

How many are they and how much do they spend?

How do they book?

	Unaccompanied	Total
Tourist arrivals (> 16 years old)	1,187,418	13,114,359
Average daily expenditure (€)	145.75	135.94
. in their place of residence	91.51	98.03
. in the Canary Islands	54.24	37.90
Average length of stay	10.4	9.4
Turnover per tourist (€)	1,194	1,141
Total turnover (> 16 years old) (€m)	1,417	14,957
Share of total turnover	9.5%	100%
Share of total tourist	9.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	59.88	47.11
- Accommodation	53.85	40.52
- Additional accommodation expenses	6.03	6.60
Transport:	34.16	26.01
- Public transport	10.39	5.14
- Taxi	11.50	6.94
- Car rental	12.27	13.93
Food and drink:	211.56	148.33
- Food purchases at supermarkets	103.82	63.46
- Restaurants	107.74	84.87
Souvenirs:	80.06	53.88
Leisure:	47.18	34.52
- Organized excursions	11.87	14.95
- Leisure, amusement	2.58	4.55
- Trip to other islands	2.87	1.85
- Sporting activities	9.38	5.11
- Cultural activities	2.41	2.04
- Discos and disco-pubs	18.07	6.01
Others:	25.97	13.91
- Wellness	5.65	3.23
- Medical expenses	2.51	1.69
- Other expenses	17.81	8.99

Accommodation booking	Unaccompanied	Total
Tour Operator	26.4%	42.3%
- Tour Operator's website	75.2%	78.8%
Accommodation	15.5%	14.7%
- Accommodation's website	81.7%	83.5%
Travel agency (High street)	15.0%	20.5%
Online Travel Agency (OTA)	17.0%	16.5%
No need to book accommodation	26.2%	6.0%

Flight booking	Unaccompanied	Total
Tour Operator	31.8%	44.6%
- Tour Operator's website	76.1%	76.3%
Airline	37.3%	24.8%
- Airline's website	96.5%	96.2%
Travel agency (High street)	16.6%	19.1%
Online Travel Agency (OTA)	14.3%	11.5%

Where do they stay?

	Unaccompanied	Total
5* Hotel	5.0%	7.1%
4* Hotel	26.6%	39.6%
1-2-3* Hotel	15.7%	14.6%
Apartment	26.0%	31.5%
Property (privately-owned, friends, family)	19.9%	4.6%
Others	6.8%	2.6%

Who are they?

Gender	Unaccompanied	Total
Percentage of men	58.7%	48.5%
Percentage of women	41.3%	51.5%

Age	Unaccompanied	Total
Average age (tourists > 16 years old)	44.1	46.3
Standard deviation	15.6	15.3

Age range (> 16 years old)	Unaccompanied	Total
16-24 years old	11.1%	8.2%
25-30 years old	12.2%	11.1%
31-45 years old	32.2%	29.1%
46-60 years old	27.0%	30.9%
Over 60 years old	17.5%	20.7%

Occupation	Unaccompanied	Total
Business owner or self-employed	24.6%	23.1%
Upper/Middle management employee	35.4%	36.1%
Auxiliary level employee	14.8%	15.5%
Students	8.6%	5.1%
Retired	14.1%	18.0%
Unemployed / unpaid dom. work	2.5%	2.2%

Annual household income level	Unaccompanied	Total
€12,000 - €24,000	25.4%	17.8%
€24,001 - €36,000	23.0%	19.4%
€36,001 - €48,000	16.8%	16.9%
€48,001 - €60,000	13.3%	14.6%
€60,001 - €72,000	7.6%	9.5%
€72,001 - €84,000	4.3%	6.0%
More than €84,000	9.7%	15.8%

How far in advance do they book their trip?

	Unaccompanied	Total
The same day they leave	1.4%	0.6%
Between 2 and 7 days	16.2%	6.3%
Between 8 and 15 days	15.5%	7.9%
Between 16 and 30 days	20.3%	14.7%
Between 31 and 90 days	27.3%	34.3%
More than 90 days	19.3%	36.2%

What do they book at their place of residence?

