

Tourist profile according to companions (2016)

Partner



How many are they and how much do they spend?

How do they book?

	Partner	Total
Tourist arrivals (> 16 years old)	6,243,622	13,114,359
Average daily expenditure (€)	142.66	135.94
. in their place of residence	103.53	98.03
. in the Canary Islands	39.13	37.90
Average length of stay	9.7	9.4
Turnover per tourist (€)	1,240	1,141
Total turnover (> 16 years old) (€m)	7,741	14,957
Share of total turnover	51.8%	100%
Share of total tourist	47.6%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	51.21	47.11
- Accommodation	43.07	40.52
- Additional accommodation expenses	8.13	6.60
Transport:	28.29	26.01
- Public transport	5.13	5.14
- Taxi	6.84	6.94
- Car rental	16.32	13.93
Food and drink:	162.43	148.33
- Food purchases at supermarkets	64.75	63.46
- Restaurants	97.68	84.87
Souvenirs:	56.45	53.88
Leisure:	33.89	34.52
- Organized excursions	16.40	14.95
- Leisure, amusement	4.01	4.55
- Trip to other islands	2.04	1.85
- Sporting activities	4.98	5.11
- Cultural activities	2.12	2.04
- Discos and disco-pubs	4.34	6.01
Others:	14.34	13.91
- Wellness	3.72	3.23
- Medical expenses	1.66	1.69
- Other expenses	8.96	8.99

	Partner	Total
Accommodation booking		
Tour Operator	44.9%	42.3%
- Tour Operator's website	79.2%	78.8%
Accommodation	13.2%	14.7%
- Accommodation's website	84.7%	83.5%
Travel agency (High street)	21.2%	20.5%
Online Travel Agency (OTA)	17.1%	16.5%
No need to book accommodation	3.6%	6.0%

	Partner	Total
Flight booking		
Tour Operator	46.6%	44.6%
- Tour Operator's website	76.6%	76.3%
Airline	21.9%	24.8%
- Airline's website	96.4%	96.2%
Travel agency (High street)	19.7%	19.1%
Online Travel Agency (OTA)	11.8%	11.5%

Where do they stay?

	Partner	Total
5* Hotel	7.8%	7.1%
4* Hotel	43.5%	39.6%
1-2-3* Hotel	14.2%	14.6%
Apartment	29.6%	31.5%
Property (privately-owned, friends, family)	2.7%	4.6%
Others	2.2%	2.6%

Who are they?

	Partner	Total
Gender		
Percentage of men	50.5%	48.5%
Percentage of women	49.5%	51.5%

	Partner	Total
Age		
Average age (tourists > 16 years old)	49.5	46.3
Standard deviation	16.4	15.3

	Partner	Total
Age range (> 16 years old)		
16-24 years old	7.7%	8.2%
25-30 years old	12.1%	11.1%
31-45 years old	17.8%	29.1%
46-60 years old	32.5%	30.9%
Over 60 years old	29.9%	20.7%

	Partner	Total
Occupation		
Business owner or self-employed	19.6%	23.1%
Upper/Middle management employee	33.5%	36.1%
Auxiliary level employee	15.3%	15.5%
Students	3.9%	5.1%
Retired	26.1%	18.0%
Unemployed / unpaid dom. work	1.6%	2.2%

	Partner	Total
Annual household income level		
€12,000 - €24,000	17.6%	17.8%
€24,001 - €36,000	19.8%	19.4%
€36,001 - €48,000	17.6%	16.9%
€48,001 - €60,000	15.1%	14.6%
€60,001 - €72,000	9.7%	9.5%
€72,001 - €84,000	5.8%	6.0%
More than €84,000	14.3%	15.8%

How far in advance do they book their trip?

	Partner	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.3%	6.3%
Between 8 and 15 days	7.8%	7.9%
Between 16 and 30 days	15.3%	14.7%
Between 31 and 90 days	36.5%	34.3%
More than 90 days	34.7%	36.2%

What do they book at their place of residence?

