

Profile of tourist visiting the Canary Islands 2017



How many are they and how much do they spend?

	Canary Islands	
Tourist arrivals (FRONTUR)	15,975,507	
Tourist arrivals (> 16 years old)	13,852,616	
Average daily expenditure (€)	140.18	
. in their place of residence	101.15	
. in the Canary Islands	39.03	
Average length of stay	9.17	
Turnover per tourist (€)	1,155	
Total turnover (€m)	18,450	
<u>Spending in the Canary Islands:</u>	<u>Average*(€)</u>	<u>% Tourists</u>
Accommodation:	425	
- Accommodation	308	13.5%
- Additional accommodation expense	117	6.3%
Transport:	141	
- Public transport	33	14.5%
- Taxi	33	21.2%
- Car rental	75	19.4%
Food and drink:	273	
- Food purchases at supermarkets	112	55.0%
- Restaurants	161	57.3%
Souvenirs:	96	53.3%
Leisure:	420	
- Organized excursions	82	17.7%
- Leisure, amusement	56	8.4%
- Trip to other islands	68	2.3%
- Sporting activities	84	6.1%
- Cultural activities	42	4.4%
- Discos and disco-pubs	88	6.1%
Others:	2,974	
- Wellness	57	4.9%
- Medical expenses	39	4.0%
- Other expenses	2,878	9.6%



+7%
TOURISTS
15,975,507



+1%
TRAVEL EXPENSES
€1,155



+8%
TURNOVER
€18,450 MILL

What do they book at their place of residence?

	Canary Islands
Flight only	9.3%
Flight and accommodation (room only)	26.9%
Flight and accommodation (B&B)	8.3%
Flight and accommodation (half board)	19.3%
Flight and accommodation (full board)	4.4%
Flight and accommodation (all inclusive)	31.9%
% Tourists using low-cost airlines	50.8%
<u>Other expenses in their place of residence:</u>	
- Car rental	12.6%
- Sporting activities	5.1%
- Excursions	6.2%
- Trip to other islands	1.5%

* Average spend per trip when spend is over €0.

How do they book?

	Canary Islands
Accommodation booking	
Tour Operator	42.4%
- Tour Operator's website	80.6%
Accommodation	14.6%
- Accommodation's website	84.0%
Travel agency (High street)	19.3%
Online Travel Agency (OTA)	17.3%
No need to book accommodation	6.4%

	Canary Islands
Flight booking	
Tour Operator	44.8%
- Tour Operator's website	78.6%
Airline	25.8%
- Airline's website	97.3%
Travel agency (High street)	18.0%
Online Travel Agency (OTA)	11.4%

How far in advance do they book their trip?

	Canary Islands
The same day they leave	0.5%
Between 2 and 7 days	5.9%
Between 8 and 15 days	7.4%
Between 16 and 30 days	13.4%
Between 31 and 90 days	34.6%
More than 90 days	38.3%

Who are they?

	Canary Islands
Gender	
Men	48.1%
Women	51.9%

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

Age range (> 16 years old)	
16-24 years old	8.4%
25-30 years old	10.2%
31-45 years old	27.9%
46-60 years old	31.7%
Over 60 years old	21.8%

Occupation	
Business owner or self-employed	23.8%
Upper/Middle management employee	35.2%
Auxiliary level employee	15.3%
Students	5.0%
Retired	18.6%
Unemployed / unpaid dom. work	2.1%

Annual household income level	
€12,000 - €24,000	17.9%
€24,001 - €36,000	19.3%
€36,001 - €48,000	16.1%
€48,001 - €60,000	15.1%
€60,001 - €72,000	9.3%
€72,001 - €84,000	6.3%
More than €84,000	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Canary Islands
- Lanzarote	2,488,213
- Fuerteventura	1,938,908
- Gran Canaria	3,900,824
- Tenerife	5,144,415
- La Palma	277,952

Share (%)	Canary Islands
- Lanzarote	18.1%
- Fuerteventura	14.1%
- Gran Canaria	28.4%
- Tenerife	37.4%
- La Palma	2.0%

Where do they stay?



	Canary Islands
5* Hotel	6.8%
4* Hotel	38.4%
1-2-3* Hotel	14.4%
Apartment	32.4%
Property (privately-owned, friends, family)	4.8%
Others	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Canary Islands
Climate/sun	89.8%
Tranquillity/rest/relaxation	37.2%
Beaches	35.1%
Scenery	22.9%
Visiting new places	14.7%
Price	12.2%
Security	9.7%
Ease of travel	8.9%
Suitable destination for children	7.6%
Quality of the environment	6.5%
Active tourism	5.4%
Nightlife/fun	3.8%
Theme parks	3.1%
Culture	2.7%
Shopping	2.5%
Nautical activities	2.0%

* Multi-choise question

Who do they come with?



	Canary Islands
Unaccompanied	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-choise question (different situations have been isolated)

How do they rate the Canary Islands?



Opinion on their stay	Canary Islands
Good or very good (% tourists)	94.0%
Average rating (scale 1-10)	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Canary Islands
At least 1 previous visit	77.3%
At least 10 previous visits	16.9%

Where are they from?



Tourists (> 16 years old)	%	Abolsute
United Kingdom	32.7%	4,531,021
Germany	20.3%	2,810,387
Spanish Mainland	10.7%	1,479,998
Netherlands	4.1%	569,002
Sweden	3.8%	519,863
France	3.5%	489,605
Italy	3.5%	478,241
Ireland	3.2%	441,059
Norway	2.9%	406,289
Others	15.4%	2,127,151

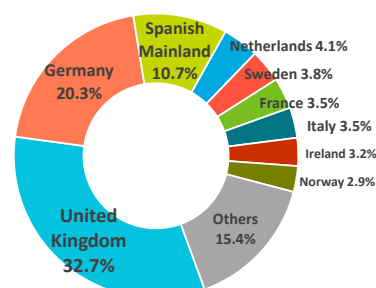
What did motivate them to come?



Prescription sources	Canary Islands
Previous visits to the Canary Islands	64.9%
Recommendation by friends/relatives	35.0%
The Canary Islands television channel	0.4%
Other television or radio channels	1.0%
Information in press/magazines/books	3.8%
Attendance at a tourism fair	0.5%
Tour Operator's brochure or catalogue	7.2%
Recommendation by Travel Agency	9.3%
Information obtained via the Internet	25.5%
Senior Tourism programme	0.2%
Others	5.9%

* Multi-choise question

Share of tourists > 16 years old by source markets



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.