

Tourist profile by islands (2017)

FRANCE



How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	141	119	105	191	15.9
Tourist arrivals (> 16 years old) (thousands)	118	100	93.3	162	14.0
Average daily expenditure (€)	138.59	124.13	145.86	133.23	124.21
. in their place of residence	109.10	99.60	102.63	98.45	100.47
. in the Canary Islands	29.49	24.53	43.23	34.78	23.74
Average length of stay	7.62	8.16	9.22	9.30	7.90
Turnover per tourist (€)	1,023	992	1,224	1,123	937
Total turnover (€m)	145	118	128	215	14.9
French tourist arrivals: share by islands	24.7%	20.7%	18.3%	33.4%	2.8%
French turnover: share by islands	23.3%	19.0%	20.7%	34.6%	2.4%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	12.5%	6.3%	16.4%	13.4%	9.8%
- Additional accommodation expenses	3.8%	0.9%	4.6%	5.1%	12.0%
Transport:					
- Public transport	10.6%	9.9%	16.5%	10.5%	20.6%
- Taxi	14.8%	13.7%	17.8%	10.9%	3.8%
- Car rental	39.4%	20.8%	21.7%	30.2%	40.7%
Food and drink:					
- Food purchases at supermarkets	36.8%	27.8%	48.5%	37.6%	39.7%
- Restaurants	52.4%	38.6%	54.1%	47.0%	43.8%
Souvenirs:					
	65.6%	63.7%	58.1%	60.9%	58.1%
Leisure:					
- Organized excursions	36.7%	30.6%	18.7%	26.8%	33.8%
- Leisure, amusement	6.0%	6.9%	4.8%	13.3%	1.6%
- Trip to other islands	2.9%	3.8%	1.2%	1.9%	3.2%
- Sporting activities	7.2%	8.4%	6.4%	7.9%	3.2%
- Cultural activities	15.3%	4.7%	6.2%	4.4%	14.9%
- Discos and disco-pubs	0.9%	5.8%	4.2%	2.9%	2.2%
Others:					
- Wellness	5.5%	8.7%	7.7%	5.6%	13.6%
- Medical expenses	2.8%	1.2%	2.8%	2.4%	3.0%
- Other expenses	7.5%	11.2%	7.9%	7.6%	23.4%

TOURISTS



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	3.7%	1.0%	12.1%	9.1%	1.6%
Flight and accommodation (room only)	14.0%	7.9%	25.2%	20.2%	19.7%
Flight and accommodation (B&B)	3.9%	2.3%	8.3%	6.5%	2.3%
Flight and accommodation (half board)	18.0%	6.1%	17.1%	15.8%	6.8%
Flight and accommodation (full board)	12.3%	17.1%	6.9%	11.0%	7.3%
Flight and accommodation (all inclusive)	48.0%	65.7%	30.5%	37.4%	62.4%
% Tourists using low-cost airlines	67.2%	76.1%	68.1%	62.4%	79.9%
Other expenses in their place of residence:					
- Car rental	23.8%	21.2%	21.8%	33.0%	27.3%
- Sporting activities	9.5%	9.7%	9.1%	10.0%	7.6%
- Excursions	18.9%	21.5%	12.6%	22.4%	19.3%
- Trip to other islands	1.2%	2.6%	0.4%	2.3%	2.6%

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	32.8%	50.2%	30.7%	29.9%	32.5%
- Tour Operator's website	80.2%	78.2%	74.2%	84.0%	96.8%
Accommodation	12.3%	7.4%	20.9%	13.4%	3.8%
- Accommodation's website	97.8%	86.2%	91.1%	86.1%	74.9%
Travel agency (High street)	33.0%	24.8%	17.5%	25.7%	22.1%
Online Travel Agency (OTA)	20.9%	17.1%	24.7%	24.9%	41.5%
No need to book accommodation	1.0%	0.4%	6.3%	6.1%	0.0%
Flight booking					
Tour Operator	33.0%	50.0%	33.1%	33.6%	38.5%
- Tour Operator's website	74.1%	79.9%	74.2%	74.5%	74.9%
Airline	21.5%	11.3%	32.0%	27.9%	11.8%
- Airline's website	96.6%	96.2%	100.0%	98.5%	100.0%
Travel agency (High street)	32.4%	24.5%	18.8%	24.4%	21.0%
Online Travel Agency (OTA)	13.0%	14.2%	16.0%	14.0%	28.7%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	0.0%	0.8%	0.8%	0.3%
Between 2 and 7 days	7.1%	5.7%	3.8%	5.9%	12.3%
Between 8 and 15 days	6.5%	8.5%	6.3%	6.7%	15.7%
Between 16 and 30 days	16.5%	14.6%	15.2%	14.1%	26.0%
Between 31 and 90 days	40.2%	38.6%	35.0%	35.1%	29.3%
More than 90 days	29.7%	32.5%	39.0%	37.3%	16.4%

