

Traditional airlines

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

	Traditional	Total
Tourist arrivals (> 16 years old)	6,346,941	13,114,359
Average daily expenditure (€)	141.75	135.94
. in their place of residence	107.07	98.03
. in the Canary Islands	34.68	37.90
Average length of stay	9.6	9.4
Turnover per tourist (€)	1,237	1,141
Total turnover (€, millions)	7,848	14,957
Share of total turnover	52.5%	100%
Share of total tourist	51.3%	100%

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

	Traditional	Total
Accommodation (**):	41.25	47.11
- Accommodation	33.80	40.52
- Additional accommodation expenses	7.45	6.60
Transport:	23.43	26.01
- Public transport	3.99	5.14
- Taxi	6.45	6.94
- Car rental	12.99	13.93
Food and drink:	138.79	148.33
- Food purchases at supermarkets	56.62	63.46
- Restaurants	82.17	84.87
Souvenirs:	58.97	53.88
Leisure:	33.28	34.52
- Organized excursions	16.50	14.95
- Leisure, amusement	4.30	4.55
- Trip to other islands	1.51	1.85
- Sporting activities	4.49	5.11
- Cultural activities	1.92	2.04
- Discos and disco-pubs	4.56	6.01
Others:	14.42	13.91
- Wellness	3.26	3.23
- Medical expenses	1.52	1.69
- Other expenses	9.63	8.99

How far in advance do they book their trip? ✓

	Traditional	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	5.7%	6.3%
Between 8 and 15 days	7.3%	7.9%
Between 16 and 30 days	13.6%	14.7%
Between 31 and 90 days	33.2%	34.3%
More than 90 days	39.8%	36.2%

What do they book at their place of residence?

	Traditional	Total
Flight only	5.3%	8.8%
Flight and accommodation (room only)	19.8%	25.7%
Flight and accommodation (B&B)	8.0%	8.0%
Flight and accommodation (half board)	24.0%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	38.4%	32.8%
% Tourists using low-cost airlines	0.0%	48.7%
Other expenses in their place of residence:		
- Car rental	10.1%	11.8%
- Sporting activities	5.4%	5.3%
- Excursions	5.4%	5.7%
- Trip to other islands	1.7%	1.6%

(*) 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.

How do they book?

Accommodation booking

	Traditional	Total
Tour Operator	49.6%	42.3%
- Tour Operator's website	75.4%	78.8%
Accommodation	9.6%	14.7%
- Accommodation's website	80.0%	83.5%
Travel agency (High street)	25.9%	20.5%
Online Travel Agency (OTA)	11.2%	16.5%
No need to book accommodation	3.7%	6.0%

Flight booking

	Traditional	Total
Tour Operator	52.2%	44.6%
- Tour Operator's website	72.0%	76.3%
Airline	14.5%	24.8%
- Airline's website	92.7%	96.2%
Travel agency (High street)	24.5%	19.1%
Online Travel Agency (OTA)	8.8%	11.5%

Where do they stay?

	Traditional	Total
5* Hotel	7.6%	7.1%
4* Hotel	46.0%	39.6%
1-2-3* Hotel	15.1%	14.6%
Apartment	26.2%	31.5%
Property (privately-owned, friends, family)	2.7%	4.6%
Others	2.5%	2.6%

Who are they?

Gender	Traditional	Total
Percentage of men	48.0%	48.5%
Percentage of women	52.0%	51.5%

Age	Traditional	Total
Average age (tourists > 16 years old)	48.4	46.3
Standard deviation	15.2	15.3

Age range (> 16 years old)	Traditional	Total
16-24 years old	6.6%	8.2%
25-30 years old	9.0%	11.1%
31-45 years old	26.9%	29.1%
46-60 years old	33.2%	30.9%
Over 60 years old	24.3%	20.7%

Occupation	Traditional	Total
Business owner or self-employed	20.0%	23.1%
Upper/Middle management employee	37.7%	36.1%
Auxiliary level employee	15.6%	15.5%
Students	4.1%	5.1%
Retired	20.7%	18.0%
Unemployed / unpaid dom. work	1.9%	2.2%

Annual household income level	Traditional	Total
€12,000 - €24,000	15.3%	17.8%
€24,001 - €36,000	18.8%	19.4%
€36,001 - €48,000	17.2%	16.9%
€48,001 - €60,000	15.2%	14.6%
€60,001 - €72,000	9.9%	9.5%
€72,001 - €84,000	6.4%	6.0%
More than €84,000	17.1%	15.8%

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
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%
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 traditional airlines	51.3%	47.5%	52.1%	58.6%	46.8%	60.6%

Who do they come with?



