

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

Recommendation by friends or relatives



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



	Recommendation	Total
Tourist arrivals (> 16 years old)	4,496,709	13,114,359
Average daily expenditure (€)	133.94	135.94
. in their place of residence	94.23	98.03
. in the Canary Islands	39.70	37.90
Average length of stay	8.8	9.4
Turnover per tourist (€)	1,073	1,141
Total turnover (> 16 years old) (€m)	4,823	14,957
Share of total turnover	32.2%	100%
Share of total tourist	34.5%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	49.27	47.11
- Accommodation	42.88	40.52
- Additional accommodation expenses	6.39	6.60
Transport:	26.17	26.01
- Public transport	5.06	5.14
- Taxi	7.31	6.94
- Car rental	13.79	13.93
Food and drink:	147.87	148.33
- Food purchases at supermarkets	62.39	63.46
- Restaurants	85.48	84.87
Souvenirs:	51.21	53.88
Leisure:	37.34	34.52
- Organized excursions	16.04	14.95
- Leisure, amusement	5.52	4.55
- Trip to other islands	1.95	1.85
- Sporting activities	4.94	5.11
- Cultural activities	2.14	2.04
- Discos and disco-pubs	6.75	6.01
Others:	11.69	13.91
- Wellness	2.61	3.23
- Medical expenses	1.34	1.69
- Other expenses	7.75	8.99

How far in advance do they book their trip? ✓



	Recommendation	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	5.9%	6.3%
Between 8 and 15 days	7.9%	7.9%
Between 16 and 30 days	14.9%	14.7%
Between 31 and 90 days	34.8%	34.3%
More than 90 days	35.9%	36.2%

What do they book at their place of residence?

	Recommendation	Total
Flight only	10.6%	8.8%
Flight and accommodation (room only)	28.5%	25.7%
Flight and accommodation (B&B)	8.0%	8.0%
Flight and accommodation (half board)	18.9%	20.4%
Flight and accommodation (full board)	3.7%	4.3%
Flight and accommodation (all inclusive)	30.2%	32.8%
% Tourists using low-cost airlines	54.7%	48.7%
Other expenses in their place of residence:		
- Car rental	12.3%	11.8%
- Sporting activities	5.8%	5.3%
- Excursions	6.6%	5.7%
- Trip to other islands	1.5%	1.6%

How do they book?

	Recommendation	Total
Accommodation booking		
Tour Operator	38.5%	42.3%
- Tour Operator's website	79.6%	78.8%
Accommodation	16.6%	14.7%
- Accommodation's website	84.5%	83.5%
Travel agency (High street)	18.6%	20.5%
Online Travel Agency (OTA)	18.3%	16.5%
No need to book accommodation	7.9%	6.0%

Flight booking

	Recommendation	Total
Tour Operator	40.7%	44.6%
- Tour Operator's website	77.8%	76.3%
Airline	29.2%	24.8%
- Airline's website	96.9%	96.2%
Travel agency (High street)	17.5%	19.1%
Online Travel Agency (OTA)	12.7%	11.5%

Where do they stay?

	Recommendation	Total
5* Hotel	6.5%	7.1%
4* Hotel	35.8%	39.6%
1-2-3* Hotel	14.7%	14.6%
Apartment	34.6%	31.5%
Property (privately-owned, friends, family)	5.8%	4.6%
Others	2.5%	2.6%

Who are they?

	Recommendation	Total
Gender		
Percentage of men	46.4%	48.5%
Percentage of women	53.6%	51.5%

	Recommendation	Total
Age		
Average age (tourists > 16 years old)	42.4	46.3
Standard deviation	15.1	15.3

	Recommendation	Total
Age range (> 16 years old)		
16-24 years old	12.6%	8.2%
25-30 years old	14.8%	11.1%
31-45 years old	32.0%	29.1%
46-60 years old	26.4%	30.9%
Over 60 years old	14.2%	20.7%

	Recommendation	Total
Occupation		
Business owner or self-employed	23.1%	23.1%
Upper/Middle management employee	36.4%	36.1%
Auxiliary level employee	17.5%	15.5%
Students	7.7%	5.1%
Retired	12.8%	18.0%
Unemployed / unpaid dom. work	2.6%	2.2%

	Recommendation	Total
Annual household income level		
€12,000 - €24,000	21.2%	17.8%
€24,001 - €36,000	19.9%	19.4%
€36,001 - €48,000	16.7%	16.9%
€48,001 - €60,000	14.3%	14.6%
€60,001 - €72,000	8.5%	9.5%
€72,001 - €84,000	5.4%	6.0%
More than €84,000	14.1%	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 friends or relatives	4,496,709	821,614	611,478	1,153,977	1,796,301	76,245
- Share by islands	100%	18.3%	13.6%	25.7%	39.9%	1.7%
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 friends or relatives	34.5%	35.4%	32.1%	31.9%	37.1%	34.5%

Who do they come with?



