

Tourist profile by islands (2016)

Italian market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	49,252	104,311	83,314	188,451	1,300
Average daily expenditure (€)	126.63	135.64	137.79	133.61	--
. in their place of residence	85.50	93.53	86.18	91.31	--
. in the Canary Islands	41.13	42.11	51.62	42.31	--
Average length of stay	9.56	9.22	10.20	9.78	--
Turnover per tourist (€)	1,058	1,118	1,192	1,114	--
Total turnover (> 16 years old) (€m)	52.1	116.6	99.3	210	--
Italian turnover: share by islands	10.9%	24.3%	20.7%	43.8%	--
Italian tourist arrivals: share by islands	11.5%	24.5%	19.5%	44.2%	0.3%

	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	23.3%	26.3%	22.5%	26.4%	--
- Tour Operator's website	89.5%	68.0%	77.2%	65.1%	--
Accommodation	15.6%	21.3%	18.9%	18.9%	--
- Accommodation's website	91.3%	85.0%	91.0%	81.8%	--
Travel agency (High street)	20.0%	23.8%	20.7%	21.3%	--
Online Travel Agency (OTA)	37.4%	25.1%	28.6%	22.6%	--
No need to book accommodation	3.8%	3.5%	9.4%	10.9%	--

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	71.96	59.32	107.01	80.98	--
- Accommodation	57.69	53.96	94.71	69.40	--
- Additional accommodation expenses	14.27	5.36	12.30	11.58	--
Transport:	38.37	44.10	55.55	30.50	--
- Public transport	4.46	5.70	23.84	8.60	--
- Taxi	2.45	3.34	10.57	4.61	--
- Car rental	31.46	35.06	21.14	17.29	--
Food and drink:	128.90	138.10	176.23	145.73	--
- Food purchases at supermarkets	41.21	42.93	93.91	64.98	--
- Restaurants	87.68	95.17	82.33	80.76	--
Souvenirs:	44.25	45.76	58.63	64.44	--
Leisure:	39.15	54.30	48.37	39.73	--
- Organized excursions	13.97	19.61	15.43	18.68	--
- Leisure, amusement	7.65	3.67	3.55	4.48	--
- Trip to other islands	5.97	7.09	1.63	0.87	--
- Sporting activities	2.88	10.95	3.37	3.89	--
- Cultural activities	8.09	4.12	0.73	2.25	--
- Discos and disco-pubs	0.60	8.86	23.67	9.56	--
Others:	8.65	13.65	18.52	12.10	--
- Wellness	0.19	2.78	0.82	2.61	--
- Medical expenses	0.38	1.95	0.81	1.32	--
- Other expenses	8.08	8.91	16.90	8.17	--

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	26.9%	26.4%	20.1%	27.1%	--
- Tour Operator's website	86.3%	56.3%	74.6%	63.7%	--
Airline	41.2%	40.0%	44.1%	38.3%	--
- Airline's website	100.0%	98.4%	97.2%	98.3%	--
Travel agency (High street)	17.9%	21.8%	21.1%	23.5%	--
Online Travel Agency (OTA)	13.9%	11.8%	14.7%	11.1%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	3.7%	3.9%	4.6%	4.4%	--
4* Hotel	38.4%	42.5%	25.9%	33.8%	--
1-2-3* Hotel	6.7%	11.4%	15.7%	16.2%	--
Apartment	46.7%	37.2%	42.0%	32.5%	--
Property (privately-owned, friends, family)	2.4%	2.6%	6.8%	10.2%	--
Others	2.0%	2.4%	5.1%	2.9%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	55.4%	50.0%	63.7%	54.1%	--
Percentage of women	44.6%	50.0%	36.3%	45.9%	--

	LZ	FUE	GC	TFE	LP
Age					
Average age (tourists > 16 years old)	47.6	40.4	43.9	40.9	--
Standard deviation	15.0	13.4	15.6	14.2	--

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)					
16-24 years old	4.8%	10.0%	10.3%	12.7%	--
25-30 years old	10.5%	20.0%	14.9%	17.1%	--
31-45 years old	31.7%	34.1%	32.0%	34.9%	--
46-60 years old	31.7%	26.8%	26.7%	24.5%	--
Over 60 years old	21.2%	9.1%	16.1%	10.8%	--

