

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

PREVIOUS VISITS TO THE CANARY ISLANDS

How many are they and how much do they spend?

	Previous visits	Total
Tourist arrivals (> 16 years old)	8,921,310	13,852,616
Average daily expenditure (€)	137.90	140.18
. in their place of residence	99.52	101.15
. in the Canary Islands	38.38	39.03
Average length of stay	9.72	9.17
Turnover per tourist (€)	1,204	1,155
Total turnover (> 16 years old) (€m)	10,745	15,999
Share of total tourist	64.9%	100%
Share of total turnover	67.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	13.5%	13.5%
- Additional accommodation expenses	6.3%	6.3%
Transport:		
- Public transport	14.1%	14.5%
- Taxi	22.7%	21.2%
- Car rental	18.3%	19.4%
Food and drink:		
- Food purchases at supermarkets	56.6%	55.0%
- Restaurants	58.8%	57.3%
Souvenirs:		
	52.4%	53.3%
Leisure:		
- Organized excursions	15.0%	17.7%
- Leisure, amusement	7.7%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	5.6%	6.1%
- Cultural activities	4.0%	4.4%
- Discos and disco-pubs	5.8%	6.1%
Others:		
- Wellness	5.0%	4.9%
- Medical expenses	4.4%	4.0%
- Other expenses	9.7%	9.6%



+7%
TOURISTS*
8,921,310



+1%
TRAVEL EXPENSES
€1,079



+8%
TURNOVER
€10,745 MILL

What do they book at their place of residence?

	Previous visits	Total
Flight only	9.3%	9.3%
Flight and accommodation (room only)	29.0%	26.9%
Flight and accommodation (B&B)	8.0%	8.3%
Flight and accommodation (half board)	19.7%	19.3%
Flight and accommodation (full board)	3.7%	4.4%
Flight and accommodation (all inclusive)	30.3%	31.9%
% Tourists using low-cost airlines	48.9%	50.8%
Other expenses in their place of residence:		
- Car rental	11.4%	12.6%
- Sporting activities	4.6%	5.1%
- Excursions	4.8%	6.2%
- Trip to other islands	1.1%	1.5%

* Tourists over 16 years old.

How do they book?

	Previous visits	Total
Accommodation booking		
Tour Operator	44.6%	42.4%
- Tour Operator's website	81.8%	80.6%
Accommodation	15.7%	14.6%
- Accommodation's website	83.2%	84.0%
Travel agency (High street)	17.2%	19.3%
Online Travel Agency (OTA)	16.0%	17.3%
No need to book accommodation	6.6%	6.4%

	Previous visits	Total
Flight booking		
Tour Operator	47.1%	44.8%
- Tour Operator's website	80.1%	78.6%
Airline	26.2%	25.8%
- Airline's website	97.6%	97.3%
Travel agency (High street)	16.0%	18.0%
Online Travel Agency (OTA)	10.7%	11.4%

How far in advance do they book their trip?

	Previous visits	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	4.8%	5.9%
Between 8 and 15 days	6.5%	7.4%
Between 16 and 30 days	12.4%	13.4%
Between 31 and 90 days	34.5%	34.6%
More than 90 days	41.4%	38.3%

Who are they?

	Previous visits	Total
Gender		
Men	47.9%	48.1%
Women	52.1%	51.9%

	Previous visits	Total
Age		
Average age (tourists > 16 years old)	49.8	46.9
Standard deviation	15.0	15.5

	Previous visits	Total
Age range (> 16 years old)		
16-24 years old	5.8%	8.4%
25-30 years old	7.1%	10.2%
31-45 years old	25.5%	27.9%
46-60 years old	34.8%	31.7%
Over 60 years old	26.8%	21.8%

	Previous visits	Total
Occupation		
Business owner or self-employed	24.0%	23.8%
Upper/Middle management employee	33.8%	35.2%
Auxiliary level employee	14.0%	15.3%
Students	3.3%	5.0%
Retired	22.8%	18.6%
Unemployed / unpaid dom. work	2.0%	2.1%

	Previous visits	Total
Annual household income level		
€12,000 - €24,000	15.1%	17.9%
€24,001 - €36,000	18.3%	19.3%
€36,001 - €48,000	16.7%	16.1%
€48,001 - €60,000	16.0%	15.1%
€60,001 - €72,000	10.2%	9.3%
€72,001 - €84,000	6.8%	6.3%
More than €84,000	17.0%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who came due to previous visits	8,921,310	1,756,616	1,293,433	2,529,555	3,092,232	187,175
- Share by islands	100%	19.7%	14.5%	28.4%	34.7%	2.1%
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 who came due to previous visits	64.9%	70.8%	66.9%	65.6%	60.7%	67.9%

Where do they stay?

	Previous visits	Total
5* Hotel	6.6%	6.8%
4* Hotel	38.0%	38.4%
1-2-3* Hotel	13.5%	14.4%
Apartment	34.5%	32.4%
Property (privately-owned, friends, family)	4.7%	4.8%
Others	2.7%	3.2%

Who do they come with?

	Previous visits	Total
Unaccompanied	7.9%	8.7%
Only with partner	48.6%	46.8%
Only with children (under the age of 13)	1.5%	1.7%
Partner + children (under the age of 13)	11.9%	11.9%
Other relatives	5.8%	6.0%
Friends	5.1%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	19.0%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Previous visits	Total
Good or very good (% tourists)	95.1%	94.0%
Average rating (scale 1-10)	9.00	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Previous visits	Total
At least 1 previous visit	100.0%	77.3%
At least 10 previous visits	24.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	35.9%	3,204,274
Germany	20.6%	1,842,077
Spanish Mainland	9.4%	842,658
Sweden	4.5%	403,105
Netherlands	3.9%	352,367
Ireland	3.9%	344,257
Norway	3.7%	331,331
Belgium	2.5%	226,276
Denmark	2.4%	210,141
Others	13.1%	1,164,824

Why do they choose the Canary Islands?

Aspects influencing the choice	Previous visits	Total
Climate/sun	93.8%	89.8%
Tranquillity/rest/relaxation	40.6%	37.2%
Beaches	35.1%	35.1%
Scenery	21.8%	22.9%
Price	12.3%	12.2%
Security	11.1%	9.7%
Ease of travel	10.5%	8.9%
Visiting new places	9.2%	14.7%
Suitable destination for children	8.2%	7.6%
Quality of the environment	7.7%	6.5%
Active tourism	4.9%	5.4%
Nightlife/fun	4.2%	3.8%
Shopping	3.0%	2.5%
Theme parks	2.8%	3.1%
Culture	2.6%	2.7%
Nautical activities	1.9%	2.0%

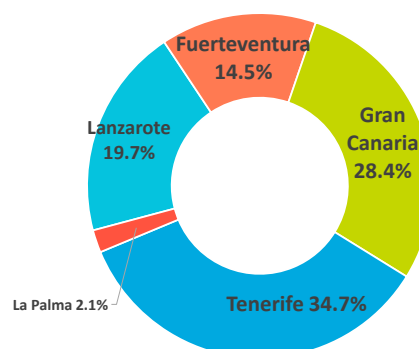
* Multi-choice question

What did motivate them to come?

Prescription sources	Previous visits	Total
Previous visits to the Canary Islands	100.0%	64.9%
Recommendation by friends/relatives	23.8%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.4%	1.0%
Information in press/magazines/books	1.9%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	5.3%	7.2%
Recommendation by Travel Agency	5.5%	9.3%
Information obtained via the Internet	18.0%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	3.3%	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 previous visits to the Canary Islands.

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.