

Tourist profile by source markets (2017)

Canary Islands: main source markets



How many are they and how much do they spend?



	UK	Germany	Nordics	Spain	Total
Tourist arrivals (FRONTUR) (mill.)	5.27	3.12	1.74	1.67	15.98
Tourist arrivals (> 16 years old) (mill.)	4.53	2.81	1.42	1.48	13.85
Average daily expenditure (€)	134.37	140.16	148.01	139.16	140.18
. in their place of residence	96.12	110.50	107.87	90.81	101.15
. in the Canary Islands	38.25	29.65	40.13	48.35	39.03
Average length of stay	8.59	10.45	9.98	7.17	9.17
Turnover per tourist (€)	1,057	1,324	1,312	842	1,155
Total turnover (€m)	5,567	4,135	2,279	1,402	18,450
Tourist arrivals: share by source market	33.0%	19.6%	10.9%	10.4%	100%
Turnover: share by source market	30.2%	22.4%	12.4%	7.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.5%	9.8%	9.4%	16.7%	13.5%
- Additional accommodation expenses	5.7%	6.0%	3.4%	10.8%	6.3%

Transport:

- Public transport	13.1%	13.1%	16.1%	16.8%	14.5%
- Taxi	26.6%	13.1%	25.9%	17.3%	21.2%
- Car rental	11.0%	22.8%	12.4%	34.4%	19.4%

Food and drink:

- Food purchases at supermarkets	61.0%	47.6%	62.8%	47.4%	55.0%
- Restaurants	56.4%	49.8%	66.7%	68.6%	57.3%

Souvenirs:	50.1%	53.0%	45.2%	57.2%	53.3%
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Leisure:

- Organized excursions	14.8%	19.9%	12.3%	18.0%	17.7%
- Leisure, amusement	7.9%	7.8%	6.4%	11.4%	8.4%
- Trip to other islands	1.8%	2.0%	1.4%	3.7%	2.3%
- Sporting activities	5.2%	7.1%	5.5%	5.3%	6.1%
- Cultural activities	3.3%	4.9%	3.2%	5.9%	4.4%
- Discos and disco-pubs	6.6%	3.4%	4.1%	11.0%	6.1%

Others:

- Wellness	4.8%	6.1%	4.0%	3.2%	4.9%
- Medical expenses	3.4%	5.0%	3.0%	4.5%	4.0%
- Other expenses	7.9%	11.7%	8.2%	11.2%	9.6%



What do they book at their place of residence?



	UK	Germany	Nordics	Spain	Total
Flight only	8.2%	5.9%	7.8%	19.2%	9.3%
Flight and accommodation (room only)	32.2%	13.8%	38.7%	22.9%	26.9%
Flight and accommodation (B&B)	7.2%	5.8%	15.5%	9.3%	8.3%
Flight and accommodation (half board)	16.3%	29.3%	11.6%	19.7%	19.3%
Flight and accommodation (full board)	2.0%	4.4%	3.0%	7.9%	4.4%
Flight and accommodation (all inclusive)	34.1%	40.9%	23.3%	21.1%	31.9%
% Tourists using low-cost airlines	63.4%	33.0%	28.8%	61.8%	50.8%
Other expenses in their place of residence:					
- Car rental	4.1%	17.0%	5.9%	26.4%	12.6%
- Sporting activities	3.9%	8.4%	4.2%	2.7%	5.1%
- Excursions	2.5%	9.4%	3.6%	7.1%	6.2%
- Trip to other islands	0.9%	2.7%	0.5%	2.1%	1.5%

How do they book?



Accommodation booking	UK	Germany	Nordics	Spain	Total
Tour Operator	52.1%	39.4%	68.7%	11.9%	42.4%
- Tour Operator's website	83.9%	65.0%	90.5%	78.7%	80.6%
Accommodation	17.5%	5.9%	10.7%	21.1%	14.6%
- Accommodation's website	84.5%	78.0%	79.1%	82.9%	84.0%
Travel agency (High street)	9.9%	33.0%	4.7%	28.0%	19.3%
Online Travel Agency (OTA)	14.7%	17.3%	10.2%	24.1%	17.3%
No need to book accommodation	5.8%	4.5%	5.6%	14.9%	6.4%

Flight booking	UK	Germany	Nordics	Spain	Total
Tour Operator	54.0%	41.0%	70.5%	17.2%	44.8%
- Tour Operator's website	83.5%	59.8%	90.1%	77.2%	78.6%
Airline	28.9%	11.6%	16.9%	41.1%	25.8%
- Airline's website	97.5%	94.7%	98.1%	98.4%	97.3%
Travel agency (High street)	9.0%	30.7%	4.5%	26.7%	18.0%
Online Travel Agency (OTA)	8.2%	16.7%	8.2%	14.9%	11.4%

How far in advance do they book their trip?



