

Tourist profile according to companions (2017)

UNACCOMPANIED

How many are they and how much do they spend?



	Unaccompanied	Total
Tourist arrivals (> 16 years old)	1,204,072	13,852,616
Average daily expenditure (€)	150.28	140.18
. in their place of residence	95.70	101.15
. in the Canary Islands	54.58	39.03
Average length of stay	10.25	9.17
Turnover per tourist (€)	1,194	1,155
Total turnover (> 16 years old) (€m)	1,438	15,999
Share of total tourist	8.7%	100%
Share of total turnover	9.0%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	12.7%	13.5%
- Additional accommodation expenses	4.8%	6.3%

Transport:

- Public transport	20.5%	14.5%
- Taxi	20.2%	21.2%
- Car rental	10.6%	19.4%

Food and drink:

- Food purchases at supermarkets	54.3%	55.0%
- Restaurants	59.0%	57.3%

Souvenirs:

	42.0%	53.3%
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Leisure:

- Organized excursions	9.8%	17.7%
- Leisure, amusement	3.4%	8.4%
- Trip to other islands	2.4%	2.3%
- Sporting activities	6.6%	6.1%
- Cultural activities	3.2%	4.4%
- Discos and disco-pubs	10.8%	6.1%

Others:

- Wellness	5.1%	4.9%
- Medical expenses	2.7%	4.0%
- Other expenses	10.3%	9.6%



+4%
TOURISTS*
1,204,702



0%
TRAVEL EXPENSES
€1,194



+1%
TURNOVER
€1,438 MILL

What do they book at their place of residence?



	Unaccompanied	Total
Flight only	34.6%	9.3%
Flight and accommodation (room only)	25.0%	26.9%
Flight and accommodation (B&B)	8.0%	8.3%
Flight and accommodation (half board)	13.4%	19.3%
Flight and accommodation (full board)	3.7%	4.4%
Flight and accommodation (all inclusive)	15.3%	31.9%
% Tourists using low-cost airlines	59.0%	50.8%

Other expenses in their place of residence:

- Car rental	7.8%	12.6%
- Sporting activities	5.4%	5.1%
- Excursions	5.4%	6.2%
- Trip to other islands	1.3%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	Unaccompanied	Total
Tour Operator	25.8%	42.4%
- Tour Operator's website	78.6%	80.6%
Accommodation	14.3%	14.6%
- Accommodation's website	85.0%	84.0%
Travel agency (High street)	15.4%	19.3%
Online Travel Agency (OTA)	15.7%	17.3%
No need to book accommodation	28.7%	6.4%

Flight booking	Unaccompanied	Total
Tour Operator	32.0%	44.8%
- Tour Operator's website	79.7%	78.6%
Airline	38.7%	25.8%
- Airline's website	97.8%	97.3%
Travel agency (High street)	16.4%	18.0%
Online Travel Agency (OTA)	12.9%	11.4%

How far in advance do they book their trip?



	Unaccompanied	Total
The same day they leave	1.8%	0.5%
Between 2 and 7 days	15.1%	5.9%
Between 8 and 15 days	14.3%	7.4%
Between 16 and 30 days	19.3%	13.4%
Between 31 and 90 days	30.4%	34.6%
More than 90 days	19.1%	38.3%

Who are they?



Gender	Unaccompanied	Total
Men	55.8%	48.1%
Women	44.2%	51.9%

Age

Average age (tourists > 16 years old)	44.8	46.9
Standard deviation	16.2	15.5

Age range (> 16 years old)

16-24 years old	11.1%	8.4%
25-30 years old	13.3%	10.2%
31-45 years old	28.1%	27.9%
46-60 years old	27.8%	31.7%
Over 60 years old	19.7%	21.8%

Occupation

Business owner or self-employed	23.7%	23.8%
Upper/Middle management employee	34.6%	35.2%
Auxiliary level employee	15.5%	15.3%
Students	8.0%	5.0%
Retired	16.4%	18.6%
Unemployed / unpaid dom. work	1.8%	2.1%

Annual household income level

€12,000 - €24,000	26.0%	17.9%
€24,001 - €36,000	21.3%	19.3%
€36,001 - €48,000	16.1%	16.1%
€48,001 - €60,000	13.4%	15.1%
€60,001 - €72,000	7.6%	9.3%
€72,001 - €84,000	4.4%	6.3%
More than €84,000	11.2%	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 unaccompanied	1,204,072	112,275	119,731	468,069	461,226	27,211
- Share by islands	100%	9.3%	9.9%	38.9%	38.3%	2.3%
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 unaccompanied	8.7%	4.5%	6.2%	12.0%	9.0%	9.8%

Where do they stay?

	Unaccompanied	Total
5* Hotel	4.6%	6.8%
4* Hotel	26.2%	38.4%
1-2-3* Hotel	14.8%	14.4%
Apartment	25.5%	32.4%
Property (privately-owned, friends, family)	22.0%	4.8%
Others	6.9%	3.2%

Who do they come with?

	Unaccompanied	Total
Unaccompanied	100%	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	--	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	Unaccompanied	Total
Good or very good (% tourists)	92.8%	94.0%
Average rating (scale 1-10)	8.89	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Unaccompanied	Total
At least 1 previous visit	79.9%	77.3%
At least 10 previous visits	25.9%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	23.4%	282,024
Spanish Mainland	21.6%	260,663
Germany	20.1%	241,802
Italy	4.4%	53,052
Norway	3.2%	39,064
Switzerland	3.1%	37,211
France	2.6%	30,787
Belgium	2.5%	30,423
Ireland	2.4%	28,831
Others	16.6%	200,213

Why do they choose the Canary Islands?

Aspects influencing the choice	Unaccompanied	Total
Climate/sun	73.1%	89.8%
Beaches	31.0%	35.1%
Tranquillity/rest/relaxation	29.8%	37.2%
Scenery	20.7%	22.9%
Visiting new places	9.1%	14.7%
Price	8.6%	12.2%
Security	7.9%	9.7%
Active tourism	7.3%	5.4%
Ease of travel	7.2%	8.9%
Quality of the environment	7.2%	6.5%
Nightlife/fun	5.0%	3.8%
Nautical activities	3.0%	2.0%
Culture	2.7%	2.7%
Shopping	2.2%	2.5%
Golf	1.2%	1.0%
Theme parks	1.2%	3.1%

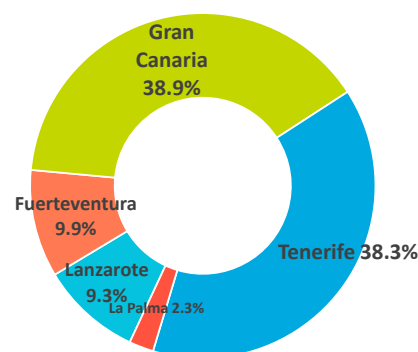
* Multi-choice question

What did motivate them to come?

Prescription sources	Unaccompanied	Total
Previous visits to the Canary Islands	61.0%	64.9%
Recommendation by friends/relatives	33.9%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	3.0%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	3.0%	7.2%
Recommendation by Travel Agency	5.6%	9.3%
Information obtained via the Internet	16.8%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	17.6%	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 unaccompanied. (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.