

Previous visits to the Canary Islands

How many are they and how much do they spend?

	Previous visits	Total
Tourist arrivals (> 16 years old)	8,345,079	13,114,359
Average daily expenditure (€)	134.08	135.94
. in their place of residence	96.94	98.03
. in the Canary Islands	37.13	37.90
Average length of stay	10.0	9.4
Turnover per tourist (€)	1,192	1,141
Total turnover (> 16 years old) (€m)	9,947	14,957
Share of total turnover	66.5%	100%
Share of total tourist	64.1%	100%

Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	48.72	47.11
- Accommodation	41.81	40.52
- Additional accommodation expenses	6.91	6.60
Transport:	25.84	26.01
- Public transport	5.01	5.14
- Taxi	7.39	6.94
- Car rental	13.45	13.93
Food and drink:	163.25	148.33
- Food purchases at supermarkets	70.76	63.46
- Restaurants	92.48	84.87
Souvenirs:	55.15	53.88
Leisure:	31.07	34.52
- Organized excursions	12.38	14.95
- Leisure, amusement	4.12	4.55
- Trip to other islands	1.71	1.85
- Sporting activities	4.96	5.11
- Cultural activities	1.89	2.04
- Discos and disco-pubs	6.00	6.01
Others:	15.03	13.91
- Wellness	3.41	3.23
- Medical expenses	2.12	1.69
- Other expenses	9.50	8.99

How far in advance do they book their trip?

	Previous visits	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	13.5%	14.7%
Between 31 and 90 days	34.5%	34.3%
More than 90 days	39.3%	36.2%

What do they book at their place of residence?

	Previous visits	Total
Flight only	8.6%	8.8%
Flight and accommodation (room only)	28.0%	25.7%
Flight and accommodation (B&B)	7.6%	8.0%
Flight and accommodation (half board)	20.7%	20.4%
Flight and accommodation (full board)	3.7%	4.3%
Flight and accommodation (all inclusive)	31.4%	32.8%
% Tourists using low-cost airlines	46.3%	48.7%
Other expenses in their place of residence:		
- Car rental	10.8%	11.8%
- Sporting activities	4.7%	5.3%
- Excursions	4.5%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book?

	Previous visits	Total
Accommodation booking		
Tour Operator	44.4%	42.3%
- Tour Operator's website	79.7%	78.8%
Accommodation	16.0%	14.7%
- Accommodation's website	82.3%	83.5%
Travel agency (High street)	18.5%	20.5%
Online Travel Agency (OTA)	15.1%	16.5%
No need to book accommodation	6.0%	6.0%

Flight booking

	Previous visits	Total
Tour Operator	46.9%	44.6%
- Tour Operator's website	77.4%	76.3%
Airline	25.4%	24.8%
- Airline's website	96.5%	96.2%
Travel agency (High street)	17.2%	19.1%
Online Travel Agency (OTA)	10.5%	11.5%

Where do they stay?

	Previous visits	Total
5* Hotel	7.3%	7.1%
4* Hotel	39.2%	39.6%
1-2-3* Hotel	13.4%	14.6%
Apartment	33.4%	31.5%
Property (privately-owned, friends, family)	4.5%	4.6%
Others	2.3%	2.6%

Who are they?

	Previous visits	Total
Gender		
Percentage of men	48.5%	48.5%
Percentage of women	51.5%	51.5%

	Previous visits	Total
Age		
Average age (tourists > 16 years old)	49.4	46.3
Standard deviation	14.9	15.3

Age range (> 16 years old)		
16-24 years old	5.6%	8.2%
25-30 years old	7.6%	11.1%
31-45 years old	26.5%	29.1%
46-60 years old	34.4%	30.9%
Over 60 years old	25.9%	20.7%

Occupation		
Business owner or self-employed	23.3%	23.1%
Upper/Middle management employee	34.3%	36.1%
Auxiliary level employee	14.3%	15.5%
Students	3.7%	5.1%
Retired	22.4%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%

Annual household income level		
€12,000 - €24,000	15.0%	17.8%
€24,001 - €36,000	18.7%	19.4%
€36,001 - €48,000	17.7%	16.9%
€48,001 - €60,000	15.3%	14.6%
€60,001 - €72,000	10.1%	9.5%
€72,001 - €84,000	6.5%	6.0%
More than €84,000	16.8%	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 who came due to previous visits	8,345,079	1,639,057	1,221,054	2,341,100	2,934,371	142,036
- Share by islands	100%	19.6%	14.6%	28.1%	35.2%	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 who came due to previous visits	64.1%	70.6%	64.1%	64.6%	60.7%	64.3%

Who do they come with?



