

Price

How many are they and how much do they spend?



How do they book?



	Price	Total
Tourist arrivals (> 16 years old)	1,663,024	13,114,359
Average daily expenditure (€)	121.25	135.94
. in their place of residence	83.87	98.03
. in the Canary Islands	37.38	37.90
Average length of stay	8.5	9.4
Turnover per tourist (€)	945	1,141
Total turnover (> 16 years old) (€m)	1,572	14,957
Share of total turnover	10.5%	100%
Share of total tourist	12.7%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	43.63	47.11
- Accommodation	38.84	40.52
- Additional accommodation expenses	4.79	6.60
Transport:	22.72	26.01
- Public transport	4.91	5.14
- Taxi	6.93	6.94
- Car rental	10.88	13.93
Food and drink:	143.77	148.33
- Food purchases at supermarkets	61.17	63.46
- Restaurants	82.60	84.87
Souvenirs:	43.20	53.88
Leisure:	32.45	34.52
- Organized excursions	14.28	14.95
- Leisure, amusement	4.28	4.55
- Trip to other islands	1.27	1.85
- Sporting activities	4.34	5.11
- Cultural activities	1.32	2.04
- Discos and disco-pubs	6.97	6.01
Others:	11.07	13.91
- Wellness	2.83	3.23
- Medical expenses	0.96	1.69
- Other expenses	7.28	8.99

Accommodation booking

	Price	Total
Tour Operator	46.8%	42.3%
- Tour Operator's website	86.6%	78.8%
Accommodation	14.6%	14.7%
- Accommodation's website	83.6%	83.5%
Travel agency (High street)	14.3%	20.5%
Online Travel Agency (OTA)	20.5%	16.5%
No need to book accommodation	3.7%	6.0%

Flight booking

	Price	Total
Tour Operator	48.1%	44.6%
- Tour Operator's website	84.9%	76.3%
Airline	25.6%	24.8%
- Airline's website	96.7%	96.2%
Travel agency (High street)	13.3%	19.1%
Online Travel Agency (OTA)	13.0%	11.5%

Where do they stay?



	Price	Total
5* Hotel	4.3%	7.1%
4* Hotel	35.0%	39.6%
1-2-3* Hotel	16.0%	14.6%
Apartment	40.0%	31.5%
Property (privately-owned, friends, family)	2.7%	4.6%
Others	2.0%	2.6%

Who are they?



Gender	Price	Total
Percentage of men	46.8%	48.5%
Percentage of women	53.2%	51.5%

Age	Price	Total
Average age (tourists > 16 years old)	43.5	46.3
Standard deviation	15.4	15.3

Age range (> 16 years old)

16-24 years old	11.1%	8.2%
25-30 years old	15.1%	11.1%
31-45 years old	29.2%	29.1%
46-60 years old	27.9%	30.9%
Over 60 years old	16.7%	20.7%

Occupation

Business owner or self-employed	22.7%	23.1%
Upper/Middle management employee	34.8%	36.1%
Auxiliary level employee	18.0%	15.5%
Students	6.6%	5.1%
Retired	15.6%	18.0%
Unemployed / unpaid dom. work	2.4%	2.2%

Annual household income level

€12,000 - €24,000	20.7%	17.8%
€24,001 - €36,000	20.0%	19.4%
€36,001 - €48,000	17.9%	16.9%
€48,001 - €60,000	14.4%	14.6%
€60,001 - €72,000	9.1%	9.5%
€72,001 - €84,000	6.1%	6.0%
More than €84,000	11.9%	15.8%

How far in advance do they book their trip?



	Price	Total
The same day they leave	0.7%	0.6%
Between 2 and 7 days	7.0%	6.3%
Between 8 and 15 days	8.8%	7.9%
Between 16 and 30 days	15.5%	14.7%
Between 31 and 90 days	33.8%	34.3%
More than 90 days	34.2%	36.2%

What do they book at their place of residence?



