

Theme parks

How many are they and how much do they spend?



How do they book?



	Theme parks	Total
Tourist arrivals (> 16 years old)	393,465	13,114,359
Average daily expenditure (€)	132.68	135.94
. in their place of residence	92.37	98.03
. in the Canary Islands	40.31	37.90
Average length of stay	8.3	9.4
Turnover per tourist (€)	1,039	1,141
Total turnover (> 16 years old) (€m)	409	14,957
Share of total turnover	2.7%	100%
Share of total tourist	3.0%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	45.20	47.11
- Accommodation	40.05	40.52
- Additional accommodation expenses	5.15	6.60
Transport:	21.69	26.01
- Public transport	3.88	5.14
- Taxi	6.62	6.94
- Car rental	11.19	13.93
Food and drink:	117.58	148.33
- Food purchases at supermarkets	55.45	63.46
- Restaurants	62.13	84.87
Souvenirs:	55.33	53.88
Leisure:	68.15	34.52
- Organized excursions	29.51	14.95
- Leisure, amusement	22.09	4.55
- Trip to other islands	1.98	1.85
- Sporting activities	4.96	5.11
- Cultural activities	1.47	2.04
- Discos and disco-pubs	8.14	6.01
Others:	11.31	13.91
- Wellness	1.90	3.23
- Medical expenses	0.48	1.69
- Other expenses	8.93	8.99

Accommodation booking

	Theme parks	Total
Tour Operator	38.9%	42.3%
- Tour Operator's website	79.0%	78.8%
Accommodation	15.4%	14.7%
- Accommodation's website	85.2%	83.5%
Travel agency (High street)	25.2%	20.5%
Online Travel Agency (OTA)	17.2%	16.5%
No need to book accommodation	3.3%	6.0%

Flight booking

	Theme parks	Total
Tour Operator	40.6%	44.6%
- Tour Operator's website	75.9%	76.3%
Airline	25.4%	24.8%
- Airline's website	93.7%	96.2%
Travel agency (High street)	22.5%	19.1%
Online Travel Agency (OTA)	11.6%	11.5%

Where do they stay?



	Theme parks	Total
5* Hotel	6.6%	7.1%
4* Hotel	43.6%	39.6%
1-2-3* Hotel	13.4%	14.6%
Apartment	32.6%	31.5%
Property (privately-owned, friends, family)	2.5%	4.6%
Others	1.3%	2.6%

Who are they?



Gender	Theme parks	Total
Percentage of men	48.4%	48.5%
Percentage of women	51.6%	51.5%

Age	Theme parks	Total
Average age (tourists > 16 years old)	37.1	46.3
Standard deviation	12.4	15.3

Age range (> 16 years old)	Theme parks	Total
16-24 years old	18.9%	8.2%
25-30 years old	16.9%	11.1%
31-45 years old	40.5%	29.1%
46-60 years old	19.6%	30.9%
Over 60 years old	4.1%	20.7%

Occupation	Theme parks	Total
Business owner or self-employed	29.3%	23.1%
Upper/Middle management employee	32.4%	36.1%
Auxiliary level employee	23.5%	15.5%
Students	7.3%	5.1%
Retired	3.5%	18.0%
Unemployed / unpaid dom. work	3.9%	2.2%

Annual household income level	Theme parks	Total
€12,000 - €24,000	24.2%	17.8%
€24,001 - €36,000	22.1%	19.4%
€36,001 - €48,000	17.4%	16.9%
€48,001 - €60,000	13.6%	14.6%
€60,001 - €72,000	7.1%	9.5%
€72,001 - €84,000	3.8%	6.0%
More than €84,000	11.8%	15.8%

How far in advance do they book their trip?



	Theme parks	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	4.5%	6.3%
Between 8 and 15 days	7.4%	7.9%
Between 16 and 30 days	12.2%	14.7%
Between 31 and 90 days	31.7%	34.3%
More than 90 days	43.8%	36.2%

What do they book at their place of residence?



