

Tourist profile by islands

2017



How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (mill.)	2.93	2.22	4.48	5.93	0.29
Tourist arrivals (> 16 years old) (mill.)	2.49	1.94	3.90	5.14	0.28
Average daily expenditure (€)	134.14	135.64	145.42	141.57	128.94
. in their place of residence	97.97	106.67	103.06	99.85	90.56
. in the Canary Islands	36.17	28.96	42.35	41.73	38.39
Average lenght of stay	8.76	9.23	9.41	9.05	10.51
Turnover per tourist (€)	1,087	1,168	1,206	1,139	1,197
Total turnover (€m)	3,185	2,591	5,400	6,753	352
Tourist arrivals: share by islands	18.5%	14.0%	28.3%	37.4%	1.9%
Turnover: share by islands	17.4%	14.2%	29.5%	36.9%	1.9%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.4%	9.2%	13.2%	14.6%	13.4%
- Additional accommodation expenses	6.5%	4.3%	5.5%	7.2%	10.7%

Transport:

- Public transport	15.7%	11.4%	19.3%	11.3%	15.9%
- Taxi	27.7%	16.0%	24.1%	18.3%	12.2%
- Car rental	25.5%	19.0%	14.7%	18.5%	43.3%

Food and drink:

- Food purchases at supermarkets	60.3%	44.4%	56.2%	54.7%	67.2%
- Restaurants	63.4%	51.5%	58.9%	54.1%	74.1%

Souvenirs:	56.3%	57.2%	50.9%	52.4%	57.4%
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Leisure:

- Organized excursions	20.0%	17.6%	14.9%	18.4%	23.2%
- Leisure, amusement	6.2%	7.1%	6.2%	12.1%	2.8%
- Trip to other islands	3.6%	4.0%	1.3%	1.6%	1.5%
- Sporting activities	5.8%	11.3%	5.5%	4.8%	4.0%
- Cultural activities	8.8%	4.6%	3.0%	3.0%	8.5%
- Discos and disco-pubs	4.8%	6.7%	7.5%	5.6%	4.1%

Others:

- Wellness	5.3%	7.8%	4.5%	4.0%	3.5%
- Medical expenses	4.9%	4.8%	4.1%	3.1%	7.5%
- Other expenses	10.0%	13.8%	8.1%	8.3%	21.0%



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	5.0%	3.3%	10.2%	12.6%	14.1%
Flight and accommodation (room only)	31.1%	15.7%	29.0%	27.0%	33.2%
Flight and accommodation (B&B)	8.0%	3.7%	8.6%	9.8%	11.4%
Flight and accommodation (half board)	18.4%	18.0%	18.7%	20.6%	19.5%
Flight and accommodation (full board)	3.2%	5.6%	4.3%	4.6%	3.3%
Flight and accommodation (all inclusive)	34.4%	53.7%	29.3%	25.5%	18.5%
% Tourists using low-cost airlines	59.0%	46.8%	45.0%	53.1%	42.2%
Other expenses in their place of residence:					
- Car rental	11.2%	13.0%	9.3%	14.0%	35.1%
- Sporting activities	5.4%	9.2%	3.8%	4.1%	5.0%
- Excursions	4.3%	5.3%	5.2%	7.9%	10.7%
- Trip to other islands	0.8%	1.2%	1.8%	1.6%	1.2%

How do they book?



Accommodation booking	LZ	FUE	GC	TFE	LP
Tour Operator	41.0%	47.5%	44.5%	40.0%	33.8%
- Tour Operator's website	80.3%	78.0%	82.3%	80.8%	77.8%
Accommodation	18.5%	9.9%	12.9%	15.8%	14.6%
- Accommodation's website	86.6%	87.2%	82.8%	82.7%	82.6%
Travel agency (High street)	18.4%	25.0%	18.9%	18.1%	17.7%
Online Travel Agency (OTA)	19.1%	15.5%	16.1%	17.4%	26.5%
No need to book accommodation	3.0%	2.2%	7.6%	8.7%	7.5%

