

Tourist profile according to companions (2016)

Friends

How many are they and how much do they spend?

	Friends	Total
Tourist arrivals (> 16 years old)	805,590	13,114,359
Average daily expenditure (€)	136.57	135.94
. in their place of residence	90.87	98.03
. in the Canary Islands	45.71	37.90
Average length of stay	8.0	9.4
Turnover per tourist (€)	994	1,141
Total turnover (> 16 years old) (€m)	801	14,957
Share of total turnover	5.4%	100%
Share of total tourist	6.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	51.57	47.11
- Accommodation	46.85	40.52
- Additional accommodation expenses	4.72	6.60
Transport:	26.39	26.01
- Public transport	5.96	5.14
- Taxi	7.60	6.94
- Car rental	12.83	13.93
Food and drink:	143.97	148.33
- Food purchases at supermarkets	68.04	63.46
- Restaurants	75.93	84.87
Souvenirs:	51.28	53.88
Leisure:	46.81	34.52
- Organized excursions	13.24	14.95
- Leisure, amusement	3.89	4.55
- Trip to other islands	2.45	1.85
- Sporting activities	7.09	5.11
- Cultural activities	2.18	2.04
- Discos and disco-pubs	17.97	6.01
Others:	10.19	13.91
- Wellness	2.77	3.23
- Medical expenses	0.72	1.69
- Other expenses	6.71	8.99

How far in advance do they book their trip?

	Friends	Total
The same day they leave	0.8%	0.6%
Between 2 and 7 days	7.4%	6.3%
Between 8 and 15 days	8.6%	7.9%
Between 16 and 30 days	17.2%	14.7%
Between 31 and 90 days	36.6%	34.3%
More than 90 days	29.5%	36.2%

What do they book at their place of residence?

	Friends	Total
Flight only	9.9%	8.8%
Flight and accommodation (room only)	32.3%	25.7%
Flight and accommodation (B&B)	8.2%	8.0%
Flight and accommodation (half board)	17.5%	20.4%
Flight and accommodation (full board)	3.8%	4.3%
Flight and accommodation (all inclusive)	28.3%	32.8%
% Tourists using low-cost airlines	58.6%	48.7%
Other expenses in their place of residence:		
- Car rental	10.8%	11.8%
- Sporting activities	7.0%	5.3%
- Excursions	6.0%	5.7%
- Trip to other islands	2.4%	1.6%

How do they book?

	Friends	Total
Accommodation booking		
Tour Operator	36.8%	42.3%
- Tour Operator's website	79.3%	78.8%
Accommodation	16.2%	14.7%
- Accommodation's website	82.6%	83.5%
Travel agency (High street)	19.2%	20.5%
Online Travel Agency (OTA)	22.1%	16.5%
No need to book accommodation	5.7%	6.0%

Flight booking

	Friends	Total
Tour Operator	40.5%	44.6%
- Tour Operator's website	76.9%	76.3%
Airline	28.7%	24.8%
- Airline's website	95.7%	96.2%
Travel agency (High street)	17.3%	19.1%
Online Travel Agency (OTA)	13.5%	11.5%

Where do they stay?

	Friends	Total
5* Hotel	4.3%	7.1%
4* Hotel	32.1%	39.6%
1-2-3* Hotel	18.0%	14.6%
Apartment	37.9%	31.5%
Property (privately-owned, friends, family)	4.2%	4.6%
Others	3.5%	2.6%

Who are they?

	Friends	Total
Gender		
Percentage of men	39.2%	48.5%
Percentage of women	60.8%	51.5%

	Friends	Total
Age		
Average age (tourists > 16 years old)	40.2	46.3
Standard deviation	16.7	15.3

	Friends	Total
Age range (> 16 years old)		
16-24 years old	20.3%	8.2%
25-30 years old	19.8%	11.1%
31-45 years old	24.0%	29.1%
46-60 years old	20.2%	30.9%
Over 60 years old	15.7%	20.7%

	Friends	Total
Occupation		
Business owner or self-employed	18.3%	23.1%
Upper/Middle management employee	36.9%	36.1%
Auxiliary level employee	16.1%	15.5%
Students	12.5%	5.1%
Retired	14.1%	18.0%
Unemployed / unpaid dom. work	2.2%	2.2%

	Friends	Total
Annual household income level		
€12,000 - €24,000	28.3%	17.8%
€24,001 - €36,000	24.4%	19.4%
€36,001 - €48,000	17.5%	16.9%
€48,001 - €60,000	11.1%	14.6%
€60,001 - €72,000	6.0%	9.5%
€72,001 - €84,000	4.3%	6.0%
More than €84,000	8.4%	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.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with friends	805,590	104,481	100,934	264,369	323,520	7,679
- Share by islands	100%	13.0%	12.5%	32.8%	40.2%	1.0%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists travelling with friends	6.1%	4.5%	5.3%	7.2%	6.6%	3.5%

Who do they come with?



