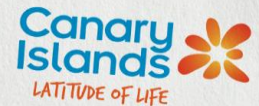


Profile of French tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	France	All markets
Tourist arrivals (> 16 years old)	498,461	13,114,359
Average daily expenditure (€)	134.77	135.94
. in their place of residence	101.42	98.03
. in the Canary Islands	33.34	37.90
Average length of stay	8.86	9.36
Turnover per tourist (€)	1,115	1,141
Total turnover (> 16 years old) (€m)	556	14,957
Share of total turnover	3.7%	100%
Share of total tourist	3.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	47.49	47.11
- Accommodation	43.35	40.52
- Additional accommodation expenses	4.14	6.60
Transport:	31.81	26.01
- Public transport	5.71	5.14
- Taxi	4.22	6.94
- Car rental	21.89	13.93
Food and drink:	98.94	148.33
- Food purchases at supermarkets	36.57	63.46
- Restaurants	62.37	84.87
Souvenirs:	54.73	53.88
Leisure:	45.53	34.52
- Organized excursions	20.83	14.95
- Leisure, amusement	6.06	4.55
- Trip to other islands	2.39	1.85
- Sporting activities	8.32	5.11
- Cultural activities	3.73	2.04
- Discos and disco-pubs	4.21	6.01
Others:	11.85	13.91
- Wellness	4.85	3.23
- Medical expenses	0.94	1.69
- Other expenses	6.06	8.99

How far in advance do they book their trip?



	France	All markets
The same day they leave	0.7%	0.6%
Between 2 and 7 days	7.5%	6.3%
Between 8 and 15 days	8.4%	7.9%
Between 16 and 30 days	16.3%	14.7%
Between 31 and 90 days	35.5%	34.3%
More than 90 days	31.6%	36.2%

What do they book at their place of residence?



	France	All markets
Flight only	6.0%	8.8%
Flight and accommodation (room only)	15.0%	25.7%
Flight and accommodation (B&B)	5.9%	8.0%
Flight and accommodation (half board)	17.6%	20.4%
Flight and accommodation (full board)	9.7%	4.3%
Flight and accommodation (all inclusive)	45.8%	32.8%
% Tourists using low-cost airlines	65.2%	48.7%
Other expenses in their place of residence:		
- Car rental	25.4%	11.8%
- Sporting activities	10.8%	5.3%
- Excursions	15.3%	5.7%
- Trip to other islands	2.0%	1.6%

How do they book?



	France	All markets
Accommodation booking		
Tour Operator	32.1%	42.3%
- Tour Operator's website	77.4%	78.8%
Accommodation	17.3%	14.7%
- Accommodation's website	89.2%	83.5%
Travel agency (High street)	28.1%	20.5%
Online Travel Agency (OTA)	19.9%	16.5%
No need to book accommodation	2.7%	6.0%

	France	All markets
Flight booking		
Tour Operator	34.2%	44.6%
- Tour Operator's website	76.7%	76.3%
Airline	24.4%	24.8%
- Airline's website	97.2%	96.2%
Travel agency (High street)	28.0%	19.1%
Online Travel Agency (OTA)	13.3%	11.5%

Where do they stay?



	France	All markets
5* Hotel	6.8%	7.1%
4* Hotel	45.8%	39.6%
1-2-3* Hotel	22.2%	14.6%
Apartment	22.6%	31.5%
Property (privately-owned, friends, family)	1.8%	4.6%
Others	0.8%	2.6%

Who are they?



	France	All markets
Gender		
Percentage of men	50.3%	48.5%
Percentage of women	49.7%	51.5%

	France	All markets
Age		
Average age (tourists > 16 years old)	46.6	46.3
Standard deviation	14.5	15.3

	France	All markets
Age range (> 16 years old)		
16-24 years old	6.1%	8.2%
25-30 years old	11.0%	11.1%
31-45 years old	30.8%	29.1%
46-60 years old	32.6%	30.9%
Over 60 years old	19.4%	20.7%

	France	All markets
Occupation		
Business owner or self-employed	15.8%	23.1%
Upper/Middle management employee	52.9%	36.1%
Auxiliary level employee	7.8%	15.5%
Students	3.2%	5.1%
Retired	19.0%	18.0%
Unemployed / unpaid dom. work	1.3%	2.2%

	France	All markets
Annual household income level		
€12,000 - €24,000	15.2%	17.8%
€24,001 - €36,000	21.7%	19.4%
€36,001 - €48,000	20.5%	16.9%
€48,001 - €60,000	16.8%	14.6%
€60,001 - €72,000	7.7%	9.5%
€72,001 - €84,000	5.2%	6.0%
More than €84,000	13.0%	15.8%

(*) 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.

