

Tourist profile according to type of airline (2017)

LOW-COST VS. TRADITIONAL AIRLINES

How many are they and how much do they spend?



	Low-cost	Traditional
Tourist arrivals (> 16 years old)	6,699,527	6,495,283
Average daily expenditure (€)	134.36	146.89
. in their place of residence	91.93	110.88
. in the Canary Islands	42.43	36.01
Average length of stay	8.73	9.52
Turnover per tourist (€)	1,042	1,268
Total turnover (> 16 years old) (€m)	6,979	8,235
Share of total tourist	50.8%	49%
Share of total turnover	43.6%	51%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	16.8%	10.5%
- Additional accommodation expenses	6.3%	6.3%

Transport:

- Public transport	16.0%	13.2%
- Taxi	23.2%	19.6%
- Car rental	21.6%	17.5%

Food and drink:

- Food purchases at supermarkets	60.2%	50.4%
- Restaurants	60.2%	54.8%

Souvenirs:

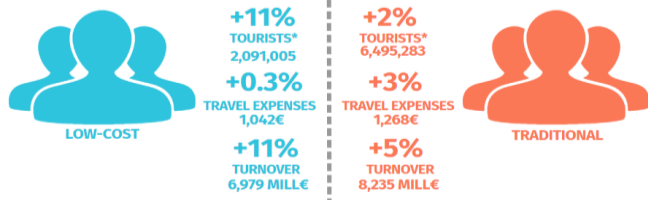
	52.3%	54.4%
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Leisure:

- Organized excursions	17.3%	18.2%
- Leisure, amusement	9.3%	7.8%
- Trip to other islands	2.7%	1.9%
- Sporting activities	6.7%	5.6%
- Cultural activities	4.9%	3.8%
- Discos and disco-pubs	7.6%	4.7%

Others:

- Wellness	4.6%	5.2%
- Medical expenses	4.1%	4.0%
- Other expenses	9.4%	9.9%



How do they book?



	Low-cost	Traditional
Accommodation booking		
Tour Operator	33.4%	50.8%
- Tour Operator's website	84.3%	78.5%
Accommodation	20.1%	9.6%
- Accommodation's website	85.8%	81.1%
Travel agency (High street)	13.7%	24.4%
Online Travel Agency (OTA)	24.1%	11.0%
No need to book accommodation	8.7%	4.1%

	Low-cost	Traditional
Flight booking		
Tour Operator	35.7%	53.5%
- Tour Operator's website	83.8%	75.5%
Airline	37.4%	15.0%
- Airline's website	98.5%	94.6%
Travel agency (High street)	12.5%	23.1%
Online Travel Agency (OTA)	14.3%	8.5%

How far in advance do they book their trip?



	Low-cost	Traditional
The same day they leave	0.7%	0.4%
Between 2 and 7 days	6.4%	5.4%
Between 8 and 15 days	7.3%	7.4%
Between 16 and 30 days	14.2%	12.2%
Between 31 and 90 days	35.7%	33.3%
More than 90 days	35.7%	41.4%

Who are they?



	Low-cost	Traditional
Gender		
Men	49.2%	47.2%
Women	50.8%	52.8%

Age

Average age (tourists > 16 years old)	44.6	49.0
Standard deviation	15.1	15.4

Age range (> 16 years old)

16-24 years old	9.6%	7.0%
25-30 years old	12.5%	8.0%
31-45 years old	31.0%	25.2%
46-60 years old	29.8%	33.8%
Over 60 years old	17.1%	26.0%

Occupation

Business owner or self-employed	26.9%	20.9%
Upper/Middle management employee	33.9%	36.7%
Auxiliary level employee	16.2%	14.6%
Students	6.0%	3.9%
Retired	14.7%	22.1%
Unemployed / unpaid dom. work	2.3%	1.8%

Annual household income level

€12,000 - €24,000	20.0%	15.3%
€24,001 - €36,000	20.1%	18.4%
€36,001 - €48,000	15.8%	16.4%
€48,001 - €60,000	14.4%	15.8%
€60,001 - €72,000	9.1%	9.5%
€72,001 - €84,000	5.8%	6.9%
More than €84,000	14.9%	17.6%

What do they book at their place of residence?



