

Tourist profile according to companions (2017)

COUPLES

How many are they and how much do they spend?

	Couples	Total
Tourist arrivals (> 16 years old)	6,480,949	13,852,616
Average daily expenditure (€)	146.83	140.18
. in their place of residence	106.85	101.15
. in the Canary Islands	39.97	39.03
Average length of stay	9.60	9.17
Turnover per tourist (€)	1,272	1,155
Total turnover (> 16 years old) (€m)	8,246	15,999
Share of total tourist	46.8%	100%
Share of total turnover	51.5%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.9%	13.5%
- Additional accommodation expenses	6.9%	6.3%

Transport:

- Public transport	15.1%	14.5%
- Taxi	20.3%	21.2%
- Car rental	20.6%	19.4%

Food and drink:

- Food purchases at supermarkets	53.9%	55.0%
- Restaurants	59.3%	57.3%

Souvenirs:

	53.4%	53.3%
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Leisure:

- Organized excursions	17.7%	17.7%
- Leisure, amusement	6.7%	8.4%
- Trip to other islands	2.4%	2.3%
- Sporting activities	5.1%	6.1%
- Cultural activities	4.7%	4.4%
- Discos and disco-pubs	5.4%	6.1%

Others:

- Wellness	5.0%	4.9%
- Medical expenses	4.3%	4.0%
- Other expenses	9.9%	9.6%



+4%
TOURISTS*
6,480,949



+3%
TRAVEL EXPENSES
€1,272



+7%
TURNOVER
€8,246 MILL

What do they book at their place of residence?

	Couples	Total
Flight only	6.4%	9.3%
Flight and accommodation (room only)	26.1%	26.9%
Flight and accommodation (B&B)	9.2%	8.3%
Flight and accommodation (half board)	23.6%	19.3%
Flight and accommodation (full board)	4.3%	4.4%
Flight and accommodation (all inclusive)	30.5%	31.9%
% Tourists using low-cost airlines	46.9%	50.8%

Other expenses in their place of residence:

- Car rental	13.0%	12.6%
- Sporting activities	4.1%	5.1%
- Excursions	5.8%	6.2%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

How do they book?

	Couples	Total
Accommodation booking		
Tour Operator	44.8%	42.4%
- Tour Operator's website	81.4%	80.6%
Accommodation	13.1%	14.6%
- Accommodation's website	85.1%	84.0%
Travel agency (High street)	20.2%	19.3%
Online Travel Agency (OTA)	18.1%	17.3%
No need to book accommodation	3.8%	6.4%

	Couples	Total
Flight booking		
Tour Operator	46.8%	44.8%
- Tour Operator's website	78.3%	78.6%
Airline	22.7%	25.8%
- Airline's website	97.2%	97.3%
Travel agency (High street)	18.6%	18.0%
Online Travel Agency (OTA)	12.0%	11.4%

How far in advance do they book their trip?

	Couples	Total
The same day they leave	0.3%	0.5%
Between 2 and 7 days	5.0%	5.9%
Between 8 and 15 days	7.5%	7.4%
Between 16 and 30 days	14.1%	13.4%
Between 31 and 90 days	36.6%	34.6%
More than 90 days	36.5%	38.3%

Who are they?

	Couples	Total
Gender		
Men	50.1%	48.1%
Women	49.9%	51.9%

Age

Average age (tourists > 16 years old)	50.0	46.9
Standard deviation	16.6	15.5

Age range (> 16 years old)

16-24 years old	8.0%	8.4%
25-30 years old	11.6%	10.2%
31-45 years old	16.9%	27.9%
46-60 years old	31.6%	31.7%
Over 60 years old	31.9%	21.8%

Occupation

Business owner or self-employed	19.7%	23.8%
Upper/Middle management employee	32.7%	35.2%
Auxiliary level employee	14.8%	15.3%
Students	4.1%	5.0%
Retired	27.1%	18.6%
Unemployed / unpaid dom. work	1.6%	2.1%

Annual household income level

€12,000 - €24,000	17.5%	17.9%
€24,001 - €36,000	20.3%	19.3%
€36,001 - €48,000	17.3%	16.1%
€48,001 - €60,000	15.3%	15.1%
€60,001 - €72,000	9.3%	9.3%
€72,001 - €84,000	6.5%	6.3%
More than €84,000	13.9%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with partner	6,480,949	1,243,486	976,098	1,769,575	2,262,526	168,165
- Share by islands	100%	19.2%	15.1%	27.3%	34.9%	2.6%
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 partner	46.8%	50.0%	50.3%	45.4%	44.0%	60.5%

Where do they stay?

	Couples	Total
5* Hotel	6.9%	6.8%
4* Hotel	42.7%	38.4%
1-2-3* Hotel	13.9%	14.4%
Apartment	31.0%	32.4%
Property (privately-owned, friends, family)	2.8%	4.8%
Others	2.7%	3.2%

Who do they come with?

	Couples	Total
Unaccompanied	--	8.7%
Only with partner	100%	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	--	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	Couples	Total
Good or very good (% tourists)	94.1%	94.0%
Average rating (scale 1-10)	8.91	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Couples	Total
At least 1 previous visit	78.0%	77.3%
At least 10 previous visits	19.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	31.5%	2,043,852
Germany	24.4%	1,578,342
Spanish Mainland	8.7%	561,458
Netherlands	4.4%	285,855
Sweden	3.4%	221,706
Italy	3.4%	218,534
Ireland	3.3%	215,006
France	3.2%	207,484
Norway	3.0%	194,443
Others	14.7%	954,269

Why do they choose the Canary Islands?

Aspects influencing the choice	Couples	Total
Climate/sun	92.6%	89.8%
Tranquillity/rest/relaxation	42.7%	37.2%
Beaches	34.8%	35.1%
Scenery	25.5%	22.9%
Visiting new places	15.9%	14.7%
Price	12.7%	12.2%
Security	10.5%	9.7%
Ease of travel	9.8%	8.9%
Quality of the environment	6.6%	6.5%
Active tourism	6.0%	5.4%
Nightlife/fun	3.5%	3.8%
Culture	2.6%	2.7%
Shopping	2.3%	2.5%
Theme parks	2.2%	3.1%
Nautical activities	1.6%	2.0%
Rural tourism	1.2%	1.1%

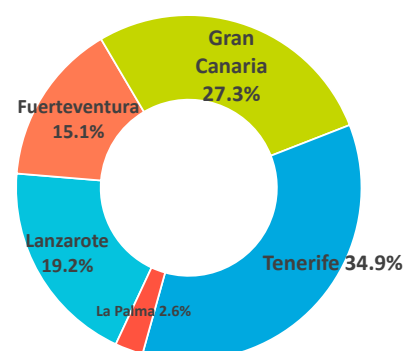
* Multi-choice question

What did motivate them to come?

Prescription sources	Couples	Total
Previous visits to the Canary Islands	67.2%	64.9%
Recommendation by friends/relatives	31.7%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	8.1%	7.2%
Recommendation by Travel Agency	9.6%	9.3%
Information obtained via the Internet	27.4%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	4.4%	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 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.