	UK	Germany	Nordics	Spain	Total
The same day they leave	0.7%	0.2%	0.3%	0.9%	0.5%
Between 2 and 7 days	4.4%	4.2%	6.6%	8.9%	5.9%
Between 8 and 15 days	5.8%	6.0%	7.3%	10.4%	7.4%
Between 16 and 30 days	11.5%	12.2%	12.7%	19.2%	13.4%
Between 31 and 90 days	34.0%	32.3%	39.2%	37.2%	34.6%
More than 90 days	43.7%	45.0%	33.9%	23.5%	38.3%

Who are they?



Gender	UK	Germany	Nordics	Spain	Total
Men	43.4%	49.2%	48.5%	52.4%	48.1%
Women	56.6%	50.8%	51.5%	47.6%	51.9%

Age

Average age (tourists > 16 years old)	47.5	48.4	51.6	41.0	46.9
Standard deviation	15.4	16.0	15.4	12.9	15.5

Age range (> 16 years old)

16-24 years old	8.2%	8.2%	5.8%	9.3%	8.4%
25-30 years old	8.7%	10.4%	6.1%	15.0%	10.2%
31-45 years old	27.3%	21.7%	23.0%	41.8%	27.9%
46-60 years old	33.1%	34.8%	31.1%	25.6%	31.7%
Over 60 years old	22.7%	25.0%	34.1%	8.4%	21.8%

Occupation

Business owner or self-employed	32.4%	14.3%	14.8%	20.4%	23.8%
Upper/Middle management employee	25.1%	47.1%	35.2%	34.9%	35.2%
Auxiliary level employee	15.4%	11.3%	17.4%	26.9%	15.3%
Students	3.5%	6.0%	4.2%	7.2%	5.0%
Retired	21.6%	19.8%	27.0%	6.7%	18.6%
Unemployed / unpaid dom. work	1.9%	1.4%	1.4%	3.8%	2.1%

Annual household income level

€12,000 - €24,000	16.8%	14.2%	7.5%	31.2%	17.9%
€24,001 - €36,000	20.2%	16.9%	12.4%	26.1%	19.3%
€36,001 - €48,000	16.5%	16.3%	15.0%	16.9%	16.1%
€48,001 - €60,000	15.5%	17.1%	17.5%	11.0%	15.1%
€60,001 - €72,000	9.1%	10.7%	13.3%	5.2%	9.3%
€72,001 - €84,000	6.1%	7.3%	10.0%	3.3%	6.3%
More than €84,000	15.8%	17.5%	24.4%	6.4%	16.0%

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Canary Islands: main source markets



Which island do they choose?

Tourists (> 16 years old)	UK	Germany	Nordics	Spain	Total
- Lanzarote	1,217,052	304,899	88,942	195,772	2,488,213
- Fuerteventura	490,641	789,085	85,418	102,480	1,938,908
- Gran Canaria	742,202	866,202	848,226	491,254	3,900,824
- Tenerife	2,018,976	711,052	385,919	637,828	5,144,415
- La Palma	37,342	92,813	9,364	42,284	277,952

Share (%)	UK	Germany	Nordics	Spain	Total
- Lanzarote	27.0%	11.0%	6.3%	13.3%	18.1%
- Fuerteventura	10.9%	28.5%	6.0%	7.0%	14.1%
- Gran Canaria	16.5%	31.3%	59.8%	33.4%	28.4%
- Tenerife	44.8%	25.7%	27.2%	43.4%	37.4%
- La Palma	0.8%	3.4%	0.7%	2.9%	2.0%

Where do they stay?

	UK	Germany	Nordics	Spain	Total
5* Hotel	8.5%	4.7%	3.6%	7.7%	6.8%
4* Hotel	36.4%	46.1%	28.1%	37.6%	38.4%
1-2-3* Hotel	12.0%	16.9%	17.5%	15.0%	14.4%
Apartment	36.7%	22.8%	45.4%	24.0%	32.4%
Property (privately-owned, friends, family)	3.8%	3.5%	3.3%	13.4%	4.8%
Others	2.6%	6.1%	2.1%	2.4%	3.2%

Why do they choose the Canary Islands?

