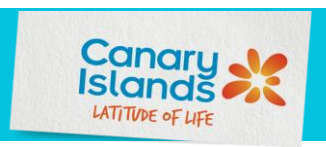


# Tourist profile according to aspects influencing the destination choice (2017)

## SENSATION OF SECURITY AGAINST NATURAL CATASTROPHES



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

	Sec. Catastrophes	Total
Tourist arrivals (> 16 years old)	91,473	13,852,616
Average daily expenditure (€)	139.83	140.18
. in their place of residence	103.69	101.15
. in the Canary Islands	36.14	39.03
Average length of stay	10.74	9.17
Turnover per tourist (€)	1,267	1,155
Total turnover (> 16 years old) (€m)	116	15,999
Share of total tourist	0.7%	100%
Share of total turnover	0.7%	100%

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

	Sec. Catastrophes	Total
<b>Accommodation:</b>		
- Accommodation	11.0%	13.5%
- Additional accommodation expenses	7.9%	6.3%
<b>Transport:</b>		
- Public transport	14.8%	14.5%
- Taxi	18.5%	21.2%
- Car rental	15.9%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	53.7%	55.0%
- Restaurants	52.0%	57.3%
<b>Souvenirs:</b>		
	55.3%	53.3%
<b>Leisure:</b>		
- Organized excursions	16.7%	17.7%
- Leisure, amusement	3.7%	8.4%
- Trip to other islands	2.0%	2.3%
- Sporting activities	4.4%	6.1%
- Cultural activities	2.2%	4.4%
- Discos and disco-pubs	3.8%	6.1%
<b>Others:</b>		
- Wellness	7.1%	4.9%
- Medical expenses	5.4%	4.0%
- Other expenses	10.0%	9.6%



**-15%  
TOURISTS\***  
91,473



**+3%  
TRAVEL EXPENSES**  
€1.267



**-13%  
TURNOVER**  
€116 MILL

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

	Sec. Catastrophes	Total
Flight only	9.3%	9.3%
Flight and accommodation (room only)	24.3%	26.9%
Flight and accommodation (B&B)	7.7%	8.3%
Flight and accommodation (half board)	18.0%	19.3%
Flight and accommodation (full board)	4.9%	4.4%
Flight and accommodation (all inclusive)	35.9%	31.9%
% Tourists using low-cost airlines	42.8%	50.8%
<b>Other expenses in their place of residence:</b>		
- Car rental	6.5%	12.6%
- Sporting activities	4.1%	5.1%
- Excursions	5.5%	6.2%
- Trip to other islands	1.0%	1.5%

\* Tourists over 16 years old.

### How do they book?

	Sec. Catastrophes	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	49.0%	42.4%
- Tour Operator's website	81.8%	80.6%
<b>Accommodation</b>	10.8%	14.6%
- Accommodation's website	84.8%	84.0%
<b>Travel agency (High street)</b>	21.2%	19.3%
<b>Online Travel Agency (OTA)</b>	11.5%	17.3%
<b>No need to book accommodation</b>	7.5%	6.4%

	Sec. Catastrophes	Total
<b>Flight booking</b>		
<b>Tour Operator</b>	55.2%	44.8%
- Tour Operator's website	75.6%	78.6%
<b>Airline</b>	19.2%	25.8%
- Airline's website	100.0%	97.3%
<b>Travel agency (High street)</b>	14.9%	18.0%
<b>Online Travel Agency (OTA)</b>	10.6%	11.4%

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

	Sec. Catastrophes	Total
The same day they leave	0.8%	0.5%
Between 2 and 7 days	3.8%	5.9%
Between 8 and 15 days	9.7%	7.4%
Between 16 and 30 days	11.8%	13.4%
Between 31 and 90 days	33.7%	34.6%
More than 90 days	40.1%	38.3%

### Who are they?

	Sec. Catastrophes	Total
<b>Gender</b>		
Men	43.6%	48.1%
Women	56.4%	51.9%

#### Age

	Sec. Catastrophes	Total
Average age (tourists > 16 years old)	53.2	46.9
Standard deviation	16.1	15.5

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

	Sec. Catastrophes	Total
16-24 years old	6.9%	8.4%
25-30 years old	3.7%	10.2%
31-45 years old	20.6%	27.9%
46-60 years old	30.5%	31.7%
Over 60 years old	38.3%	21.8%

