

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

INFORMATION IN THE PRESS/MAGAZINES/BOOKS

How many are they and how much do they spend?



	Press & books	Total
Tourist arrivals (> 16 years old)	527,432	13,852,616
Average daily expenditure (€)	149.25	140.18
. in their place of residence	107.58	101.15
. in the Canary Islands	41.67	39.03
Average length of stay	8.80	9.17
Turnover per tourist (€)	1,183	1,155
Total turnover (> 16 years old) (€m)	624	15,999
Share of total tourist	3.8%	100%
Share of total turnover	3.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.0%	13.5%
- Additional accommodation expenses	6.3%	6.3%

Transport:

- Public transport	16.8%	14.5%
- Taxi	18.3%	21.2%
- Car rental	26.1%	19.4%

Food and drink:

- Food purchases at supermarkets	53.9%	55.0%
- Restaurants	58.2%	57.3%

Souvenirs:

	55.9%	53.3%
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Leisure:

- Organized excursions	22.5%	17.7%
- Leisure, amusement	9.5%	8.4%
- Trip to other islands	3.0%	2.3%
- Sporting activities	5.8%	6.1%
- Cultural activities	8.0%	4.4%
- Discos and disco-pubs	6.3%	6.1%

Others:

- Wellness	5.0%	4.9%
- Medical expenses	3.3%	4.0%
- Other expenses	11.4%	9.6%



+5%
TOURISTS*
527,432



+4%
TRAVEL EXPENSES
€1,183



+9%
TURNOVER
€624 MILL

What do they book at their place of residence?



	Press & books	Total
Flight only	5.5%	9.3%
Flight and accommodation (room only)	26.1%	26.9%
Flight and accommodation (B&B)	9.5%	8.3%
Flight and accommodation (half board)	21.5%	19.3%
Flight and accommodation (full board)	5.7%	4.4%
Flight and accommodation (all inclusive)	31.7%	31.9%
% Tourists using low-cost airlines	53.6%	50.8%

Other expenses in their place of residence:

- Car rental	17.9%	12.6%
- Sporting activities	6.3%	5.1%
- Excursions	8.3%	6.2%
- Trip to other islands	2.4%	1.5%

* Tourists over 16 years old.

How do they book?



	Press & books	Total
Accommodation booking		
Tour Operator	40.4%	42.4%
- Tour Operator's website	77.6%	80.6%
Accommodation	15.4%	14.6%
- Accommodation's website	87.2%	84.0%
Travel agency (High street)	19.9%	19.3%
Online Travel Agency (OTA)	22.4%	17.3%
No need to book accommodation	1.9%	6.4%

Flight booking

	Press & books	Total
Tour Operator	40.3%	44.8%
- Tour Operator's website	77.3%	78.6%
Airline	27.9%	25.8%
- Airline's website	96.7%	97.3%
Travel agency (High street)	18.3%	18.0%
Online Travel Agency (OTA)	13.5%	11.4%

How far in advance do they book their trip?



	Press & books	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	5.7%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	14.6%	13.4%
Between 31 and 90 days	36.8%	34.6%
More than 90 days	35.5%	38.3%

Who are they?



	Press & books	Total
Gender		
Men	51.2%	48.1%
Women	48.8%	51.9%

Age

Average age (tourists > 16 years old)	46.3	46.9
Standard deviation	14.9	15.5

Age range (> 16 years old)

16-24 years old	8.3%	8.4%
25-30 years old	10.8%	10.2%
31-45 years old	27.3%	27.9%
46-60 years old	34.5%	31.7%
Over 60 years old	19.2%	21.8%

Occupation

Business owner or self-employed	22.1%	23.8%
Upper/Middle management employee	39.4%	35.2%
Auxiliary level employee	14.2%	15.3%
Students	5.8%	5.0%
Retired	17.2%	18.6%
Unemployed / unpaid dom. work	1.3%	2.1%

Annual household income level

€12,000 - €24,000	18.4%	17.9%
€24,001 - €36,000	19.6%	19.3%
€36,001 - €48,000	14.5%	16.1%
€48,001 - €60,000	14.9%	15.1%
€60,001 - €72,000	10.9%	9.3%
€72,001 - €84,000	7.2%	6.3%
More than €84,000	14.6%	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 in press & books	527,432	99,805	71,705	132,981	192,269	24,668
- Share by islands	100%	18.9%	13.6%	25.2%	36.5%	4.7%
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 in press & books	3.8%	4.0%	3.7%	3.4%	3.8%	9.0%

Where do they stay?

	Press & books	Total
5* Hotel	7.9%	6.8%
4* Hotel	39.2%	38.4%
1-2-3* Hotel	16.1%	14.4%
Apartment	31.3%	32.4%
Property (privately-owned, friends, family)	1.8%	4.8%
Others	3.7%	3.2%

Who do they come with?

	Press & books	Total
Unaccompanied	6.5%	8.7%
Only with partner	50.9%	46.8%
Only with children (under the age of 13)	1.4%	1.7%
Partner + children (under the age of 13)	11.4%	11.9%
Other relatives	6.5%	6.0%
Friends	5.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	17.1%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Press & books	Total
Good or very good (% tourists)	95.0%	94.0%
Average rating (scale 1-10)	8.95	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Press & books	Total
At least 1 previous visit	49.3%	77.3%
At least 10 previous visits	7.4%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	22.1%	116,782
Germany	19.9%	105,183
Spanish Mainland	9.3%	49,152
Italy	8.2%	43,236
France	6.5%	34,052
Poland	5.4%	28,264
Sweden	4.1%	21,527
Netherlands	3.2%	17,132
Switzerland	2.9%	15,542
Others	18.3%	96,563

Why do they choose the Canary Islands?

Aspects influencing the choice	Press & books	Total
Climate/sun	87.6%	89.8%
Tranquillity/rest/relaxation	35.4%	37.2%
Scenery	35.1%	22.9%
Beaches	33.5%	35.1%
Visiting new places	26.5%	14.7%
Active tourism	12.8%	5.4%
Security	10.5%	9.7%
Price	10.0%	12.2%
Quality of the environment	7.9%	6.5%
Ease of travel	6.1%	8.9%
Suitable destination for children	5.2%	7.6%
Culture	3.2%	2.7%
Theme parks	3.1%	3.1%
Nightlife/fun	2.7%	3.8%
Nautical activities	1.9%	2.0%
Rural tourism	1.7%	1.1%

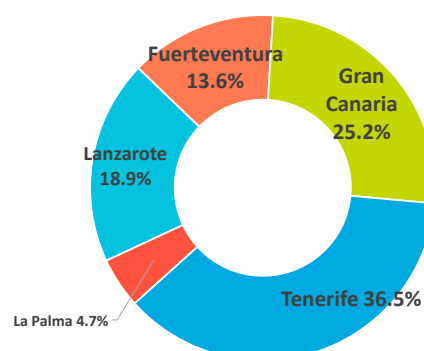
* Multi-choice question

What did motivate them to come?

Prescription sources	Press & books	Total
Previous visits to the Canary Islands	32.5%	64.9%
Recommendation by friends/relatives	24.9%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	1.4%	1.0%
Information in press/magazines/books	100.0%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	2.6%	7.2%
Recommendation by Travel Agency	5.5%	9.3%
Information obtained via the Internet	22.2%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	0.6%	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 in the press / magazines / books.

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.