Why do they choose the Canary Islands?



	Friends	Total
Unaccompanied	--	9.1%
Only with partner	--	47.6%
Only with children (under the age of 13)	--	1.5%
Partner + children (under the age of 13)	--	11.8%
Other relatives	--	6.0%
Friends	100.0%	6.1%
Work colleagues	--	0.3%
Other combinations ⁽¹⁾	--	17.5%

Aspects influencing the choice	Friends	Total
Climate/sun	88.9%	89.8%
Beaches	40.6%	34.5%
Tranquillity/rest/relaxation	30.5%	36.6%
Scenery	19.4%	21.9%
Price	18.1%	12.7%
Nightlife/fun	14.7%	3.8%
Visiting new places	14.5%	14.6%
Ease of travel	8.3%	8.9%
Security	6.6%	11.1%
Active tourism	5.7%	5.1%
Quality of the environment	5.1%	6.5%
Theme parks	3.2%	3.0%
Culture	3.0%	2.6%
Nautical activities	2.8%	2.2%
Shopping	2.6%	2.6%
Golf	1.3%	0.9%

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

How do they rate the destination?



Impression of their stay	Friends	Total
Good or very good (% tourists)	91.5%	94.1%
Average rating (scale 1-10)	8.79	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Friends	Total
Repeat tourists	67.6%	77.3%
In love (at least 10 previous visits)	10.6%	16.1%

What did motivate them to come?



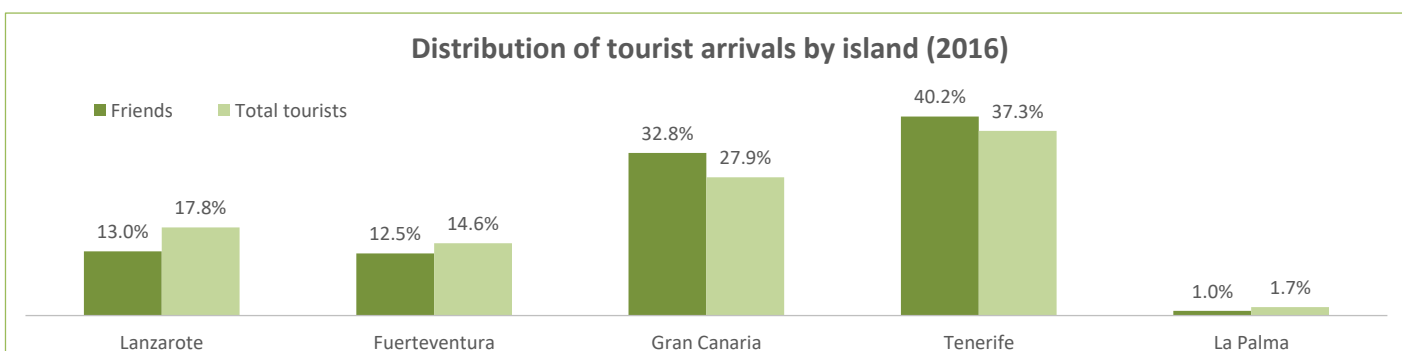
Aspects motivating the choice	Friends	Total
Previous visits to the Canary Islands	52.4%	64.1%
Recommendation by friends or relatives	46.7%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	5.8%	8.0%
Recommendation by Travel Agency	9.7%	9.7%
Information obtained via the Internet	27.5%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	5.3%	6.1%

* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	30.0%	242,008
Germany	19.6%	158,123
Spanish Mainland	12.3%	99,410
Italy	5.2%	42,292
Netherlands	4.0%	31,906
France	3.6%	28,978
Ireland	3.6%	28,662
Sweden	3.5%	28,280
Norway	3.3%	26,311
Switzerland	3.0%	24,272



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited Canary Islands with friends. (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.