

Profile of tourist visiting the Canary Islands (2017)

FRANCE



How many are they and how much do they spend?



	France	All markets
Tourist arrivals (FRONTUR)	574,837	15,975,507
Tourist arrivals (> 16 years old)	489,605	13,852,616
Average daily expenditure (€)	134.85	140.18
. in their place of residence	102.14	101.15
. in the Canary Islands	32.71	39.03
Average length of stay	8.60	9.17
Turnover per tourist (€)	1,086	1,155
Total turnover (€m)	624	18,450
Share of total tourist	3.6%	100%
Share of total turnover	3.4%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	12.3%	13.5%
- Additional accommodation expenses	4.0%	6.3%

Transport:

- Public transport	11.9%	14.5%
- Taxi	13.5%	21.2%
- Car rental	29.1%	19.4%

Food and drink:

- Food purchases at supermarkets	37.6%	55.0%
- Restaurants	47.9%	57.3%

Souvenirs:

	62.0%	53.3%
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Leisure:

- Organized excursions	28.6%	17.7%
- Leisure, amusement	8.2%	8.4%
- Trip to other islands	2.4%	2.3%
- Sporting activities	7.4%	6.1%
- Cultural activities	7.8%	4.4%
- Discos and disco-pubs	3.2%	6.1%

Others:

- Wellness	6.8%	4.9%
- Medical expenses	2.4%	4.0%
- Other expenses	8.8%	9.6%



-1%
TOURISTS
574,837



-3%
TRAVEL EXPENSES
€1,086



-4%
TURNOVER
€624 MILL

What do they book at their place of residence?



	France	All markets
Flight only	6.4%	9.3%
Flight and accommodation (room only)	17.1%	26.9%
Flight and accommodation (B&B)	5.3%	8.3%
Flight and accommodation (half board)	14.2%	19.3%
Flight and accommodation (full board)	11.7%	4.4%
Flight and accommodation (all inclusive)	45.3%	31.9%
% Tourists using low-cost airlines	68.0%	50.8%
Other expenses in their place of residence:		
- Car rental	26.0%	12.6%
- Sporting activities	9.6%	5.1%
- Excursions	19.4%	6.2%
- Trip to other islands	1.8%	1.5%

How do they book?



	France	All markets
Accommodation booking		
Tour Operator	35.1%	42.4%
- Tour Operator's website	80.2%	80.6%
Accommodation	13.0%	14.6%
- Accommodation's website	90.4%	84.0%
Travel agency (High street)	25.7%	19.3%
Online Travel Agency (OTA)	22.8%	17.3%
No need to book accommodation	3.5%	6.4%

	France	All markets
Flight booking		
Tour Operator	36.9%	44.8%
- Tour Operator's website	75.9%	78.6%
Airline	23.3%	25.8%
- Airline's website	98.3%	97.3%
Travel agency (High street)	25.3%	18.0%
Online Travel Agency (OTA)	14.6%	11.4%

How far in advance do they book their trip?



	France	All markets
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.9%	5.9%
Between 8 and 15 days	7.2%	7.4%
Between 16 and 30 days	15.4%	13.4%
Between 31 and 90 days	36.9%	34.6%
More than 90 days	34.1%	38.3%

Who are they?



	France	All markets
Gender		
Men	48.7%	48.1%
Women	51.3%	51.9%

Age

Average age (tourists > 16 years old)	47.1	46.9
Standard deviation	14.7	15.5

Age range (> 16 years old)

16-24 years old	7.6%	8.4%
25-30 years old	9.6%	10.2%
31-45 years old	28.6%	27.9%
46-60 years old	33.4%	31.7%
Over 60 years old	20.7%	21.8%

Occupation

Business owner or self-employed	15.9%	23.8%
Upper/Middle management employee	51.2%	35.2%
Auxiliary level employee	6.9%	15.3%
Students	5.0%	5.0%
Retired	19.9%	18.6%
Unemployed / unpaid dom. work	1.2%	2.1%

Annual household income level

€12,000 - €24,000	14.8%	17.9%
€24,001 - €36,000	23.0%	19.3%
€36,001 - €48,000	21.1%	16.1%
€48,001 - €60,000	15.0%	15.1%
€60,001 - €72,000	8.4%	9.3%
€72,001 - €84,000	5.8%	6.3%
More than €84,000	12.0%	16.0%

Which island do they choose?



Tourists (> 16 years old)	France	All markets
- Lanzarote	118,370	2,488,213
- Fuerteventura	100,419	1,938,908
- Gran Canaria	93,325	3,900,824
- Tenerife	161,706	5,144,415
- La Palma	14,002	277,952

Share (%)	France	All markets
- Lanzarote	24.3%	18.1%
- Fuerteventura	20.6%	14.1%
- Gran Canaria	19.1%	28.4%
- Tenerife	33.1%	37.4%
- La Palma	2.9%	2.0%

Where do they stay?



	France	All markets
5* Hotel	6.0%	6.8%
4* Hotel	46.8%	38.4%
1-2-3* Hotel	19.0%	14.4%
Apartment	24.7%	32.4%
Property (privately-owned, friends, family)	1.9%	4.8%
Others	1.6%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	France	All markets
Climate/sun	92.3%	89.8%
Scenery	40.6%	22.9%
Tranquillity/rest/relaxation	31.3%	37.2%
Beaches	30.4%	35.1%
Visiting new places	20.3%	14.7%
Price	18.8%	12.2%
Security	12.2%	9.7%
Quality of the environment	7.7%	6.5%
Active tourism	7.7%	5.4%
Suitable destination for children	4.0%	7.6%
Nautical activities	3.9%	2.0%
Ease of travel	2.7%	8.9%
Nightlife/fun	2.0%	3.8%
Rural tourism	1.8%	1.1%
Culture	1.5%	2.7%
Theme parks	1.5%	3.1%

* Multi-choice question

Who do they come with?



	France	All markets
Unaccompanied	6.3%	8.7%
Only with partner	42.4%	46.8%
Only with children (under the age of 13)	2.6%	1.7%
Partner + children (under the age of 13)	15.4%	11.9%
Other relatives	4.5%	6.0%
Friends	5.9%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	22.9%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	France	All markets
Good or very good (% tourists)	93.4%	94.0%
Average rating (scale 1-10)	8.87	8.92

How many are loyal to the Canary Islands?



Repeat tourists	France	All markets
At least 1 previous visit	50.3%	77.3%
At least 10 previous visits	6.1%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
France	59.2%	289,883
Spanish Mainland	23.8%	116,740
Switzerland	6.5%	31,771
Belgium	4.6%	22,504
Germany	1.9%	9,159
United Kingdom	0.4%	1,834
Netherlands	0.1%	555
Sweden	0.1%	421
Denmark	0.1%	392
Others	3.3%	16,346

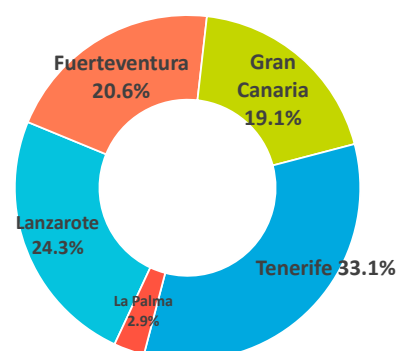
What did motivate them to come?



Prescription sources	France	All markets
Previous visits to the Canary Islands	43.0%	64.9%
Recommendation by friends/relatives	35.0%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	2.4%	1.0%
Information in press/magazines/books	7.0%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	15.4%	7.2%
Recommendation by Travel Agency	15.3%	9.3%
Information obtained via the Internet	29.3%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	4.6%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.