

Tourist profile by islands (2017)

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How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	9,630	14,298	41,390	58,900	9,487
Average daily expenditure (€)	--	173.04	173.23	156.62	--
. in their place of residence	--	131.18	132.41	114.98	--
. in the Canary Islands	--	41.87	40.81	41.65	--
Average length of stay	--	9.08	10.68	11.96	--
Turnover per tourist (€)	--	1,473	1,535	1,620	--
Total turnover (€m)	--	21	64	95	--
Austrian tourist arrivals: share by islands	7.2%	10.7%	31.0%	44.1%	7.1%
Austrian turnover: share by islands	--	11.7%	35.3%	53.0%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	--	12.1%	17.7%	14.4%	--
- Additional accommodation expenses	--	12.7%	7.3%	9.9%	--
Transport:					
- Public transport	--	0.0%	14.4%	12.2%	--
- Taxi	--	10.3%	17.1%	11.4%	--
- Car rental	--	28.6%	22.0%	19.6%	--
Food and drink:					
- Food purchases at supermarkets	--	45.3%	49.2%	52.1%	--
- Restaurants	--	63.2%	57.7%	56.0%	--
Souvenirs:					
--	--	63.8%	53.2%	55.5%	--
Leisure:					
- Organized excursions	--	11.5%	13.3%	19.8%	--
- Leisure, amusement	--	6.0%	7.0%	11.1%	--
- Trip to other islands	--	6.8%	0.8%	3.4%	--
- Sporting activities	--	23.8%	6.6%	6.1%	--
- Cultural activities	--	6.1%	1.1%	2.7%	--
- Discos and disco-pubs	--	7.2%	4.1%	2.6%	--
Others:					
- Wellness	--	13.9%	2.4%	4.8%	--
- Medical expenses	--	10.3%	4.0%	1.7%	--
- Other expenses	--	14.1%	8.5%	9.3%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	--	4.3%	9.2%	8.9%	--
Flight and accommodation (room only)	--	12.7%	20.8%	14.5%	--
Flight and accommodation (B&B)	--	5.0%	12.1%	17.4%	--
Flight and accommodation (half board)	--	37.5%	29.6%	35.1%	--
Flight and accommodation (full board)	--	2.6%	5.9%	3.7%	--
Flight and accommodation (all inclusive)	--	37.9%	22.4%	20.5%	--
% Tourists using low-cost airlines	--	41.1%	46.2%	32.1%	--
Other expenses in their place of residence:					
- Car rental	--	25.6%	21.3%	19.6%	--
- Sporting activities	--	11.3%	6.3%	3.7%	--
- Excursions	--	11.0%	8.1%	13.2%	--
- Trip to other islands	--	2.4%	1.4%	2.6%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	--	38.7%	41.7%	37.5%	--
- Tour Operator's website	--	49.4%	77.4%	54.1%	--
Accommodation	--	16.9%	8.3%	6.5%	--
- Accommodation's website	--	87.4%	93.1%	73.0%	--
Travel agency (High street)	--	23.0%	30.9%	32.1%	--
Online Travel Agency (OTA)	--	18.9%	14.2%	17.5%	--
No need to book accommodation	--	2.5%	4.9%	6.3%	--
Flight booking					
Tour Operator	--	46.0%	39.5%	38.0%	--
- Tour Operator's website	--	34.6%	66.0%	49.7%	--
Airline	--	19.4%	18.3%	15.1%	--
- Airline's website	--	100.0%	100.0%	94.6%	--
Travel agency (High street)	--	15.2%	28.7%	31.8%	--
Online Travel Agency (OTA)	--	19.4%	13.5%	15.1%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	--	--	--	--	--
Between 2 and 7 days	--	12.9%	5.0%	0.9%	--
Between 8 and 15 days	--	1.9%	6.4%	4.4%	--
Between 16 and 30 days	--	15.9%	13.8%	18.2%	--
Between 31 and 90 days	--	31.0%	31.0%	34.2%	--
More than 90 days	--	38.3%	43.8%	42.4%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	--	55.0%	44.7%	43.6%	--
Women	--	45.0%	55.3%	56.4%	--
Age					
Average age (tourists > 16 years old)	--	48.1	48.4	50.5	--
Standard deviation	--	14.8	17.2	16.6	--
Age range (> 16 years old)					
16-24 years old	--	4.5%	9.9%	8.5%	--
25-30 years old	--	14.8%	10.9%	9.9%	--
31-45 years old	--	22.0%	23.4%	16.8%	--
46-60 years old	--	36.3%	25.9%	31.9%	--
Over 60 years old	--	22.4%	29.9%	32.9%	--
Occupation					
Business owner or self-employed	--	18.2%	11.1%	17.4%	--
Upper/Middle management employee	--	43.4%	41.6%	38.8%	--
Auxiliary level employee	--	15.6%	8.3%	12.7%	--
Students	--	3.3%	6.9%	4.6%	--
Retired	--	17.6%	27.3%	25.6%	--
Unemployed / unpaid dom. work	--	1.9%	4.7%	0.9%	--
Annual household income level					
€12,000 - €24,000	--	15.0%	23.0%	27.6%	--
€24,001 - €36,000	--	21.4%	22.7%	28.9%	--
€36,001 - €48,000	--	19.6%	20.5%	15.0%	--
€48,001 - €60,000	--	8.9%	18.6%	9.2%	--
€60,001 - €72,000	--	6.7%	3.7%	5.4%	--
€72,001 - €84,000	--	13.8%	4.6%	2.6%	--
More than €84,000	--	14.7%	6.9%	11.2%	--

