

Tourist profile by islands

2016



How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	2,328,674	1,914,107	3,654,806	4,885,901	221,541
Average daily expenditure (€)	131.08	129.53	142.38	136.77	122.55
- in their place of residence	95.37	101.96	101.25	96.08	86.97
- in the Canary Islands	35.71	27.57	41.13	40.69	35.58
Average length of stay	9.15	9.62	9.64	9.03	10.36
Turnover per tourist (€)	1,109	1,152	1,203	1,101	1,122
Total turnover (> 16 years old) (€m)	2,582	2,204	4,398	5,382	249
Turnover: share by islands	17.4%	14.9%	29.7%	36.3%	1.7%
Tourist arrivals: share by islands	17.9%	14.7%	28.1%	37.6%	1.7%

Expenditure in the Canary Islands per tourist and trip (€) (*)

Accommodation (**):	48.46	28.70	47.56	52.10	46.68
- Accommodation	42.84	23.48	41.25	44.42	39.20
- Additional accommodation expenses	5.62	5.22	6.31	7.68	7.48
Transport:	28.36	23.65	26.82	23.59	51.99
- Public transport	4.60	3.84	7.35	4.15	5.09
- Taxi	7.16	5.39	9.12	6.01	3.34
- Car rental	16.60	14.42	10.35	13.43	43.56
Food and drink:	145.80	97.47	166.21	153.60	167.56
- Food purchases at supermarkets	57.01	35.15	75.31	67.62	70.43
- Restaurants	88.79	62.32	90.90	85.98	97.13
Souvenirs:	39.04	48.73	64.82	56.29	34.26
Leisure:	31.43	37.15	32.03	37.41	26.91
- Organized excursions	16.03	12.72	13.21	16.61	16.77
- Leisure, amusement	2.48	3.19	3.29	7.24	1.45
- Trip to other islands	2.16	3.18	1.43	1.47	1.61
- Sporting activities	3.90	11.17	4.36	3.86	4.39
- Cultural activities	3.51	2.77	1.45	1.53	2.04
- Discos and disco-pubs	3.35	4.12	8.28	6.70	0.65
Others:	10.38	13.59	16.49	13.78	15.17
- Wellness	3.10	4.24	3.59	2.70	1.78
- Medical expenses	1.42	1.90	1.63	1.82	1.16
- Other expenses	5.87	7.44	11.27	9.26	12.23

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.5%	0.3%	0.6%	0.7%	0.3%
Between 2 and 7 days	5.0%	5.6%	7.7%	6.2%	5.2%
Between 8 and 15 days	6.2%	7.8%	9.1%	8.0%	7.0%
Between 16 and 30 days	13.1%	15.9%	14.6%	15.3%	12.6%
Between 31 and 90 days	35.7%	33.7%	33.9%	33.7%	40.8%
More than 90 days	39.5%	36.6%	34.0%	36.2%	34.0%

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	4.2%	3.8%	9.3%	12.3%	13.6%
Flight & accommodation (room only)	27.9%	15.3%	26.5%	27.6%	32.9%
Flight & accommodation (B&B)	7.7%	4.1%	8.2%	9.3%	13.5%
Flight & accommodation (half board)	18.7%	19.3%	21.0%	21.0%	23.5%
Flight & accommodation (full board)	3.6%	4.7%	4.8%	4.2%	1.5%
Flight & accommodation (all inclusive)	37.9%	52.7%	30.3%	25.7%	15.0%
% Tourists using low-cost airlines	52.5%	47.9%	41.4%	53.2%	39.4%
Other expenses in their place of residence:					
- Car rental	10.9%	11.5%	8.4%	13.6%	36.0%
- Sporting activities	5.3%	10.8%	3.7%	4.1%	4.0%
- Excursions	4.3%	5.6%	4.7%	7.0%	7.9%
- Trip to other islands	1.0%	1.3%	2.4%	1.2%	2.0%

How do they book?



Accommodation booking	LZ	FUE	GC	TFE	LP
Tour Operator	44.5%	43.6%	44.4%	39.7%	30.9%
- Tour Operator's website	79.4%	74.1%	79.2%	80.1%	79.9%
Accommodation	18.2%	10.8%	12.6%	16.1%	16.0%
- Accommodation's website	85.6%	86.3%	80.8%	82.8%	88.0%
Travel agency (High street)	19.0%	26.4%	21.0%	18.3%	22.9%
Online Travel Agency (OTA)	15.7%	16.9%	14.8%	17.6%	24.0%
No need to book accommodation	2.5%	2.3%	7.2%	8.5%	6.2%

Flight booking

	LZ	FUE	GC	TFE	LP
Tour Operator	46.9%	46.0%	46.6%	42.1%	33.3%
- Tour Operator's website	77.7%	70.0%	76.0%	78.3%	81.3%
Airline	25.9%	17.1%	22.1%	28.9%	28.8%
- Airline's website	97.9%	95.7%	94.9%	96.3%	96.3%
Travel agency (High street)	17.8%	24.3%	19.9%	17.0%	22.6%
Online Travel Agency (OTA)	9.4%	12.6%	11.4%	12.0%	15.3%

