

# Tourist profile by islands (2016)

## Austrian market



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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	16,808	31,452	40,948	67,718	16,435
Average daily expenditure (€)	155.99	151.63	159.42	157.60	--
. in their place of residence	120.27	120.92	119.95	120.75	--
. in the Canary Islands	35.71	30.71	39.48	36.85	--
Average length of stay	8.76	10.46	9.90	10.02	--
Turnover per tourist (€)	1,283	1,434	1,408	1,370	--
Total turnover (> 16 years old) (€m)	21.6	45.1	57.7	93	--
Austrian turnover: share by islands	9.1%	19.1%	24.5%	39.4%	--
Austrian tourist arrivals: share by islands	9.7%	18.1%	23.6%	39.1%	9.5%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
<b>Accommodation (**):</b>	73.76	11.78	53.54	48.02	--
- Accommodation	68.83	7.43	40.15	37.10	--
- Additional accommodation expenses	4.93	4.35	13.39	10.92	--
<b>Transport:</b>	30.19	33.28	27.96	20.78	--
- Public transport	0.90	5.18	6.12	1.94	--
- Taxi	1.34	7.90	5.56	3.45	--
- Car rental	27.95	20.19	16.28	15.38	--
<b>Food and drink:</b>	86.84	122.99	149.25	132.47	--
- Food purchases at supermarkets	42.24	40.09	48.23	57.71	--
- Restaurants	44.60	82.90	101.02	74.76	--
<b>Souvenirs:</b>	40.43	82.87	61.28	64.05	--
<b>Leisure:</b>	40.90	48.63	42.59	63.33	--
- Organized excursions	26.36	9.15	19.04	36.36	--
- Leisure, amusement	0.07	5.72	3.55	11.82	--
- Trip to other islands	2.01	0.64	1.06	4.09	--
- Sporting activities	5.27	19.58	15.40	6.21	--
- Cultural activities	6.77	5.51	0.75	3.57	--
- Discos and disco-pubs	0.42	8.03	2.79	1.27	--
<b>Others:</b>	17.82	17.31	18.83	6.85	--
- Wellness	3.58	10.43	6.98	0.73	--
- Medical expenses	2.46	0.31	0.27	0.97	--
- Other expenses	11.78	6.57	11.57	5.15	--

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

	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	0.0%	0.0%	0.0%	--
Between 2 and 7 days	5.3%	0.0%	3.7%	4.6%	--
Between 8 and 15 days	0.0%	18.9%	9.1%	6.4%	--
Between 16 and 30 days	14.0%	9.7%	13.9%	18.3%	--
Between 31 and 90 days	40.5%	25.6%	37.6%	33.5%	--
More than 90 days	40.2%	45.8%	35.7%	37.2%	--

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

	LZ	FUE	GC	TFE	LP
Flight only	9.3%	2.1%	7.6%	8.3%	--
Flight & accommodation (room only)	4.5%	10.9%	16.4%	13.4%	--
Flight & accommodation (B&B)	7.5%	4.5%	8.0%	9.1%	--
Flight & accommodation (half board)	30.4%	26.6%	39.3%	42.2%	--
Flight & accommodation (full board)	0.0%	2.1%	2.1%	4.0%	--
Flight & accommodation (all inclusive)	48.3%	53.8%	26.6%	22.9%	--
<b>% Tourists using low-cost airlines</b>	32.3%	38.7%	32.2%	33.1%	--
<b>Other expenses in their place of residence:</b>					
- Car rental	21.3%	17.7%	11.4%	21.3%	--
- Sporting activities	6.1%	20.5%	8.8%	8.6%	--
- Excursions	16.7%	8.6%	8.9%	13.6%	--
- Trip to other islands	1.5%	0.0%	3.0%	1.3%	--

(\*) 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.



### How do they book?

	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	37.3%	49.8%	35.1%	44.5%	--
- Tour Operator's website	55.4%	62.9%	44.2%	71.5%	--
<b>Accommodation</b>	10.5%	6.1%	6.8%	9.7%	--
- Accommodation's website	52.7%	100.0%	75.3%	89.2%	--
<b>Travel agency (High street)</b>	35.8%	23.3%	34.8%	29.0%	--
<b>Online Travel Agency (OTA)</b>	15.5%	18.7%	18.1%	13.1%	--
<b>No need to book accommodation</b>	0.9%	2.2%	5.1%	3.8%	--

