7.6%	6.1%

Others:

- Wellness	4.6%	4.9%
- Medical expenses	4.1%	4.0%
- Other expenses	9.4%	9.6%



**+11%
TOURISTS***
6,699,527



**+0.3%
TRAVEL EXPENSES**
€1,042



**+11%
TURNOVER**
€6,979 MILL

What do they book at their place of residence?

	Low-cost	Total
Flight only	12.2%	9.3%
Flight and accommodation (room only)	33.1%	26.9%
Flight and accommodation (B&B)	8.2%	8.3%
Flight and accommodation (half board)	16.0%	19.3%
Flight and accommodation (full board)	4.0%	4.4%
Flight and accommodation (all inclusive)	26.4%	31.9%
% Tourists using low-cost airlines	100.0%	50.8%

Other expenses in their place of residence:

- Car rental	14.4%	12.6%
- Sporting activities	5.1%	5.1%
- Excursions	6.4%	6.2%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

How do they book?

	Low-cost	Total
Accommodation booking		
Tour Operator	33.4%	42.4%
- Tour Operator's website	84.3%	80.6%
Accommodation	20.1%	14.6%
- Accommodation's website	85.8%	84.0%
Travel agency (High street)	13.7%	19.3%
Online Travel Agency (OTA)	24.1%	17.3%
No need to book accommodation	8.7%	6.4%

Flight booking

	Low-cost	Total
Tour Operator	35.7%	44.8%
- Tour Operator's website	83.8%	78.6%
Airline	37.4%	25.8%
- Airline's website	98.5%	97.3%
Travel agency (High street)	12.5%	18.0%
Online Travel Agency (OTA)	14.3%	11.4%

How far in advance do they book their trip?

	Low-cost	Total
The same day they leave	0.7%	0.5%
Between 2 and 7 days	6.4%	5.9%
Between 8 and 15 days	7.3%	7.4%
Between 16 and 30 days	14.2%	13.4%
Between 31 and 90 days	35.7%	34.6%
More than 90 days	35.7%	38.3%

Who are they?

	Low-cost	Total
Gender		
Men	49.2%	48.1%
Women	50.8%	51.9%

Age

Average age (tourists > 16 years old)	44.6	46.9
Standard deviation	15.1	15.5

Age range (> 16 years old)

16-24 years old	9.6%	8.4%
25-30 years old	12.5%	10.2%
31-45 years old	31.0%	27.9%
46-60 years old	29.8%	31.7%
Over 60 years old	17.1%	21.8%

Occupation

Business owner or self-employed	26.9%	23.8%
Upper/Middle management employee	33.9%	35.2%
Auxiliary level employee	16.2%	15.3%
Students	6.0%	5.0%
Retired	14.7%	18.6%
Unemployed / unpaid dom. work	2.3%	2.1%

Annual household income level

€12,000 - €24,000	20.0%	17.9%
€24,001 - €36,000	20.1%	19.3%
€36,001 - €48,000	15.8%	16.1%
€48,001 - €60,000	14.4%	15.1%
€60,001 - €72,000	9.1%	9.3%
€72,001 - €84,000	5.8%	6.3%
More than €84,000	14.9%	16.0%

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LOW-COST AIRLINES

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling in low cost airlines	6,699,527	1,425,641	864,338	1,671,100	2,579,567	110,953
- Share by islands	100%	21.3%	12.9%	24.9%	38.5%	1.7%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists travelling in low cost airlines	50.8%	59.0%	46.8%	45.0%	53.1%	42.2%

Where do they stay?

	Low-cost	Total
5* Hotel	6.6%	6.8%
4* Hotel	31.7%	38.4%
1-2-3* Hotel	13.9%	14.4%
Apartment	38.3%	32.4%
Property (privately-owned, friends, family)	6.4%	4.8%
Others	3.2%	3.2%

Who do they come with?

	Low-cost	Total
Unaccompanied	9.9%	8.7%
Only with partner	43.3%	46.8%
Only with children (under the age of 13)	1.8%	1.7%
Partner + children (under the age of 13)	12.5%	11.9%
Other relatives	6.5%	6.0%
Friends	7.3%	6.1%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	18.3%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Low-cost	Total
Good or very good (% tourists)	94.1%	94.0%
Average rating (scale 1-10)	8.94	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Low-cost	Total
At least 1 previous visit	75.6%	77.3%
At least 10 previous visits	15.2%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	41.5%	2,782,487
Spanish Mainland	13.3%	888,108
Germany	13.0%	872,037
Italy	4.8%	318,598
France	4.7%	314,655
Ireland	4.4%	295,900
Netherlands	2.7%	181,370
Norway	2.1%	142,839
Poland	2.0%	131,793
Others	11.5%	771,740

Why do they choose the Canary Islands?

Aspects influencing the choice	Low-cost	Total
Climate/sun	88.5%	89.8%
Beaches	34.6%	35.1%
Tranquillity/rest/relaxation	33.9%	37.2%
Scenery	22.7%	22.9%
Price	15.2%	12.2%
Visiting new places	15.0%	14.7%
Ease of travel	9.6%	8.9%
Security	7.6%	9.7%
Suitable destination for children	7.4%	7.6%
Quality of the environment	7.2%	6.5%
Active tourism	5.6%	5.4%
Nightlife/fun	4.6%	3.8%
Theme parks	3.6%	3.1%
Culture	3.0%	2.7%
Shopping	2.3%	2.5%
Nautical activities	2.1%	2.0%

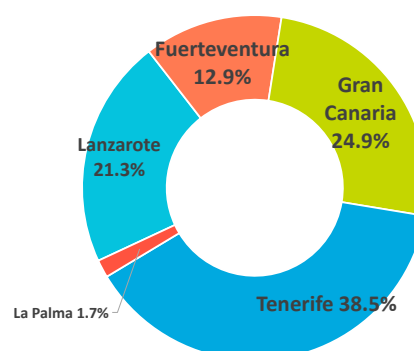
* Multi-choice question

What did motivate them to come?

Prescription sources	Low-cost	Total
Previous visits to the Canary Islands	0.0%	64.9%
Recommendation by friends/relatives	0.0%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.0%	1.0%
Information in press/magazines/books	0.0%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	0.0%	7.2%
Recommendation by Travel Agency	0.0%	9.3%
Information obtained via the Internet	0.0%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	0.0%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded. (1) Combination of some groups previously analyzed.