

Tourist profile according to companions (2017)

FRIENDS

How many are they and how much do they spend?



	Friends	Total
Tourist arrivals (> 16 years old)	844,854	13,852,616
Average daily expenditure (€)	142.88	140.18
. in their place of residence	94.83	101.15
. in the Canary Islands	48.06	39.03
Average length of stay	7.70	9.17
Turnover per tourist (€)	1,006	1,155
Total turnover (> 16 years old) (€m)	850	15,999
Share of total tourist	6.1%	100%
Share of total turnover	5.3%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	18.7%	13.5%
- Additional accommodation expenses	5.3%	6.3%

Transport:

- Public transport	17.5%	14.5%
- Taxi	22.6%	21.2%
- Car rental	17.8%	19.4%

Food and drink:

- Food purchases at supermarkets	57.0%	55.0%
- Restaurants	58.3%	57.3%

Souvenirs:

	48.2%	53.3%
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Leisure:

- Organized excursions	16.2%	17.7%
- Leisure, amusement	6.7%	8.4%
- Trip to other islands	2.0%	2.3%
- Sporting activities	7.2%	6.1%
- Cultural activities	3.5%	4.4%
- Discos and disco-pubs	16.6%	6.1%

Others:

- Wellness	3.5%	4.9%
- Medical expenses	2.9%	4.0%
- Other expenses	7.3%	9.6%



**+5%
TOURISTS***
844,854



**+1%
TRAVEL EXPENSES**
€1,006



**+6%
TURNOVER**
€850 MILL

What do they book at their place of residence?



	Friends	Total
Flight only	9.7%	9.3%
Flight and accommodation (room only)	34.4%	26.9%
Flight and accommodation (B&B)	8.5%	8.3%
Flight and accommodation (half board)	16.7%	19.3%
Flight and accommodation (full board)	5.0%	4.4%
Flight and accommodation (all inclusive)	25.8%	31.9%
% Tourists using low-cost airlines	60.4%	50.8%

Other expenses in their place of residence:

- Car rental	11.7%	12.6%
- Sporting activities	7.1%	5.1%
- Excursions	7.0%	6.2%
- Trip to other islands	1.8%	1.5%

* Tourists over 16 years old.

How do they book?



	Friends	Total
Accommodation booking		
Tour Operator	38.2%	42.4%
- Tour Operator's website	77.4%	80.6%
Accommodation	16.1%	14.6%
- Accommodation's website	86.3%	84.0%
Travel agency (High street)	17.8%	19.3%
Online Travel Agency (OTA)	22.1%	17.3%
No need to book accommodation	5.8%	6.4%

Flight booking

	Friends	Total
Tour Operator	40.4%	44.8%
- Tour Operator's website	77.5%	78.6%
Airline	30.0%	25.8%
- Airline's website	97.4%	97.3%
Travel agency (High street)	15.7%	18.0%
Online Travel Agency (OTA)	13.9%	11.4%

How far in advance do they book their trip?



	Friends	Total
The same day they leave	0.7%	0.5%
Between 2 and 7 days	6.5%	5.9%
Between 8 and 15 days	8.2%	7.4%
Between 16 and 30 days	14.5%	13.4%
Between 31 and 90 days	36.8%	34.6%
More than 90 days	33.3%	38.3%

Who are they?



	Friends	Total
Gender		
Men	40.1%	48.1%
Women	59.9%	51.9%

Age

Average age (tourists > 16 years old)	41.4	46.9
Standard deviation	16.8	15.5

Age range (> 16 years old)

16-24 years old	18.6%	8.4%
25-30 years old	17.1%	10.2%
31-45 years old	25.3%	27.9%
46-60 years old	21.5%	31.7%
Over 60 years old	17.4%	21.8%

Occupation

Business owner or self-employed	21.5%	23.8%
Upper/Middle management employee	33.9%	35.2%
Auxiliary level employee	16.0%	15.3%
Students	11.1%	5.0%
Retired	15.7%	18.6%
Unemployed / unpaid dom. work	1.9%	2.1%

Annual household income level

€12,000 - €24,000	28.8%	17.9%
€24,001 - €36,000	24.5%	19.3%
€36,001 - €48,000	15.3%	16.1%
€48,001 - €60,000	12.5%	15.1%
€60,001 - €72,000	5.9%	9.3%
€72,001 - €84,000	3.3%	6.3%
More than €84,000	9.6%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with friends	844,854	114,022	108,146	287,315	320,158	10,795
- Share by islands	100%	13.5%	12.8%	34.0%	37.9%	1.3%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists travelling with friends	6.1%	4.6%	5.6%	7.4%	6.2%	3.9%

Where do they stay?

	Friends	Total
5* Hotel	4.4%	6.8%
4* Hotel	30.4%	38.4%
1-2-3* Hotel	17.9%	14.4%
Apartment	39.0%	32.4%
Property (privately-owned, friends, family)	4.2%	4.8%
Others	4.1%	3.2%

Who do they come with?

	Friends	Total
Unaccompanied	--	8.7%
Only with partner	--	46.8%
Only with children (under the age of 13)	--	1.7%
Partner + children (under the age of 13)	--	11.9%
Other relatives	--	6.0%
Friends	100%	6.1%
Work colleagues	--	0.3%
Other combinations ⁽¹⁾	--	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Friends	Total
Good or very good (% tourists)	93.1%	94.0%
Average rating (scale 1-10)	8.80	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Friends	Total
At least 1 previous visit	68.0%	77.3%
At least 10 previous visits	9.0%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	29.6%	250,080
Germany	18.5%	156,066
Spanish Mainland	13.4%	112,913
Italy	6.1%	51,725
Switzerland	4.1%	34,954
Netherlands	3.7%	31,395
Norway	3.5%	29,380
France	3.4%	28,827
Sweden	3.1%	25,974
Others	14.6%	123,540

Why do they choose the Canary Islands?

Aspects influencing the choice	Friends	Total
Climate/sun	88.4%	89.8%
Beaches	40.5%	35.1%
Tranquillity/rest/relaxation	32.1%	37.2%
Scenery	20.7%	22.9%
Price	16.2%	12.2%
Visiting new places	15.1%	14.7%
Nightlife/fun	13.0%	3.8%
Active tourism	6.9%	5.4%
Ease of travel	6.2%	8.9%
Security	6.0%	9.7%
Quality of the environment	4.4%	6.5%
Nautical activities	3.6%	2.0%
Theme parks	3.2%	3.1%
Shopping	3.2%	2.5%
Culture	3.0%	2.7%
Rural tourism	1.7%	1.1%

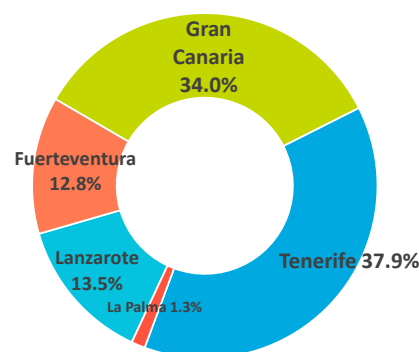
* Multi-choice question

What did motivate them to come?

Prescription sources	Friends	Total
Previous visits to the Canary Islands	54.0%	64.9%
Recommendation by friends/relatives	46.5%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	5.7%	7.2%
Recommendation by Travel Agency	9.4%	9.3%
Information obtained via the Internet	25.4%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	5.1%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.