

Ease of travel

How many are they and how much do they spend?

	Ease of travel	Total
Tourist arrivals (> 16 years old)	1,161,305	13,114,359
Average daily expenditure (€)	143.46	135.94
. in their place of residence	106.25	98.03
. in the Canary Islands	37.20	37.90
Average length of stay	9.4	9.4
Turnover per tourist (€)	1,210	1,141
Total turnover (> 16 years old) (€m)	1,405	14,957
Share of total turnover	9.4%	100%
Share of total tourist	8.9%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	57.95	47.11
- Accommodation	48.25	40.52
- Additional accommodation expenses	9.70	6.60
Transport:	22.21	26.01
- Public transport	4.41	5.14
- Taxi	7.91	6.94
- Car rental	9.89	13.93
Food and drink:	159.40	148.33
- Food purchases at supermarkets	68.38	63.46
- Restaurants	91.02	84.87
Souvenirs:	43.73	53.88
Leisure:	28.57	34.52
- Organized excursions	11.12	14.95
- Leisure, amusement	3.28	4.55
- Trip to other islands	1.86	1.85
- Sporting activities	5.33	5.11
- Cultural activities	1.54	2.04
- Discos and disco-pubs	5.45	6.01
Others:	13.83	13.91
- Wellness	3.53	3.23
- Medical expenses	1.27	1.69
- Other expenses	9.03	8.99

How far in advance do they book their trip?

	Ease of travel	Total
The same day they leave	0.7%	0.6%
Between 2 and 7 days	4.7%	6.3%
Between 8 and 15 days	7.6%	7.9%
Between 16 and 30 days	13.8%	14.7%
Between 31 and 90 days	36.6%	34.3%
More than 90 days	36.5%	36.2%

What do they book at their place of residence?

	Ease of travel	Total
Flight only	6.2%	8.8%
Flight and accommodation (room only)	27.3%	25.7%
Flight and accommodation (B&B)	8.6%	8.0%
Flight and accommodation (half board)	21.6%	20.4%
Flight and accommodation (full board)	3.3%	4.3%
Flight and accommodation (all inclusive)	32.9%	32.8%
% Tourists using low-cost airlines	50.7%	48.7%
Other expenses in their place of residence:		
- Car rental	7.0%	11.8%
- Sporting activities	4.0%	5.3%
- Excursions	2.5%	5.7%
- Trip to other islands	1.2%	1.6%

How do they book?

Accommodation booking

	Ease of travel	Total
Tour Operator	48.1%	42.3%
- Tour Operator's website	81.5%	78.8%
Accommodation	16.6%	14.7%
- Accommodation's website	85.4%	83.5%
Travel agency (High street)	14.8%	20.5%
Online Travel Agency (OTA)	16.0%	16.5%
No need to book accommodation	4.5%	6.0%

Flight booking

	Ease of travel	Total
Tour Operator	49.0%	44.6%
- Tour Operator's website	79.3%	76.3%
Airline	28.7%	24.8%
- Airline's website	97.3%	96.2%
Travel agency (High street)	13.3%	19.1%
Online Travel Agency (OTA)	9.0%	11.5%

Where do they stay?

	Ease of travel	Total
5* Hotel	10.4%	7.1%
4* Hotel	41.8%	39.6%
1-2-3* Hotel	11.2%	14.6%
Apartment	32.1%	31.5%
Property (privately-owned, friends, family)	2.5%	4.6%
Others	2.0%	2.6%

Who are they?

	Ease of travel	Total
Gender		
Percentage of men	45.3%	48.5%
Percentage of women	54.7%	51.5%
Age		
Average age (tourists > 16 years old)	50.4	46.3
Standard deviation	14.7	15.3
Age range (> 16 years old)		
16-24 years old	4.3%	8.2%
25-30 years old	7.0%	11.1%
31-45 years old	25.2%	29.1%
46-60 years old	35.0%	30.9%
Over 60 years old	28.5%	20.7%
Occupation		
Business owner or self-employed	27.7%	23.1%
Upper/Middle management employee	29.5%	36.1%
Auxiliary level employee	11.5%	15.5%
Students	2.7%	5.1%
Retired	27.2%	18.0%
Unemployed / unpaid dom. work	1.4%	2.2%
Annual household income level		
€12,000 - €24,000	10.8%	17.8%
€24,001 - €36,000	15.4%	19.4%
€36,001 - €48,000	17.6%	16.9%
€48,001 - €60,000	14.5%	14.6%
€60,001 - €72,000	10.5%	9.5%
€72,001 - €84,000	7.3%	6.0%
More than €84,000	23.7%	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.

