

Tourist profile according to aspects motivating the destination choice (2017)

TOUR OPERATOR'S BROCHURE OR CATALOGUE

How many are they and how much do they spend?



	TTOO's catalogue	Total
Tourist arrivals (> 16 years old)	991,504	13,852,616
Average daily expenditure (€)	146.26	140.18
. in their place of residence	118.45	101.15
. in the Canary Islands	27.82	39.03
Average length of stay	8.85	9.17
Turnover per tourist (€)	1,225	1,155
Total turnover (> 16 years old) (€m)	1,214	15,999
Share of total tourist	7.2%	100%
Share of total turnover	7.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	6.8%	13.5%
- Additional accommodation expenses	5.8%	6.3%

Transport:

- Public transport	12.6%	14.5%
- Taxi	18.6%	21.2%
- Car rental	12.8%	19.4%

Food and drink:

- Food purchases at supermarkets	44.8%	55.0%
- Restaurants	47.1%	57.3%

Souvenirs:

	58.1%	53.3%
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Leisure:

- Organized excursions	23.9%	17.7%
- Leisure, amusement	6.8%	8.4%
- Trip to other islands	1.7%	2.3%
- Sporting activities	5.3%	6.1%
- Cultural activities	2.8%	4.4%
- Discos and disco-pubs	3.6%	6.1%

Others:

- Wellness	5.4%	4.9%
- Medical expenses	4.0%	4.0%
- Other expenses	8.9%	9.6%



**-5%
TOURISTS***
991,504



**-1%
TRAVEL EXPENSES**
€1,225



**-5%
TURNOVER**
€1,214 MILL

What do they book at their place of residence?



	TTOO's catalogue	Total
Flight only	0.7%	9.3%
Flight and accommodation (room only)	12.8%	26.9%
Flight and accommodation (B&B)	5.2%	8.3%
Flight and accommodation (half board)	22.3%	19.3%
Flight and accommodation (full board)	6.6%	4.4%
Flight and accommodation (all inclusive)	52.4%	31.9%
% Tourists using low-cost airlines	33.8%	50.8%

Other expenses in their place of residence:

- Car rental	6.3%	12.6%
- Sporting activities	7.1%	5.1%
- Excursions	7.4%	6.2%
- Trip to other islands	2.3%	1.5%

* Tourists over 16 years old.

How do they book?



	TTOO's catalogue	Total
Accommodation booking		
Tour Operator	61.5%	42.4%
- Tour Operator's website	70.4%	80.6%
Accommodation	4.0%	14.6%
- Accommodation's website	79.0%	84.0%
Travel agency (High street)	29.5%	19.3%
Online Travel Agency (OTA)	4.6%	17.3%
No need to book accommodation	0.3%	6.4%

Flight booking

	TTOO's catalogue	Total
Tour Operator	63.5%	44.8%
- Tour Operator's website	64.9%	78.6%
Airline	6.1%	25.8%
- Airline's website	90.0%	97.3%
Travel agency (High street)	26.5%	18.0%
Online Travel Agency (OTA)	3.9%	11.4%

How far in advance do they book their trip?



	TTOO's catalogue	Total
The same day they leave	0.3%	0.5%
Between 2 and 7 days	3.9%	5.9%
Between 8 and 15 days	6.4%	7.4%
Between 16 and 30 days	10.3%	13.4%
Between 31 and 90 days	33.0%	34.6%
More than 90 days	46.1%	38.3%

Who are they?



