

How many are they and how much do they spend?



	Golf	Total
Tourist arrivals (> 16 years old)	117,735	13,114,359
Average daily expenditure (€)	171.59	135.94
. in their place of residence	120.63	98.03
. in the Canary Islands	50.97	37.90
Average length of stay	10.7	9.4
Turnover per tourist (€)	1,555	1,141
Total turnover (> 16 years old) (€m)	183	14,957
Share of total turnover	1.2%	100%
Share of total tourist	0.9%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation ^(**):	92.74	47.11
- Accommodation	85.07	40.52
- Additional accommodation expenses	7.67	6.60
Transport:	36.40	26.01
- Public transport	3.76	5.14
- Taxi	9.71	6.94
- Car rental	22.93	13.93
Food and drink:	201.20	148.33
- Food purchases at supermarkets	88.31	63.46
- Restaurants	112.88	84.87
Souvenirs:	65.21	53.88
Leisure:	79.13	34.52
- Organized excursions	6.17	14.95
- Leisure, amusement	2.70	4.55
- Trip to other islands	0.97	1.85
- Sporting activities	56.45	5.11
- Cultural activities	3.73	2.04
- Discos and disco-pubs	9.13	6.01
Others:	25.30	13.91
- Wellness	2.79	3.23
- Medical expenses	2.01	1.69
- Other expenses	20.49	8.99

How far in advance do they book their trip?



	Golf	Total
The same day they leave	1.5%	0.6%
Between 2 and 7 days	7.8%	6.3%
Between 8 and 15 days	5.8%	7.9%
Between 16 and 30 days	15.1%	14.7%
Between 31 and 90 days	35.7%	34.3%
More than 90 days	34.2%	36.2%

What do they book at their place of residence?



	Golf	Total
Flight only	14.2%	8.8%
Flight and accommodation (room only)	25.3%	25.7%
Flight and accommodation (B&B)	7.6%	8.0%
Flight and accommodation (half board)	24.8%	20.4%
Flight and accommodation (full board)	3.7%	4.3%
Flight and accommodation (all inclusive)	24.4%	32.8%
% Tourists using low-cost airlines	48.3%	48.7%
Other expenses in their place of residence:		
- Car rental	13.4%	11.8%
- Sporting activities	24.3%	5.3%
- Excursions	6.0%	5.7%
- Trip to other islands	2.0%	1.6%

How do they book?



	Golf	Total
Accommodation booking		
Tour Operator	40.3%	42.3%
- Tour Operator's website	68.9%	78.8%
Accommodation	19.2%	14.7%
- Accommodation's website	65.6%	83.5%
Travel agency (High street)	20.8%	20.5%
Online Travel Agency (OTA)	11.7%	16.5%
No need to book accommodation	8.1%	6.0%

Flight booking

	Golf	Total
Tour Operator	39.8%	44.6%
- Tour Operator's website	70.9%	76.3%
Airline	32.2%	24.8%
- Airline's website	84.2%	96.2%
Travel agency (High street)	19.2%	19.1%
Online Travel Agency (OTA)	8.9%	11.5%

Where do they stay?



	Golf	Total
5* Hotel	24.2%	7.1%
4* Hotel	31.7%	39.6%
1-2-3* Hotel	8.2%	14.6%
Apartment	27.9%	31.5%
Property (privately-owned, friends, family)	6.4%	4.6%
Others	1.6%	2.6%

Who are they?



	Golf	Total
Gender		
Percentage of men	57.9%	48.5%
Percentage of women	42.1%	51.5%
Age		
Average age (tourists > 16 years old)	53.8	46.3
Standard deviation	14.8	15.3
Age range (> 16 years old)		
16-24 years old	5.2%	8.2%
25-30 years old	5.7%	11.1%
31-45 years old	15.8%	29.1%
46-60 years old	35.7%	30.9%
Over 60 years old	37.6%	20.7%
Occupation		
Business owner or self-employed	34.0%	23.1%
Upper/Middle management employee	23.9%	36.1%
Auxiliary level employee	6.9%	15.5%
Students	1.8%	5.1%
Retired	32.6%	18.0%
Unemployed / unpaid dom. work	0.8%	2.2%
Annual household income level		
€12,000 - €24,000	9.7%	17.8%
€24,001 - €36,000	13.9%	19.4%
€36,001 - €48,000	13.2%	16.9%
€48,001 - €60,000	11.4%	14.6%
€60,001 - €72,000	11.1%	9.5%
€72,001 - €84,000	7.7%	6.0%
More than €84,000	32.9%	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.

