

## Quality of the environment

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



## How do they book?



	Enviroment	Total
Tourist arrivals (> 16 years old)	850,805	13,114,359
Average daily expenditure (€)	143.29	135.94
. in their place of residence	100.37	98.03
. in the Canary Islands	42.92	37.90
Average lenght of stay	9.9	9.4
Turnover per tourist (€)	1,259	1,141
Total turnover (> 16 years old) (€m)	1,071	14,957
Share of total turnover	7.2%	100%
Share of total tourist	6.5%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	60.62	47.11
- Accommodation	52.18	40.52
- Additional accommodation expenses	8.44	6.60
<b>Transport:</b>	32.00	26.01
- Public transport	6.64	5.14
- Taxi	7.82	6.94
- Car rental	17.53	13.93
<b>Food and drink:</b>	183.73	148.33
- Food purchases at supermarkets	75.80	63.46
- Restaurants	107.93	84.87
<b>Souvenirs:</b>	60.89	53.88
<b>Leisure:</b>	35.39	34.52
- Organized excursions	14.81	14.95
- Leisure, amusement	3.80	4.55
- Trip to other islands	3.24	1.85
- Sporting activities	4.68	5.11
- Cultural activities	3.77	2.04
- Discos and disco-pubs	5.10	6.01
<b>Others:</b>	13.98	13.91
- Wellness	2.86	3.23
- Medical expenses	1.83	1.69
- Other expenses	9.30	8.99

## Accommodation booking

	Enviroment	Total
<b>Tour Operator</b>	37.8%	42.3%
- Tour Operator's website	76.0%	78.8%
<b>Accommodation</b>	20.6%	14.7%
- Accommodation's website	84.0%	83.5%
<b>Travel agency (High street)</b>	16.0%	20.5%
<b>Online Travel Agency (OTA)</b>	18.1%	16.5%
<b>No need to book accommodation</b>	7.5%	6.0%

## Flight booking

	Enviroment	Total
<b>Tour Operator</b>	40.4%	44.6%
- Tour Operator's website	74.3%	76.3%
<b>Airline</b>	32.1%	24.8%
- Airline's website	97.5%	96.2%
<b>Travel agency (High street)</b>	15.7%	19.1%
<b>Online Travel Agency (OTA)</b>	11.8%	11.5%

## Where do they stay?



	Enviroment	Total
5* Hotel	10.8%	7.1%
4* Hotel	38.9%	39.6%
1-2-3* Hotel	9.6%	14.6%
Apartment	32.6%	31.5%
Property (privately-owned, friends, family)	6.1%	4.6%
Others	2.1%	2.6%

## Who are they?



	Enviroment	Total
<b>Gender</b>		
Percentage of men	52.1%	48.5%
Percentage of women	47.9%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	49.4	46.3
Standard deviation	14.9	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	4.8%	8.2%
25-30 years old	8.1%	11.1%
31-45 years old	28.8%	29.1%
46-60 years old	32.7%	30.9%
Over 60 years old	25.7%	20.7%
<b>Occupation</b>		
Business owner or self-employed	27.1%	23.1%
Upper/Middle management employee	32.0%	36.1%
Auxiliary level employee	12.8%	15.5%
Students	2.7%	5.1%
Retired	23.5%	18.0%
Unemployed / unpaid dom. work	1.9%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	17.7%	17.8%
€24,001 - €36,000	21.1%	19.4%
€36,001 - €48,000	15.3%	16.9%
€48,001 - €60,000	14.1%	14.6%
€60,001 - €72,000	9.9%	9.5%
€72,001 - €84,000	5.9%	6.0%
More than €84,000	16.0%	15.8%

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



	Enviroment	Total
The same day they leave	0.8%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	8.8%	7.9%
Between 16 and 30 days	13.2%	14.7%
Between 31 and 90 days	34.0%	34.3%
More than 90 days	38.1%	36.2%

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



	Enviroment	Total
Flight only	11.1%	8.8%
Flight and accommodation (room only)	27.8%	25.7%
Flight and accommodation (B&B)	9.6%	8.0%
Flight and accommodation (half board)	21.4%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	25.6%	32.8%
<b>% Tourists using low-cost airlines</b>	54.9%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	12.0%	11.8%
- Sporting activities	4.5%	5.3%
- Excursions	5.4%	5.7%
- Trip to other islands	1.4%	1.6%

(\*) 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.