Ease of travel

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by ease of travel	1,161,305	322,748	140,578	277,247	410,384	7,329
- Share by islands	100%	27.8%	12.1%	23.9%	35.3%	0.6%
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 ease of travel	8.9%	13.9%	7.3%	7.6%	8.4%	3.3%

Who do they come with?



	Ease of travel	Total
Unaccompanied	7.3%	9.1%
Only with partner	52.1%	47.6%
Only with children (under the age of 13)	1.2%	1.5%
Partner + children (under the age of 13)	10.7%	11.8%
Other relatives	6.3%	6.0%
Friends	5.8%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	16.4%	17.5%

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

How do they rate the destination?



Impression of their stay	Ease of travel	Total
Good or very good (% tourists)	94.0%	94.1%
Average rating (scale 1-10)	8.91	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Ease of travel	Total
Repeat tourists	86.8%	77.3%
In love (at least 10 previous visits)	20.8%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	62.1%	720,725
Germany	12.8%	148,940
Ireland	4.7%	54,645
Sweden	3.0%	34,854
Spanish Mainland	2.6%	29,957
Switzerland	2.3%	26,245
Finland	2.0%	23,550
Netherlands	2.0%	22,711
Italy	1.5%	17,072
France	1.4%	16,605

Why do they choose the Canary Islands?



Aspects influencing the choice	Ease of travel	Total
Ease of travel	100.0%	8.9%
Clima/Sol	94.0%	89.8%
Climate/sun	28.0%	36.6%
Tranquillity/rest/relaxation	17.2%	12.7%
Price	12.8%	34.5%
Security	8.2%	11.1%
Suitable destination for children	7.1%	7.5%
Scenery	6.0%	21.9%
Visiting new places	5.9%	14.6%
Quality of the environment	4.5%	6.5%
Nightlife/fun	2.1%	3.8%
Active tourism	2.0%	5.1%
Shopping	1.3%	2.6%
Nautical activities	1.3%	2.2%
Culture	1.1%	2.6%
Theme parks	0.8%	3.0%

* Multi-choice question

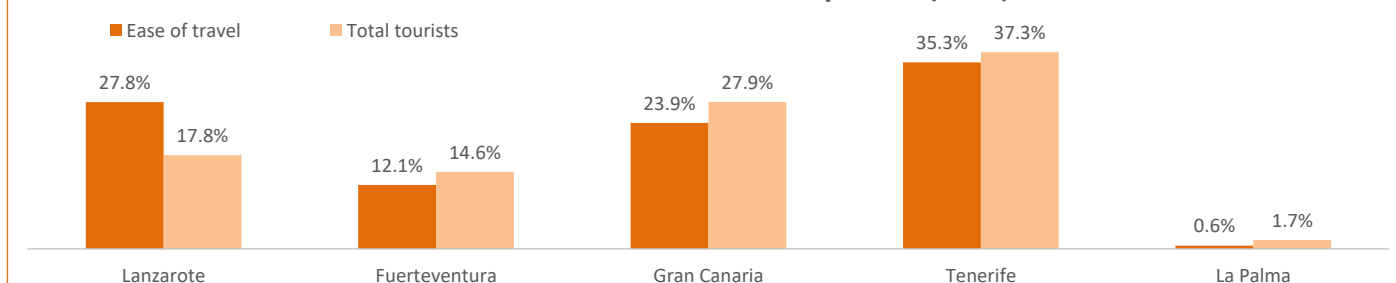
What did motivate them to come?



Aspects motivating the choice	Ease of travel	Total
Previous visits to the Canary Islands	76.5%	64.1%
Recommendation by friends or relatives	32.1%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.1%	0.5%
Tour Operator's brochure or catalogue	9.0%	8.0%
Recommendation by Travel Agency	7.8%	9.7%
Information obtained via the Internet	29.1%	25.8%
Senior Tourism programme	0.1%	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 ease of travel.

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.