

Shopping

How many are they and how much do they spend?



How do they book?



	Shopping	Total
Tourist arrivals (> 16 years old)	335,546	13,114,359
Average daily expenditure (€)	141.23	135.94
. in their place of residence	95.11	98.03
. in the Canary Islands	46.11	37.90
Average length of stay	9.5	9.4
Turnover per tourist (€)	1,211	1,141
Total turnover (> 16 years old) (€m)	406	14,957
Share of total turnover	2.7%	100%
Share of total tourist	2.6%	100%

	Shopping	Total
Accommodation booking		
Tour Operator	45.7%	42.3%
- Tour Operator's website	80.1%	78.8%
Accommodation	15.7%	14.7%
- Accommodation's website	86.6%	83.5%
Travel agency (High street)	19.8%	20.5%
Online Travel Agency (OTA)	11.9%	16.5%
No need to book accommodation	6.9%	6.0%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Shopping	Total
Accommodation (**):	52.41	47.11
- Accommodation	45.85	40.52
- Additional accommodation expenses	6.55	6.60
Transport:	24.24	26.01
- Public transport	5.33	5.14
- Taxi	8.72	6.94
- Car rental	10.20	13.93
Food and drink:	157.85	148.33
- Food purchases at supermarkets	70.96	63.46
- Restaurants	86.89	84.87
Souvenirs:	121.26	53.88
Leisure:	27.85	34.52
- Organized excursions	11.61	14.95
- Leisure, amusement	4.71	4.55
- Trip to other islands	0.76	1.85
- Sporting activities	2.50	5.11
- Cultural activities	1.35	2.04
- Discos and disco-pubs	6.91	6.01
Others:	15.22	13.91
- Wellness	3.00	3.23
- Medical expenses	1.35	1.69
- Other expenses	10.86	8.99

	Shopping	Total
Flight booking		
Tour Operator	48.8%	44.6%
- Tour Operator's website	75.0%	76.3%
Airline	25.2%	24.8%
- Airline's website	96.2%	96.2%
Travel agency (High street)	17.4%	19.1%
Online Travel Agency (OTA)	8.6%	11.5%

Where do they stay?



	Shopping	Total
5* Hotel	7.4%	7.1%
4* Hotel	37.6%	39.6%
1-2-3* Hotel	14.4%	14.6%
Apartment	33.5%	31.5%
Property (privately-owned, friends, family)	5.4%	4.6%
Others	1.6%	2.6%

Who are they?



	Shopping	Total
Gender		
Percentage of men	43.8%	48.5%
Percentage of women	56.2%	51.5%

	Shopping	Total
Age		
Average age (tourists > 16 years old)	47.4	46.3
Standard deviation	15.8	15.3

	Shopping	Total
Age range (> 16 years old)		
16-24 years old	11.2%	8.2%
25-30 years old	8.3%	11.1%
31-45 years old	23.2%	29.1%
46-60 years old	33.6%	30.9%
Over 60 years old	23.7%	20.7%

	Shopping	Total
Occupation		
Business owner or self-employed	21.9%	23.1%
Upper/Middle management employee	29.0%	36.1%
Auxiliary level employee	18.6%	15.5%
Students	6.6%	5.1%
Retired	20.4%	18.0%
Unemployed / unpaid dom. work	3.5%	2.2%

	Shopping	Total
Annual household income level		
€12,000 - €24,000	20.5%	17.8%
€24,001 - €36,000	21.2%	19.4%
€36,001 - €48,000	18.4%	16.9%
€48,001 - €60,000	12.0%	14.6%
€60,001 - €72,000	10.3%	9.5%
€72,001 - €84,000	6.2%	6.0%
More than €84,000	11.5%	15.8%

How far in advance do they book their trip?



	Shopping	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.2%	6.3%
Between 8 and 15 days	6.5%	7.9%
Between 16 and 30 days	12.0%	14.7%
Between 31 and 90 days	31.7%	34.3%
More than 90 days	42.0%	36.2%

What do they book at their place of residence?



