

## Tourist profile according to aspects motivating the destination choice (2016)

### Recommendation by Travel Agency

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

	Travel Agency	Total
Tourist arrivals (> 16 years old)	1,266,329	13,114,359
Average daily expenditure (€)	146.10	135.94
. in their place of residence	116.34	98.03
. in the Canary Islands	29.76	37.90
Average length of stay	8.6	9.4
Turnover per tourist (€)	1,197	1,141
Total turnover (> 16 years old) (€m)	1,516	14,957
Share of total turnover	10.1%	100%
Share of total tourist	9.7%	100%

#### Expenditure in the Canary Islands per tourist and trip (€) (\*)

	Travel Agency	Total
<b>Accommodation (**):</b>	26.20	47.11
- Accommodation	19.65	40.52
- Additional accommodation expenses	6.55	6.60
<b>Transport:</b>	17.40	26.01
- Public transport	4.02	5.14
- Taxi	4.46	6.94
- Car rental	8.93	13.93
<b>Food and drink:</b>	85.13	148.33
- Food purchases at supermarkets	34.35	63.46
- Restaurants	50.78	84.87
<b>Souvenirs:</b>	61.08	53.88
<b>Leisure:</b>	41.17	34.52
- Organized excursions	23.16	14.95
- Leisure, amusement	5.67	4.55
- Trip to other islands	1.60	1.85
- Sporting activities	4.71	5.11
- Cultural activities	2.13	2.04
- Discos and disco-pubs	3.90	6.01
<b>Others:</b>	12.75	13.91
- Wellness	4.01	3.23
- Medical expenses	1.46	1.69
- Other expenses	7.28	8.99

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

	Travel Agency	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	6.2%	6.3%
Between 8 and 15 days	8.3%	7.9%
Between 16 and 30 days	15.5%	14.7%
Between 31 and 90 days	33.3%	34.3%
More than 90 days	36.4%	36.2%

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

	Travel Agency	Total
Flight only	0.8%	8.8%
Flight and accommodation (room only)	9.3%	25.7%
Flight and accommodation (B&B)	4.8%	8.0%
Flight and accommodation (half board)	26.3%	20.4%
Flight and accommodation (full board)	6.9%	4.3%
Flight and accommodation (all inclusive)	51.9%	32.8%
<b>% Tourists using low-cost airlines</b>	33.1%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	8.4%	11.8%
- Sporting activities	7.6%	5.3%
- Excursions	6.7%	5.7%
- Trip to other islands	1.8%	1.6%

#### How do they book?

	Travel Agency	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	37.4%	42.3%
- Tour Operator's website	38.9%	78.8%
<b>Accommodation</b>	3.1%	14.7%
- Accommodation's website	70.7%	83.5%
<b>Travel agency (High street)</b>	56.8%	20.5%
<b>Online Travel Agency (OTA)</b>	2.6%	16.5%
<b>No need to book accommodation</b>	0.2%	6.0%

#### Flight booking

	Travel Agency	Total
<b>Tour Operator</b>	40.2%	44.6%
- Tour Operator's website	34.8%	76.3%
<b>Airline</b>	4.2%	24.8%
- Airline's website	74.7%	96.2%
<b>Travel agency (High street)</b>	53.2%	19.1%
<b>Online Travel Agency (OTA)</b>	2.4%	11.5%

#### Where do they stay?

	Travel Agency	Total
5* Hotel	5.9%	7.1%
4* Hotel	54.1%	39.6%
1-2-3* Hotel	19.2%	14.6%
Apartment	18.8%	31.5%
Property (privately-owned, friends, family)	0.3%	4.6%
Others	1.8%	2.6%

#### Who are they?

	Travel Agency	Total
<b>Gender</b>		
Percentage of men	46.8%	48.5%
Percentage of women	53.2%	51.5%

	Travel Agency	Total
<b>Age</b>		
Average age (tourists > 16 years old)	44.0	46.3
Standard deviation	16.0	15.3

	Travel Agency	Total
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	12.2%	8.2%
25-30 years old	14.0%	11.1%
31-45 years old	28.4%	29.1%
46-60 years old	27.8%	30.9%
Over 60 years old	17.6%	20.7%

	Travel Agency	Total
<b>Occupation</b>		
Business owner or self-employed	19.0%	23.1%
Upper/Middle management employee	41.1%	36.1%
Auxiliary level employee	17.2%	15.5%
Students	6.0%	5.1%
Retired	14.6%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%