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	6.3%	3.5%	7.7%	9.0%	0.0%
4* Hotel	41.2%	54.3%	30.8%	39.9%	37.3%
1-2-3* Hotel	10.2%	18.7%	19.5%	11.8%	10.3%
Apartment	40.5%	20.8%	32.1%	29.9%	43.7%
Property (privately-owned, friends, family)	1.3%	1.8%	5.1%	6.8%	5.9%
Others	0.6%	0.9%	4.8%	2.6%	2.8%

Who are they?



Gender	LZ	FUE	GC	TFE	LP
Percentage of men	45.7%	48.3%	50.9%	48.1%	47.9%
Percentage of women	54.3%	51.7%	49.1%	51.9%	52.1%

Age

Average age (tourists > 16 years old)	51.0	45.3	47.9	43.1	48.9
Standard deviation	15.1	14.7	16.1	14.4	13.4

Age range (> 16 years old)

16-24 years old	4.5%	7.4%	8.7%	10.3%	3.4%
25-30 years old	7.4%	12.0%	9.7%	13.7%	7.6%
31-45 years old	24.1%	32.6%	25.5%	32.9%	28.5%
46-60 years old	33.5%	30.8%	30.4%	29.5%	40.3%
Over 60 years old	30.5%	17.3%	25.7%	13.6%	20.3%

Occupation

Business owner or self-employed	21.7%	19.5%	20.4%	27.6%	19.8%
Upper/Middle management employee	31.4%	43.6%	35.3%	35.3%	46.4%
Auxiliary level employee	13.8%	13.8%	15.8%	17.3%	11.1%
Students	2.9%	5.7%	5.6%	5.9%	3.3%
Retired	28.5%	15.6%	20.8%	11.1%	16.7%
Unemployed / unpaid dom. work	1.7%	1.9%	2.0%	2.8%	2.5%

Annual household income level

€12,000 - €24,000	15.3%	16.3%	17.6%	20.3%	13.6%
€24,001 - €36,000	19.7%	18.9%	19.3%	19.8%	18.2%
€36,001 - €48,000	17.7%	18.4%	16.4%	16.2%	18.3%
€48,001 - €60,000	15.7%	14.9%	14.7%	13.8%	17.6%
€60,001 - €72,000	9.8%	9.9%	9.5%	9.0%	10.3%
€72,001 - €84,000	6.1%	5.2%	6.3%	6.0%	6.0%
More than €84,000	15.8%	16.4%	16.3%	14.9%	16.0%

(*) 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.

Tourist profile by islands

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Which island do they choose?



Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	1,740,273	1,440,072	2,747,552	3,898,912	145,084
- 2013	1,820,148	1,514,524	2,876,750	3,996,638	143,472
- 2014	1,911,659	1,595,143	3,001,310	4,193,228	138,916
- 2015	2,033,971	1,668,484	3,104,724	4,249,936	163,425
- 2016	2,328,674	1,914,107	3,654,806	4,885,901	221,541

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	17.5%	14.4%	27.6%	39.1%	1.5%
- 2013	17.6%	14.6%	27.8%	38.6%	1.4%
- 2014	17.6%	14.7%	27.7%	38.7%	1.3%
- 2015	18.1%	14.9%	27.7%	37.9%	1.5%
- 2016	17.9%	14.7%	28.1%	37.6%	1.7%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	3.7%	8.1%	12.9%	8.9%	10.4%
Only with partner	53.7%	50.1%	46.7%	43.6%	61.1%
Only with children (under the age of 13)	1.1%	1.3%	1.6%	1.7%	1.1%
Partner + children (under the age of 13)	13.1%	13.7%	8.5%	13.3%	8.9%
Other relatives	6.5%	6.1%	5.7%	6.2%	3.8%
Friends	4.5%	5.3%	7.2%	6.6%	3.5%
Work colleagues	0.2%	0.1%	0.5%	0.3%	0.1%
Other combinations ⁽¹⁾	17.2%	15.2%	16.8%	19.4%	11.3%

* 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)	95.8%	93.3%	92.9%	94.2%	98.3%
Average rating (scale 1-10)	9.08	8.80	8.81	8.91	9.23

How many are loyal to the destination?

Repeat tourists of the island	LZ	FUE	GC	TFE	LP
Repeat tourists	55.1%	48.5%	56.9%	54.0%	38.1%
In love (at least 10 previous visits)	6.7%	5.9%	9.0%	6.1%	5.0%

Where are they from?



