

# Profile of tourist visiting Canary Islands 2016



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

|  | Canary Islands |
|--|----------------|
| Tourist arrivals (> 16 years old)  | 13,114,359     |
| Average daily expenditure (€)  | 135.94         |
| . in their place of residence  | 98.03          |
| . in the Canary Islands  | 37.90          |
| Average length of stay   | 9.4            |
| Turnover per tourist (€)   | 1,141          |
| Total turnover (> 16 years old) (€m)   | 14,957         |
| <b>Expenditure in the Canary Islands per tourist and trip (€) <sup>(*)</sup></b> |                |
| <b>Accommodation <sup>(**)</sup>:</b>  | 47.11          |
| - Accommodation  | 40.52          |
| - Additional accommodation expenses  | 6.60           |
| <b>Transport:</b>  | 26.01          |
| - Public transport   | 5.14           |
| - Taxi   | 6.94           |
| - Car rental   | 13.93          |
| <b>Food and drink:</b>   | 148.33         |
| - Food purchases at supermarkets   | 63.46          |
| - Restaurants  | 84.87          |
| <b>Souvenirs:</b>  | 53.88          |
| <b>Leisure:</b>  | 34.52          |
| - Organized excursions   | 14.95          |
| - Leisure, amusement   | 4.55           |
| - Trip to other islands  | 1.85           |
| - Sporting activities  | 5.11           |
| - Cultural activities  | 2.04           |
| - Discos and disco-pubs  | 6.01           |
| <b>Others:</b>   | 13.91          |
| - Wellness   | 3.23           |
| - Medical expenses   | 1.69           |
| - Other expenses   | 8.99           |

## How far in advance do they book their trip?

|                         | Canary Islands |
|-------------------------|----------------|
| The same day they leave | 0.6%           |
| Between 2 and 7 days    | 6.3%           |
| Between 8 and 15 days   | 7.9%           |
| Between 16 and 30 days  | 14.7%          |
| Between 31 and 90 days  | 34.3%          |
| More than 90 days       | 36.2%          |

## What do they book at their place of residence?

|  | Canary Islands |
|--|----------------|
| Flight only  | 8.8%           |
| Flight and accommodation (room only)               | 25.7%          |
| Flight and accommodation (B&B)                     | 8.0%           |
| Flight and accommodation (half board)              | 20.4%          |
| Flight and accommodation (full board)              | 4.3%           |
| Flight and accommodation (all inclusive)           | 32.8%          |
| <b>% Tourists using low-cost airlines</b>          | 48.7%          |
| <b>Other expenses in their place of residence:</b> |                |
| - Car rental                                       | 11.8%          |
| - Sporting activities                              | 5.3%           |
| - Excursions                                       | 5.7%           |
| - Trip to other islands                            | 1.6%           |

## How do they book?

|                                      | Canary Islands |
|--------------------------------------|----------------|
| <b>Accommodation booking</b>         |                |
| <b>Tour Operator</b>                 | 42.3%          |
| - Tour Operator's website            | 78.8%          |
| <b>Accommodation</b>                 | 14.7%          |
| - Accommodation's website            | 83.5%          |
| <b>Travel agency (High street)</b>   | 20.5%          |
| <b>Online Travel Agency (OTA)</b>    | 16.5%          |
| <b>No need to book accommodation</b> | 6.0%           |

|                                    | Canary Islands |
|------------------------------------|----------------|
| <b>Flight booking</b>              |                |
| <b>Tour Operator</b>               | 44.6%          |
| - Tour Operator's website          | 76.3%          |
| <b>Airline</b>                     | 24.8%          |
| - Airline's website                | 96.2%          |
| <b>Travel agency (High street)</b> | 19.1%          |
| <b>Online Travel Agency (OTA)</b>  | 11.5%          |

## Where do they stay?

|  | Canary Islands |
|--|----------------|
| <b>5* Hotel</b>                                    | 7.1%           |
| <b>4* Hotel</b>                                    | 39.6%          |
| <b>1-2-3* Hotel</b>                                | 14.6%          |
| <b>Apartment</b>                                   | 31.5%          |
| <b>Property (privately-owned, friends, family)</b> | 4.6%           |
| <b>Others</b>                                      | 2.6%           |