	Travel Agency	Total
<b>Annual household income level</b>		
€12,000 - €24,000	21.6%	17.8%
€24,001 - €36,000	21.8%	19.4%
€36,001 - €48,000	14.6%	16.9%
€48,001 - €60,000	15.2%	14.6%
€60,001 - €72,000	8.5%	9.5%
€72,001 - €84,000	4.9%	6.0%
More than €84,000	13.4%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

## Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists recommended by travel agencies	1,266,329	207,207	273,509	382,198	384,377	13,085
- Share by islands	100%	16.4%	21.6%	30.2%	30.4%	1.0%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists recommended by travel agencies	9.7%	8.9%	14.4%	10.6%	7.9%	5.9%

## Who do they come with?



## Why do they choose the Canary Islands?



	Travel Agency	Total
Unaccompanied	4.7%	9.1%
Only with partner	49.8%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	13.5%	11.8%
Other relatives	6.0%	6.0%
Friends	6.2%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	18.4%	17.5%

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

Aspects influencing the choice	Travel Agency	Total
Climate/sun	92.7%	89.8%
Tranquillity/rest/relaxation	40.4%	36.6%
Beaches	39.5%	34.5%
Visiting new places	22.0%	14.6%
Scenery	20.5%	21.9%
Security	14.6%	11.1%
Price	13.0%	12.7%
Suitable destination for children	8.3%	7.5%
Ease of travel	7.2%	8.9%
Quality of the environment	4.4%	6.5%
Active tourism	4.0%	5.1%
Theme parks	3.8%	3.0%
Nightlife/fun	2.4%	3.8%
Culture	2.4%	2.6%
Nautical activities	2.3%	2.2%
Shopping	1.9%	2.6%

\* Multi-choice question

## How do they rate the destination?



Impression of their stay	Travel Agency	Total
Good or very good (% tourists)	93.2%	94.1%
Average rating (scale 1-10)	8.74	8.90

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Travel Agency	Total
Repeat tourists	56.6%	77.3%
In love (at least 10 previous visits)	5.7%	16.1%

## What did motivate them to come?



Aspects motivating the choice	Travel Agency	Total
Previous visits to the Canary Islands	38.5%	64.1%
Recommendation by friends or relatives	22.0%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.7%	0.8%
Information in the press/magazines/books	1.7%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.8%	8.0%
Recommendation by Travel Agency	100.0%	9.7%
Information obtained via the Internet	9.0%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	0.9%	6.1%

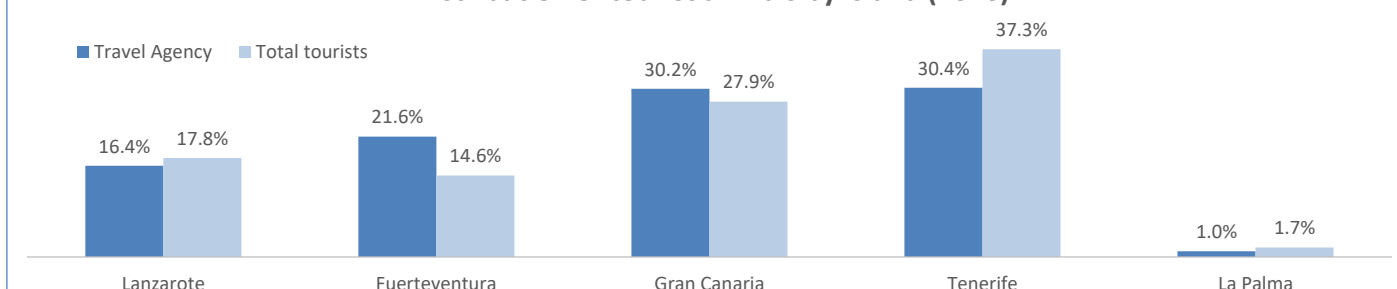
\* Multi-choice question

## Where are they from?



Ten main source markets	Share	Absolute
Germany	38.4%	486,596
United Kingdom	17.8%	225,758
Spanish Mainland	7.1%	89,700
France	6.6%	83,236
Netherlands	5.4%	68,873
Italy	4.6%	58,040
Belgium	3.1%	39,303
Sweden	2.6%	32,864
Switzerland	2.4%	30,620
Poland	1.9%	24,219

## Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was Travel Agency recommendation.

(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.