

## Tourist profile by islands (2017)

### GERMANY

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



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	342	878	993	751	101
Tourist arrivals (> 16 years old) (thousands)	305	789	866	711	93
Average daily expenditure (€)	135.51	137.96	149.29	136.63	119.55
. in their place of residence	107.82	114.53	118.22	101.80	86.87
. in the Canary Islands	27.69	23.43	31.06	34.83	32.68
Average length of stay	10.34	10.15	10.21	10.70	13.15
Turnover per tourist (€)	1,318	1,308	1,378	1,273	1,329
Total turnover (€m)	451	1,148	1,369	956	134
German tourist arrivals: share by islands	11.2%	28.6%	32.4%	24.5%	3.3%
German turnover: share by islands	11.1%	28.3%	33.7%	23.6%	3.3%
<b>% tourists who pay in the Canary Islands:</b>					
<b>Accommodation:</b>					
- Accommodation	9.2%	7.3%	8.8%	12.7%	11.3%
- Additional accommodation expenses	7.3%	4.1%	6.6%	6.3%	8.9%
<b>Transport:</b>					
- Public transport	15.9%	9.3%	16.2%	11.7%	15.4%
- Taxi	12.9%	12.0%	16.8%	10.8%	7.7%
- Car rental	36.8%	17.3%	16.7%	26.7%	41.8%
<b>Food and drink:</b>					
- Food purchases at supermarkets	48.8%	36.6%	47.6%	53.9%	79.6%
- Restaurants	54.7%	45.8%	47.8%	49.5%	77.5%
<b>Souvenirs:</b>					
	55.2%	54.7%	54.9%	49.0%	57.4%
<b>Leisure:</b>					
- Organized excursions	23.6%	15.7%	19.3%	24.0%	19.4%
- Leisure, amusement	5.7%	6.3%	5.5%	14.3%	2.5%
- Trip to other islands	2.7%	2.1%	1.4%	2.4%	1.0%
- Sporting activities	4.7%	11.9%	5.2%	5.3%	5.6%
- Cultural activities	13.0%	4.7%	2.6%	4.1%	7.2%
- Discos and disco-pubs	1.3%	4.1%	5.1%	1.6%	1.9%
<b>Others:</b>					
- Wellness	5.6%	8.7%	5.7%	4.5%	2.7%
- Medical expenses	5.3%	5.1%	5.5%	4.0%	6.5%
- Other expenses	10.5%	15.4%	9.1%	9.7%	23.7%



#### What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	3.9%	1.8%	5.1%	10.6%	16.1%
Flight and accommodation (room only)	12.0%	7.3%	13.4%	16.8%	40.0%
Flight and accommodation (B&B)	5.8%	2.4%	4.4%	10.5%	7.1%
Flight and accommodation (half board)	33.3%	22.0%	31.8%	33.4%	25.4%
Flight and accommodation (full board)	2.3%	5.4%	5.4%	3.2%	1.8%
Flight and accommodation (all inclusive)	42.6%	61.1%	39.7%	25.5%	9.6%
<b>% Tourists using low-cost airlines</b>	32.2%	30.4%	33.0%	37.3%	24.3%
<b>Other expenses in their place of residence:</b>					
- Car rental	19.4%	13.2%	10.8%	22.9%	46.6%
- Sporting activities	7.2%	13.4%	6.4%	5.9%	5.8%
- Excursions	9.3%	5.4%	8.7%	13.4%	17.3%
- Trip to other islands	1.4%	1.1%	4.9%	2.2%	1.2%

#### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	35.7%	43.3%	40.2%	37.0%	30.5%
- Tour Operator's website	58.8%	63.4%	68.4%	65.3%	69.2%
<b>Accommodation</b>	6.4%	4.9%	4.2%	6.6%	15.8%
- Accommodation's website	74.0%	76.0%	77.8%	80.8%	76.3%
<b>Travel agency (High street)</b>	38.4%	36.4%	33.6%	27.7%	21.3%
<b>Online Travel Agency (OTA)</b>	17.2%	14.3%	17.4%	20.1%	22.3%
<b>No need to book accommodation</b>	2.4%	1.1%	4.5%	8.6%	10.0%
<b>Flight booking</b>					
<b>Tour Operator</b>	36.7%	44.8%	42.0%	39.3%	31.2%
- Tour Operator's website	53.1%	60.4%	62.5%	58.1%	59.9%
<b>Airline</b>	11.1%	7.2%	9.9%	15.7%	26.4%
- Airline's website	97.4%	90.7%	92.6%	96.5%	99.5%
<b>Travel agency (High street)</b>	36.7%	33.6%	31.8%	25.3%	21.0%
<b>Online Travel Agency (OTA)</b>	15.5%	14.5%	16.3%	19.7%	21.3%

