

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

INFORMED VIA THE INTERNET

How many are they and how much do they spend?



	Internet	Total
Tourist arrivals (> 16 years old)	3,508,628	13,852,616
Average daily expenditure (€)	142.47	140.18
. in their place of residence	104.17	101.15
. in the Canary Islands	38.30	39.03
Average length of stay	8.40	9.17
Turnover per tourist (€)	1,111	1,155
Total turnover (> 16 years old) (€m)	3,896	15,999
Share of total tourist	25.5%	100%
Share of total turnover	24.4%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.8%	13.5%
- Additional accommodation expenses	7.0%	6.3%

Transport:

- Public transport	16.4%	14.5%
- Taxi	21.1%	21.2%
- Car rental	24.1%	19.4%

Food and drink:

- Food purchases at supermarkets	58.4%	55.0%
- Restaurants	58.8%	57.3%

Souvenirs:

	56.0%	53.3%
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Leisure:

- Organized excursions	21.5%	17.7%
- Leisure, amusement	10.8%	8.4%
- Trip to other islands	2.7%	2.3%
- Sporting activities	7.3%	6.1%
- Cultural activities	5.7%	4.4%
- Discos and disco-pubs	6.2%	6.1%

Others:

- Wellness	5.3%	4.9%
- Medical expenses	4.0%	4.0%
- Other expenses	9.7%	9.6%



+5%
TOURISTS*
3,508,628



+2%
TRAVEL EXPENSES
€1,111



+6%
TURNOVER
€3,896 MILL

What do they book at their place of residence?



	Internet	Total
Flight only	3.8%	9.3%
Flight and accommodation (room only)	27.7%	26.9%
Flight and accommodation (B&B)	10.5%	8.3%
Flight and accommodation (half board)	19.2%	19.3%
Flight and accommodation (full board)	4.1%	4.4%
Flight and accommodation (all inclusive)	34.6%	31.9%
% Tourists using low-cost airlines	53.7%	50.8%

Other expenses in their place of residence:

- Car rental	15.0%	12.6%
- Sporting activities	5.3%	5.1%
- Excursions	7.1%	6.2%
- Trip to other islands	1.6%	1.5%

* Tourists over 16 years old.

How do they book?



	Internet	Total
Accommodation booking		
Tour Operator	45.3%	42.4%
- Tour Operator's website	89.7%	80.6%
Accommodation	13.9%	14.6%
- Accommodation's website	90.8%	84.0%
Travel agency (High street)	11.9%	19.3%
Online Travel Agency (OTA)	27.3%	17.3%
No need to book accommodation	1.5%	6.4%

Flight booking

	Internet	Total
Tour Operator	46.4%	44.8%
- Tour Operator's website	88.0%	78.6%
Airline	25.5%	25.8%
- Airline's website	98.3%	97.3%
Travel agency (High street)	11.2%	18.0%
Online Travel Agency (OTA)	16.9%	11.4%

How far in advance do they book their trip?



	Internet	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	6.6%	5.9%
Between 8 and 15 days	8.2%	7.4%
Between 16 and 30 days	14.3%	13.4%
Between 31 and 90 days	36.6%	34.6%
More than 90 days	34.0%	38.3%

Who are they?



	Internet	Total
Gender		
Men	49.2%	48.1%
Women	50.8%	51.9%

Age

Average age (tourists > 16 years old)	43.3	46.9
Standard deviation	14.8	15.5

Age range (> 16 years old)

16-24 years old	11.1%	8.4%
25-30 years old	13.8%	10.2%
31-45 years old	31.0%	27.9%
46-60 years old	29.7%	31.7%
Over 60 years old	14.4%	21.8%

Occupation

Business owner or self-employed	22.2%	23.8%
Upper/Middle management employee	40.3%	35.2%
Auxiliary level employee	16.3%	15.3%
Students	7.1%	5.0%
Retired	12.2%	18.6%
Unemployed / unpaid dom. work	1.8%	2.1%

Annual household income level

€12,000 - €24,000	17.6%	17.9%
€24,001 - €36,000	19.5%	19.3%
€36,001 - €48,000	15.0%	16.1%
€48,001 - €60,000	15.2%	15.1%
€60,001 - €72,000	8.8%	9.3%
€72,001 - €84,000	6.5%	6.3%
More than €84,000	17.3%	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 via the Internet	3,508,628	706,125	556,762	1,011,760	1,130,314	82,817
- Share by islands	100%	20.1%	15.9%	28.8%	32.2%	2.4%
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 via the Internet	25.5%	28.5%	28.8%	26.2%	22.2%	30.0%

Where do they stay?

	Internet	Total
5* Hotel	7.6%	6.8%
4* Hotel	38.5%	38.4%
1-2-3* Hotel	15.5%	14.4%
Apartment	35.1%	32.4%
Property (privately-owned, friends, family)	1.1%	4.8%
Others	2.3%	3.2%

Who do they come with?

	Internet	Total
Unaccompanied	5.6%	8.7%
Only with partner	50.4%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	13.8%	11.9%
Other relatives	5.5%	6.0%
Friends	6.1%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	17.0%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Internet	Total
Good or very good (% tourists)	94.0%	94.0%
Average rating (scale 1-10)	8.87	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Internet	Total
At least 1 previous visit	60.8%	77.3%
At least 10 previous visits	7.5%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	30.4%	1,065,355
Germany	18.8%	661,177
Spanish Mainland	8.7%	304,384
Netherlands	5.3%	184,840
Italy	4.2%	146,290
France	4.0%	141,963
Sweden	3.8%	133,950
Poland	3.3%	114,714
Norway	3.2%	111,611
Others	18.4%	644,344

Why do they choose the Canary Islands?

Aspects influencing the choice	Internet	Total
Climate/sun	92.2%	89.8%
Tranquillity/rest/relaxation	39.2%	37.2%
Beaches	36.7%	35.1%
Scenery	23.3%	22.9%
Visiting new places	21.8%	14.7%
Price	17.3%	12.2%
Security	9.7%	9.7%
Ease of travel	9.4%	8.9%
Suitable destination for children	8.7%	7.6%
Active tourism	6.8%	5.4%
Quality of the environment	5.4%	6.5%
Theme parks	3.2%	3.1%
Nightlife/fun	3.0%	3.8%
Culture	2.7%	2.7%
Nautical activities	2.4%	2.0%
Shopping	2.0%	2.5%

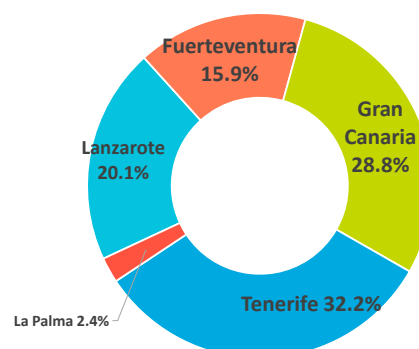
* Multi-choice question

What did motivate them to come?

Prescription sources	Internet	Total
Previous visits to the Canary Islands	45.7%	64.9%
Recommendation by friends/relatives	24.5%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	3.3%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	3.2%	7.2%
Recommendation by Travel Agency	3.2%	9.3%
Information obtained via the Internet	100.0%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	1.0%	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 information via the Internet.

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.