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	49.6%	43.2%	50.7%	50.0%	51.5%
Women	50.4%	56.8%	49.3%	50.0%	48.5%
Age					
Average age (tourists > 16 years old)	49.5	45.4	47.1	46.4	47.3
Standard deviation	13.7	14.5	14.7	15.3	15.0
Age range (> 16 years old)					
16-24 years old	5.1%	7.1%	7.6%	9.7%	8.2%
25-30 years old	6.0%	13.1%	9.1%	10.1%	12.8%
31-45 years old	27.0%	30.9%	29.9%	28.5%	18.1%
46-60 years old	39.0%	31.1%	33.6%	30.2%	38.8%
Over 60 years old	22.9%	17.7%	19.8%	21.5%	22.0%
Occupation					
Business owner or self-employed	17.1%	15.9%	16.9%	14.7%	9.7%
Upper/Middle management employee	53.7%	53.6%	46.6%	49.7%	57.9%
Auxiliary level employee	4.4%	7.5%	9.0%	7.6%	3.6%
Students	2.5%	5.1%	4.8%	6.7%	6.5%
Retired	22.1%	16.9%	19.7%	20.1%	22.4%
Unemployed / unpaid dom. work	0.2%	1.0%	2.8%	1.1%	0.0%
Annual household income level					
€12,000 - €24,000	8.5%	19.9%	14.4%	17.1%	12.4%
€24,001 - €36,000	22.5%	22.0%	22.0%	25.3%	16.8%
€36,001 - €48,000	20.6%	23.1%	21.6%	19.4%	26.9%
€48,001 - €60,000	17.8%	15.8%	12.9%	12.5%	22.9%
€60,001 - €72,000	9.1%	8.0%	8.3%	8.6%	3.9%
€72,001 - €84,000	6.2%	3.3%	5.4%	6.9%	7.1%
More than €84,000	15.4%	7.9%	15.3%	10.1%	9.9%

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Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2013	62,440	86,403	36,148	124,104	3,500
- 2014	75,683	83,417	54,780	161,943	4,238
- 2015	116,607	103,746	73,511	156,788	4,766
- 2016	129,156	114,823	86,135	155,759	9,500
- 2017	118,370	100,419	93,325	161,706	14,002

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	20.0%	27.6%	11.6%	39.7%	1.1%
- 2014	19.9%	21.9%	14.4%	42.6%	1.1%
- 2015	25.6%	22.8%	16.1%	34.4%	1.0%
- 2016	26.1%	23.2%	17.4%	31.4%	1.9%
- 2017	24.3%	20.6%	19.1%	33.1%	2.9%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	8.2%	1.8%	7.9%	6.4%	0.0%
4* Hotel	31.7%	66.9%	37.5%	49.0%	70.9%
1-2-3* Hotel	33.6%	14.8%	16.4%	13.9%	4.1%
Apartment	25.1%	15.5%	30.7%	26.3%	23.3%
Property (privately-owned, friends, family)	0.4%	0.3%	4.6%	2.6%	0.0%
Others	1.0%	0.7%	2.9%	1.9%	1.7%