# Quality of the environment

## Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by the environment	850,805	231,735	84,419	159,709	324,794	32,489
- Share by islands	100%	27.2%	9.9%	18.8%	38.2%	3.8%
Total	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 motivated by the environment	6.5%	10.0%	4.4%	4.4%	6.6%	14.7%

## Who do they come with?



## Why do they choose the Canary Islands?



	Environment	Total
Unaccompanied	10.8%	9.1%
Only with partner	49.0%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	10.7%	11.8%
Other relatives	5.3%	6.0%
Friends	4.8%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	17.9%	17.5%

Aspects influencing the choice	Environment	Total
Quality of the environment	100.0%	6.5%
Climate/sun	87.5%	89.8%
Tranquillity/rest/relaxation	27.1%	36.6%
Scenery	19.1%	21.9%
Beaches	16.5%	34.5%
Security	7.5%	11.1%
Visiting new places	7.2%	14.6%
Ease of travel	6.2%	8.9%
Active tourism	5.1%	5.1%
Price	5.0%	12.7%
Suitable destination for children	4.5%	7.5%
Culture	2.4%	2.6%
Nightlife/fun	2.0%	3.8%
Theme parks	1.3%	3.0%
Rural tourism	0.8%	1.0%
Shopping	0.7%	2.6%

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

## How do they rate the destination?



Impression of their stay	Environment	Total
Good or very good (% tourists)	97.6%	94.1%
Average rating (scale 1-10)	9.33	8.90

\* Multi-choice question

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Environment	Total
Repeat tourists	84.4%	77.3%
In love (at least 10 previous visits)	20.3%	16.1%

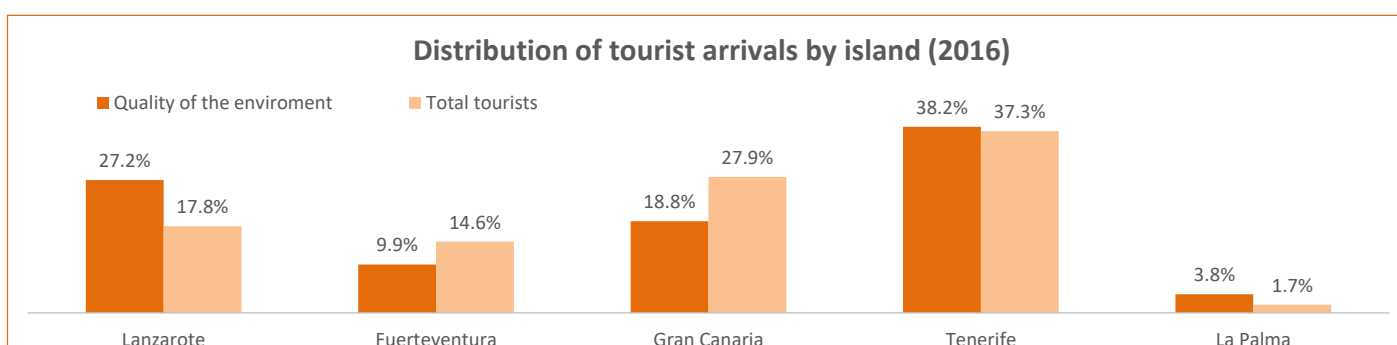
## What did motivate them to come?



Where are they from?	Share	Absolute
United Kingdom	43.0%	365,986
Spanish Mainland	14.0%	118,808
Germany	10.8%	91,487
Italy	6.1%	51,869
Ireland	3.3%	28,204
France	3.3%	28,146
Sweden	3.1%	26,784
Belgium	3.1%	26,490
Netherlands	3.0%	25,677
Russia	2.2%	18,809

Aspects motivating the choice	Environment	Total
Previous visits to the Canary Islands	73.9%	64.1%
Recommendation by friends or relatives	34.4%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	4.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	6.5%	8.0%
Recommendation by Travel Agency	6.5%	9.7%
Information obtained via the Internet	24.7%	25.8%
Senior Tourism programme	0.3%	0.2%
Others	4.8%	6.1%

\* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was the quality of the environment.  
 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.