	Theme parks	Total
Flight only	6.2%	8.8%
Flight and accommodation (room only)	26.8%	25.7%
Flight and accommodation (B&B)	6.6%	8.0%
Flight and accommodation (half board)	21.6%	20.4%
Flight and accommodation (full board)	4.4%	4.3%
Flight and accommodation (all inclusive)	34.5%	32.8%
% Tourists using low-cost airlines	54.6%	48.7%
Other expenses in their place of residence:		
- Car rental	13.2%	11.8%
- Sporting activities	5.1%	5.3%
- Excursions	8.2%	5.7%
- Trip to other islands	0.9%	1.6%

(*) 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.

Theme parks

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by theme parks	393,465	8,019	5,000	28,740	351,648	58
- Share by islands	100%	2.0%	1.3%	7.3%	89.4%	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 theme parks	3.0%	0.3%	0.3%	0.8%	7.2%	0.0%

Who do they come with?



	Theme parks	Total
Unaccompanied	2.8%	9.1%
Only with partner	33.7%	47.6%
Only with children (under the age of 13)	4.5%	1.5%
Partner + children (under the age of 13)	23.4%	11.8%
Other relatives	6.8%	6.0%
Friends	6.6%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	22.0%	17.5%

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

How do they rate the destination?



Impression of their stay	Theme parks	Total
Good or very good (% tourists)	94.7%	94.1%
Average rating (scale 1-10)	8.96	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Theme parks	Total
Repeat tourists	66.4%	77.3%
In love (at least 10 previous visits)	7.7%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	43.5%	171,241
Spanish Mainland	18.1%	71,054
Germany	12.4%	48,624
Ireland	4.1%	16,044
Italy	2.7%	10,455
France	2.4%	9,468
Russia	2.3%	8,882
Netherlands	2.1%	8,136
Norway	1.9%	7,653
Austria	1.5%	5,985

Why do they choose the Canary Islands?



Aspects influencing the choice	Theme parks	Total
Theme parks	100.0%	3.0%
Climate/sun	86.0%	89.8%
Beaches	22.9%	34.5%
Tranquillity/rest/relaxation	17.5%	36.6%
Scenery	13.5%	21.9%
Visiting new places	11.7%	14.6%
Suitable destination for children	11.5%	7.5%
Price	7.8%	12.7%
Nightlife/fun	5.7%	3.8%
Security	4.0%	11.1%
Quality of the environment	2.8%	6.5%
Active tourism	2.7%	5.1%
Ease of travel	2.5%	8.9%
Shopping	2.4%	2.6%
Culture	2.1%	2.6%
Nautical activities	1.5%	2.2%

* Multi-choice question

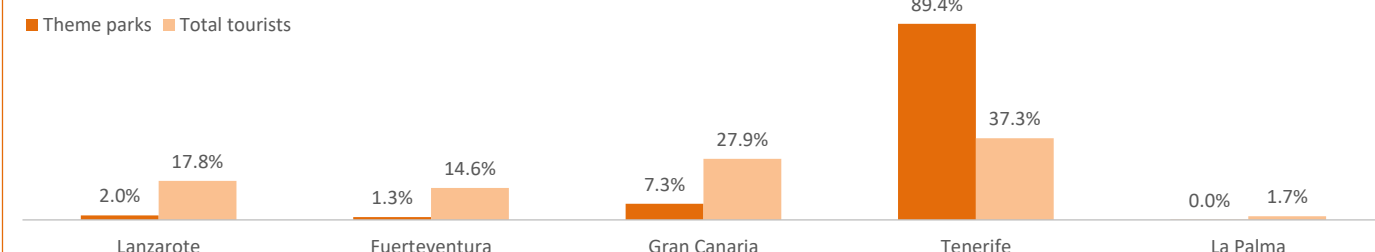
What did motivate them to come?



Aspects motivating the choice	Theme parks	Total
Previous visits to the Canary Islands	55.2%	64.1%
Recommendation by friends or relatives	45.4%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	1.3%	0.8%
Information in the press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	6.2%	8.0%
Recommendation by Travel Agency	12.2%	9.7%
Information obtained via the Internet	25.8%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	3.4%	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 theme parks.

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.