Flight booking	LZ	FUE	GC	TFE	LP
Tour Operator	42.8%	48.8%	46.5%	43.5%	36.9%
- Tour Operator's website	78.3%	75.5%	80.9%	78.4%	71.6%
Airline	29.4%	16.2%	23.9%	28.5%	33.7%
- Airline's website	98.3%	96.6%	96.1%	97.5%	99.5%
Travel agency (High street)	17.1%	23.1%	18.2%	16.4%	15.5%
Online Travel Agency (OTA)	10.7%	11.9%	11.3%	11.6%	14.0%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.4%	0.2%	0.7%	0.7%	0.3%
Between 2 and 7 days	5.1%	5.1%	7.0%	5.8%	4.1%
Between 8 and 15 days	6.0%	7.6%	8.9%	7.0%	6.3%
Between 16 and 30 days	11.9%	14.0%	13.6%	13.8%	12.8%
Between 31 and 90 days	36.3%	34.3%	34.2%	33.9%	36.3%
More than 90 days	40.4%	38.7%	35.6%	38.9%	40.1%

Who are they?



Gender	LZ	FUE	GC	TFE	LP
Men	47.6%	46.2%	49.7%	47.6%	53.7%
Women	52.4%	53.8%	50.3%	52.4%	46.3%

Age

Average age (tourists > 16 years old)	49.7	47.7	47.1	44.9	49.9
Standard deviation	15.1	15.1	16.1	15.1	13.8

Age range (> 16 years old)

16-24 years old	5.3%	6.4%	9.7%	9.9%	4.8%
25-30 years old	7.5%	9.7%	10.1%	12.1%	6.1%
31-45 years old	27.2%	28.0%	26.5%	29.7%	23.1%
46-60 years old	33.1%	33.7%	29.9%	30.8%	42.4%
Over 60 years old	26.9%	22.2%	23.9%	17.5%	23.6%

Occupation

Business owner or self-employed	24.8%	20.7%	21.2%	26.6%	22.8%
Upper/Middle management employee	32.7%	40.4%	35.2%	33.9%	43.3%
Auxiliary level employee	13.2%	14.8%	15.7%	16.7%	10.3%
Students	3.0%	3.8%	6.2%	5.7%	3.8%
Retired	24.3%	18.8%	19.6%	14.7%	18.5%
Unemployed / unpaid dom. work	1.9%	1.6%	2.1%	2.5%	1.3%

Annual household income level

€12,000 - €24,000	15.2%	16.3%	17.6%	20.7%	12.3%
€24,001 - €36,000	18.9%	19.6%	18.9%	19.8%	18.7%
€36,001 - €48,000	17.1%	15.9%	16.6%	15.1%	16.3%
€48,001 - €60,000	15.9%	15.9%	15.0%	14.1%	19.3%
€60,001 - €72,000	9.5%	9.9%	9.6%	8.8%	8.1%
€72,001 - €84,000	6.6%	6.5%	6.4%	6.1%	7.3%
More than €84,000	16.8%	15.9%	16.0%	15.5%	18.0%

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Which island do they choose?



Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	2,488,213	1,938,908	3,900,824	5,144,415	277,952

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	17.2%	17.5%	17.4%	17.8%	15.2%
- 2014	18.1%	18.5%	18.1%	18.7%	14.7%
- 2015	19.2%	19.3%	18.8%	18.9%	17.3%
- 2016	22.0%	22.2%	22.1%	21.7%	23.4%
- 2017	23.5%	22.5%	23.6%	22.9%	29.4%

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	6.4%	3.2%	7.0%	8.8%	0.0%
4* Hotel	37.9%	54.3%	30.0%	39.3%	36.8%
1-2-3* Hotel	11.8%	18.8%	17.6%	12.0%	9.4%
Apartment	41.6%	21.2%	35.0%	29.4%	43.9%
Property (privately-owned, friends, family)	1.4%	1.5%	5.4%	7.0%	6.3%
Others	0.9%	1.1%	5.0%	3.6%	3.5%

