

Visiting new places

How many are they and how much do they spend?



	Visiting new places	Total
Tourist arrivals (> 16 years old)	1,913,714	13,114,359
Average daily expenditure (€)	137.17	135.94
. in their place of residence	100.89	98.03
. in the Canary Islands	36.28	37.90
Average length of stay	8.5	9.4
Turnover per tourist (€)	1,072	1,141
Total turnover (> 16 years old) (€m)	2,052	14,957
Share of total turnover	13.7%	100%
Share of total tourist	14.6%	100%

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

	Visiting new places	Total
Accommodation (**):	39.81	47.11
- Accommodation	34.37	40.52
- Additional accommodation expenses	5.44	6.60
Transport:	27.30	26.01
- Public transport	5.38	5.14
- Taxi	5.39	6.94
- Car rental	16.53	13.93
Food and drink:	118.87	148.33
- Food purchases at supermarkets	42.93	63.46
- Restaurants	75.93	84.87
Souvenirs:	49.27	53.88
Leisure:	39.96	34.52
- Organized excursions	22.32	14.95
- Leisure, amusement	5.79	4.55
- Trip to other islands	2.26	1.85
- Sporting activities	3.39	5.11
- Cultural activities	2.72	2.04
- Discos and disco-pubs	3.48	6.01
Others:	10.84	13.91
- Wellness	2.25	3.23
- Medical expenses	0.73	1.69
- Other expenses	7.86	8.99

How far in advance do they book their trip?



	Visiting new places	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	5.9%	6.3%
Between 8 and 15 days	8.2%	7.9%
Between 16 and 30 days	15.5%	14.7%
Between 31 and 90 days	35.5%	34.3%
More than 90 days	34.4%	36.2%

What do they book at their place of residence?



	Visiting new places	Total
Flight only	5.4%	8.8%
Flight and accommodation (room only)	21.3%	25.7%
Flight and accommodation (B&B)	9.2%	8.0%
Flight and accommodation (half board)	22.0%	20.4%
Flight and accommodation (full board)	5.2%	4.3%
Flight and accommodation (all inclusive)	36.9%	32.8%
% Tourists using low-cost airlines	48.3%	48.7%
Other expenses in their place of residence:		
- Car rental	14.6%	11.8%
- Sporting activities	4.6%	5.3%
- Excursions	7.4%	5.7%
- Trip to other islands	2.4%	1.6%

How do they book?



Accommodation booking

	Visiting new places	Total
Tour Operator	42.6%	42.3%
- Tour Operator's website	76.5%	78.8%
Accommodation	11.3%	14.7%
- Accommodation's website	85.8%	83.5%
Travel agency (High street)	24.7%	20.5%
Online Travel Agency (OTA)	18.5%	16.5%
No need to book accommodation	2.9%	6.0%

Flight booking

	Visiting new places	Total
Tour Operator	43.0%	44.6%
- Tour Operator's website	72.9%	76.3%
Airline	21.4%	24.8%
- Airline's website	95.6%	96.2%
Travel agency (High street)	22.7%	19.1%
Online Travel Agency (OTA)	12.9%	11.5%

Where do they stay?



	Visiting new places	Total
5* Hotel	6.5%	7.1%
4* Hotel	42.8%	39.6%
1-2-3* Hotel	16.2%	14.6%
Apartment	29.3%	31.5%
Property (privately-owned, friends, family)	2.2%	4.6%
Others	3.0%	2.6%

Who are they?



	Visiting new places	Total
Gender		
Percentage of men	44.3%	48.5%
Percentage of women	55.7%	51.5%

	Visiting new places	Total
Age		
Average age (tourists > 16 years old)	44.6	46.3
Standard deviation	15.6	15.3

	Visiting new places	Total
Age range (> 16 years old)		
16-24 years old	10.3%	8.2%
25-30 years old	13.7%	11.1%
31-45 years old	28.2%	29.1%
46-60 years old	29.3%	30.9%
Over 60 years old	18.4%	20.7%

	Visiting new places	Total
Occupation		
Business owner or self-employed	18.9%	23.1%
Upper/Middle management employee	36.7%	36.1%
Auxiliary level employee	18.9%	15.5%
Students	6.1%	5.1%
Retired	16.6%	18.0%
Unemployed / unpaid dom. work	2.7%	2.2%

	Visiting new places	Total
Annual household income level		
€12,000 - €24,000	22.5%	17.8%
€24,001 - €36,000	22.3%	19.4%
€36,001 - €48,000	17.4%	16.9%
€48,001 - €60,000	14.0%	14.6%
€60,001 - €72,000	8.5%	9.5%
€72,001 - €84,000	4.1%	6.0%
More than €84,000	11.3%	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.

