

Tourist profile by quarter of trip (2017)

FRANCE

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	136	164	166	109	575
Tourist arrivals (> 16 years old) (thousands)	119	136	135	100	490
Average daily expenditure (€)	137.01	127.22	133.51	144.44	134.85
. in their place of residence	105.29	93.20	103.45	108.78	102.14
. in the Canary Islands	31.72	34.03	30.06	35.66	32.71
Average length of stay	8.59	8.04	9.67	7.92	8.60
Turnover per tourist (€)	1,090	959	1,218	1,073	1,086
Total turnover (€m)	149	157	202	117	624
Tourist arrivals: share by quarter	23.7%	28.5%	28.8%	19.0%	100%
Turnover: share by quarter	23.8%	25.2%	32.3%	18.8%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.2%	13.2%	8.5%	13.7%	12.3%
- Additional accommodation expenses	2.3%	3.5%	6.1%	3.9%	4.0%

Transport:

- Public transport	11.4%	12.5%	11.3%	12.7%	11.9%
- Taxi	10.5%	14.0%	17.4%	11.3%	13.5%
- Car rental	33.1%	28.2%	25.7%	30.3%	29.1%

Food and drink:

- Food purchases at supermarkets	38.1%	35.0%	37.3%	40.9%	37.6%
- Restaurants	47.2%	46.7%	48.1%	50.2%	47.9%

Souvenirs:	64.1%	61.3%	60.9%	61.8%	62.0%
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Leisure:

- Organized excursions	25.9%	28.8%	32.9%	25.8%	28.6%
- Leisure, amusement	8.2%	5.1%	10.2%	9.9%	8.2%
- Trip to other islands	1.9%	3.1%	2.9%	1.5%	2.4%
- Sporting activities	8.2%	6.3%	8.3%	6.9%	7.4%
- Cultural activities	6.6%	10.7%	5.2%	8.5%	7.8%
- Discos and disco-pubs	3.1%	4.8%	1.8%	3.1%	3.2%

Others:

- Wellness	6.6%	7.6%	7.2%	5.4%	6.8%
- Medical expenses	2.2%	2.0%	2.9%	2.5%	2.4%
- Other expenses	5.3%	9.9%	10.3%	9.5%	8.8%



What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	6.8%	6.8%	4.7%	7.7%	6.4%
Flight and accommodation (room only)	14.3%	15.8%	16.5%	23.3%	17.1%
Flight and accommodation (B&B)	5.4%	6.7%	4.8%	3.8%	5.3%
Flight and accommodation (half board)	14.8%	14.4%	15.2%	12.0%	14.2%
Flight and accommodation (full board)	13.1%	14.2%	8.5%	10.9%	11.7%
Flight and accommodation (all inclusive)	45.7%	42.1%	50.3%	42.3%	45.3%
% Tourists using low-cost airlines	73.2%	72.7%	60.7%	65.4%	68.0%
Other expenses in their place of residence:					
- Car rental	32.7%	25.4%	20.1%	26.9%	26.0%
- Sporting activities	7.2%	9.3%	13.6%	7.5%	9.6%
- Excursions	16.2%	18.8%	24.1%	18.1%	19.4%
- Trip to other islands	1.0%	2.1%	1.2%	3.2%	1.8%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	33.0%	38.8%	34.3%	33.3%	35.1%
- Tour Operator's website	84.5%	75.0%	86.1%	73.8%	80.2%
Accommodation	15.8%	13.9%	9.2%	13.7%	13.0%
- Accommodation's website	94.1%	85.3%	92.0%	91.1%	90.4%
Travel agency (High street)	29.0%	21.8%	27.8%	24.2%	25.7%
Online Travel Agency (OTA)	19.6%	23.2%	24.1%	24.3%	22.8%
No need to book accommodation	2.6%	2.3%	4.7%	4.4%	3.5%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	36.6%	40.8%	35.2%	34.1%	36.9%
- Tour Operator's website	75.6%	71.0%	86.1%	70.9%	75.9%
Airline	24.3%	23.0%	18.8%	28.3%	23.3%
- Airline's website	99.1%	99.3%	95.1%	99.3%	98.3%
Travel agency (High street)	26.5%	21.3%	29.1%	23.9%	25.3%
Online Travel Agency (OTA)	12.6%	14.9%	16.8%	13.7%	14.6%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.7%	0.3%	0.4%	0.2%	0.4%
Between 2 and 7 days	4.9%	6.6%	6.8%	5.1%	5.9%
Between 8 and 15 days	8.3%	5.6%	8.7%	6.1%	7.2%
Between 16 and 30 days	14.3%	17.0%	13.8%	16.8%	15.4%
Between 31 and 90 days	41.5%	40.3%	28.5%	38.3%	36.9%
More than 90 days	30.3%	30.2%	41.8%	33.5%	34.1%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	46.7%	50.0%	44.6%	55.0%	48.7%
Women	53.3%	50.0%	55.4%	45.0%	51.3%

