

How many are they and how much do they spend?



	Shopping	Total
Tourist arrivals (> 16 years old)	349,917	13,852,616
Average daily expenditure (€)	146.59	140.18
. in their place of residence	97.78	101.15
. in the Canary Islands	48.81	39.03
Average length of stay	9.26	9.17
Turnover per tourist (€)	1,241	1,155
Total turnover (> 16 years old) (€m)	434	15,999
Share of total tourist	2.5%	100%
Share of total turnover	2.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	16.4%	13.5%
- Additional accommodation expenses	5.2%	6.3%

Transport:

- Public transport	17.2%	14.5%
- Taxi	25.0%	21.2%
- Car rental	10.3%	19.4%

Food and drink:

- Food purchases at supermarkets	53.0%	55.0%
- Restaurants	54.5%	57.3%

Souvenirs:

	62.6%	53.3%
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Leisure:

- Organized excursions	12.7%	17.7%
- Leisure, amusement	5.9%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	4.1%	6.1%
- Cultural activities	1.7%	4.4%
- Discos and disco-pubs	6.4%	6.1%

Others:

- Wellness	4.9%	4.9%
- Medical expenses	3.2%	4.0%
- Other expenses	10.1%	9.6%



+4%
TOURISTS*
349,917



+3%
TRAVEL EXPENSES
€1,241



+7%
TURNOVER
€434 MILL

What do they book at their place of residence?



	Shopping	Total
Flight only	8.5%	9.3%
Flight and accommodation (room only)	29.5%	26.9%
Flight and accommodation (B&B)	10.0%	8.3%
Flight and accommodation (half board)	20.4%	19.3%
Flight and accommodation (full board)	4.2%	4.4%
Flight and accommodation (all inclusive)	27.4%	31.9%
% Tourists using low-cost airlines	45.2%	50.8%

Other expenses in their place of residence:

- Car rental	8.0%	12.6%
- Sporting activities	2.7%	5.1%
- Excursions	4.6%	6.2%
- Trip to other islands	0.9%	1.5%

* Tourists over 16 years old.

How do they book?



	Shopping	Total
Accommodation booking		
Tour Operator	46.6%	42.4%
- Tour Operator's website	78.6%	80.6%
Accommodation	14.5%	14.6%
- Accommodation's website	74.6%	84.0%
Travel agency (High street)	21.4%	19.3%
Online Travel Agency (OTA)	11.0%	17.3%
No need to book accommodation	6.6%	6.4%

	Shopping	Total
Flight booking		
Tour Operator	49.5%	44.8%
- Tour Operator's website	76.1%	78.6%
Airline	23.6%	25.8%
- Airline's website	95.6%	97.3%
Travel agency (High street)	18.7%	18.0%
Online Travel Agency (OTA)	8.2%	11.4%

How far in advance do they book their trip?



	Shopping	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	7.5%	5.9%
Between 8 and 15 days	6.8%	7.4%
Between 16 and 30 days	12.7%	13.4%
Between 31 and 90 days	29.7%	34.6%
More than 90 days	43.0%	38.3%

Who are they?



	Shopping	Total
Gender		
Men	41.6%	48.1%
Women	58.4%	51.9%

Age

Average age (tourists > 16 years old)	47.6	46.9
Standard deviation	15.9	15.5

Age range (> 16 years old)

16-24 years old	11.7%	8.4%
25-30 years old	7.0%	10.2%
31-45 years old	23.3%	27.9%
46-60 years old	34.1%	31.7%
Over 60 years old	23.9%	21.8%

Occupation

Business owner or self-employed	21.9%	23.8%
Upper/Middle management employee	29.1%	35.2%
Auxiliary level employee	19.3%	15.3%
Students	5.2%	5.0%
Retired	22.3%	18.6%
Unemployed / unpaid dom. work	2.3%	2.1%

Annual household income level

€12,000 - €24,000	23.6%	17.9%
€24,001 - €36,000	20.1%	19.3%
€36,001 - €48,000	17.5%	16.1%
€48,001 - €60,000	15.5%	15.1%
€60,001 - €72,000	8.3%	9.3%
€72,001 - €84,000	4.0%	6.3%
More than €84,000	11.0%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by shopping	349,917	50,036	20,922	113,665	164,452	842
- Share by islands	100%	14.3%	6.0%	32.5%	47.0%	0.2%
Total	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 motivated by shopping	2.5%	2.0%	1.1%	2.9%	3.2%	0.3%

Where do they stay?

	Shopping	Total
5* Hotel	6.7%	6.8%
4* Hotel	37.4%	38.4%
1-2-3* Hotel	14.0%	14.4%
Apartment	34.5%	32.4%
Property (privately-owned, friends, family)	5.4%	4.8%
Others	2.0%	3.2%

Who do they come with?

	Shopping	Total
Unaccompanied	7.4%	8.7%
Only with partner	43.2%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	7.0%	11.9%
Other relatives	10.5%	6.0%
Friends	7.7%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	22.3%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Shopping	Total
Good or very good (% tourists)	94.2%	94.0%
Average rating (scale 1-10)	8.90	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Shopping	Total
At least 1 previous visit	86.2%	77.3%
At least 10 previous visits	22.2%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	33.6%	117,710
Germany	9.5%	33,074
Netherlands	8.5%	29,703
Spanish Mainland	7.0%	24,438
Ireland	6.3%	21,972
Belgium	5.6%	19,752
Sweden	5.3%	18,631
Finland	3.4%	12,053
Norway	3.1%	10,733
Others	17.7%	61,850

Why do they choose the Canary Islands?

Aspects influencing the choice	Shopping	Total
Shopping	100%	2.5%
Climate/sun	89.1%	89.8%
Tranquillity/rest/relaxation	27.9%	37.2%
Beaches	21.4%	35.1%
Price	10.2%	12.2%
Scenery	7.7%	22.9%
Nightlife/fun	7.7%	3.8%
Visiting new places	6.5%	14.7%
Security	5.0%	9.7%
Quality of the environment	3.5%	6.5%
Ease of travel	3.5%	8.9%
Theme parks	3.4%	3.1%
Suitable destination for children	2.4%	7.6%
Culture	2.0%	2.7%
Active tourism	1.5%	5.4%
Nautical activities	1.3%	2.0%

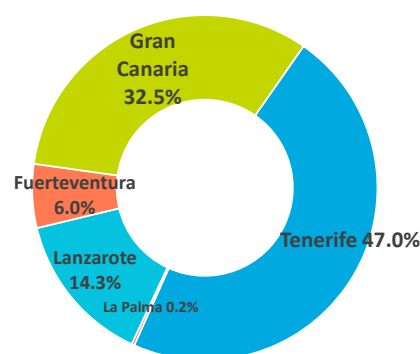
* Multi-choice question

What did motivate them to come?

Prescription sources	Shopping	Total
Previous visits to the Canary Islands	76.1%	64.9%
Recommendation by friends/relatives	35.2%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	2.2%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	8.7%	7.2%
Recommendation by Travel Agency	7.8%	9.3%
Information obtained via the Internet	19.8%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	4.1%	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 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.