

Tourist profile according to aspects influencing the destination choice (2017)

GOLF

How many are they and how much do they spend?



	Golf	Total
Tourist arrivals (> 16 years old)	138,170	13,852,616
Average daily expenditure (€)	194.34	140.18
. in their place of residence	136.28	101.15
. in the Canary Islands	58.07	39.03
Average length of stay	9.95	9.17
Turnover per tourist (€)	1,699	1,155
Total turnover (> 16 years old) (€m)	235	15,999
Share of total tourist	1.0%	100%
Share of total turnover	1.5%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.6%	13.5%
- Additional accommodation expenses	8.3%	6.3%

Transport:

- Public transport	8.2%	14.5%
- Taxi	23.8%	21.2%
- Car rental	13.7%	19.4%

Food and drink:

- Food purchases at supermarkets	47.6%	55.0%
- Restaurants	53.4%	57.3%

Souvenirs:

	39.7%	53.3%
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Leisure:

- Organized excursions	10.4%	17.7%
- Leisure, amusement	4.5%	8.4%
- Trip to other islands	1.7%	2.3%
- Sporting activities	32.9%	6.1%
- Cultural activities	2.5%	4.4%
- Discos and disco-pubs	4.8%	6.1%

Others:

- Wellness	9.4%	4.9%
- Medical expenses	3.4%	4.0%
- Other expenses	9.9%	9.6%



**+17%
TOURISTS***
138,170



**+9%
TRAVEL EXPENSES**
€1,699



**+28%
TURNOVER**
€235 MILL

What do they book at their place of residence?



	Golf	Total
Flight only	12.9%	9.3%
Flight and accommodation (room only)	24.5%	26.9%
Flight and accommodation (B&B)	10.1%	8.3%
Flight and accommodation (half board)	24.2%	19.3%
Flight and accommodation (full board)	2.9%	4.4%
Flight and accommodation (all inclusive)	25.4%	31.9%
% Tourists using low-cost airlines	49.2%	50.8%

Other expenses in their place of residence:

- Car rental	15.7%	12.6%
- Sporting activities	21.6%	5.1%
- Excursions	3.4%	6.2%
- Trip to other islands	0.2%	1.5%

* Tourists over 16 years old.

How do they book?



	Golf	Total
Accommodation booking		
Tour Operator	43.2%	42.4%
- Tour Operator's website	74.8%	80.6%
Accommodation	19.0%	14.6%
- Accommodation's website	77.7%	84.0%
Travel agency (High street)	20.6%	19.3%
Online Travel Agency (OTA)	8.2%	17.3%
No need to book accommodation	9.0%	6.4%

Flight booking

	Golf	Total
Tour Operator	44.5%	44.8%
- Tour Operator's website	76.0%	78.6%
Airline	29.8%	25.8%
- Airline's website	97.5%	97.3%
Travel agency (High street)	18.0%	18.0%
Online Travel Agency (OTA)	7.7%	11.4%

How far in advance do they book their trip?



	Golf	Total
The same day they leave	1.8%	0.5%
Between 2 and 7 days	3.4%	5.9%
Between 8 and 15 days	6.4%	7.4%
Between 16 and 30 days	12.6%	13.4%
Between 31 and 90 days	34.4%	34.6%
More than 90 days	41.4%	38.3%

Who are they?



Gender	Golf	Total
Men	58.0%	48.1%
Women	42.0%	51.9%

Age

Average age (tourists > 16 years old)	52.6	46.9
Standard deviation	14.8	15.5

Age range (> 16 years old)

16-24 years old	5.5%	8.4%
25-30 years old	4.1%	10.2%
31-45 years old	19.6%	27.9%
46-60 years old	36.9%	31.7%
Over 60 years old	34.0%	21.8%

Occupation

Business owner or self-employed	37.0%	23.8%
Upper/Middle management employee	24.8%	35.2%
Auxiliary level employee	3.6%	15.3%
Students	3.2%	5.0%
Retired	29.3%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

Annual household income level

€12,000 - €24,000	6.0%	17.9%
€24,001 - €36,000	8.9%	19.3%
€36,001 - €48,000	11.6%	16.1%
€48,001 - €60,000	18.7%	15.1%
€60,001 - €72,000	10.4%	9.3%
€72,001 - €84,000	7.6%	6.3%
More than €84,000	36.8%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by golf	138,170	8,947	16,610	41,797	69,363	430
- Share by islands	100%	6.5%	12.0%	30.3%	50.2%	0.3%
Total tourists	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 golf	1.0%	0.4%	0.9%	1.1%	1.3%	0.2%

Where do they stay?

	Golf	Total
5* Hotel	25.2%	6.8%
4* Hotel	30.3%	38.4%
1-2-3* Hotel	9.0%	14.4%
Apartment	26.5%	32.4%
Property (privately-owned, friends, family)	4.6%	4.8%
Others	4.4%	3.2%

Who do they come with?

	Golf	Total
Unaccompanied	10.4%	8.7%
Only with partner	50.4%	46.8%
Only with children (under the age of 13)	0.8%	1.7%
Partner + children (under the age of 13)	5.2%	11.9%
Other relatives	6.5%	6.0%
Friends	6.3%	6.1%
Work colleagues	0.8%	0.3%
Other combinations ⁽¹⁾	19.7%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Golf	Total
Good or very good (% tourists)	89.9%	94.0%
Average rating (scale 1-10)	8.68	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Golf	Total
At least 1 previous visit	88.1%	77.3%
At least 10 previous visits	27.6%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	36.2%	49,966
Germany	21.3%	29,380
Sweden	6.3%	8,709
Belgium	5.0%	6,883
Spanish Mainland	4.3%	5,902
Norway	3.4%	4,708
Netherlands	3.0%	4,156
Ireland	2.9%	4,059
France	2.6%	3,553
Others	15.1%	20,854

Why do they choose the Canary Islands?

Aspects influencing the choice	Golf	Total
Golf	100.0%	1.0%
Climate/sun	90.4%	89.8%
Tranquillity/rest/relaxation	29.3%	37.2%
Beaches	12.7%	35.1%
Security	9.3%	9.7%
Scenery	8.1%	22.9%
Ease of travel	7.2%	8.9%
Price	5.9%	12.2%
Nightlife/fun	3.5%	3.8%
Visiting new places	3.3%	14.7%
Active tourism	2.5%	5.4%
Theme parks	2.5%	3.1%
Shopping	2.4%	2.5%
Suitable destination for children	2.1%	7.6%
Quality of the environment	1.9%	6.5%
Rural tourism	1.3%	1.1%

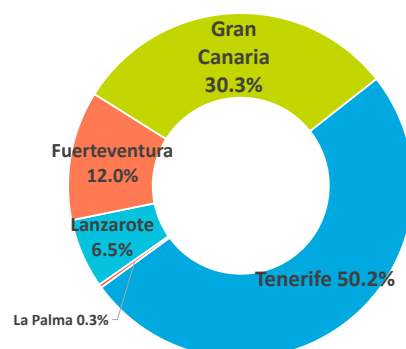
* Multi-choice question

What did motivate them to come?

Prescription sources	Golf	Total
Previous visits to the Canary Islands	74.7%	64.9%
Recommendation by friends/relatives	24.4%	35.0%
The Canary Islands television channel	1.0%	0.4%
Other television or radio channels	0.3%	1.0%
Information in press/magazines/books	4.3%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.1%	7.2%
Recommendation by Travel Agency	11.8%	9.3%
Information obtained via the Internet	14.8%	25.5%
Senior Tourism programme	1.0%	0.2%
Others	6.0%	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 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.