

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

	Low-cost	Traditional
Tourist arrivals (> 16 years old)	6,027,920	6,346,941
Average daily expenditure (€)	130.49	141.75
. in their place of residence	88.70	107.07
. in the Canary Islands	41.79	34.68
Average length of stay	9.0	9.6
Turnover per tourist (€)	1,038	1,237
Total turnover (€, millions)	6,260	7,848
Share of total turnover	41.9%	52.5%
Share of total tourist	48.7%	51.3%

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

	Low-cost	Traditional
Accommodation (**):	55.39	41.25
- Accommodation	49.47	33.80
- Additional accommodation expenses	5.91	7.45
Transport:	29.17	23.43
- Public transport	6.46	3.99
- Taxi	7.60	6.45
- Car rental	15.11	12.99
Food and drink:	158.51	138.79
- Food purchases at supermarkets	69.80	56.62
- Restaurants	88.71	82.17
Souvenirs:	46.31	58.97
Leisure:	36.28	33.28
- Organized excursions	13.45	16.50
- Leisure, amusement	4.86	4.30
- Trip to other islands	2.26	1.51
- Sporting activities	5.98	4.49
- Cultural activities	2.29	1.92
- Discos and disco-pubs	7.44	4.56
Others:	13.68	14.42
- Wellness	3.26	3.26
- Medical expenses	1.88	1.52
- Other expenses	8.53	9.63

How far in advance do they book their trip? ✓

	Low-cost	Traditional
The same day they leave	0.8%	0.4%
Between 2 and 7 days	6.8%	5.7%
Between 8 and 15 days	8.2%	7.3%
Between 16 and 30 days	15.4%	13.6%
Between 31 and 90 days	35.6%	33.2%
More than 90 days	33.1%	39.8%

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

	Low-cost	Traditional
Flight only	12.3%	5.3%
Flight and accommodation (room only)	32.5%	19.8%
Flight and accommodation (B&B)	8.3%	8.0%
Flight and accommodation (half board)	16.3%	24.0%
Flight and accommodation (full board)	4.0%	4.5%
Flight and accommodation (all inclusive)	26.6%	38.4%
% Tourists using low-cost airlines	100.0%	0.0%
Other expenses in their place of residence:		
- Car rental	13.7%	10.1%
- Sporting activities	5.2%	5.4%
- Excursions	5.8%	5.4%
- Trip to other islands	1.5%	1.7%

How do they book? Islas Canarias

Accommodation booking

	Low-cost	Traditional
Tour Operator	33.8%	49.6%
- Tour Operator's website	84.9%	75.4%
Accommodation	20.8%	9.6%
- Accommodation's website	85.4%	80.0%
Travel agency (High street)	14.0%	25.9%
Online Travel Agency (OTA)	22.6%	11.2%
No need to book accommodation	8.7%	3.7%

Flight booking

	Low-cost	Traditional
Tour Operator	35.7%	52.2%
- Tour Operator's website	84.0%	72.0%
Airline	36.9%	14.5%
- Airline's website	97.8%	92.7%
Travel agency (High street)	13.1%	24.5%
Online Travel Agency (OTA)	14.3%	8.8%

Where do they stay? 🏠

	Low-cost	Traditional
5* Hotel	6.8%	7.6%
4* Hotel	32.7%	46.0%
1-2-3* Hotel	13.9%	15.1%
Apartment	37.4%	26.2%
Property (privately-owned, friends, family)	6.3%	2.7%
Others	2.8%	2.5%

Who are they? 👁

Gender	Low-cost	Traditional
Percentage of men	49.2%	48.0%
Percentage of women	50.8%	52.0%

Age	Low-cost	Traditional
Average age (tourists > 16 years old)	44.0	48.4
Standard deviation	15.0	15.2

Age range (> 16 years old)	Low-cost	Traditional
16-24 years old	9.9%	6.6%
25-30 years old	13.3%	9.0%
31-45 years old	31.8%	26.9%
46-60 years old	28.7%	33.2%
Over 60 years old	16.3%	24.3%

Occupation	Low-cost	Traditional
Business owner or self-employed	26.5%	20.0%
Upper/Middle management employee	34.9%	37.7%
Auxiliary level employee	15.6%	15.6%
Students	6.2%	4.1%
Retired	14.4%	20.7%
Unemployed / unpaid dom. work	2.5%	1.9%