	Unaccompanied	Total
Flight only	33.0%	8.8%
Flight and accommodation (room only)	24.6%	25.7%
Flight and accommodation (B&B)	7.8%	8.0%
Flight and accommodation (half board)	15.2%	20.4%
Flight and accommodation (full board)	3.1%	4.3%
Flight and accommodation (all inclusive)	16.2%	32.8%
% Tourists using low-cost airlines	56.0%	48.7%
Other expenses in their place of residence:		
- Car rental	7.4%	11.8%
- Sporting activities	7.4%	5.3%
- Excursions	5.2%	5.7%
- Trip to other islands	2.2%	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.

Unaccompanied



Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling alone	1,187,418	86,518	155,139	472,938	433,888	22,989
- Share by islands	100%	7.3%	13.1%	39.8%	36.5%	1.9%
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 alone	9.1%	3.7%	8.1%	12.9%	8.9%	10.4%

Who do they come with?



Why do they choose the Canary Islands?



	Unaccompanied	Total
Unaccompanied	100.0%	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	--	6.1%
Work colleagues	--	0.3%
Other combinations ⁽¹⁾	--	17.5%

Aspects influencing the choice	Unaccompanied	Total
Climate/sun	72.3%	89.8%
Tranquillity/rest/relaxation	30.9%	36.6%
Beaches	30.8%	34.5%
Scenery	18.5%	21.9%
Price	8.7%	12.7%
Visiting new places	8.6%	14.6%
Quality of the environment	7.8%	6.5%
Security	7.7%	11.1%
Ease of travel	7.1%	8.9%
Active tourism	7.1%	5.1%
Nightlife/fun	5.8%	3.8%
Nautical activities	4.4%	2.2%
Culture	2.5%	2.6%
Shopping	2.0%	2.6%
Rural tourism	1.4%	1.0%
Suitable destination for children	1.0%	7.5%

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

How do they rate the destination?



Impression of their stay	Unaccompanied	Total
Good or very good (% tourists)	93.0%	94.1%
Average rating (scale 1-10)	8.85	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Unaccompanied	Total
Repeat tourists	79.8%	77.3%
In love (at least 10 previous visits)	24.3%	16.1%

What did motivate them to come?



Where are they from?

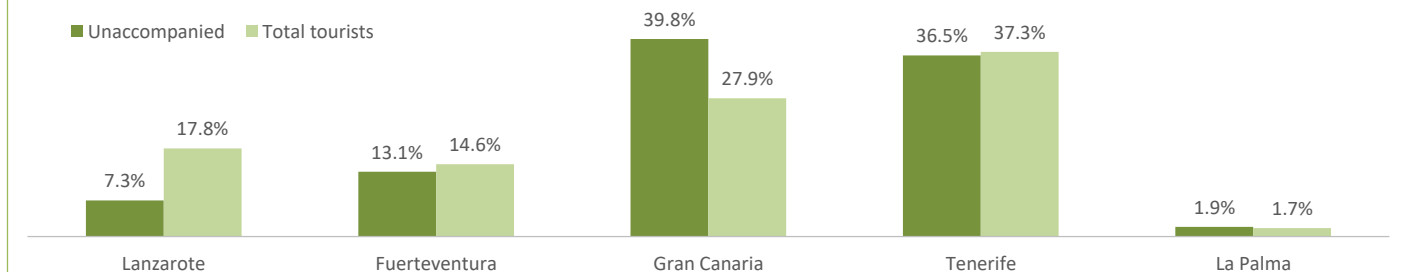


Ten main source markets	Share	Absolute
United Kingdom	22.4%	265,438
Germany	21.3%	252,997
Spanish Mainland	20.5%	243,807
Italy	4.2%	49,340
Norway	3.7%	43,393
Sweden	3.1%	36,251
Netherlands	2.8%	32,772
Switzerland	2.7%	31,978
France	2.5%	30,187
Belgium	2.4%	28,290

Aspects motivating the choice	Unaccompanied	Total
Previous visits to the Canary Islands	58.3%	64.1%
Recommendation by friends or relatives	32.6%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	3.6%	8.0%
Recommendation by Travel Agency	5.1%	9.7%
Information obtained via the Internet	17.5%	25.8%
Senior Tourism programme	0.3%	0.2%
Others	18.5%	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 alone. (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.