#### Occupation

	Sec. Catastrophes	Total
Business owner or self-employed	23.7%	23.8%
Upper/Middle management employee	29.6%	35.2%
Auxiliary level employee	12.4%	15.3%
Students	4.5%	5.0%
Retired	27.5%	18.6%
Unemployed / unpaid dom. work	2.2%	2.1%

#### Annual household income level

	Sec. Catastrophes	Total
€12,000 - €24,000	18.4%	17.9%
€24,001 - €36,000	19.1%	19.3%
€36,001 - €48,000	15.2%	16.1%
€48,001 - €60,000	16.8%	15.1%
€60,001 - €72,000	7.6%	9.3%
€72,001 - €84,000	6.6%	6.3%
More than €84,000	16.1%	16.0%

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

## SENSATION OF SECURITY AGAINST NATURAL CATASTROPHES

### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by sec. against catastrophes	91,473	13,805	14,364	33,709	28,709	676
- Share by islands	100%	15.1%	15.7%	36.9%	31.4%	0.7%
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 sec. against catastrophes	0.7%	0.6%	0.7%	0.9%	0.6%	0.2%

### Where do they stay?

	Sec. Catastrophes	Total
5* Hotel	7.3%	6.8%
4* Hotel	39.0%	38.4%
1-2-3* Hotel	16.9%	14.4%
Apartment	29.0%	32.4%
Property (privately-owned, friends, family)	4.2%	4.8%
Others	3.6%	3.2%

### Who do they come with?

	Sec. Catastrophes	Total
Unaccompanied	6.5%	8.7%
Only with partner	54.2%	46.8%
Only with children (under the age of 13)	0.9%	1.7%
Partner + children (under the age of 13)	8.3%	11.9%
Other relatives	6.2%	6.0%
Friends	6.0%	6.1%
Work colleagues	0.6%	0.3%
Other combinations <sup>(1)</sup>	17.3%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	Sec. Catastrophes	Total
Good or very good (% tourists)	92.9%	94.0%
Average rating (scale 1-10)	8.83	8.92

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

Repeat tourists	Sec. Catastrophes	Total
At least 1 previous visit	85.7%	77.3%
At least 10 previous visits	22.9%	16.9%

### Where are they from?

	Share	Absolute
United Kingdom	25.5%	23,320
Germany	19.1%	17,505
Spanish Mainland	6.4%	5,865
Sweden	5.7%	5,239
Italy	5.1%	4,709
Netherlands	4.7%	4,276
Belgium	4.6%	4,207
Norway	4.6%	4,206
France	3.8%	3,472
Others	20.4%	18,673

### Why do they choose the Canary Islands?

Aspects influencing the choice	Sec. Catastrophes	Total
Security against natural catastrophes	100.0%	0.7%
Climate/sun	86.1%	89.8%
Tranquillity/rest/relaxation	29.3%	37.2%
Security	13.1%	9.7%
Beaches	13.0%	35.1%
Price	8.5%	12.2%
Ease of travel	8.1%	8.9%
Visiting new places	6.9%	14.7%
Scenery	6.9%	22.9%
Quality of the environment	5.6%	6.5%
Suitable destination for children	4.4%	7.6%
Health-related tourism	2.5%	0.5%
Nightlife/fun	1.9%	3.8%
Active tourism	1.6%	5.4%
Nautical activities	1.4%	2.0%
Theme parks	1.1%	3.1%

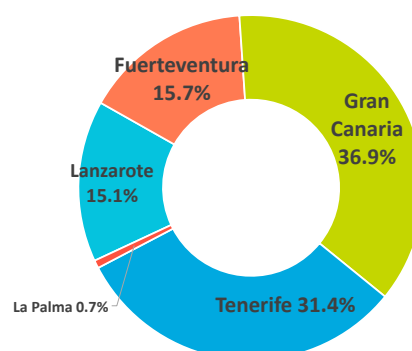
\* Multi-choise question

### What did motivate them to come?

Prescription sources	Sec. Catastrophes	Total
Previous visits to the Canary Islands	74.8%	64.9%
Recommendation by friends/relatives	29.5%	35.0%
The Canary Islands television channel	2.5%	0.4%
Other television or radio channels	1.3%	1.0%
Information in press/magazines/books	3.0%	3.8%
Attendance at a tourism fair	1.7%	0.5%
Tour Operator's brochure or catalogue	9.0%	7.2%
Recommendation by Travel Agency	8.3%	9.3%
Information obtained via the Internet	21.0%	25.5%
Senior Tourism programme	0.8%	0.2%
Others	5.6%	5.9%

\* Multi-choise 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 sensation of security against natural catastrophes.

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.