

Tourist profile according to companions (2016)

Family

How many are they and how much do they spend? €

	Family	Total
Tourist arrivals (> 16 years old)	1,751,835	13,114,359
Average daily expenditure (€)	120.45	135.94
. in their place of residence	93.23	98.03
. in the Canary Islands	27.22	37.90
Average length of stay	8.8	9.4
Turnover per tourist (€)	991	1,141
Total turnover (> 16 years old) (€m)	1,737	14,957
Share of total turnover	11.6%	100%
Share of total tourist	13.4%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	37.21	47.11
- Accommodation	32.15	40.52
- Additional accommodation expenses	5.06	6.60
Transport:	20.24	26.01
- Public transport	3.06	5.14
- Taxi	5.04	6.94
- Car rental	12.15	13.93
Food and drink:	95.31	148.33
- Food purchases at supermarkets	43.46	63.46
- Restaurants	51.85	84.87
Souvenirs:	37.92	53.88
Leisure:	31.13	34.52
- Organized excursions	14.90	14.95
- Leisure, amusement	8.31	4.55
- Trip to other islands	1.36	1.85
- Sporting activities	3.25	5.11
- Cultural activities	1.84	2.04
- Discos and disco-pubs	1.46	6.01
Others:	8.93	13.91
- Wellness	1.64	3.23
- Medical expenses	1.08	1.69
- Other expenses	6.21	8.99

How far in advance do they book their trip? ✓

	Family	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	4.6%	6.3%
Between 8 and 15 days	5.3%	7.9%
Between 16 and 30 days	11.4%	14.7%
Between 31 and 90 days	32.4%	34.3%
More than 90 days	46.0%	36.2%

What do they book at their place of residence? 🏠

	Family	Total
Flight only	6.6%	8.8%
Flight and accommodation (room only)	23.3%	25.7%
Flight and accommodation (B&B)	5.3%	8.0%
Flight and accommodation (half board)	15.6%	20.4%
Flight and accommodation (full board)	4.7%	4.3%
Flight and accommodation (all inclusive)	44.5%	32.8%
% Tourists using low-cost airlines	51.0%	48.7%
Other expenses in their place of residence:		
- Car rental	14.5%	11.8%
- Sporting activities	5.8%	5.3%
- Excursions	5.9%	5.7%
- Trip to other islands	1.0%	1.6%

How do they book? 📅

	Family	Total
Accommodation booking		
Tour Operator	42.0%	42.3%
- Tour Operator's website	82.0%	78.8%
Accommodation	16.7%	14.7%
- Accommodation's website	85.2%	83.5%
Travel agency (High street)	20.8%	20.5%
Online Travel Agency (OTA)	16.4%	16.5%
No need to book accommodation	4.1%	6.0%

Flight booking ✈️

	Family	Total
Tour Operator	44.8%	44.6%
- Tour Operator's website	79.2%	76.3%
Airline	25.4%	24.8%
- Airline's website	97.1%	96.2%
Travel agency (High street)	18.7%	19.1%
Online Travel Agency (OTA)	11.1%	11.5%

Where do they stay? 🏠

	Family	Total
5* Hotel	8.3%	7.1%
4* Hotel	40.5%	39.6%
1-2-3* Hotel	13.7%	14.6%
Apartment	33.0%	31.5%
Property (privately-owned, friends, family)	3.2%	4.6%
Others	1.2%	2.6%

Who are they? 👁️

	Family	Total
Gender		
Percentage of men	48.7%	48.5%
Percentage of women	51.3%	51.5%

	Family	Total
Age		
Average age (tourists > 16 years old)	41.0	46.3
Standard deviation	7.1	15.3

	Family	Total
Age range (> 16 years old)		
16-24 years old	0.7%	8.2%
25-30 years old	5.8%	11.1%
31-45 years old	69.9%	29.1%
46-60 years old	22.3%	30.9%
Over 60 years old	1.3%	20.7%

	Family	Total
Occupation		
Business owner or self-employed	32.5%	23.1%
Upper/Middle management employee	46.6%	36.1%
Auxiliary level employee	15.8%	15.5%
Students	0.7%	5.1%
Retired	1.2%	18.0%
Unemployed / unpaid dom. work	3.3%	2.2%

	Family	Total
Annual household income level		
€12,000 - €24,000	9.2%	17.8%
€24,001 - €36,000	14.6%	19.4%
€36,001 - €48,000	15.8%	16.9%
€48,001 - €60,000	15.5%	14.6%
€60,001 - €72,000	11.1%	9.5%
€72,001 - €84,000	8.1%	6.0%
More than €84,000	25.6%	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 family	1,751,835	331,736	287,151	370,520	733,887	22,080
- Share by islands	100%	18.9%	16.4%	21.2%	41.9%	1.3%
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 family	13.4%	14.2%	15.0%	10.1%	15.0%	10.0%

Who do they come with?