	LZ	FUE	GC	TFE	LP
Occupation					
Business owner or self-employed	23.5%	20.1%	27.5%	32.1%	--
Upper/Middle management employee	36.3%	43.2%	23.9%	26.3%	--
Auxiliary level employee	14.9%	18.1%	22.5%	19.2%	--
Students	4.3%	7.0%	6.8%	7.7%	--
Retired	17.9%	6.6%	12.3%	9.5%	--
Unemployed / unpaid dom. work	3.1%	4.9%	7.0%	5.1%	--

	LZ	FUE	GC	TFE	LP
Annual household income level					
€12,000 - €24,000	25.3%	38.0%	44.2%	33.0%	--
€24,001 - €36,000	24.1%	25.2%	24.1%	28.7%	--
€36,001 - €48,000	12.2%	14.8%	15.5%	13.8%	--
€48,001 - €60,000	14.1%	8.6%	5.3%	9.4%	--
€60,001 - €72,000	9.0%	5.2%	3.1%	3.1%	--
€72,001 - €84,000	3.9%	1.3%	2.4%	2.2%	--
More than €84,000	11.4%	6.9%	5.4%	9.9%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.8%	0.5%	1.2%	0.6%	--
Between 2 and 7 days	6.3%	4.4%	7.8%	8.0%	--
Between 8 and 15 days	8.5%	9.3%	10.2%	11.8%	--
Between 16 and 30 days	15.8%	15.5%	16.8%	23.7%	--
Between 31 and 90 days	45.1%	44.8%	40.2%	34.1%	--
More than 90 days	23.5%	25.5%	23.8%	21.8%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	12.5%	10.9%	16.9%	20.1%	--
Flight & accommodation (room only)	27.5%	30.8%	39.6%	27.0%	--
Flight & accommodation (B&B)	5.4%	4.6%	5.2%	5.5%	--
Flight & accommodation (half board)	18.2%	11.0%	11.5%	15.4%	--
Flight & accommodation (full board)	9.3%	5.1%	6.8%	11.9%	--
Flight & accommodation (all inclusive)	27.1%	37.5%	19.9%	20.1%	--
% Tourists using low-cost airlines	77.9%	69.6%	77.6%	70.2%	--
Other expenses in their place of residence:					
- Car rental	36.8%	26.3%	19.5%	16.4%	--
- Sporting activities	1.0%	3.6%	2.6%	2.4%	--
- Excursions	5.7%	7.6%	4.8%	6.6%	--
- Trip to other islands	3.2%	4.2%	1.2%	0.3%	--

(*) 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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Italian market

Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	28,717	52,406	40,528	96,893	584
- 2013	25,400	60,416	42,567	95,220	2,009
- 2014	26,609	58,670	58,282	123,421	1,443
- 2015	30,745	80,227	66,565	159,199	1,892
- 2016	49,252	104,311	83,314	188,451	1,300

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	13.1%	23.9%	18.5%	44.2%	0.3%
- 2013	11.3%	26.8%	18.9%	42.2%	0.9%
- 2014	9.9%	21.9%	21.7%	46.0%	0.5%
- 2015	9.1%	23.7%	19.7%	47.0%	0.6%
- 2016	11.5%	24.5%	19.5%	44.2%	0.3%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	5.5%	9.3%	18.7%	11.2%	--
Only with partner	57.1%	53.3%	42.1%	43.8%	--
Only with children (under the age of 13)	1.3%	1.1%	0.4%	2.0%	--
Partner + children (under the age of 13)	10.2%	9.0%	5.8%	7.8%	--
Other relatives	7.6%	5.9%	6.4%	6.3%	--
Friends	6.1%	8.7%	9.9%	11.5%	--
Work colleagues	0.3%	1.2%	0.3%	0.4%	--
Other combinations ⁽¹⁾	12.0%	11.5%	16.5%	17.1%	--

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

How do they rate the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	99.1%	94.5%	93.2%	90.9%	--
Average rating (scale 1-10)	8.80	8.79	8.66	8.46	--

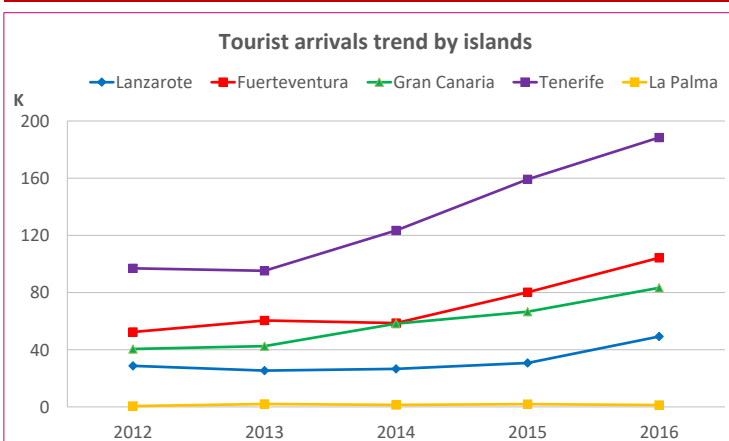
How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	24.9%	32.9%	34.5%	36.0%	--
In love (at least 10 previous visits)	0.5%	3.2%	3.7%	3.0%	--