	TTOO's catalogue	Total
Gender		
Men	46.9%	48.1%
Women	53.1%	51.9%

Age

Average age (tourists > 16 years old)	50.0	46.9
Standard deviation	15.8	15.5

Age range (> 16 years old)

16-24 years old	7.0%	8.4%
25-30 years old	7.5%	10.2%
31-45 years old	23.5%	27.9%
46-60 years old	33.0%	31.7%
Over 60 years old	28.9%	21.8%

Occupation

Business owner or self-employed	18.3%	23.8%
Upper/Middle management employee	35.9%	35.2%
Auxiliary level employee	14.3%	15.3%
Students	3.1%	5.0%
Retired	26.7%	18.6%
Unemployed / unpaid dom. work	1.7%	2.1%

Annual household income level

€12,000 - €24,000	17.6%	17.9%
€24,001 - €36,000	20.7%	19.3%
€36,001 - €48,000	16.5%	16.1%
€48,001 - €60,000	16.2%	15.1%
€60,001 - €72,000	10.3%	9.3%
€72,001 - €84,000	6.7%	6.3%
More than €84,000	12.1%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists informed by TTOO's catalogue	991,504	200,915	178,821	287,220	297,274	21,372
- Share by islands	100%	20.3%	18.0%	29.0%	30.0%	2.2%
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 informed by TTOO's catalogue	7.2%	8.1%	9.2%	7.4%	5.8%	7.7%

Where do they stay?

	TTOO's catalogue	Total
5* Hotel	6.4%	6.8%
4* Hotel	51.7%	38.4%
1-2-3* Hotel	16.2%	14.4%
Apartment	21.4%	32.4%
Property (privately-owned, friends, family)	0.1%	4.8%
Others	4.1%	3.2%

Who do they come with?

	TTOO's catalogue	Total
Unaccompanied	3.4%	8.7%
Only with partner	53.0%	46.8%
Only with children (under the age of 13)	1.4%	1.7%
Partner + children (under the age of 13)	12.8%	11.9%
Other relatives	5.9%	6.0%
Friends	4.8%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	18.6%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	TTOO's catalogue	Total
Good or very good (% tourists)	92.4%	94.0%
Average rating (scale 1-10)	8.83	8.92

How many are loyal to the Canary Islands?

Repeat tourists	TTOO's catalogue	Total
At least 1 previous visit	67.0%	77.3%
At least 10 previous visits	11.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	38.3%	379,921
Germany	21.7%	215,522
France	7.5%	74,639
Belgium	4.3%	42,169
Sweden	4.2%	41,871
Netherlands	3.3%	33,210
Italy	2.9%	28,386
Poland	2.2%	21,860
Finland	2.2%	21,673
Others	13.3%	132,252

Why do they choose the Canary Islands?

Aspects influencing the choice	TTOO's catalogue	Total
Climate/sun	94.1%	89.8%
Tranquillity/rest/relaxation	39.6%	37.2%
Beaches	33.2%	35.1%
Visiting new places	22.4%	14.7%
Scenery	21.7%	22.9%
Price	15.3%	12.2%
Security	11.4%	9.7%
Ease of travel	11.0%	8.9%
Suitable destination for children	9.1%	7.6%
Quality of the environment	5.7%	6.5%
Active tourism	4.1%	5.4%
Shopping	3.0%	2.5%
Theme parks	2.8%	3.1%
Culture	2.5%	2.7%
Nautical activities	2.1%	2.0%
Nightlife/fun	1.9%	3.8%

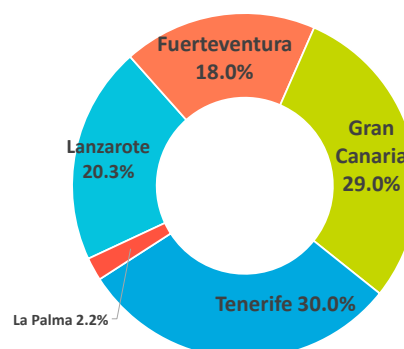
* Multi-choice question

What did motivate them to come?

Prescription sources	TTOO's catalogue	Total
Previous visits to the Canary Islands	47.7%	64.9%
Recommendation by friends/relatives	13.9%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.4%	1.0%
Information in press/magazines/books	1.4%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	100.0%	7.2%
Recommendation by Travel Agency	9.8%	9.3%
Information obtained via the Internet	11.4%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	0.3%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was tour operator's brochure or catalogue.

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.