

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

	Travel Agency	Total
Tourist arrivals (> 16 years old)	1,272,726	13,852,616
Average daily expenditure (€)	151.09	140.18
. in their place of residence	119.99	101.15
. in the Canary Islands	31.10	39.03
Average length of stay	8.42	9.17
Turnover per tourist (€)	1,225	1,155
Total turnover (> 16 years old) (€m)	1,559	15,999
Share of total tourist	9.3%	100%
Share of total turnover	9.7%	100%

#### % tourists who pay in the Canary Islands:

<b>Accommodation:</b>		
- Accommodation	7.9%	13.5%
- Additional accommodation expenses	6.3%	6.3%
<b>Transport:</b>		
- Public transport	11.6%	14.5%
- Taxi	16.5%	21.2%
- Car rental	16.2%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	41.8%	55.0%
- Restaurants	45.7%	57.3%
<b>Souvenirs:</b>		
	60.4%	53.3%
<b>Leisure:</b>		
- Organized excursions	26.4%	17.7%
- Leisure, amusement	8.3%	8.4%
- Trip to other islands	1.9%	2.3%
- Sporting activities	5.9%	6.1%
- Cultural activities	4.0%	4.4%
- Discos and disco-pubs	4.7%	6.1%
<b>Others:</b>		
- Wellness	5.3%	4.9%
- Medical expenses	3.8%	4.0%
- Other expenses	9.7%	9.6%



**+1%  
TOURISTS\***  
1,272,726



**+2%  
TRAVEL EXPENSES**  
€1,225



**+3%  
TURNOVER**  
€1,559 MILL

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

	Travel Agency	Total
Flight only	1.1%	9.3%
Flight and accommodation (room only)	10.4%	26.9%
Flight and accommodation (B&B)	4.9%	8.3%
Flight and accommodation (half board)	26.6%	19.3%
Flight and accommodation (full board)	6.4%	4.4%
Flight and accommodation (all inclusive)	50.5%	31.9%
% Tourists using low-cost airlines	36.9%	50.8%

#### Other expenses in their place of residence:

- Car rental	9.3%	12.6%
- Sporting activities	6.8%	5.1%
- Excursions	7.4%	6.2%
- Trip to other islands	1.4%	1.5%

\* Tourists over 16 years old.

### How do they book?

	Travel Agency	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	37.3%	42.4%
- Tour Operator's website	40.4%	80.6%
<b>Accommodation</b>	3.4%	14.6%
- Accommodation's website	65.6%	84.0%
<b>Travel agency (High street)</b>	55.9%	19.3%
<b>Online Travel Agency (OTA)</b>	2.9%	17.3%
<b>No need to book accommodation</b>	0.4%	6.4%

	Travel Agency	Total
<b>Flight booking</b>		
<b>Tour Operator</b>	40.7%	44.8%
- Tour Operator's website	35.5%	78.6%
<b>Airline</b>	4.7%	25.8%
- Airline's website	79.2%	97.3%
<b>Travel agency (High street)</b>	51.9%	18.0%
<b>Online Travel Agency (OTA)</b>	2.7%	11.4%

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

	Travel Agency	Total
The same day they leave	0.3%	0.5%
Between 2 and 7 days	6.1%	5.9%
Between 8 and 15 days	8.5%	7.4%
Between 16 and 30 days	13.8%	13.4%
Between 31 and 90 days	33.6%	34.6%
More than 90 days	37.7%	38.3%

### Who are they?

	Travel Agency	Total
<b>Gender</b>		
Men	46.4%	48.1%
Women	53.6%	51.9%

#### Age

Average age (tourists > 16 years old)	45.0	46.9
Standard deviation	15.9	15.5

#### Age range (> 16 years old)

16-24 years old	12.0%	8.4%
25-30 years old	11.1%	10.2%
31-45 years old	27.5%	27.9%
46-60 years old	30.7%	31.7%
Over 60 years old	18.8%	21.8%