	Partner	Total
Flight only	6.1%	8.8%
Flight and accommodation (room only)	24.9%	25.7%
Flight and accommodation (B&B)	9.1%	8.0%
Flight and accommodation (half board)	24.8%	20.4%
Flight and accommodation (full board)	4.3%	4.3%
Flight and accommodation (all inclusive)	30.8%	32.8%
% Tourists using low-cost airlines	45.3%	48.7%
Other expenses in their place of residence:		
- Car rental	12.0%	11.8%
- Sporting activities	4.3%	5.3%
- Excursions	5.5%	5.7%
- Trip to other islands	1.7%	1.6%

(*) 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 partner	6,243,622	1,249,655	959,521	1,707,535	2,131,124	135,252
- Share by islands	100%	20.0%	15.4%	27.3%	34.1%	2.2%
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 partner	47.6%	53.7%	50.1%	46.7%	43.6%	61.1%

Who do they come with?



	Partner	Total
Unaccompanied	--	9.1%
Only with partner	100.0%	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	--	6.1%
Work colleagues	--	0.3%
Other combinations ⁽¹⁾	--	17.5%

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

How do they rate the destination?



Impression of their stay	Partner	Total
Good or very good (% tourists)	94.5%	94.1%
Average rating (scale 1-10)	8.92	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Partner	Total
Repeat tourists	78.1%	77.3%
In love (at least 10 previous visits)	18.0%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	32.1%	2,007,173
Germany	24.2%	1,510,617
Spanish Mainland	9.4%	585,213
Netherlands	4.1%	254,388
France	3.7%	232,940
Sweden	3.4%	215,378
Italy	3.2%	202,341
Belgium	3.0%	184,861
Norway	2.9%	182,966
Ireland	2.9%	182,522

Why do they choose the Canary Islands?



Aspects influencing the choice	Partner	Total
Climate/sun	92.7%	89.8%
Tranquillity/rest/relaxation	42.1%	36.6%
Beaches	34.4%	34.5%
Scenery	24.4%	21.9%
Visiting new places	15.9%	14.6%
Price	13.2%	12.7%
Security	11.9%	11.1%
Ease of travel	9.7%	8.9%
Quality of the environment	6.7%	6.5%
Active tourism	5.7%	5.1%
Nightlife/fun	3.1%	3.8%
Culture	2.8%	2.6%
Shopping	2.5%	2.6%
Theme parks	2.1%	3.0%
Nautical activities	1.7%	2.2%
Rural tourism	1.2%	1.0%

* Multi-choice question

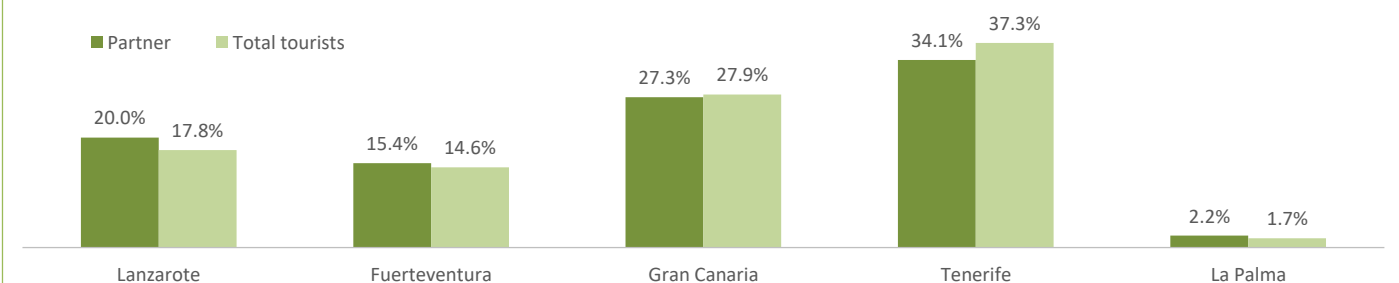
What did motivate them to come?



Aspects motivating the choice	Partner	Total
Previous visits to the Canary Islands	66.6%	64.1%
Recommendation by friends or relatives	32.0%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	4.1%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	9.1%	8.0%
Recommendation by Travel Agency	10.1%	9.7%
Information obtained via the Internet	27.8%	25.8%
Senior Tourism programme	0.3%	0.2%
Others	4.3%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



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