

Tourist profile according to type of airline (2017)

TRADITIONAL AIRLINES

How many are they and how much do they spend?



	Traditional	Total
Tourist arrivals (> 16 years old)	6,495,283	13,852,616
Average daily expenditure (€)	146.89	140.18
. in their place of residence	110.88	101.15
. in the Canary Islands	36.01	39.03
Average length of stay	9.52	9.17
Turnover per tourist (€)	1,268	1,155
Total turnover (> 16 years old) (€m)	8,235	15,999
Share of total tourist	49.2%	100%
Share of total turnover	51.5%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	10.5%	13.5%
- Additional accommodation expenses	6.3%	6.3%

Transport:

- Public transport	13.2%	14.5%
- Taxi	19.6%	21.2%
- Car rental	17.5%	19.4%

Food and drink:

- Food purchases at supermarkets	50.4%	55.0%
- Restaurants	54.8%	57.3%

Souvenirs:

	54.4%	53.3%
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Leisure:

- Organized excursions	18.2%	17.7%
- Leisure, amusement	7.8%	8.4%
- Trip to other islands	1.9%	2.3%
- Sporting activities	5.6%	6.1%
- Cultural activities	3.8%	4.4%
- Discos and disco-pubs	4.7%	6.1%

Others:

- Wellness	5.2%	4.9%
- Medical expenses	4.0%	4.0%
- Other expenses	9.9%	9.6%



+2%
TOURISTS*
6,495,283



+3%
TRAVEL EXPENSES
€1,268



+5%
TURNOVER
€8,235 MILL

What do they book at their place of residence?



	Traditional	Total
Flight only	5.9%	9.3%
Flight and accommodation (room only)	21.0%	26.9%
Flight and accommodation (B&B)	8.5%	8.3%
Flight and accommodation (half board)	22.5%	19.3%
Flight and accommodation (full board)	4.7%	4.4%
Flight and accommodation (all inclusive)	37.3%	31.9%
% Tourists using low-cost airlines	0.0%	50.8%

Other expenses in their place of residence:

- Car rental	10.7%	12.6%
- Sporting activities	5.1%	5.1%
- Excursions	5.8%	6.2%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

How do they book?



	Traditional	Total
Accommodation booking		
Tour Operator	50.8%	42.4%
- Tour Operator's website	78.5%	80.6%
Accommodation	9.6%	14.6%
- Accommodation's website	81.1%	84.0%
Travel agency (High street)	24.4%	19.3%
Online Travel Agency (OTA)	11.0%	17.3%
No need to book accommodation	4.1%	6.4%

	Traditional	Total
Flight booking		
Tour Operator	53.5%	44.8%
- Tour Operator's website	75.5%	78.6%
Airline	15.0%	25.8%
- Airline's website	94.6%	97.3%
Travel agency (High street)	23.1%	18.0%
Online Travel Agency (OTA)	8.5%	11.4%

How far in advance do they book their trip?



	Traditional	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.4%	5.9%
Between 8 and 15 days	7.4%	7.4%
Between 16 and 30 days	12.2%	13.4%
Between 31 and 90 days	33.3%	34.6%
More than 90 days	41.4%	38.3%

Who are they?



	Traditional	Total
Gender		
Men	47.2%	48.1%
Women	52.8%	51.9%

Age

Average age (tourists > 16 years old)	49.0	46.9
Standard deviation	15.4	15.5

Age range (> 16 years old)

16-24 years old	7.0%	8.4%
25-30 years old	8.0%	10.2%
31-45 years old	25.2%	27.9%
46-60 years old	33.8%	31.7%
Over 60 years old	26.0%	21.8%

Occupation

Business owner or self-employed	20.9%	23.8%
Upper/Middle management employee	36.7%	35.2%
Auxiliary level employee	14.6%	15.3%
Students	3.9%	5.0%
Retired	22.1%	18.6%
Unemployed / unpaid dom. work	1.8%	2.1%

Annual household income level

€12,000 - €24,000	15.3%	17.9%
€24,001 - €36,000	18.4%	19.3%
€36,001 - €48,000	16.4%	16.1%
€48,001 - €60,000	15.8%	15.1%
€60,001 - €72,000	9.5%	9.3%
€72,001 - €84,000	6.9%	6.3%
More than €84,000	17.6%	16.0%

Tourist profile according to type of airline (2017)

TRADITIONAL AIRLINES

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
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%
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 traditional airlines	49.2%	41.0%	53.2%	55.0%	46.9%	57.8%

Where do they stay?

	Traditional	Total
5* Hotel	7.2%	6.8%
4* Hotel	45.0%	38.4%
1-2-3* Hotel	14.9%	14.4%
Apartment	26.8%	32.4%
Property (privately-owned, friends, family)	3.0%	4.8%
Others	3.1%	3.2%

Who do they come with?

	Traditional	Total
Unaccompanied	7.1%	8.7%
Only with partner	50.5%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	11.5%	11.9%
Other relatives	5.6%	6.0%
Friends	4.9%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	18.4%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Traditional	Total
Good or very good (% tourists)	93.9%	94.0%
Average rating (scale 1-10)	8.90	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Traditional	Total
At least 1 previous visit	79.3%	77.3%
At least 10 previous visits	18.8%	16.9%

Where are they from?

	Share	Absolute
Germany	27.2%	1,766,515
United Kingdom	24.7%	1,607,428
Spanish Mainland	8.4%	548,740
Sweden	5.8%	375,270
Netherlands	5.6%	363,135
Belgium	3.7%	239,183
Norway	3.4%	220,757
Denmark	2.9%	190,859
Switzerland	2.5%	160,354
Others	15.8%	1,023,042

Why do they choose the Canary Islands?

Aspects influencing the choice	Traditional	Total
Climate/sun	91.3%	89.8%
Tranquillity/rest/relaxation	41.0%	37.2%
Beaches	35.4%	35.1%
Scenery	23.0%	22.9%
Visiting new places	14.4%	14.7%
Security	11.7%	9.7%
Price	9.5%	12.2%
Ease of travel	8.3%	8.9%
Suitable destination for children	7.8%	7.6%
Quality of the environment	5.9%	6.5%
Active tourism	5.2%	5.4%
Nightlife/fun	3.0%	3.8%
Shopping	2.8%	2.5%
Theme parks	2.7%	3.1%
Culture	2.4%	2.7%
Nautical activities	2.0%	2.0%

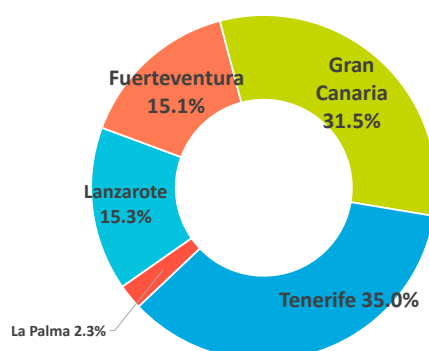
* Multi-choice question

What did motivate them to come?

Prescription sources	Traditional	Total
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 who travel in traditional 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.