Age

Average age (tourists > 16 years old)	49.2	48.2	43.1	48.4	47.1
Standard deviation	13.9	15.3	14.7	13.7	14.7

Age range (> 16 years old)

16-24 years old	4.7%	6.7%	13.8%	3.9%	7.6%
25-30 years old	7.8%	10.5%	12.4%	7.0%	9.6%
31-45 years old	27.5%	27.0%	28.4%	32.7%	28.6%
46-60 years old	37.1%	31.1%	31.4%	35.0%	33.4%
Over 60 years old	22.9%	24.8%	14.1%	21.4%	20.7%

Occupation

Business owner or self-employed	22.9%	10.1%	15.0%	16.9%	15.9%
Upper/Middle management employee	45.4%	51.2%	55.2%	52.5%	51.2%
Auxiliary level employee	6.0%	8.4%	7.2%	5.7%	6.9%
Students	3.2%	3.4%	9.1%	3.7%	5.0%
Retired	21.8%	25.7%	11.9%	20.5%	19.9%
Unemployed / unpaid dom. work	0.8%	1.3%	1.7%	0.6%	1.2%

Annual household income level

€12,000 - €24,000	11.3%	15.0%	17.6%	14.6%	14.8%
€24,001 - €36,000	22.5%	22.0%	24.3%	23.3%	23.0%
€36,001 - €48,000	19.7%	23.3%	22.7%	17.6%	21.1%
€48,001 - €60,000	14.6%	15.1%	12.8%	17.8%	15.0%
€60,001 - €72,000	9.1%	7.1%	6.5%	12.0%	8.4%
€72,001 - €84,000	7.9%	4.6%	6.0%	4.6%	5.8%
More than €84,000	14.9%	12.9%	10.1%	10.1%	12.0%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	30,211	32,791	31,902	23,465	118,370
- Fuerteventura	22,006	28,698	29,347	20,367	100,419
- Gran Canaria	20,968	26,833	28,290	17,235	93,325
- Tenerife	42,524	42,220	40,742	36,221	161,706
- La Palma	2,667	4,646	4,713	1,975	14,002

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	25.5%	24.3%	23.6%	23.6%	24.3%
- Fuerteventura	18.6%	21.2%	21.7%	20.5%	20.6%
- Gran Canaria	17.7%	19.8%	21.0%	17.4%	19.1%
- Tenerife	35.9%	31.2%	30.2%	36.5%	33.1%
- La Palma	2.3%	3.4%	3.5%	2.0%	2.9%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	5.4%	5.5%	7.5%	5.3%	6.0%
4* Hotel	44.6%	51.2%	46.8%	43.3%	46.8%
1-2-3* Hotel	18.2%	19.3%	21.4%	16.5%	19.0%
Apartment	28.0%	21.9%	20.4%	30.5%	24.7%
Property (privately-owned, friends, family)	2.5%	1.0%	2.5%	1.5%	1.9%
Others	1.3%	1.1%	1.4%	2.8%	1.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.4%	91.3%	91.4%	94.5%	92.3%
Scenery	43.3%	39.7%	39.9%	39.6%	40.6%
Tranquillity/rest/relaxation	33.7%	31.1%	29.0%	32.0%	31.3%
Beaches	22.6%	29.6%	38.3%	30.0%	30.4%
Visiting new places	18.1%	20.6%	23.1%	19.0%	20.3%
Price	18.8%	21.2%	19.7%	14.2%	18.8%
Security	13.8%	12.8%	10.3%	12.2%	12.2%
Quality of the environment	8.5%	8.8%	6.7%	6.7%	7.7%
Active tourism	7.8%	8.7%	5.9%	8.6%	7.7%
Suitable destination for children	3.4%	3.1%	3.6%	6.3%	4.0%
Nautical activities	2.1%	3.3%	6.2%	3.7%	3.9%
Ease of travel	3.5%	2.6%	2.0%	3.0%	2.7%
Nightlife/fun	2.1%	1.6%	2.2%	2.2%	2.0%
Rural tourism	2.5%	1.1%	0.8%	3.3%	1.8%
Culture	1.3%	2.1%	1.2%	1.3%	1.5%
Theme parks	1.2%	0.8%	1.9%	2.0%	1.5%