Which island do they choose?



Tourist (> 16 years old):	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by golf	117,735	10,454	16,227	36,000	53,124	46
- Share by islands	100%	8.9%	13.8%	30.6%	45.1%	0.0%
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 golf	0.9%	0.4%	0.8%	1.0%	1.1%	0.0%

Who do they come with?



Why do they choose the Canary Islands?



	Golf	Total
Unaccompanied	6.3%	9.1%
Only with partner	55.9%	47.6%
Only with children (under the age of 13)	0.6%	1.5%
Partner + children (under the age of 13)	4.3%	11.8%
Other relatives	5.5%	6.0%
Friends	8.8%	6.1%
Work colleagues	0.9%	0.3%
Other combinations ⁽¹⁾	17.7%	17.5%

Aspects influencing the choice	Golf	Total
Golf	100.0%	0.9%
Climate/sun	91.5%	89.8%
Tranquillity/rest/relaxation	24.2%	36.6%
Beaches	13.7%	34.5%
Price	9.2%	12.7%
Security	9.1%	11.1%
Ease of travel	7.7%	8.9%
Quality of the environment	4.3%	6.5%
Visiting new places	4.1%	14.6%
Scenery	4.1%	21.9%
Nightlife/fun	3.6%	3.8%
Active tourism	3.4%	5.1%
Suitable destination for children	3.2%	7.5%
Shopping	3.0%	2.6%
Theme parks	2.3%	3.0%
Culture	1.6%	2.6%

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

* Multi-choice question

How do they rate the destination?



Impression of their stay	Golf	Total
Good or very good (% tourists)	92.8%	94.1%
Average rating (scale 1-10)	8.73	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Golf	Total
Repeat tourists	84.7%	77.3%
In love (at least 10 previous visits)	31.3%	16.1%

What did motivate them to come?



Aspects motivating the choice	Golf	Total
Previous visits to the Canary Islands	69.5%	64.1%
Recommendation by friends or relatives	28.6%	34.5%
The Canary Islands television channel	1.6%	0.3%
Other television or radio channels	1.2%	0.8%
Information in the press/magazines/books	3.1%	3.8%
Attendance at a tourism fair	2.8%	0.5%
Tour Operator's brochure or catalogue	6.6%	8.0%
Recommendation by Travel Agency	7.4%	9.7%
Information obtained via the Internet	20.0%	25.8%
Senior Tourism programme	0.4%	0.2%
Others	4.5%	6.1%

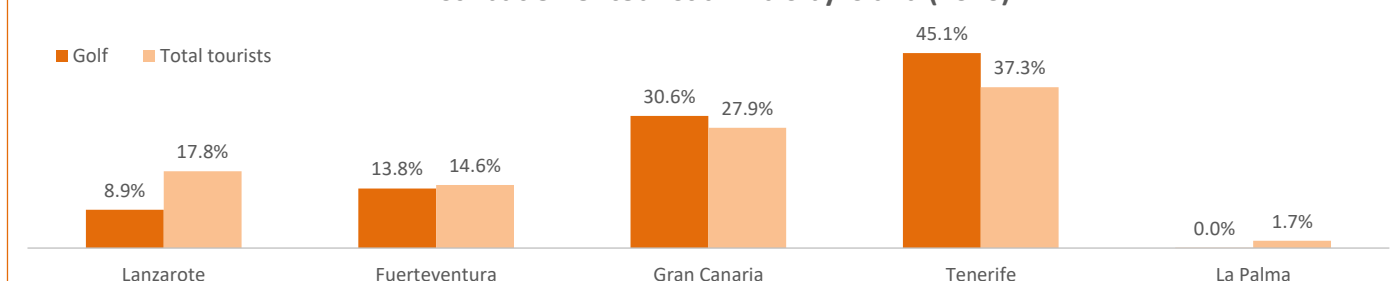
* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	37.0%	43,553
Germany	20.0%	23,514
Sweden	7.6%	8,989
Spanish Mainland	4.2%	4,904
Italy	3.9%	4,594
France	3.8%	4,461
Ireland	3.6%	4,222
Finland	3.3%	3,921
Netherlands	3.2%	3,721
Switzerland	2.9%	3,472

Distribution of tourist arrivals by island (2016)



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

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.