Visiting new places

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by visiting new places	1,913,714	376,085	239,677	508,679	737,527	36,858
- Share by islands	100%	19.7%	12.5%	26.6%	38.5%	1.9%
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 visiting new places	14.6%	16.2%	12.5%	13.9%	15.1%	16.6%

Who do they come with?



	Visiting new places	Total
Unaccompanied	5.3%	9.1%
Only with partner	51.9%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	11.0%	11.8%
Other relatives	6.1%	6.0%
Friends	6.1%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	18.1%	17.5%

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

How do they rate the destination?



Impression of their stay	Visiting new places	Total
Good or very good (% tourists)	93.6%	94.1%
Average rating (scale 1-10)	8.80	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Visiting new places	Total
Repeat tourists	56.4%	77.3%
In love (at least 10 previous visits)	3.8%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	29.1%	557,642
Germany	19.3%	369,738
Spanish Mainland	14.9%	284,231
France	5.7%	108,728
Italy	4.5%	85,376
Netherlands	3.6%	69,771
Sweden	2.8%	53,694
Belgium	2.4%	45,240
Switzerland	2.3%	44,897
Austria	1.8%	34,213

Why do they choose the Canary Islands?



Aspects influencing the choice	Visiting new places	Total
Visiting new places	100.0%	14.6%
Climate/sun	85.6%	89.8%
Tranquillity/rest/relaxation	25.6%	36.6%
Scenery	19.5%	21.9%
Beaches	19.2%	34.5%
Price	9.8%	12.7%
Security	5.5%	11.1%
Suitable destination for children	4.5%	7.5%
Ease of travel	3.6%	8.9%
Active tourism	3.5%	5.1%
Quality of the environment	3.2%	6.5%
Culture	2.4%	2.6%
Theme parks	2.4%	3.0%
Nightlife/fun	1.2%	3.8%
Nautical activities	1.1%	2.2%
Rural tourism	0.9%	1.0%

* Multi-choice question

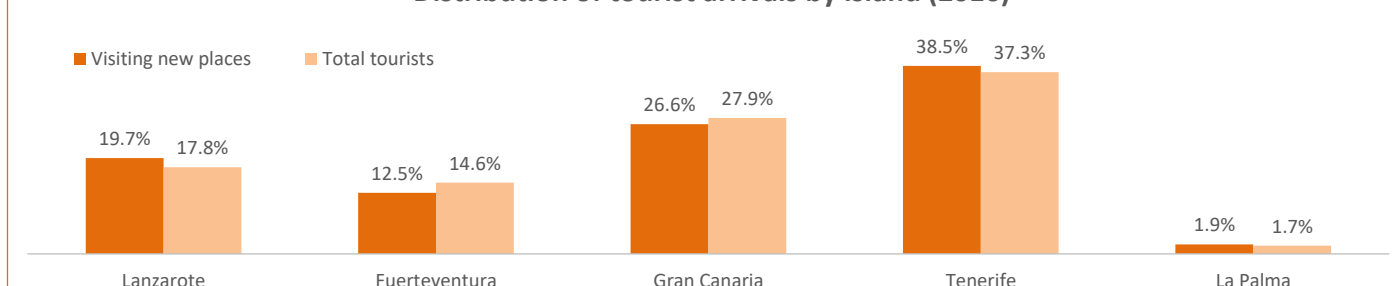
What did motivate them to come?



Aspects motivating the choice	Visiting new places	Total
Previous visits to the Canary Islands	40.1%	64.1%
Recommendation by friends or relatives	45.4%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	1.5%	0.8%
Information in the press/magazines/books	6.5%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	12.0%	8.0%
Recommendation by Travel Agency	14.6%	9.7%
Information obtained via the Internet	36.6%	25.8%
Senior Tourism programme	0.5%	0.2%
Others	5.0%	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 visiting new places.

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.