

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

## PRICE

### How many are they and how much do they spend?



	Price	Total
Tourist arrivals (> 16 years old)	1,687,444	13,852,616
Average daily expenditure (€)	125.16	140.18
. in their place of residence	87.85	101.15
. in the Canary Islands	37.31	39.03
Average length of stay	8.33	9.17
Turnover per tourist (€)	961	1,155
Total turnover (> 16 years old) (€m)	1,622	15,999
Share of total tourist	12.2%	100%
Share of total turnover	10.1%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	14.6%	13.5%
- Additional accommodation expenses	5.6%	6.3%

##### Transport:

- Public transport	16.8%	14.5%
- Taxi	25.0%	21.2%
- Car rental	17.8%	19.4%

##### Food and drink:

- Food purchases at supermarkets	60.8%	55.0%
- Restaurants	58.7%	57.3%

##### Souvenirs:

	54.9%	53.3%
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##### Leisure:

- Organized excursions	17.9%	17.7%
- Leisure, amusement	9.4%	8.4%
- Trip to other islands	1.9%	2.3%
- Sporting activities	5.9%	6.1%
- Cultural activities	3.9%	4.4%
- Discos and disco-pubs	7.7%	6.1%

##### Others:

- Wellness	4.7%	4.9%
- Medical expenses	3.6%	4.0%
- Other expenses	9.0%	9.6%



**+1%**  
TOURISTS\*  
1,687,444



**+2%**  
TRAVEL EXPENSES  
€961



**+3%**  
TURNOVER  
€1,622 MILL

### What do they book at their place of residence?



	Price	Total
Flight only	6.5%	9.3%
Flight and accommodation (room only)	32.6%	26.9%
Flight and accommodation (B&B)	7.3%	8.3%
Flight and accommodation (half board)	14.7%	19.3%
Flight and accommodation (full board)	3.5%	4.4%
Flight and accommodation (all inclusive)	35.4%	31.9%
% Tourists using low-cost airlines	62.3%	50.8%

#### Other expenses in their place of residence:

- Car rental	9.5%	12.6%
- Sporting activities	3.8%	5.1%
- Excursions	4.5%	6.2%
- Trip to other islands	0.9%	1.5%

\* Tourists over 16 years old.

### How do they book?



	Price	Total
Accommodation booking		
<b>Tour Operator</b>	47.0%	42.4%
- Tour Operator's website	87.1%	80.6%
<b>Accommodation</b>	14.2%	14.6%
- Accommodation's website	82.2%	84.0%
<b>Travel agency (High street)</b>	13.6%	19.3%
<b>Online Travel Agency (OTA)</b>	21.4%	17.3%
<b>No need to book accommodation</b>	3.9%	6.4%

	Price	Total
Flight booking		
<b>Tour Operator</b>	48.2%	44.8%
- Tour Operator's website	85.8%	78.6%
<b>Airline</b>	27.6%	25.8%
- Airline's website	97.7%	97.3%
<b>Travel agency (High street)</b>	11.8%	18.0%
<b>Online Travel Agency (OTA)</b>	12.4%	11.4%

### How far in advance do they book their trip?



	Price	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	6.4%	5.9%
Between 8 and 15 days	7.5%	7.4%
Between 16 and 30 days	13.8%	13.4%
Between 31 and 90 days	35.6%	34.6%
More than 90 days	36.2%	38.3%

### Who are they?



	Price	Total
Gender		
Men	47.5%	48.1%
Women	52.5%	51.9%

#### Age

Average age (tourists > 16 years old)	43.7	46.9
Standard deviation	15.2	15.5

#### Age range (> 16 years old)

16-24 years old	11.8%	8.4%
25-30 years old	13.7%	10.2%
31-45 years old	29.5%	27.9%
46-60 years old	28.9%	31.7%
Over 60 years old	16.1%	21.8%

#### Occupation

Business owner or self-employed	23.9%	23.8%
Upper/Middle management employee	35.2%	35.2%
Auxiliary level employee	18.0%	15.3%
Students	6.5%	5.0%
Retired	14.5%	18.6%
Unemployed / unpaid dom. work	1.9%	2.1%

#### Annual household income level

€12,000 - €24,000	19.4%	17.9%
€24,001 - €36,000	20.6%	19.3%
€36,001 - €48,000	16.7%	16.1%
€48,001 - €60,000	15.7%	15.1%
€60,001 - €72,000	8.5%	9.3%
€72,001 - €84,000	5.9%	6.3%
More than €84,000	13.1%	16.0%

### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by price	1,687,444	376,302	223,566	477,730	587,284	19,371
- Share by islands	100%	22.3%	13.2%	28.3%	34.8%	1.1%
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 price	12.2%	15.1%	11.5%	12.2%	11.4%	7.0%

### Where do they stay?

	Price	Total
5* Hotel	4.2%	6.8%
4* Hotel	34.3%	38.4%
1-2-3* Hotel	16.7%	14.4%
Apartment	39.8%	32.4%
Property (privately-owned, friends, family)	2.8%	4.8%
Others	2.1%	3.2%

### Who do they come with?

	Price	Total
Unaccompanied	6.1%	8.7%
Only with partner	48.6%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	11.8%	11.9%
Other relatives	6.0%	6.0%
Friends	8.1%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	17.6%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	Price	Total
Good or very good (% tourists)	92.4%	94.0%
Average rating (scale 1-10)	8.75	8.92

### How many are loyal to the Canary Islands?

Repeat tourists	Price	Total
At least 1 previous visit	77.3%	77.3%
At least 10 previous visits	13.2%	16.9%

### Where are they from?

	Share	Absolute
United Kingdom	48.7%	821,139
Germany	7.7%	130,453
Spanish Mainland	6.9%	116,435
France	5.4%	91,818
Ireland	4.9%	82,403
Italy	4.1%	69,730
Sweden	4.0%	68,106
Netherlands	3.8%	64,707
Denmark	2.8%	47,372
Others	11.6%	195,279

### Why do they choose the Canary Islands?

Aspects influencing the choice	Price	Total
Price	100.0%	12.2%
Climate/sun	92.8%	89.8%
Tranquillity/rest/relaxation	24.1%	37.2%
Beaches	20.3%	35.1%
Ease of travel	11.9%	8.9%
Visiting new places	10.3%	14.7%
Scenery	6.7%	22.9%
Suitable destination for children	5.9%	7.6%
Security	5.4%	9.7%
Nightlife/fun	4.0%	3.8%
Quality of the environment	2.5%	6.5%
Theme parks	2.4%	3.1%
Active tourism	2.3%	5.4%
Shopping	2.1%	2.5%
Nautical activities	1.3%	2.0%
Culture	1.2%	2.7%

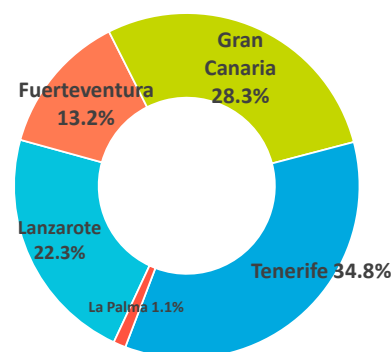
\* Multi-choice question

### What did motivate them to come?

Prescription sources	Price	Total
Previous visits to the Canary Islands	65.3%	64.9%
Recommendation by friends/relatives	36.5%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	3.1%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	9.0%	7.2%
Recommendation by Travel Agency	8.5%	9.3%
Information obtained via the Internet	36.0%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	4.2%	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 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.