Why do they choose the Canary Islands?



	Recommendation	Total
Unaccompanied	8.4%	9.1%
Only with partner	44.2%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	12.1%	11.8%
Other relatives	7.3%	6.0%
Friends	8.3%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	17.7%	17.5%

Aspects influencing the choice	Recommendation	Total
Climate/sun	90.7%	89.8%
Beaches	36.5%	34.5%
Tranquillity/rest/relaxation	35.9%	36.6%
Scenery	23.6%	21.9%
Visiting new places	19.2%	14.6%
Price	13.2%	12.7%
Security	9.7%	11.1%
Ease of travel	8.3%	8.9%
Suitable destination for children	8.1%	7.5%
Quality of the environment	6.5%	6.5%
Active tourism	5.4%	5.1%
Nightlife/fun	5.2%	3.8%
Theme parks	4.0%	3.0%
Culture	2.8%	2.6%
Shopping	2.4%	2.6%
Nautical activities	2.2%	2.2%

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

How do they rate the destination?



Impression of their stay	Recommendation	Total
Good or very good (% tourists)	95.0%	94.1%
Average rating (scale 1-10)	8.97	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Recommendation	Total
Repeat tourists	60.9%	77.3%
In love (at least 10 previous visits)	9.7%	16.1%

What did motivate them to come?



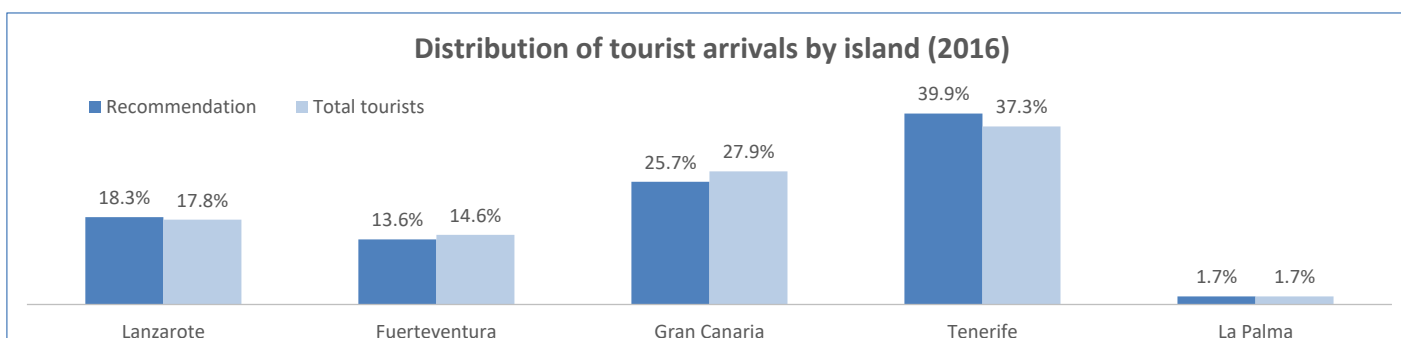
Aspects motivating the choice	Recommendation	Total
Previous visits to the Canary Islands	42.9%	64.1%
Recommendation by friends or relatives	100.0%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	2.7%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	3.5%	8.0%
Recommendation by Travel Agency	6.2%	9.7%
Information obtained via the Internet	18.7%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	1.3%	6.1%

* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	34.0%	1,527,352
Germany	18.4%	826,520
Spanish Mainland	11.6%	523,082
Italy	4.1%	183,808
Ireland	4.1%	182,971
France	3.8%	170,498
Sweden	3.4%	152,334
Netherlands	3.3%	150,399
Belgium	2.8%	125,943
Norway	2.4%	105,735



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

(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.