	LZ	FUE	GC	TFE	LP
<b>Flight booking</b>					
<b>Tour Operator</b>	47.3%	55.0%	48.0%	46.8%	--
- Tour Operator's website	50.3%	59.9%	52.7%	63.1%	--
<b>Airline</b>	13.4%	8.0%	8.2%	10.9%	--
- Airline's website	100.0%	100.0%	100.0%	94.9%	--
<b>Travel agency (High street)</b>	27.8%	21.7%	30.4%	29.8%	--
<b>Online Travel Agency (OTA)</b>	11.5%	15.3%	13.4%	12.5%	--

### Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	11.0%	0.0%	10.7%	8.6%	--
4* Hotel	58.5%	58.5%	31.5%	52.4%	--
1-2-3* Hotel	1.7%	17.9%	20.2%	11.4%	--
Apartment	27.5%	21.3%	28.7%	22.4%	--
Property (privately-owned, friends, family)	1.3%	2.1%	3.0%	4.1%	--
Others	0.0%	0.3%	5.9%	1.1%	--

### Who are they?

	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Percentage of men	37.5%	51.0%	49.1%	47.4%	--
Percentage of women	62.5%	49.0%	50.9%	52.6%	--

	LZ	FUE	GC	TFE	LP
<b>Age</b>					
Average age (tourists > 16 years old)	39.9	44.2	51.0	45.0	--
Standard deviation	14.9	15.2	15.6	14.8	--

Age range (> 16 years old)					
16-24 years old	19.0%	11.3%	5.3%	11.3%	--
25-30 years old	22.8%	13.0%	5.1%	11.0%	--
31-45 years old	19.2%	22.2%	24.5%	25.4%	--
46-60 years old	28.6%	39.9%	40.2%	35.6%	--
Over 60 years old	10.5%	13.7%	24.9%	16.7%	--

Occupation					
Business owner or self-employed	14.4%	14.5%	18.3%	16.6%	--
Upper/Middle management employee	51.6%	65.2%	45.6%	50.0%	--
Auxiliary level employee	12.1%	3.1%	7.9%	14.9%	--
Students	8.7%	6.5%	3.2%	4.6%	--
Retired	13.3%	9.0%	22.6%	13.3%	--
Unemployed / unpaid dom. work	0.0%	1.7%	2.3%	0.6%	--

Annual household income level					
€12,000 - €24,000	25.0%	19.4%	18.2%	19.2%	--
€24,001 - €36,000	23.6%	21.9%	18.3%	25.1%	--
€36,001 - €48,000	11.3%	15.5%	17.3%	13.1%	--
€48,001 - €60,000	18.1%	15.3%	14.4%	18.8%	--
€60,001 - €72,000	2.7%	9.4%	12.8%	7.4%	--
€72,001 - €84,000	2.9%	8.0%	4.8%	3.6%	--
More than €84,000	16.5%	10.6%	14.2%	12.8%	--



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## Austrian market



### Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	9,861	14,473	36,104	38,067	3,598
- 2013	20,432	54,272	32,987	76,304	3,831
- 2014	15,158	14,337	26,765	36,192	5,487
- 2015	14,077	13,664	36,022	40,479	10,265
- 2016	16,808	31,452	40,948	67,718	16,435

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	9.7%	14.2%	35.4%	37.3%	3.5%
- 2013	10.9%	28.9%	17.6%	40.6%	2.0%
- 2014	15.5%	14.6%	27.3%	37.0%	5.6%
- 2015	12.3%	11.9%	31.5%	35.4%	9.0%
- 2016	9.7%	18.1%	23.6%	39.1%	9.5%

### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	2.9%	8.1%	14.4%	8.4%	--
Only with partner	54.1%	62.7%	54.2%	51.9%	--
Only with children (under the age of 13)	0.0%	0.0%	1.5%	0.6%	--
Partner + children (under the age of 13)	13.9%	8.2%	7.1%	10.5%	--
Other relatives	12.3%	1.4%	4.4%	5.7%	--
Friends	3.2%	6.0%	5.9%	4.5%	--
Work colleagues	0.0%	0.0%	0.3%	0.0%	--
Other combinations <sup>(1)</sup>	13.6%	13.6%	12.3%	18.5%	--

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

### How do they rate the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	96.3%	98.2%	97.3%	94.2%	--
Average rating (scale 1-10)	9.48	9.50	9.21	9.07	--

### How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	32.0%	46.0%	62.4%	38.4%	--
In love (at least 10 previous visits)	6.6%	4.9%	10.1%	4.2%	--

### Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Austria	51.8%	56.4%	57.6%	67.7%	--
Germany	31.5%	37.6%	27.0%	22.6%	--
Spanish Mainland	3.7%	4.2%	13.2%	7.9%	--
Switzerland	9.8%	1.8%	0.9%	1.4%	--
Belgium	3.2%	0.0%	0.0%	0.0%	--
United Kingdom	0.0%	0.0%	0.0%	0.4%	--
Norway	0.0%	0.0%	0.6%	0.0%	--
Czech Republic	0.0%	0.0%	0.0%	0.0%	--
Denmark	0.0%	0.0%	0.0%	0.0%	--
Finland	0.0%	0.0%	0.0%	0.0%	--

### Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	83.5%	93.3%	92.5%	86.0%	--
Scenery	44.1%	21.5%	29.8%	43.9%	--
Tranquillity/rest/relaxation	27.8%	35.4%	40.3%	31.7%	--
Beaches	40.5%	63.9%	46.1%	20.6%	--
Visiting new places	37.9%	11.6%	12.5%	19.6%	--
Security	19.1%	19.7%	17.8%	22.8%	--
Active tourism	3.0%	5.8%	6.2%	10.0%	--
Ease of travel	5.6%	6.0%	8.3%	6.3%	--
Nautical activities	7.5%	10.6%	2.7%	3.2%	--
Price	4.3%	5.9%	4.3%	4.0%	--
Quality of the environment	5.5%	0.0%	4.5%	3.6%	--
Theme parks	0.0%	0.0%	1.0%	8.2%	--
Suitable destination for children	3.8%	5.0%	0.6%	4.1%	--
Culture	7.3%	2.7%	0.9%	3.8%	--
Shopping	0.0%	4.8%	1.6%	2.2%	--
Rural tourism	1.5%	0.0%	0.0%	2.1%	--

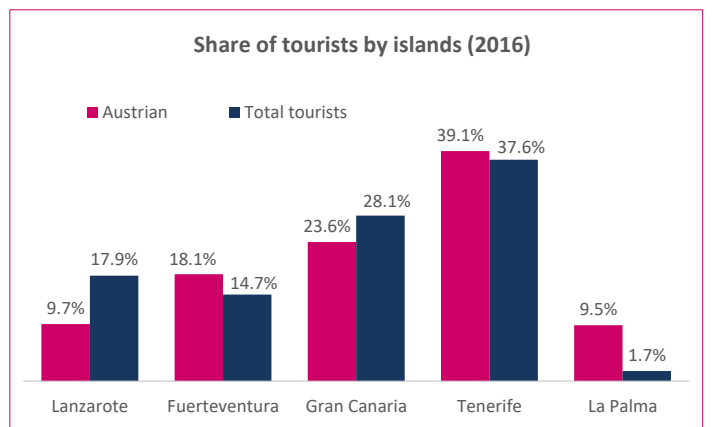
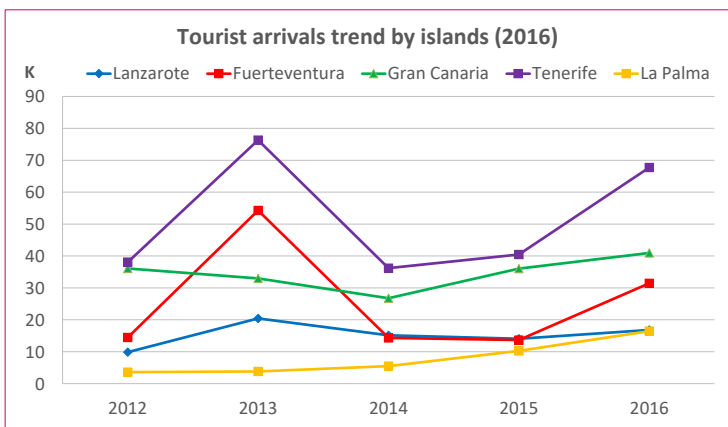
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	51.2%	55.9%	59.1%	46.8%	--
Recommendation by friends or relatives	29.8%	22.2%	31.8%	43.6%	--
The Canary Islands television channel	0.0%	0.0%	1.4%	1.6%	--
Other television or radio channels	3.8%	1.5%	1.2%	2.6%	--
Information in the press/magazines/books	6.1%	6.5%	1.5%	5.1%	--
Attendance at a tourism fair	0.0%	0.0%	0.0%	0.0%	--
Tour Operator's brochure or catalogue	19.3%	10.3%	15.9%	7.3%	--
Recommendation by Travel Agency	14.1%	11.3%	16.5%	12.9%	--
Information obtained via the Internet	31.5%	38.0%	23.5%	30.2%	--
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	--
Others	1.8%	3.1%	3.3%	5.6%	--

\* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.