

Tourist profile by islands (2017)

ITALY

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR)	75,029	119,189	107,506	227,751	--
Tourist arrivals (> 16 years old)	67,985	99,660	98,240	205,717	--
Average daily expenditure (€)	132.48	146.95	140.44	132.46	--
. in their place of residence	87.64	110.96	90.97	88.97	--
. in the Canary Islands	44.84	36.00	49.48	43.49	--
Average length of stay	7.50	8.20	10.90	10.20	--
Turnover per tourist (€)	953	1,149	1,213	1,127	--
Total turnover (€m)	72	137	130	257	--
Italian tourist arrivals: share by islands	14.2%	22.5%	20.3%	43.0%	--
Italian turnover: share by islands	12.0%	23.0%	21.9%	43.1%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	23.7%	11.6%	19.6%	19.2%	--
- Additional accommodation expenses	8.7%	1.8%	6.2%	6.5%	--
Transport:					
- Public transport	14.8%	9.3%	20.0%	11.0%	--
- Taxi	11.1%	7.4%	18.5%	11.5%	--
- Car rental	52.2%	28.0%	22.7%	24.8%	--
Food and drink:					
- Food purchases at supermarkets	57.6%	38.2%	50.5%	51.9%	--
- Restaurants	70.2%	50.5%	55.6%	56.1%	--
Souvenirs:					
	62.5%	64.0%	57.4%	56.4%	--
Leisure:					
- Organized excursions	23.4%	23.0%	14.7%	16.4%	--
- Leisure, amusement	10.1%	8.8%	7.5%	10.1%	--
- Trip to other islands	9.5%	9.9%	0.9%	1.2%	--
- Sporting activities	3.6%	9.1%	5.2%	5.7%	--
- Cultural activities	16.5%	4.9%	2.4%	1.7%	--
- Discos and disco-pubs	5.7%	10.9%	7.2%	9.2%	--
Others:					
- Wellness	3.0%	5.7%	5.2%	2.1%	--
- Medical expenses	1.0%	3.0%	2.5%	2.8%	--
- Other expenses	10.7%	10.7%	6.5%	9.5%	--

TOURISTS



75,029



119,189



107,506



227,751

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	12.1%	8.7%	19.7%	21.4%	--
Flight and accommodation (room only)	33.2%	18.1%	30.6%	33.0%	--
Flight and accommodation (B&B)	5.4%	2.3%	3.8%	5.8%	--
Flight and accommodation (half board)	18.8%	10.0%	12.5%	14.4%	--
Flight and accommodation (full board)	5.7%	5.9%	12.1%	11.4%	--
Flight and accommodation (all inclusive)	24.7%	55.0%	21.2%	14.1%	--
% Tourists using low-cost airlines	82.2%	64.7%	69.6%	73.6%	--
Other expenses in their place of residence:					
- Car rental	27.5%	20.9%	16.1%	24.0%	--
- Sporting activities	0.9%	5.2%	3.5%	2.7%	--
- Excursions	6.4%	2.7%	4.0%	9.4%	--
- Trip to other islands	2.3%	0.8%	2.2%	1.6%	--