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	93.5%	93.4%	89.9%	92.9%	85.2%
Scenery	51.2%	26.0%	30.4%	46.1%	58.4%
Tranquility/rest/relaxation	28.6%	40.0%	33.3%	26.3%	34.6%
Beaches	21.5%	50.8%	39.2%	21.6%	5.6%
Visiting new places	24.2%	18.4%	16.1%	20.5%	30.6%
Price	15.2%	23.8%	17.8%	18.8%	21.2%
Security	13.5%	10.4%	15.5%	10.8%	9.3%
Quality of the environment	12.8%	5.1%	4.9%	7.1%	10.7%
Active tourism	7.2%	0.9%	5.1%	11.6%	26.6%
Suitable destination for children	3.6%	4.1%	3.8%	4.2%	5.0%
Nautical activities	4.6%	4.7%	3.4%	3.6%	0.0%
Ease of travel	3.5%	2.3%	1.7%	3.2%	1.1%
Nightlife/fun	0.5%	1.0%	5.4%	2.0%	0.9%
Rural tourism	2.8%	2.1%	1.4%	1.0%	1.4%
Culture	2.5%	0.7%	1.4%	1.4%	0.0%
Theme parks	0.2%	0.8%	0.7%	3.4%	0.0%

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	2.8%	4.5%	12.7%	6.4%	3.1%
Only with partner	45.1%	41.8%	38.8%	41.8%	55.0%
Only with children (under the age of 13)	1.5%	4.0%	1.8%	3.0%	0.9%
Partner + children (under the age of 13)	17.0%	18.0%	13.9%	13.9%	11.6%
Other relatives	5.1%	3.7%	4.9%	4.3%	4.8%
Friends	3.5%	5.3%	8.3%	7.0%	2.3%
Work colleagues	0.0%	0.3%	0.0%	0.1%	0.9%
Other combinations ⁽¹⁾	25.0%	22.4%	19.6%	23.5%	21.4%

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

* Multi-choice question

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	38.8%	39.8%	55.2%	41.0%	46.4%
Recommendation by friends/relatives	36.7%	33.4%	31.0%	38.0%	25.6%
The Canary Islands television channel	0.6%	0.0%	0.0%	0.0%	0.0%
Other television or radio channels	2.6%	2.1%	2.1%	2.4%	5.7%
Information in press/magazines/books	8.6%	7.0%	5.2%	6.7%	10.2%
Attendance at a tourism fair	1.2%	0.5%	0.6%	0.6%	2.1%
Tour Operator's brochure or catalogue	17.6%	20.7%	12.7%	12.6%	10.0%
Recommendation by Travel Agency	17.5%	15.7%	11.5%	15.6%	18.6%
Information obtained via the Internet	30.8%	30.6%	25.8%	28.4%	38.2%
Senior Tourism programme	0.0%	0.0%	0.3%	0.4%	0.0%
Others	2.8%	4.5%	6.7%	4.7%	2.9%

* Multi-choice question

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	94.7%	92.8%	93.3%	92.4%	95.9%
Average rating (scale 1-10)	8.94	8.69	8.90	8.85	9.21

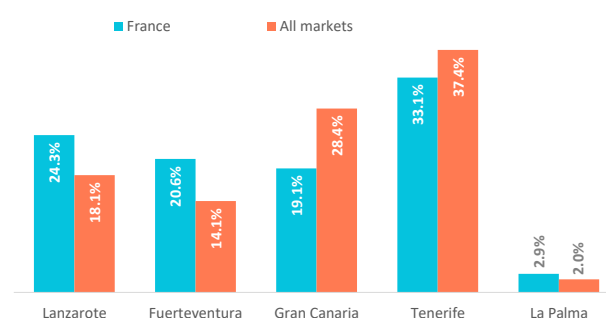
How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	22.4%	25.1%	37.5%	34.1%	7.5%
At least 10 previous visits	1.5%	1.0%	7.8%	3.8%	0.0%

Where does the flight come from?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
France	70.7%	79.2%	41.4%	48.2%	70.4%
Spanish Mainland	17.2%	8.8%	34.1%	31.9%	21.1%
Switzerland	4.7%	5.9%	10.3%	6.3%	3.5%
Belgium	3.9%	0.9%	5.4%	7.0%	3.6%
Germany	0.5%	3.7%	3.1%	1.0%	0.4%
United Kingdom	0.4%	0.2%	0.9%	0.1%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.3%	1.0%
Sweden	0.0%	0.0%	0.0%	0.3%	0.0%
Denmark	0.0%	0.4%	0.0%	0.0%	0.0%
Others	2.5%	0.9%	4.9%	4.9%	0.0%

Share of tourist arrivals by islands



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.