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Italia	83.2%	81.4%	61.4%	80.0%	--
Península	14.1%	17.3%	35.1%	18.0%	--
Alemania	1.6%	0.2%	1.8%	0.6%	--
Reino Unido	0.8%	0.9%	0.0%	0.3%	--
Suiza	0.0%	0.0%	0.4%	0.3%	--
Bélgica	0.0%	0.0%	0.0%	0.4%	--
Noruega	0.0%	0.2%	0.6%	0.0%	--
Austria	0.0%	0.1%	0.0%	0.2%	--
Irlanda	0.0%	0.0%	0.3%	0.0%	--
Francia	0.0%	0.0%	0.0%	0.1%	--



Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Clima/Sol	77.3%	79.9%	88.0%	86.4%	--
Playas	27.9%	56.7%	42.1%	32.9%	--
Tranquilidad/descanso/relax	30.7%	35.1%	31.0%	32.7%	--
Paisajes	54.3%	29.8%	20.4%	25.6%	--
Conocer nuevos lugares	21.8%	21.6%	18.7%	19.4%	--
Precio	13.4%	16.3%	19.3%	12.2%	--
Calidad del entorno ambiental	20.0%	10.7%	14.5%	9.8%	--
Seguridad	8.7%	8.2%	10.9%	10.1%	--
Oferta de turismo activo	4.8%	5.8%	1.3%	5.6%	--
Facilidades de traslado	4.4%	2.4%	5.2%	4.3%	--
Ambiente nocturno/diversión	0.0%	1.3%	4.2%	3.7%	--
Un lugar adecuado para niños	2.3%	0.9%	2.3%	3.7%	--
Parques de ocio	4.5%	0.0%	0.5%	4.1%	--
Actividades Náuticas	2.1%	2.0%	1.0%	1.8%	--
Oferta cultural	3.1%	0.0%	2.5%	1.0%	--
Golf	0.0%	0.0%	1.3%	1.9%	--

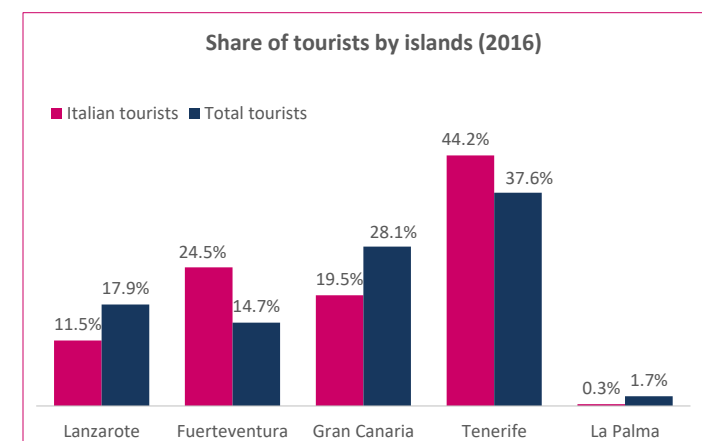
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	51.1%	41.0%	48.4%	40.0%	--
Recommendation by friends or relatives	39.6%	41.7%	40.6%	46.8%	--
The Canary Islands television channel	0.0%	0.0%	0.8%	0.7%	--
Other television or radio channels	4.0%	1.2%	1.0%	3.1%	--
Information in the press/magazines/books	14.2%	8.4%	8.5%	7.8%	--
Attendance at a tourism fair	0.0%	0.2%	1.0%	0.8%	--
Tour Operator's brochure or catalogue	6.8%	8.8%	4.2%	6.1%	--
Recommendation by Travel Agency	11.0%	16.5%	10.3%	14.2%	--
Information obtained via the Internet	37.3%	35.6%	34.7%	27.5%	--
Senior Tourism programme	0.6%	0.7%	0.6%	0.3%	--
Others	2.2%	3.8%	3.9%	4.2%	--

* Multi-choice 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.