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	93.0%	93.5%	89.7%	87.5%	81.7%
Tranquillity/rest/relaxation	41.4%	45.3%	39.2%	30.2%	41.7%
Beaches	26.8%	60.5%	40.9%	27.0%	8.7%
Scenery	24.9%	13.9%	17.7%	26.9%	57.6%
Visiting new places	16.4%	12.7%	14.0%	14.9%	17.7%
Price	15.1%	11.5%	12.2%	11.4%	7.0%
Security	10.0%	11.0%	11.4%	8.0%	6.5%
Ease of travel	13.4%	7.2%	7.2%	9.0%	3.3%
Suitable destination for children	10.0%	7.1%	6.7%	7.7%	2.2%
Quality of the environment	9.9%	4.5%	4.5%	6.5%	16.1%
Active tourism	4.2%	2.6%	3.7%	6.4%	29.1%
Nightlife/fun	2.4%	1.1%	5.0%	4.7%	0.3%
Theme parks	0.6%	0.2%	0.9%	7.4%	0.0%
Culture	4.2%	1.3%	2.4%	2.7%	1.8%
Shopping	2.0%	1.1%	2.9%	3.2%	0.3%
Nautical activities	1.5%	4.3%	1.7%	1.7%	1.0%

* Multi-choise question

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	4.5%	6.2%	12.0%	9.0%	9.8%
Only with partner	50.0%	50.3%	45.4%	44.0%	60.5%
Only with children (under the age of 13)	1.2%	1.8%	1.7%	2.0%	0.6%
Partner + children (under the age of 13)	14.1%	13.5%	9.4%	12.4%	7.2%
Other relatives	6.2%	4.9%	6.3%	6.3%	4.9%
Friends	4.6%	5.6%	7.4%	6.2%	3.9%
Work colleagues	0.1%	0.2%	0.5%	0.3%	0.2%
Other combinations ⁽¹⁾	19.3%	17.5%	17.3%	19.8%	12.8%

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

How do they rate the Canary Islands?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	95.2%	93.7%	93.3%	93.8%	96.0%
Average rating (scale 1-10)	9.06	8.83	8.85	8.93	9.09

How many are loyal to the Canary Islands?



Repeat tourists of the island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	55.0%	49.1%	57.1%	54.5%	37.9%
At least 10 previous visits	7.1%	5.6%	10.1%	7.0%	4.2%

Where are they from?



Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
United Kingdom	48.9%	25.3%	19.0%	39.2%	13.4%
Germany	12.3%	40.7%	22.2%	13.8%	33.4%
Spanish Mainland	7.9%	5.3%	12.6%	12.4%	15.2%
Netherlands	3.8%	3.7%	5.3%	3.2%	8.8%
Sweden	0.9%	2.1%	8.3%	2.5%	1.0%
France	4.8%	5.2%	2.4%	3.1%	5.0%
Italy	2.7%	5.1%	2.5%	4.0%	2.1%
Ireland	8.7%	1.6%	1.9%	2.3%	0.1%
Norway	0.9%	0.3%	7.4%	1.7%	0.7%
Others	9.1%	10.6%	18.4%	17.7%	20.3%

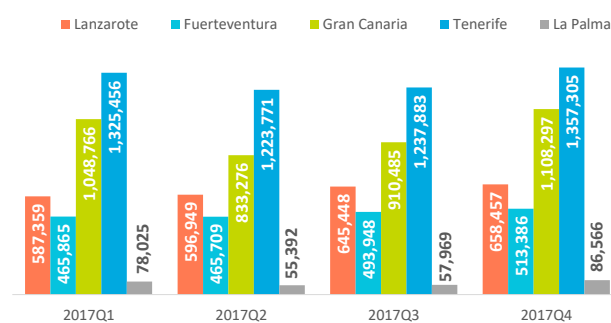
What did motivate them to come?



Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	70.8%	66.9%	65.6%	60.7%	67.9%
Recommendation by friends/relatives	36.3%	31.6%	33.6%	37.2%	28.0%
The Canary Islands television channel	0.1%	0.5%	0.4%	0.4%	0.2%
Other television or radio channels	0.8%	1.2%	1.0%	0.9%	2.8%
Information in press/magazines/books	4.0%	3.7%	3.4%	3.8%	9.0%
Attendance at a tourism fair	0.3%	0.6%	0.6%	0.4%	0.5%
Tour Operator's brochure or catalogue	8.1%	9.3%	7.5%	5.8%	7.8%
Recommendation by Travel Agency	8.6%	13.7%	9.8%	7.8%	6.1%
Information obtained via the Internet	28.5%	28.8%	26.2%	22.2%	30.0%
Senior Tourism programme	0.1%	0.2%	0.2%	0.4%	0.3%
Others	4.4%	3.9%	7.8%	6.0%	5.3%

* Multi-choise question

Tourist arrivals by quarters



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.