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	14.7%	36.2%	30.5%	23.3%	--
- Tour Operator's website	80.4%	49.3%	75.7%	80.8%	--
Accommodation	23.4%	16.0%	17.7%	18.4%	--
- Accommodation's website	91.1%	91.0%	86.6%	82.3%	--
Travel agency (High street)	21.8%	29.8%	20.0%	20.9%	--
Online Travel Agency (OTA)	36.8%	14.1%	21.7%	24.3%	--
No need to book accommodation	3.3%	4.0%	10.1%	13.2%	--
Flight booking					
Tour Operator	16.5%	34.0%	31.5%	27.1%	--
- Tour Operator's website	76.2%	55.2%	69.9%	73.2%	--
Airline	51.3%	25.5%	39.4%	40.6%	--
- Airline's website	100.0%	100.0%	96.0%	97.7%	--
Travel agency (High street)	18.8%	31.7%	18.2%	18.5%	--
Online Travel Agency (OTA)	13.4%	8.8%	10.9%	13.8%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	0.0%	0.0%	0.7%	--
Between 2 and 7 days	10.5%	8.4%	5.3%	4.2%	--
Between 8 and 15 days	5.2%	10.4%	9.9%	9.7%	--
Between 16 and 30 days	21.9%	16.6%	18.8%	15.9%	--
Between 31 and 90 days	41.3%	40.3%	42.6%	39.8%	--
More than 90 days	21.2%	24.3%	23.5%	29.6%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	54.0%	50.8%	57.2%	54.7%	--
Women	46.0%	49.2%	42.8%	45.3%	--
Age					
Average age (tourists > 16 years old)	45.0	44.5	46.8	42.8	--
Standard deviation	15.0	13.7	15.2	15.1	--
Age range (> 16 years old)					
16-24 years old	4.5%	6.4%	7.8%	12.5%	--
25-30 years old	15.0%	12.7%	11.2%	15.5%	--
31-45 years old	35.8%	34.2%	29.6%	28.5%	--
46-60 years old	26.5%	33.4%	30.7%	29.7%	--
Over 60 years old	18.1%	13.3%	20.7%	13.9%	--
Occupation					
Business owner or self-employed	21.3%	26.8%	25.5%	28.7%	--
Upper/Middle management employee	47.7%	36.8%	29.9%	30.3%	--
Auxiliary level employee	11.8%	19.5%	20.6%	18.5%	--
Students	4.7%	2.9%	4.1%	7.0%	--
Retired	11.3%	10.0%	16.9%	10.1%	--
Unemployed / unpaid dom. work	3.3%	4.1%	3.0%	5.4%	--
Annual household income level					
€12,000 - €24,000	25.3%	29.0%	31.9%	39.3%	--
€24,001 - €36,000	23.4%	27.1%	24.4%	25.1%	--
€36,001 - €48,000	21.5%	18.0%	19.8%	11.6%	--
€48,001 - €60,000	12.3%	12.3%	9.7%	7.8%	--
€60,001 - €72,000	7.7%	4.8%	5.6%	3.8%	--
€72,001 - €84,000	2.4%	2.1%	1.6%	3.6%	--
More than €84,000	7.4%	6.7%	6.9%	8.7%	--

Tourist profile by islands (2017)

ITALY

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2013	25,400	60,416	42,567	95,220	--
- 2014	26,609	58,670	58,282	123,421	--
- 2015	30,745	80,227	66,565	159,199	--
- 2016	49,252	104,311	83,314	188,451	--
- 2017	67,985	99,660	98,240	205,717	--

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	11.4%	27.0%	19.0%	42.6%	--
- 2014	10.0%	22.0%	21.8%	46.2%	--
- 2015	9.1%	23.8%	19.8%	47.3%	--
- 2016	11.6%	24.5%	19.6%	44.3%	--
- 2017	14.4%	21.1%	20.8%	43.6%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	6.7%	2.7%	4.6%	5.2%	--
4* Hotel	34.4%	52.2%	33.2%	31.3%	--
1-2-3* Hotel	15.4%	18.0%	12.9%	12.7%	--
Apartment	39.6%	23.2%	37.0%	34.2%	--
Property (privately-owned, friends, family)	2.0%	3.3%	7.3%	11.9%	--
Others	1.9%	0.7%	5.1%	4.7%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	79.5%	82.4%	86.3%	82.8%	--
Beaches	30.5%	56.5%	39.6%	32.9%	--
Tranquillity/rest/relaxation	31.6%	39.3%	27.9%	29.9%	--
Scenery	48.0%	28.4%	24.4%	24.8%	--
Visiting new places	24.6%	18.1%	15.7%	19.0%	--
Price	17.8%	14.1%	14.9%	14.0%	--
Quality of the environment	14.8%	9.5%	15.2%	11.2%	--
Security	4.8%	8.6%	12.5%	9.5%	--
Active tourism	11.4%	3.1%	4.4%	8.6%	--
Suitable destination for children	5.3%	1.9%	1.9%	3.3%	--
Ease of travel	2.4%	1.6%	4.8%	2.9%	--
Nightlife/fun	1.2%	1.0%	4.6%	3.4%	--
Theme parks	4.3%	0.2%	1.0%	3.2%	--
Culture	6.7%	0.6%	2.2%	0.7%	--
Nautical activities	0.7%	3.0%	1.6%	1.7%	--
Security against natural catastrophes	1.0%	0.3%	1.2%	1.2%	--