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Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	9,630	14,298	41,390	58,900	9,487

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	7.2%	10.7%	31.0%	44.1%	7.1%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	--	6.5%	11.3%	9.2%	--
4* Hotel	--	56.9%	34.0%	55.9%	--
1-2-3* Hotel	--	15.6%	10.6%	11.5%	--
Apartment	--	16.4%	35.4%	14.8%	--
Property (privately-owned, friends, family)	--	2.4%	2.6%	5.1%	--
Others	--	2.2%	6.1%	3.5%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	--	92.5%	94.7%	91.3%	--
Beaches	--	67.6%	48.0%	28.8%	--
Scenery	--	11.4%	26.5%	38.9%	--
Tranquility/rest/relaxation	--	37.3%	32.2%	22.8%	--
Security	--	16.6%	19.9%	16.5%	--
Visiting new places	--	13.7%	15.9%	15.5%	--
Active tourism	--	4.3%	5.3%	9.5%	--
Ease of travel	--	7.1%	5.6%	5.9%	--
Price	--	6.9%	7.1%	3.3%	--
Nautical activities	--	9.0%	3.6%	2.5%	--
Quality of the environment	--	4.2%	2.2%	2.8%	--
Theme parks	--	0.0%	1.5%	5.4%	--
Culture	--	0.0%	2.5%	3.1%	--
Golf	--	1.8%	2.1%	3.4%	--
Suitable destination for children	--	0.5%	2.4%	2.8%	--
Security against natural catastrophes	--	4.7%	0.0%	3.6%	--

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	--	6.8%	9.8%	8.7%	--
Only with partner	--	63.5%	63.0%	55.5%	--
Only with children (under the age of 13)	--	1.9%	3.3%	1.0%	--
Partner + children (under the age of 13)	--	3.3%	4.0%	6.1%	--
Other relatives	--	2.1%	3.5%	1.2%	--
Friends	--	10.3%	5.9%	6.2%	--
Work colleagues	--	3.5%	0.0%	0.0%	--
Other combinations ⁽¹⁾	--	8.6%	10.5%	21.3%	--

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

* Multi-choise question

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	--	90.2%	96.1%	89.9%	--
Average rating (scale 1-10)	--	8.85	8.98	8.90	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	--	47.9%	58.7%	54.9%	--
At least 10 previous visits	--	8.9%	16.0%	9.5%	--

Where does the flight come from?

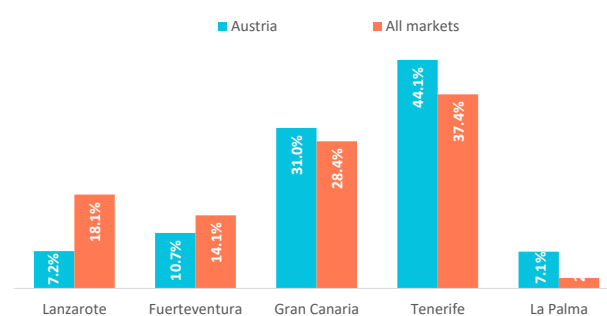
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Austria	--	63.3%	49.3%	55.9%	--
Germany	--	32.3%	32.8%	24.9%	--
Spanih Mainland	--	3.3%	13.0%	16.0%	--
Switzerland	--	1.0%	2.0%	2.0%	--
United Kingdom	--	0.0%	0.5%	0.8%	--
Belgium	--	0.0%	0.8%	0.0%	--
Sweden	--	0.0%	0.0%	0.3%	--
Others	--	0.0%	1.6%	0.0%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	55.5%	63.6%	58.8%	--
Recommendation by friends/relatives	--	27.4%	31.6%	36.2%	--
The Canary Islands television channel	--	1.9%	0.0%	1.1%	--
Other television or radio channels	--	0.0%	0.0%	0.6%	--
Information in press/magazines/books	--	4.2%	5.1%	2.6%	--
Attendance at a tourism fair	--	2.5%	1.5%	0.4%	--
Tour Operator's brochure or catalogue	--	5.9%	13.8%	7.2%	--
Recommendation by Travel Agency	--	15.4%	8.7%	13.4%	--
Information obtained via the Internet	--	37.6%	23.0%	23.2%	--
Senior Tourism programme	--	0.0%	0.5%	0.0%	--
Others	--	2.8%	7.8%	6.4%	--

* Multi-choise question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.