	Shopping	Total
Flight only	9.4%	8.8%
Flight and accommodation (room only)	29.2%	25.7%
Flight and accommodation (B&B)	8.8%	8.0%
Flight and accommodation (half board)	19.4%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	28.7%	32.8%
% Tourists using low-cost airlines	43.3%	48.7%

	Shopping	Total
Other expenses in their place of residence:		
- Car rental	7.5%	11.8%
- Sporting activities	2.0%	5.3%
- Excursions	4.9%	5.7%
- Trip to other islands	1.1%	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.

Shopping

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by shopping	335,546	49,001	21,735	103,857	160,265	688
- Share by islands	100%	14.6%	6.5%	31.0%	47.8%	0.2%
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 shopping	2.6%	2.1%	1.1%	2.8%	3.3%	0.3%

Who do they come with?



	Shopping	Total
Unaccompanied	7.2%	9.1%
Only with partner	47.0%	47.6%
Only with children (under the age of 13)	0.9%	1.5%
Partner + children (under the age of 13)	6.8%	11.8%
Other relatives	8.8%	6.0%
Friends	6.3%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	22.5%	17.5%

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

How do they rate the destination?



Impression of their stay	Shopping	Total
Good or very good (% tourists)	95.2%	94.1%
Average rating (scale 1-10)	8.88	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Shopping	Total
Repeat tourists	88.4%	77.3%
In love (at least 10 previous visits)	21.4%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	32.2%	108,209
Germany	11.7%	39,388
Ireland	7.6%	25,558
Belgium	7.2%	24,061
Spanish Mainland	7.0%	23,397
Netherlands	6.5%	21,864
Sweden	6.1%	20,422
Finland	4.0%	13,331
Denmark	2.6%	8,561
Norway	2.1%	6,997

Why do they choose the Canary Islands?



Aspects influencing the choice	Shopping	Total
Shopping	100.0%	2.6%
Climate/sun	91.9%	89.8%
Tranquillity/rest/relaxation	26.6%	36.6%
Beaches	20.6%	34.5%
Price	10.2%	12.7%
Scenery	8.3%	21.9%
Security	8.1%	11.1%
Nightlife/fun	7.3%	3.8%
Visiting new places	4.6%	14.6%
Ease of travel	4.5%	8.9%
Theme parks	2.9%	3.0%
Suitable destination for children	2.1%	7.5%
Active tourism	1.9%	5.1%
Quality of the environment	1.8%	6.5%
Nautical activities	1.2%	2.2%
Culture	1.2%	2.6%

* Multi-choice question

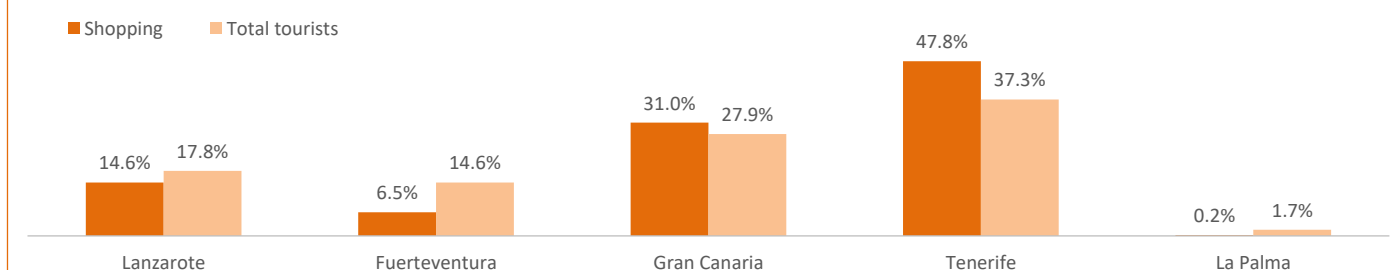
What did motivate them to come?



Aspects motivating the choice	Shopping	Total
Previous visits to the Canary Islands	78.6%	64.1%
Recommendation by friends or relatives	32.3%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	2.1%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.7%	8.0%
Recommendation by Travel Agency	7.4%	9.7%
Information obtained via the Internet	18.7%	25.8%
Senior Tourism programme	0.5%	0.2%
Others	5.3%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



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

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.