#### Occupation

Business owner or self-employed	19.8%	23.8%
Upper/Middle management employee	39.7%	35.2%
Auxiliary level employee	16.5%	15.3%
Students	6.0%	5.0%
Retired	15.4%	18.6%
Unemployed / unpaid dom. work	2.5%	2.1%

#### Annual household income level

€12,000 - €24,000	20.9%	17.9%
€24,001 - €36,000	20.5%	19.3%
€36,001 - €48,000	16.3%	16.1%
€48,001 - €60,000	14.7%	15.1%
€60,001 - €72,000	9.0%	9.3%
€72,001 - €84,000	5.7%	6.3%
More than €84,000	13.1%	16.0%

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

## RECOMMENDATION BY TRAVEL AGENCY

### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists recommended by travel agencies	1,272,726	212,403	263,852	377,090	395,603	16,949
- Share by islands	100%	16.7%	20.7%	29.6%	31.1%	1.3%
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 recommended by travel agencies	9.3%	8.6%	13.7%	9.8%	7.8%	6.1%

### Where do they stay?

	Travel Agency	Total
5* Hotel	7.2%	6.8%
4* Hotel	54.3%	38.4%
1-2-3* Hotel	17.9%	14.4%
Apartment	18.2%	32.4%
Property (privately-owned, friends, family)	0.3%	4.8%
Others	2.1%	3.2%

### Who do they come with?

	Travel Agency	Total
Unaccompanied	5.1%	8.7%
Only with partner	48.8%	46.8%
Only with children (under the age of 13)	1.8%	1.7%
Partner + children (under the age of 13)	12.6%	11.9%
Other relatives	5.6%	6.0%
Friends	6.2%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	19.5%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	Travel Agency	Total
Good or very good (% tourists)	93.5%	94.0%
Average rating (scale 1-10)	8.81	8.92

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

Repeat tourists	Travel Agency	Total
At least 1 previous visit	58.1%	77.3%
At least 10 previous visits	5.6%	16.9%

### Where are they from?

	Share	Absolute
Germany	36.6%	465,468
United Kingdom	20.1%	255,528
Spanish Mainland	6.5%	83,146
France	5.8%	74,295
Italy	5.6%	71,788
Netherlands	5.5%	69,724
Belgium	3.4%	42,791
Poland	3.1%	39,426
Switzerland	2.8%	36,171
Others	10.6%	134,389

### Why do they choose the Canary Islands?

Aspects influencing the choice	Travel Agency	Total
Climate/sun	91.9%	89.8%
Tranquillity/rest/relaxation	42.9%	37.2%
Beaches	39.7%	35.1%
Visiting new places	22.5%	14.7%
Scenery	21.8%	22.9%
Security	12.9%	9.7%
Price	11.3%	12.2%
Suitable destination for children	8.5%	7.6%
Ease of travel	6.9%	8.9%
Quality of the environment	4.0%	6.5%
Theme parks	3.8%	3.1%
Active tourism	3.8%	5.4%
Nautical activities	2.4%	2.0%
Culture	2.2%	2.7%
Nightlife/fun	2.2%	3.8%
Shopping	2.1%	2.5%

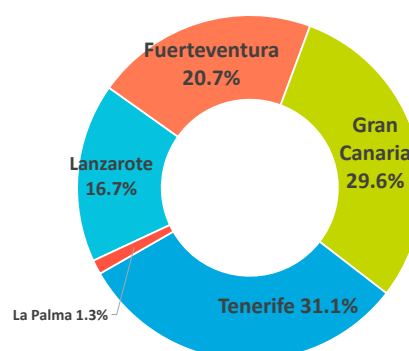
\* Multi-choice question

### What did motivate them to come?

Prescription sources	Travel Agency	Total
Previous visits to the Canary Islands	38.2%	64.9%
Recommendation by friends/relatives	22.8%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	2.3%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	7.7%	7.2%
Recommendation by Travel Agency	100.0%	9.3%
Information obtained via the Internet	8.8%	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 Travel Agency recommendation.

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.