Profile of French tourist visiting Canary Islands 2016

Which island do they choose?



Tourists (> 16 years old)	France	All markets
- Lanzarote	129,156	2,328,674
- Fuerteventura	114,823	1,914,107
- Gran Canaria	86,135	3,654,806
- Tenerife	155,759	4,885,901
- La Palma	9,500	221,541

Share (%)	France	All markets
- Lanzarote	26.1%	17.9%
- Fuerteventura	23.2%	14.7%
- Gran Canaria	17.4%	28.1%
- Tenerife	31.4%	37.6%
- La Palma	1.9%	1.7%

Who do they come with?



	France	All markets
Unaccompanied	6.1%	9.1%
Only with partner	46.7%	47.6%
Only with children (under the age of 13)	1.8%	1.5%
Partner + children (under the age of 13)	15.7%	11.8%
Other relatives	2.8%	6.0%
Friends	5.8%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	20.9%	17.5%

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

How do they rate the destination?



Impression of their stay	France	All markets
Good or very good (% tourists)	94.5%	94.1%
Average rating (scale 1-10)	8.81	8.90

How many are loyal to the destination?

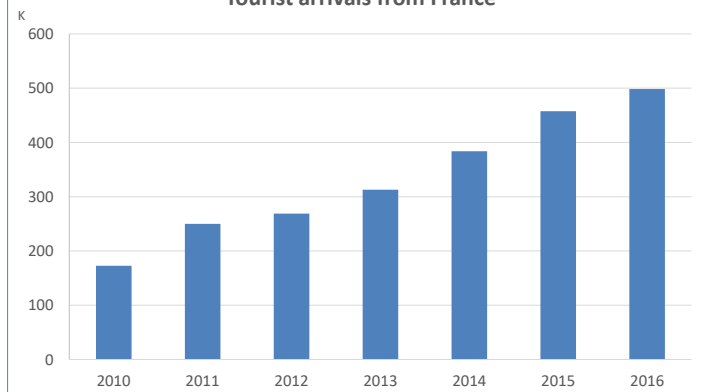
Repeat tourists of the Canary Islands	France	All markets
Repeat tourists	50.5%	77.3%
In love (at least 10 previous visits)	5.8%	16.1%

Where does the flight come from?



Ten main origin markets	France	All markets
France	223,343	227,689
Spanish Mainland	133,816	2,164,168
Belgium	48,043	444,170
Switzerland	42,512	312,564
Germany	14,634	2,882,932
United Kingdom	2,804	4,208,588
Italy	1,326	346,999
Norway	318	393,235
Ireland	0	431,419
Sweden	0	420,877

Tourist arrivals from France



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.

Why do they choose the Canary Islands?



Aspects influencing the choice	France	All markets
Climate/sun	92.7%	89.8%
Scenery	35.3%	21.9%
Beaches	32.1%	34.5%
Tranquility/rest/relaxation	30.0%	36.6%
Visiting new places	21.8%	14.6%
Price	18.0%	12.7%
Security	14.2%	11.1%
Active tourism	9.3%	5.1%
Quality of the environment	5.6%	6.5%
Nautical activities	5.2%	2.2%
Suitable destination for children	4.1%	7.5%
Ease of travel	3.3%	8.9%
Culture	2.6%	2.6%
Nightlife/fun	2.2%	3.8%
Theme parks	1.9%	3.0%
Rural tourism	1.7%	1.0%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	France	All markets
Previous visits to the Canary Islands	42.9%	64.1%
Recommendation by friends or relatives	34.5%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	1.8%	0.8%
Information in the press/magazines/books	4.8%	3.8%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	16.6%	8.0%
Recommendation by Travel Agency	16.8%	9.7%
Information obtained via the Internet	26.8%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	4.6%	6.1%

* Multi-choice question

Seasonal profile of tourist from France