Ten main source markets	LZ	FUE	GC	TFE	LP
United Kingdom	1,119,206	466,838	662,210	1,921,177	30,387
Germany	298,196	784,700	846,822	670,472	81,455
Spanish Mainland	218,286	111,928	484,482	606,002	40,972
Netherlands	85,543	54,698	209,880	167,653	20,718
Sweden	37,564	27,354	307,592	133,909	682
France	129,156	114,823	86,135	155,759	9,500
Italy	49,252	104,311	83,314	188,451	1,300
Ireland	203,112	30,397	61,305	113,317	0
Norway	16,893	30,033	274,698	55,104	0
Belgium	35,148	15,239	100,151	192,249	8,952

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	92.6%	92.6%	88.8%	88.9%	82.0%
Tranquillity/rest/relaxation	38.8%	44.5%	38.4%	30.7%	40.3%
Beaches	25.4%	58.3%	41.2%	25.9%	12.3%
Scenery	24.3%	13.5%	16.6%	25.5%	61.3%
Visiting new places	16.2%	12.5%	13.9%	15.1%	16.6%
Price	15.8%	12.5%	11.4%	12.8%	4.7%
Security	12.2%	12.6%	12.7%	9.1%	5.3%
Ease of travel	13.9%	7.3%	7.6%	8.4%	3.3%
Suitable destination for children	9.9%	7.2%	5.8%	8.1%	1.3%
Quality of the environment	10.0%	4.4%	4.4%	6.6%	14.7%
Active tourism	3.6%	3.6%	3.5%	6.0%	31.2%
Nightlife/fun	2.1%	1.3%	5.1%	4.8%	1.4%
Theme parks	0.3%	0.3%	0.8%	7.2%	0.0%
Culture	4.4%	1.3%	2.1%	2.7%	2.1%
Shopping	2.1%	1.1%	2.8%	3.3%	0.3%
Nautical activities	1.7%	5.3%	1.5%	1.9%	0.8%

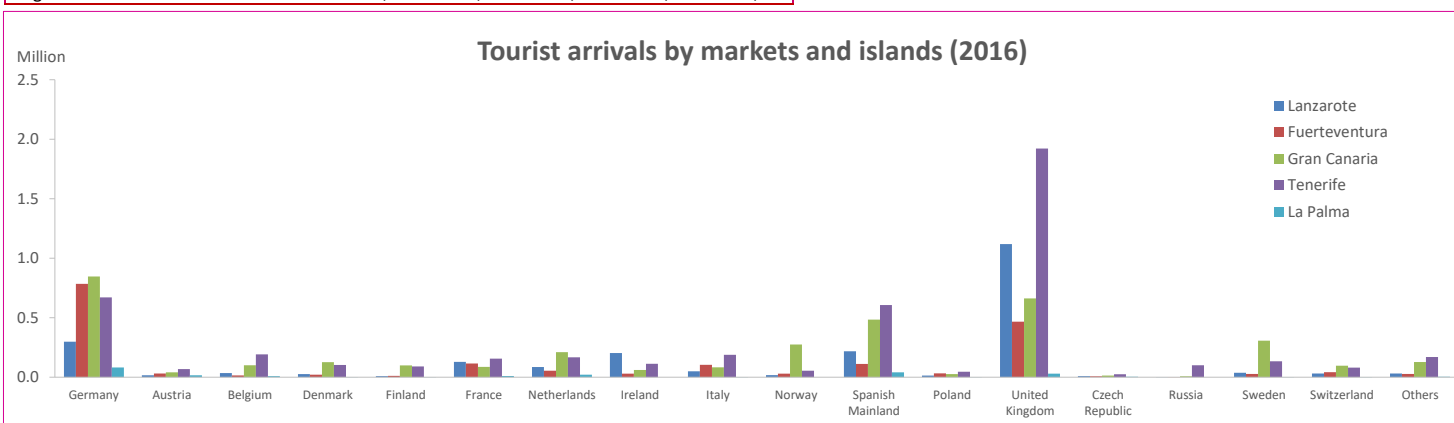
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	70.6%	64.1%	64.6%	60.7%	64.3%
Recommendation by friends or relatives	35.4%	32.1%	31.9%	37.1%	34.5%
The Canary Islands television channel	0.2%	0.3%	0.4%	0.3%	0.1%
Other television or radio channels	0.8%	0.9%	0.8%	0.8%	3.1%
Information in the press/magazines/books	4.0%	3.6%	3.9%	3.5%	7.0%
Attendance at a tourism fair	0.3%	0.4%	0.5%	0.5%	1.1%
Tour Operator's brochure or catalogue	10.4%	10.3%	8.4%	5.8%	4.1%
Recommendation by Travel Agency	8.9%	14.4%	10.6%	7.9%	5.9%
Information obtained via the Internet	26.9%	30.1%	26.2%	23.2%	26.3%
Senior Tourism programme	0.1%	0.2%	0.3%	0.2%	0.6%
Others	4.9%	3.9%	8.0%	6.1%	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.