Annual household income level	Low-cost	Traditional
€12,000 - €24,000	20.0%	15.3%
€24,001 - €36,000	20.0%	18.8%
€36,001 - €48,000	16.5%	17.2%
€48,001 - €60,000	14.1%	15.2%
€60,001 - €72,000	9.1%	9.9%
€72,001 - €84,000	5.7%	6.4%
More than €84,000	14.6%	17.1%

(*) 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%
Tourists travelling in traditional airlines	6,346,941	1,075,604	953,887	2,025,244	2,114,562	125,610
- Share by islands	100%	16.9%	15.0%	31.9%	33.3%	2.0%
% 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	Traditional
Unaccompanied	10.1%	7.6%
Only with partner	44.5%	50.9%
Only with children (under the age of 13)	1.6%	1.4%
Partner + children (under the age of 13)	12.5%	11.5%
Other relatives	6.5%	5.7%
Friends	7.5%	5.0%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	17.0%	17.6%

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

How do they rate the destination?



Impression of their stay	Low-cost	Traditional
Good or very good (% tourists)	94.1%	94.2%
Average rating (scale 1-10)	8.93	8.89

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Low-cost	Traditional
Repeat tourists	75.2%	79.9%
In love (at least 10 previous visits)	15.3%	17.3%

Where are they from?



Ten main source markets	Low-cost	Traditional
United Kingdom	40.6%	25.5%
Germany	12.3%	28.6%
Spanish Mainland	14.7%	8.5%
Netherlands	3.4%	4.9%
Sweden	1.8%	5.8%
France	5.1%	2.6%
Italy	4.7%	1.7%
Ireland	4.8%	1.7%
Norway	2.0%	3.4%
Belgium	1.7%	3.5%

Why do they choose the Canary Islands?



Aspects influencing the choice	Low-cost	Traditional
Climate/sun	88.2%	91.4%
Tranquillity/rest/relaxation	33.0%	40.3%
Beaches	34.3%	34.9%
Scenery	21.6%	22.0%
Visiting new places	14.4%	14.6%
Price	15.9%	10.1%
Security	8.6%	13.4%
Ease of travel	9.4%	8.7%
Suitable destination for children	7.7%	7.6%
Quality of the environment	7.3%	5.7%
Active tourism	5.8%	4.4%
Nightlife/fun	5.0%	2.9%
Theme parks	3.4%	2.7%
Culture	2.9%	2.5%
Shopping	2.3%	2.9%
Nautical activities	2.5%	2.0%

* Multi-choice question

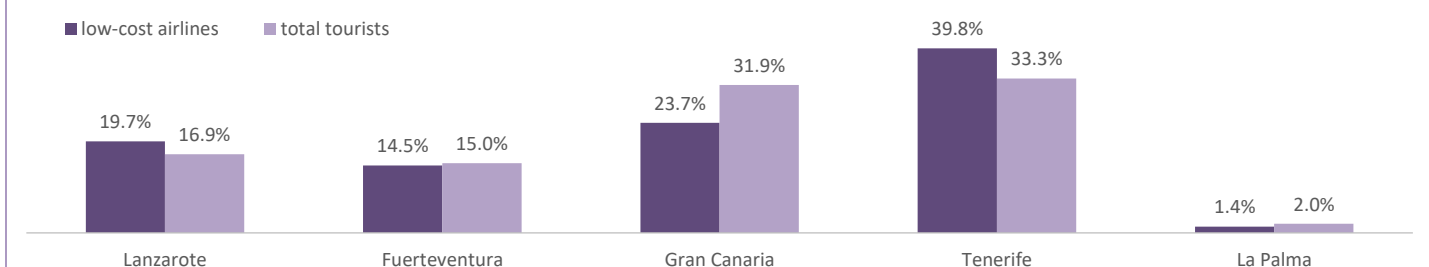
What did motivate them to come?



Aspects motivating the choice	Low-cost	Traditional
Previous visits to the Canary Islands	61.3%	67.4%
Recommendation by friends or relatives	38.9%	30.5%
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%	3.5%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	5.2%	10.7%
Recommendation by Travel Agency	6.6%	12.6%
Information obtained via the Internet	28.1%	24.1%
Senior Tourism programme	0.2%	0.2%
Others	7.0%	5.2%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist according to the type of 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.