Why do they choose the Canary Islands?



	Previous visits	Total
Unaccompanied	8.1%	9.1%
Only with partner	49.7%	47.6%
Only with children (under the age of 13)	1.4%	1.5%
Partner + children (under the age of 13)	11.8%	11.8%
Other relatives	5.8%	6.0%
Friends	5.0%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	18.1%	17.5%

Aspects influencing the choice	Previous visits	Total
Climate/sun	93.7%	89.8%
Tranquillity/rest/relaxation	40.1%	36.6%
Beaches	35.0%	34.5%
Scenery	21.3%	21.9%
Price	12.5%	12.7%
Security	12.3%	11.1%
Ease of travel	10.6%	8.9%
Visiting new places	9.1%	14.6%
Suitable destination for children	8.1%	7.5%
Quality of the environment	7.5%	6.5%
Active tourism	4.6%	5.1%
Nightlife/fun	4.1%	3.8%
Shopping	3.2%	2.6%
Theme parks	2.6%	3.0%
Culture	2.5%	2.6%
Nautical activities	2.0%	2.2%

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

How do they rate the destination?



Impression of their stay	Previous visits	Total
Good or very good (% tourists)	95.1%	94.1%
Average rating (scale 1-10)	8.98	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Previous visits	Total
Repeat tourists	100.0%	77.3%
In love (at least 10 previous visits)	23.5%	16.1%

What did motivate them to come?



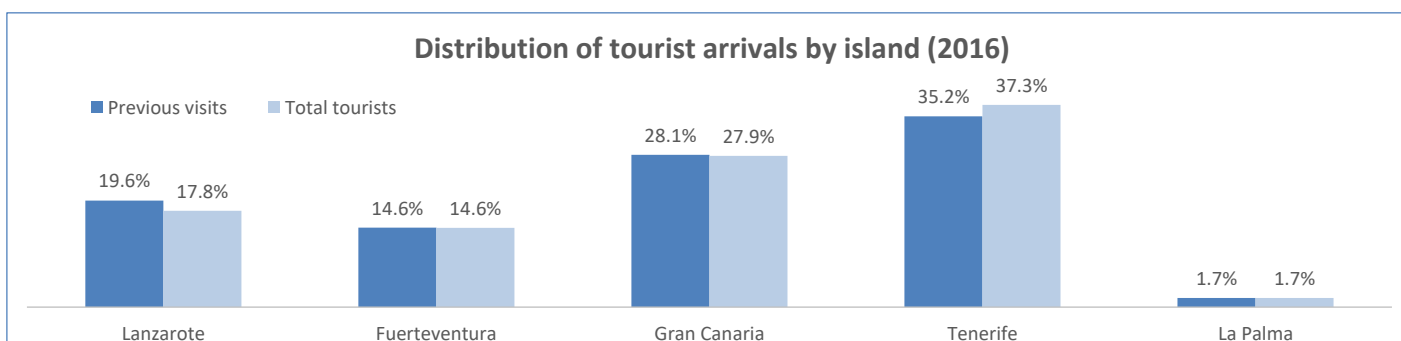
Aspects motivating the choice	Previous visits	Total
Previous visits to the Canary Islands	100.0%	64.1%
Recommendation by friends or relatives	23.1%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.3%	0.8%
Information in the press/magazines/books	2.0%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	6.0%	8.0%
Recommendation by Travel Agency	5.8%	9.7%
Information obtained via the Internet	18.0%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	3.0%	6.1%

* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	35.5%	2,966,536
Germany	21.5%	1,791,022
Spanish Mainland	10.2%	854,514
Sweden	4.4%	370,734
Ireland	3.7%	310,080
Netherlands	3.7%	308,854
Norway	3.5%	292,517
Belgium	2.6%	218,616
France	2.5%	212,200
Denmark	2.2%	184,931



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was previous visits to the Canary Islands.

(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.