Aspects influencing the choice	UK	Germany	Nordics	Spain	Total
Climate/sun	92.6%	94.1%	95.4%	68.9%	89.8%
Tranquillity/rest/relaxation	33.0%	44.3%	50.5%	33.7%	37.2%
Beaches	27.5%	46.6%	35.3%	35.8%	35.1%
Scenery	14.9%	31.6%	12.4%	30.0%	22.9%
Visiting new places	13.9%	13.1%	9.1%	20.3%	14.7%
Price	18.1%	4.6%	12.5%	7.9%	12.2%
Security	6.6%	13.3%	12.8%	3.0%	9.7%
Ease of travel	17.5%	5.7%	5.0%	2.0%	8.9%
Suitable destination for children	10.5%	4.4%	10.7%	6.5%	7.6%
Quality of the environment	8.4%	3.4%	3.0%	7.3%	6.5%
Active tourism	2.7%	7.4%	6.7%	4.4%	5.4%
Nightlife/fun	6.4%	1.1%	2.4%	3.1%	3.8%
Theme parks	4.6%	1.5%	1.2%	4.6%	3.1%
Culture	3.6%	2.0%	1.8%	2.3%	2.7%
Shopping	2.6%	1.2%	3.3%	1.7%	2.5%
Nautical activities	1.0%	2.9%	1.0%	2.0%	2.0%

* Multi-choice question

Who do they come with?

	UK	Germany	Nordics	Spain	Total
Unaccompanied	6.2%	8.6%	7.3%	17.6%	8.7%
Only with partner	45.1%	56.2%	45.5%	37.9%	46.8%
Only with children (under the age of 13)	1.9%	1.2%	1.8%	1.7%	1.7%
Partner + children (under the age of 13)	13.8%	8.7%	11.3%	14.1%	11.9%
Other relatives	7.0%	4.5%	6.0%	4.9%	6.0%
Friends	5.5%	5.6%	5.6%	7.6%	6.1%
Work colleagues	0.1%	0.2%	0.2%	1.2%	0.3%
Other combinations ⁽¹⁾	20.4%	15.2%	22.3%	14.9%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	UK	Germany	Nordics	Spain	Total
Good or very good (% tourists)	94.3%	93.4%	93.2%	94.2%	94.0%
Average rating (scale 1-10)	9.05	8.76	8.85	8.92	8.92

How many are loyal to the Canary Islands?

Repeat tourists	UK	Germany	Nordics	Spain	Total
At least 1 previous visit	83.3%	77.8%	87.9%	79.4%	77.3%
At least 10 previous visits	19.0%	17.9%	23.0%	16.4%	16.9%

Where does the flight come from?

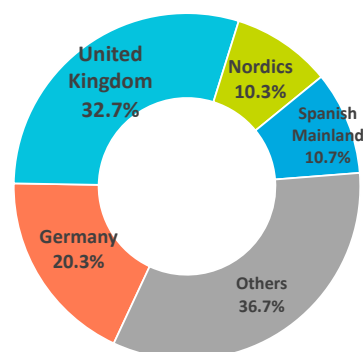
Tourists (> 16 years old)	UK	Germany	Nordics	Spain	Total
United Kingdom	98.4%	0.1%	1.2%	0.1%	32.9%
Germany	0.0%	92.1%	0.8%	0.0%	20.2%
Spanish Mainland	1.0%	4.2%	1.7%	99.6%	15.5%
Netherlands	0.0%	0.3%	0.1%	0.0%	3.5%
Sweden	0.0%	0.0%	31.3%	0.0%	3.2%
Ireland	0.4%	0.0%	0.0%	0.0%	3.2%
Norway	0.1%	0.0%	28.4%	0.0%	3.0%
Italy	0.0%	0.0%	0.0%	0.0%	2.7%
Belgium	0.0%	0.2%	0.1%	0.0%	2.5%
Others	0.1%	2.9%	36.4%	0.2%	13.3%

What did motivate them to come?

Prescription sources	UK	Germany	Nordics	Spain	Total
Previous visits to the Canary Islands	71.0%	65.9%	78.1%	58.8%	64.9%
Recommendation by friends/relatives	36.3%	31.7%	28.4%	37.4%	35.0%
The Canary Islands television channel	0.2%	0.7%	0.2%	0.3%	0.4%
Other television or radio channels	0.4%	1.6%	0.2%	1.1%	1.0%
Information in press/magazines/books	2.6%	3.8%	3.1%	3.4%	3.8%
Attendance at a tourism fair	0.2%	0.4%	0.4%	0.8%	0.5%
Tour Operator's brochure or catalogue	8.4%	7.7%	7.0%	1.4%	7.2%
Recommendation by Travel Agency	5.7%	16.6%	3.6%	5.8%	9.3%
Information obtained via the Internet	23.6%	23.6%	30.6%	21.2%	25.5%
Senior Tourism programme	0.0%	0.1%	0.2%	1.5%	0.2%
Others	5.4%	5.1%	5.3%	12.6%	5.9%

* Multi-choice question

Share of tourists > 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.