* Multi-choice question

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	5.6%	5.8%	7.1%	6.7%	6.3%
Only with partner	40.5%	49.5%	41.7%	35.9%	42.4%
Only with children (under the age of 13)	3.0%	0.8%	4.4%	2.0%	2.6%
Partner + children (under the age of 13)	15.1%	14.0%	14.5%	18.9%	15.4%
Other relatives	3.9%	4.3%	5.0%	4.7%	4.5%
Friends	6.2%	6.5%	5.1%	5.7%	5.9%
Work colleagues	0.0%	0.2%	0.1%	0.1%	0.1%
Other combinations ⁽¹⁾	25.7%	19.0%	22.1%	25.9%	22.9%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.4%	93.2%	92.5%	94.7%	93.4%
Average rating (scale 1-10)	9.01	8.85	8.71	8.93	8.87

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	56.4%	53.7%	41.6%	49.8%	50.3%
At least 10 previous visits	4.9%	6.2%	6.6%	6.9%	6.1%

Where does the flight come from?

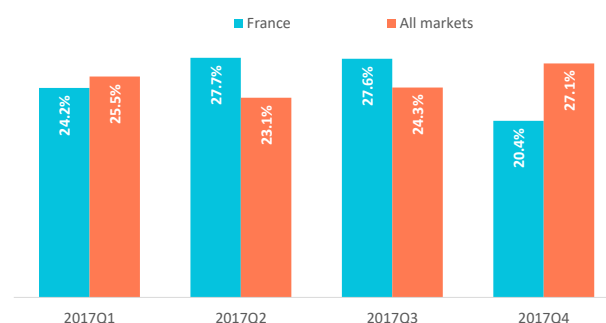
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
France	55.2%	64.1%	67.0%	46.6%	59.2%
Spanish Mainland	22.9%	24.4%	16.3%	34.4%	23.8%
Switzerland	6.8%	5.2%	6.0%	8.5%	6.5%
Belgium	5.7%	2.2%	5.2%	5.6%	4.6%
Germany	3.4%	1.1%	2.1%	0.9%	1.9%
United Kingdom	0.7%	0.6%	0.0%	0.2%	0.4%
Netherlands	0.5%	0.0%	0.0%	0.0%	0.1%
Sweden	0.0%	0.0%	0.3%	0.0%	0.1%
Denmark	0.3%	0.0%	0.0%	0.0%	0.1%
Others	4.4%	2.4%	3.1%	3.7%	3.3%

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	47.5%	47.8%	33.6%	44.1%	43.0%
Recommendation by friends/relatives	32.3%	34.3%	36.4%	37.4%	35.0%
The Canary Islands television channel	0.1%	0.4%	0.0%	0.0%	0.1%
Other television or radio channels	3.2%	2.2%	2.9%	1.1%	2.4%
Information in press/magazines/books	7.2%	7.2%	6.8%	6.8%	7.0%
Attendance at a tourism fair	1.1%	1.2%	0.6%	0.0%	0.8%
Tour Operator's brochure or catalogue	13.0%	14.5%	19.2%	14.3%	15.4%
Recommendation by Travel Agency	15.6%	14.8%	15.2%	15.9%	15.3%
Information obtained via the Internet	25.5%	27.3%	34.0%	30.1%	29.3%
Senior Tourism programme	0.0%	0.7%	0.0%	0.0%	0.2%
Others	6.6%	3.9%	3.6%	4.3%	4.6%

* Multi-choice question

Share of 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.