## Who are they?

|   | Canary Islands |
|---|----------------|
| <b>Gender</b>                             |                |
| Percentage of men                         | 48.5%          |
| Percentage of women                       | 51.5%          |
| <b>Age</b>                                |                |
| Average age (tourists above 16 years old) | 46.3           |
| Standard deviation                        | 15.3           |
| <b>Age range (&gt; 16 years old)</b>      |                |
| 16-24 years old                           | 8.2%           |
| 25-30 years old                           | 11.1%          |
| 31-45 years old                           | 29.1%          |
| 46-60 years old                           | 30.9%          |
| Over 60 years old                         | 20.7%          |
| <b>Occupation</b>                         |                |
| Business owner or self-employed           | 23.1%          |
| Upper/Middle management employee          | 36.1%          |
| Auxiliary level employee                  | 15.5%          |
| Students                                  | 5.1%           |
| Retired                                   | 18.0%          |
| Unemployed / unpaid dom. work             | 2.2%           |
| <b>Annual household income level</b>      |                |
| €12,000 - €24,000                         | 17.8%          |
| €24,001 - €36,000                         | 19.4%          |
| €36,001 - €48,000                         | 16.9%          |
| €48,001 - €60,000                         | 14.6%          |
| €60,001 - €72,000                         | 9.5%           |
| €72,001 - €84,000                         | 6.0%           |
| More than €84,000                         | 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.

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## Which island do they choose?



| Tourists (> 16 years old) | Canary Islands |
|---------------------------|----------------|
| Lanzarote                 | 2,328,674      |
| Fuerteventura             | 1,914,107      |
| Gran Canaria              | 3,654,806      |
| Tenerife                  | 4,885,901      |
| La Palma                  | 221,541        |

| Share (%)     | Canary Islands |
|---------------|----------------|
| Lanzarote     | 17.9%          |
| Fuerteventura | 14.7%          |
| Gran Canaria  | 28.1%          |
| Tenerife      | 37.6%          |
| La Palma      | 1.7%           |

## Who do they come with?



|  | Canary Islands |
|--|----------------|
| Unaccompanied                            | 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 <sup>(1)</sup>        | 17.5%          |

\* Multi-choise question (different situations have been isolated)

## How do they rate the destination?



| Impression of their stay       | Canary Islands |
|--------------------------------|----------------|
| Good or very good (% tourists) | 94.1%          |
| Average rating (scale 1-10)    | 8.90           |

## How many are loyal to the destination?

| Repeat tourists of the Canary Islands | Canary Islands |
|---------------------------------------|----------------|
| Repeat tourists                       | 77.3%          |
| In love (at least 10 previous visits) | 16.1%          |

## Where are they from?



| Ten main source markets | Share | Absolute  |
|-------------------------|-------|-----------|
| United Kingdom          | 32.2% | 4,227,981 |
| Germany                 | 20.8% | 2,727,674 |
| Spanish Mainland        | 11.2% | 1,471,736 |
| Netherlands             | 4.1%  | 540,656   |
| Sweden                  | 3.9%  | 508,527   |
| France                  | 3.8%  | 498,461   |
| Italy                   | 3.3%  | 427,746   |
| Ireland                 | 3.1%  | 409,773   |
| Norway                  | 2.9%  | 376,728   |
| Belgium                 | 2.7%  | 355,163   |

## Why do they choose the Canary Islands?



| Aspects influencing the choice    | Canary Islands |
|-----------------------------------|----------------|
| Climate/sun                       | 89.8%          |
| Tranquillity/rest/relaxation      | 36.6%          |
| Beaches                           | 34.5%          |
| Scenery                           | 21.9%          |
| Visiting new places               | 14.6%          |
| Price                             | 12.7%          |
| Security                          | 11.1%          |
| Ease of travel                    | 8.9%           |
| Suitable destination for children | 7.5%           |
| Quality of the environment        | 6.5%           |
| Active tourism                    | 5.1%           |
| Nightlife/fun                     | 3.8%           |
| Theme parks                       | 3.0%           |
| Culture                           | 2.6%           |
| Shopping                          | 2.6%           |
| Nautical activities               | 2.2%           |

\* Multi-choise question

## What did motivate them to come?



| Aspects motivating the choice            | Canary Islands |
|--|----------------|
| Previous visits to the Canary Islands    | 64.1%          |
| Recommendation by friends or relatives   | 34.5%          |
| The Canary Islands television channel    | 0.3%           |
| Other television or radio channels       | 0.8%           |
| Information in the press/magazines/books | 3.8%           |
| Attendance at a tourism fair             | 0.5%           |
| Tour Operator's brochure or catalogue    | 8.0%           |
| Recommendation by Travel Agent           | 9.7%           |
| Information obtained via the Internet    | 25.8%          |
| Senior Tourism programme                 | 0.2%           |
| Others                                   | 6.1%           |

\* Multi-choise question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.