	Traditional	Total
Unaccompanied	7.6%	9.1%
Only with partner	50.9%	47.6%
Only with children (under the age of 13)	1.4%	1.5%
Partner + children (under the age of 13)	11.5%	11.8%
Other relatives	5.7%	6.0%
Friends	5.0%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	17.6%	17.5%

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

How do they rate the destination?



Impression of their stay	Traditional	Total
Good or very good (% tourists)	94.2%	94.1%
Average rating (scale 1-10)	8.89	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Traditional	Total
Repeat tourists	79.9%	77.3%
In love (at least 10 previous visits)	17.3%	16.1%

Where are they from?



Ten main source markets	Share	Absoluto
Germany	28.6%	1,812,962
United Kingdom	25.5%	1,616,867
Spanish Mainland	8.5%	539,710
Sweden	5.8%	368,478
Neherlands	4.9%	311,144
Belgium	3.5%	221,899
Norway	3.4%	217,633
Denmark	2.8%	175,959
France	2.6%	165,057
Finland	2.5%	158,934

Why do they choose the Canary Islands?



Aspects influencing the choice	Traditional	Total
Climate/sun	91.4%	89.8%
Tranquillity/rest/relaxation	40.3%	36.6%
Beaches	34.9%	34.5%
Scenery	22.0%	21.9%
Visiting new places	14.6%	14.6%
Security	13.4%	11.1%
Price	10.1%	12.7%
Ease of travel	8.7%	8.9%
Suitable destination for children	7.6%	7.5%
Quality of the environment	5.7%	6.5%
Active tourism	4.4%	5.1%
Nightlife/fun	2.9%	3.8%
Shopping	2.9%	2.6%
Theme parks	2.7%	3.0%
Culture	2.5%	2.6%
Nautical activities	2.0%	2.2%

* Multi-choice question

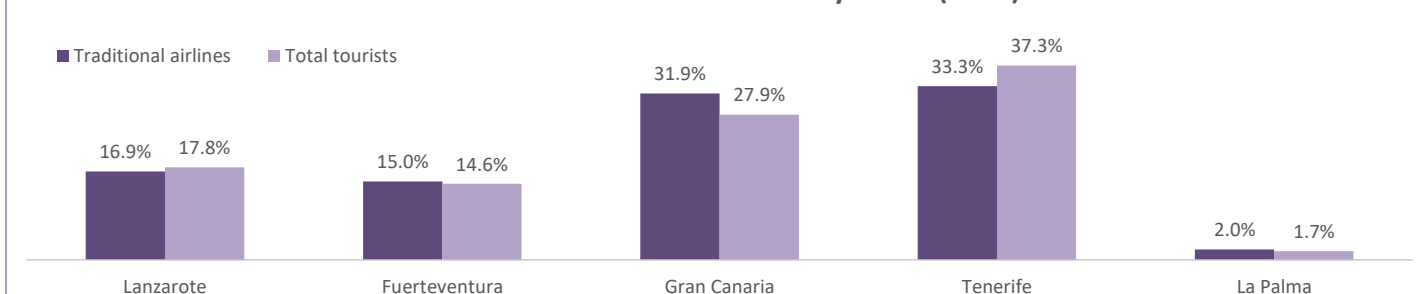
What did motivate them to come?



Aspects motivating the choice	Traditional	Total
Previous visits to the Canary Islands	67.4%	64.1%
Recommendation by friends or relatives	30.5%	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	3.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	10.7%	8.0%
Recommendation by Travel Agency	12.6%	9.7%
Information obtained via the Internet	24.1%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	5.2%	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 traditional 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.