	Price	Total
Flight only	6.5%	8.8%
Flight and accommodation (room only)	34.1%	25.7%
Flight and accommodation (B&B)	6.5%	8.0%
Flight and accommodation (half board)	14.6%	20.4%
Flight and accommodation (full board)	3.0%	4.3%
Flight and accommodation (all inclusive)	35.2%	32.8%
% Tourists using low-cost airlines	59.9%	48.7%
Other expenses in their place of residence:		
- Car rental	9.0%	11.8%
- Sporting activities	3.2%	5.3%
- Excursions	4.3%	5.7%
- Trip to other islands	1.1%	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.

Price

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by price	1,663,024	367,818	239,351	417,980	624,822	10,433
- Share by islands	100%	22.1%	14.4%	25.1%	37.6%	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 price	12.7%	15.8%	12.5%	11.4%	12.8%	4.7%

Who do they come with?



	Price	Total
Unaccompanied	6.2%	9.1%
Only with partner	49.5%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	11.1%	11.8%
Other relatives	6.4%	6.0%
Friends	8.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	16.5%	17.5%

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

How do they rate the destination?



Impression of their stay	Price	Total
Good or very good (% tourists)	92.0%	94.1%
Average rating (scale 1-10)	8.75	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Price	Total
Repeat tourists	76.4%	77.3%
In love (at least 10 previous visits)	12.6%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	48.8%	812,381
Germany	8.6%	143,002
Spanish Mainland	7.7%	128,687
France	5.4%	89,817
Ireland	4.6%	77,242
Netherlands	4.3%	70,796
Italy	3.8%	63,081
Sweden	3.0%	49,326
Norway	2.3%	38,148
Belgium	2.2%	37,369

Why do they choose the Canary Islands?



Aspects influencing the choice	Price	Total
Price	100.0%	12.7%
Climate/sun	92.0%	89.8%
Tranquillity/rest/relaxation	22.1%	36.6%
Beaches	18.9%	34.5%
Ease of travel	12.0%	8.9%
Visiting new places	11.3%	14.6%
Scenery	7.1%	21.9%
Security	7.1%	11.1%
Suitable destination for children	6.3%	7.5%
Nightlife/fun	4.3%	3.8%
Quality of the environment	2.6%	6.5%
Active tourism	2.1%	5.1%
Shopping	2.1%	2.6%
Theme parks	1.9%	3.0%
Nautical activities	1.5%	2.2%
Culture	1.1%	2.6%

* Multi-choice question

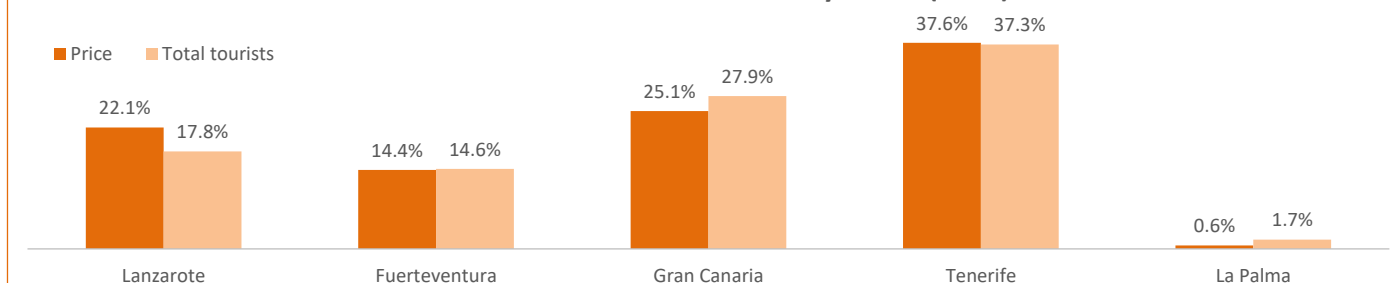
What did motivate them to come?



Aspects motivating the choice	Price	Total
Previous visits to the Canary Islands	62.8%	64.1%
Recommendation by friends or relatives	35.7%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.5%	0.8%
Information in the press/magazines/books	3.2%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.5%	8.0%
Recommendation by Travel Agency	9.9%	9.7%
Information obtained via the Internet	37.2%	25.8%
Senior Tourism programme	0.3%	0.2%
Others	4.7%	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 price.

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.