	Low-cost	Traditional
Flight only	12.2%	5.9%
Flight and accommodation (room only)	33.1%	21.0%
Flight and accommodation (B&B)	8.2%	8.5%
Flight and accommodation (half board)	16.0%	22.5%
Flight and accommodation (full board)	4.0%	4.7%
Flight and accommodation (all inclusive)	26.4%	37.3%
% Tourists using low-cost airlines	100.0%	0.0%

Other expenses in their place of residence:

- Car rental	14.4%	10.7%
- Sporting activities	5.1%	5.1%
- Excursions	6.4%	5.8%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

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LOW-COST VS. TRADITIONAL 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%
Tourists travelling in traditional airlines	6,495,283	991,231	983,240	2,044,369	2,275,116	152,234
- Share by islands	100%	15.3%	15.1%	31.5%	35.0%	2.3%
% Tourists travelling in low cost airlines	50.8%	59.0%	46.8%	45.0%	53.1%	42.2%
% Tourists travelling in traditional airlines						

Where do they stay?

	Low-cost	Traditional
5* Hotel	6.6%	7.2%
4* Hotel	31.7%	45.0%
1-2-3* Hotel	13.9%	14.9%
Apartment	38.3%	26.8%
Property (privately-owned, friends, family)	6.4%	3.0%
Others	3.2%	3.1%

Who do they come with?

	Low-cost	Traditional
Unaccompanied	9.9%	7.1%
Only with partner	43.3%	50.5%
Only with children (under the age of 13)	1.8%	1.6%
Partner + children (under the age of 13)	12.5%	11.5%
Other relatives	6.5%	5.6%
Friends	7.3%	4.9%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	18.3%	18.4%

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

How do they rate the Canary Islands?

Opinion on their stay	Low-cost	Traditional
Good or very good (% tourists)	94.1%	93.9%
Average rating (scale 1-10)	8.94	8.90

How many are loyal to the Canary Islands?

Repeat tourists	Low-cost	Traditional
At least 1 previous visit	75.6%	79.3%
At least 10 previous visits	15.2%	18.8%

Where are they from?

	Low-cost	Traditional
United Kingdom	41.5%	24.7%
Spanish Mainland	13.3%	8.4%
Germany	13.0%	27.2%
Italy	4.8%	1.9%
France	4.7%	2.3%
Ireland	4.4%	2.1%
Netherlands	2.7%	5.6%
Norway	2.1%	3.4%
Poland	2.0%	1.8%
Others	11.5%	22.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	Low-cost	Traditional
Climate/sun	88.5%	91.3%
Beaches	34.6%	35.4%
Tranquility/rest/relaxation	33.9%	41.0%
Scenery	22.7%	23.0%
Price	15.2%	9.5%
Visiting new places	15.0%	14.4%
Ease of travel	9.6%	8.3%
Security	7.6%	11.7%
Suitable destination for children	7.4%	7.8%
Quality of the environment	7.2%	5.9%
Active tourism	5.6%	5.2%
Nightlife/fun	4.6%	3.0%
Theme parks	3.6%	2.7%
Culture	3.0%	2.4%
Shopping	2.3%	2.8%
Nautical activities	2.1%	2.0%

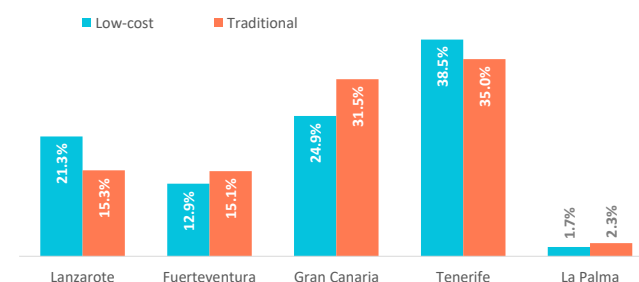
* Multi-choice question

What did motivate them to come?

Prescription sources	Low-cost	Traditional
Previous visits to the Canary Islands	67.6%	64.9%
Recommendation by friends/relatives	30.5%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	9.7%	7.2%
Recommendation by Travel Agency	11.8%	9.3%
Information obtained via the Internet	24.2%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	5.2%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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