Why do they choose the Canary Islands?



	Family	Total
Unaccompanied	--	9.1%
Only with partner	--	47.6%
Only with children (under the age of 13)	11.3%	1.5%
Partner + children (under the age of 13)	88.7%	11.8%
Other relatives	--	6.0%
Friends	--	6.1%
Work colleagues	--	0.3%
Other combinations ⁽¹⁾	--	17.5%

Aspects influencing the choice	Family	Total
Climate/sun	91.7%	89.8%
Suitable destination for children	35.5%	7.5%
Beaches	34.2%	34.5%
Tranquillity/rest/relaxation	26.9%	36.6%
Scenery	19.1%	21.9%
Visiting new places	13.5%	14.6%
Security	12.2%	11.1%
Price	11.8%	12.7%
Ease of travel	7.9%	8.9%
Theme parks	6.3%	3.0%
Quality of the environment	5.8%	6.5%
Active tourism	3.0%	5.1%
Culture	2.2%	2.6%
Nautical activities	1.8%	2.2%
Shopping	1.5%	2.6%
Nightlife/fun	0.8%	3.8%

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

How do they rate the destination?



Impression of their stay	Family	Total
Good or very good (% tourists)	94.1%	94.1%
Average rating (scale 1-10)	8.91	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Family	Total
Repeat tourists	76.2%	77.3%
In love (at least 10 previous visits)	9.7%	16.1%

What did motivate them to come?



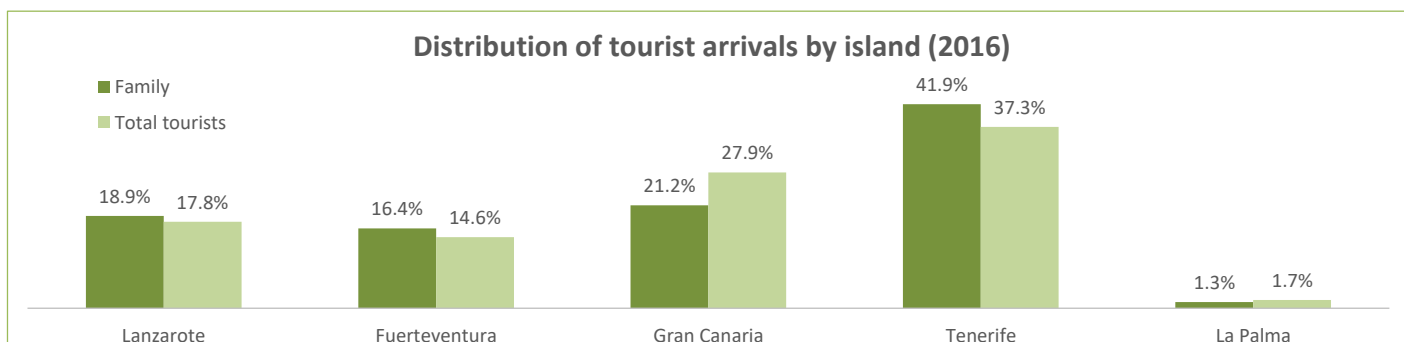
Aspects motivating the choice	Family	Total
Previous visits to the Canary Islands	63.5%	64.1%
Recommendation by friends or relatives	35.7%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.3%	8.0%
Recommendation by Travel Agency	10.7%	9.7%
Information obtained via the Internet	27.3%	25.8%
IMERSO holidays	0.1%	0.2%
Others	4.8%	6.1%

* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	34.7%	608,490
Germany	15.4%	269,035
Spanish Mainland	15.3%	268,343
France	5.0%	87,411
Netherlands	4.7%	83,146
Ireland	3.8%	67,059
Sweden	3.7%	64,539
Belgium	2.3%	40,229
Italy	2.3%	40,131
Norway	1.8%	31,601



Source: ISTAC (Encuesta sobre el Gasto Turístico). Profile of tourist who visited Canary Islands with family (Single or couple + children <13 years old). (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.