#### How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.3%	0.1%	0.3%	0.3%	0.1%
Between 2 and 7 days	4.3%	3.3%	5.0%	4.4%	2.3%
Between 8 and 15 days	5.1%	6.5%	6.9%	4.9%	3.2%
Between 16 and 30 days	10.5%	13.0%	12.5%	12.4%	9.6%
Between 31 and 90 days	30.9%	32.1%	33.6%	31.2%	32.2%
More than 90 days	48.9%	45.0%	41.7%	46.8%	52.5%

#### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	50.8%	47.1%	49.6%	50.2%	52.2%
Women	49.2%	52.9%	50.4%	49.8%	47.8%
<b>Age</b>					
Average age (tourists > 16 years old)	50.9	49.3	46.9	47.5	53.5
Standard deviation	15.4	15.7	16.8	15.9	13.4
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	4.4%	6.4%	12.0%	8.1%	2.7%
25-30 years old	8.4%	8.9%	10.9%	13.1%	4.5%
31-45 years old	21.5%	23.8%	21.4%	20.1%	17.9%
46-60 years old	36.3%	34.2%	32.6%	35.8%	43.3%
Over 60 years old	29.3%	26.7%	23.1%	23.0%	31.6%
<b>Occupation</b>					
Business owner or self-employed	13.4%	14.8%	14.7%	13.1%	16.9%
Upper/Middle management employee	48.2%	46.5%	45.2%	48.9%	50.1%
Auxiliary level employee	8.3%	11.7%	12.1%	12.1%	6.0%
Students	3.4%	4.4%	8.1%	7.1%	2.2%
Retired	25.2%	21.4%	18.5%	17.1%	23.0%
Unemployed / unpaid dom. work	1.4%	1.2%	1.4%	1.7%	1.8%
<b>Annual household income level</b>					
€12,000 - €24,000	11.2%	12.6%	16.3%	15.5%	9.1%
€24,001 - €36,000	13.6%	18.3%	17.0%	16.9%	15.4%
€36,001 - €48,000	18.2%	14.8%	17.7%	15.1%	18.4%
€48,001 - €60,000	19.0%	15.9%	17.3%	16.5%	19.6%
€60,001 - €72,000	11.5%	11.8%	10.6%	9.6%	9.8%
€72,001 - €84,000	7.9%	7.8%	5.4%	8.9%	8.7%
More than €84,000	18.7%	18.7%	15.7%	17.5%	18.9%

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#### Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2013	235,733	650,940	638,700	564,335	45,214
- 2014	251,440	722,976	698,575	566,517	50,795
- 2015	247,710	694,861	715,643	576,886	55,310
- 2016	298,196	784,700	846,822	670,472	81,455
- 2017	304,899	789,085	866,202	711,052	92,813

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	11.0%	30.5%	29.9%	26.4%	2.1%
- 2014	11.0%	31.6%	30.5%	24.7%	2.2%
- 2015	10.8%	30.3%	31.2%	25.2%	2.4%
- 2016	11.1%	29.3%	31.6%	25.0%	3.0%
- 2017	11.0%	28.5%	31.3%	25.7%	3.4%

#### Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	3.7%	1.1%	7.2%	6.9%	0.0%
4* Hotel	56.7%	60.5%	35.5%	42.8%	21.4%
1-2-3* Hotel	10.8%	21.2%	18.1%	14.4%	9.6%
Apartment	26.6%	15.6%	23.6%	22.4%	54.8%
Property (privately-owned, friends, family)	1.1%	0.7%	2.8%	7.6%	8.1%
Others	1.1%	1.0%	12.7%	5.9%	6.1%

#### Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	96.1%	96.6%	94.7%	91.0%	87.7%
Beaches	33.7%	75.8%	48.2%	24.9%	8.2%
Tranquility/rest/relaxation	46.1%	53.4%	42.5%	36.0%	42.8%
Scenery	47.1%	11.0%	26.1%	47.7%	68.5%
Security	14.1%	14.5%	14.0%	12.0%	6.3%
Visiting new places	14.5%	7.1%	15.8%	16.7%	8.8%
Active tourism	3.5%	1.9%	4.2%	13.9%	32.7%
Ease of travel	7.2%	5.5%	6.6%	4.8%	4.0%
Price	3.9%	4.3%	5.5%	4.8%	2.4%
Suitable destination for children	4.9%	6.4%	3.8%	3.4%	0.9%
Quality of the environment	6.1%	2.0%	2.3%	3.1%	15.7%
Nautical activities	1.7%	5.1%	1.9%	2.3%	1.6%
Culture	4.8%	0.4%	2.0%	2.6%	1.5%
Theme parks	0.0%	0.1%	0.6%	5.2%	0.0%
Rural tourism	1.3%	0.4%	1.1%	2.2%	2.8%
Shopping	0.2%	0.7%	1.8%	1.5%	0.2%

\* Multi-chose question

#### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	6.4%	7.2%	9.1%	9.9%	10.1%
Only with partner	61.5%	55.1%	55.5%	54.8%	63.5%
Only with children (under the age of 13)	0.4%	1.9%	0.9%	1.3%	0.6%
Partner + children (under the age of 13)	9.9%	11.9%	6.3%	8.4%	4.2%
Other relatives	3.7%	3.8%	5.7%	4.0%	4.7%
Friends	3.5%	4.7%	7.2%	5.3%	6.5%
Work colleagues	0.0%	0.1%	0.4%	0.1%	0.2%
Other combinations <sup>(1)</sup>	14.7%	15.4%	15.1%	16.2%	10.1%

\* Multi-chose question (different situations have been isolated)

#### How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	94.7%	93.1%	93.0%	92.9%	96.6%
Average rating (scale 1-10)	8.94	8.69	8.70	8.76	9.09

#### How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	56.8%	61.1%	54.9%	49.1%	50.6%
At least 10 previous visits	6.6%	8.8%	9.7%	6.7%	7.7%

#### Where does the flight come from?

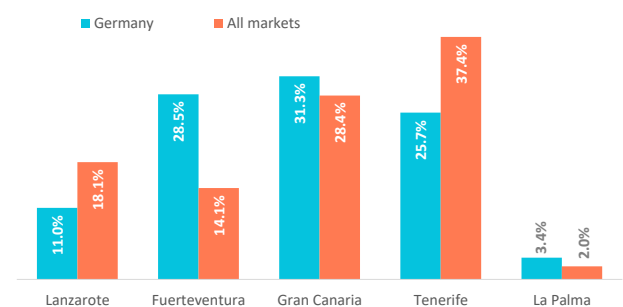
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Germany	93.8%	95.8%	92.4%	88.8%	79.8%
Spanish Mainland	1.6%	1.3%	3.7%	7.1%	19.2%
Switzerland	3.0%	2.0%	2.4%	2.3%	0.3%
Netherlands	0.4%	0.1%	0.4%	0.4%	0.3%
Belgium	0.1%	0.0%	0.2%	0.4%	0.3%
United Kingdom	0.1%	0.2%	0.1%	0.1%	0.2%
Austria	0.0%	0.4%	0.0%	0.1%	0.0%
Poland	0.0%	0.2%	0.0%	0.1%	0.0%
France	0.4%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.0%	0.7%	0.7%	0.0%

#### What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	73.0%	71.3%	63.9%	58.5%	71.1%
Recommendation by friends/relatives	27.3%	29.5%	31.1%	36.1%	33.4%
The Canary Islands television channel	0.7%	0.6%	0.7%	0.6%	0.7%
Other television or radio channels	1.9%	1.6%	0.8%	1.8%	6.6%
Information in press/magazines/books	5.2%	2.8%	3.1%	4.3%	6.2%
Attendance at a tourism fair	0.2%	0.5%	0.5%	0.4%	0.3%
Tour Operator's brochure or catalogue	6.4%	7.2%	9.3%	7.5%	5.0%
Recommendation by Travel Agency	19.5%	18.5%	17.6%	13.7%	8.2%
Information obtained via the Internet	21.3%	23.8%	24.3%	24.7%	19.1%
Senior Tourism programme	0.0%	0.1%	0.1%	0.0%	0.6%
Others	3.0%	3.8%	6.2%	6.2%	5.9%

\* Multi-chose question

#### Share of tourist arrivals by islands



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.