* Multi-choice question

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	3.7%	5.9%	16.1%	13.0%	--
Only with partner	50.6%	47.1%	47.8%	43.6%	--
Only with children (under the age of 13)	1.6%	1.7%	1.2%	0.8%	--
Partner + children (under the age of 13)	12.4%	12.2%	4.6%	7.8%	--
Other relatives	4.4%	5.9%	6.9%	4.8%	--
Friends	11.8%	12.8%	9.3%	10.6%	--
Work colleagues	0.5%	0.0%	0.7%	0.7%	--
Other combinations ⁽¹⁾	15.0%	14.4%	13.4%	18.7%	--

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

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	96.5%	94.2%	94.6%	90.3%	--
Average rating (scale 1-10)	8.82	8.86	8.80	8.54	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	22.9%	32.2%	44.5%	33.9%	--
At least 10 previous visits	2.0%	0.8%	6.4%	3.7%	--

Where does the flight come from?

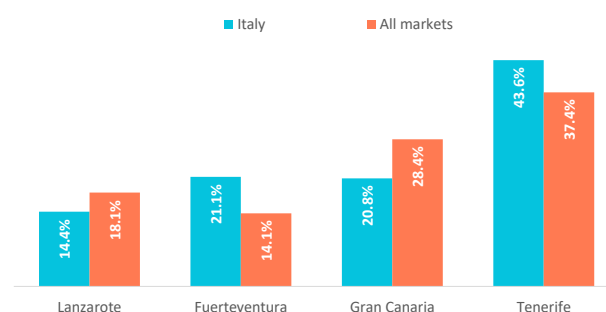
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Italy	88.8%	83.1%	62.7%	75.6%	--
Spanish Mainland	6.4%	13.1%	31.3%	20.5%	--
Germany	0.5%	2.8%	2.1%	1.3%	--
Switzerland	1.1%	0.3%	2.1%	1.0%	--
United Kingdom	1.0%	0.3%	0.5%	0.8%	--
Belgium	1.2%	0.2%	0.3%	0.2%	--
Ireland	0.6%	0.0%	0.0%	0.4%	--
Austria	0.0%	0.1%	0.0%	0.2%	--
Sweden	0.6%	0.0%	0.0%	0.0%	--
Others	0.0%	0.1%	1.0%	0.2%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	39.5%	45.8%	53.2%	38.3%	--
Recommendation by friends/relatives	41.6%	38.2%	44.8%	51.4%	--
The Canary Islands television channel	0.0%	0.3%	1.6%	1.1%	--
Other television or radio channels	0.5%	2.0%	2.2%	1.6%	--
Information in press/magazines/books	16.4%	8.8%	7.3%	8.0%	--
Attendance at a tourism fair	0.8%	0.5%	0.5%	0.3%	--
Tour Operator's brochure or catalogue	5.6%	12.8%	5.0%	3.5%	--
Recommendation by Travel Agency	12.7%	26.5%	9.9%	13.6%	--
Information obtained via the Internet	48.3%	25.7%	24.4%	29.6%	--
Senior Tourism programme	0.2%	0.0%	0.4%	0.1%	--
Others	2.5%	1.0%	2.8%	4.2%	--

* Multi-choice question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.