Profile of tourist visiting the Canary Islands (2017)
SPANISH MAINLAND

How many are they and how much do they spend?

	Spanish Mainland	All markets
Tourist arrivals (FRONTUR)	1,665,137	15,975,507
Tourist arrivals (> 16 years old)	1,479,998	13,852,616
Average daily expenditure (€)	139.16	140.18
. in their place of residence	90.81	101.15
. in the Canary Islands	48.35	39.03
Average lenght of stay	7.17	9.17
Turnover per tourist (€)	842	1,155
Total turnover (€m)	1,402	18,450
Share of total tourist	10.4%	100%
Share of total turnover	7.6%	100%
% tourists who pay in the Canary Islands:		
Accommodation:		
- Accommodation	16.7%	13.5%
- Additional accommodation expenses	10.8%	6.3%
Transport:		
- Public transport	16.8%	14.5%
- Taxi	17.3%	21.2%
- Car rental	34.4%	19.4%
Food and drink:		
- Food purchases at supermarkets	47.4%	55.0%
- Restaurants	68.6%	57.3%
Souvenirs:	57.2%	53.3%
Leisure:		
- Organized excursions	18.0%	17.7%
- Leisure, amusement	11.4%	8.4%
- Trip to other islands	3.7%	2.3%
- Sporting activities	5.3%	6.1%
- Cultural activities	5.9%	4.4%
- Discos and disco-pubs	11.0%	6.1%
Others:		
- Wellness	3.2%	4.9%
- Medical expenses	4.5%	4.0%
- Other expenses	11.2%	9.6%

What do they book at their place of residence?

	Spanish Mainland	All markets
Flight only	19.2%	9.3%
Flight and accommodation (room only)	22.9%	26.9%
Flight and accommodation (B&B)	9.3%	8.3%
Flight and accommodation (half board)	19.7%	19.3%
Flight and accommodation (full board)	7.9%	4.4%
Flight and accommodation (all inclusive)	21.1%	31.9%
% Tourists using low-cost airlines	61.8%	50.8%
Other expenses in their place of residence:		
- Car rental	26.4%	12.6%
- Sporting activities	2.7%	5.1%
- Excursions	7.1%	6.2%
- Trip to other islands	2.1%	1.5%

How do they book?

Accommodation booking	Spanish Mainland	All markets
Tour Operator	11.9%	42.4%
- Tour Operator´s website	78.7%	80.6%
Accommodation	21.1%	14.6%
- Accommodation´s website	82.9%	84.0%
Travel agency (High street)	28.0%	19.3%
Online Travel Agency (OTA)	24.1%	17.3%
No need to book accommodation	14.9%	6.4%

Flight booking	Spanish Mainland	All markets
Tour Operator	17.2%	44.8%
- Tour Operator´s website	77.2%	78.6%
Airline	41.1%	25.8%
- Airline´s website	98.4%	97.3%
Travel agency (High street)	26.7%	18.0%
Online Travel Agency (OTA)	14.9%	11.4%

How far in advance do they book their trip?

	Spanish Mainland	All markets
The same day they leave	0.9%	0.5%
Between 2 and 7 days	8.9%	5.9%
Between 8 and 15 days	10.4%	7.4%
Between 16 and 30 days	19.2%	13.4%
Between 31 and 90 days	37.2%	34.6%
More than 90 days	23.5%	38.3%

Who are they?

Gender	Spanish Mainland	All markets
Men	52.4%	48.1%
Women	47.6%	51.9%
Age		
Average age (tourists > 16 years old)	41.0	46.9
Standard deviation	12.9	15.5
Age range (> 16 years old)		
16-24 years old	9.3%	8.4%
25-30 years old	15.0%	10.2%
31-45 years old	41.8%	27.9%
46-60 years old	25.6%	31.7%
Over 60 years old	8.4%	21.8%
Occupation		
Business owner or self-employed	20.4%	23.8%
Upper/Middle management employee	34.9%	35.2%
Auxiliary level employee	26.9%	15.3%
Students	7.2%	5.0%
Retired	6.7%	18.6%
Unemployed / unpaid dom. work	3.8%	2.1%
Annual household income level		
€12,000 - €24,000	31.2%	17.9%
€24,001 - €36,000	26.1%	19.3%
€36,001 - €48,000	16.9%	16.1%
€48,001 - €60,000	11.0%	15.1%
€60,001 - €72,000	5.2%	9.3%
€72,001 - €84,000	3.3%	6.3%
More than €84,000	6.4%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Spanish Mainland	All markets
- Lanzarote	195,772	2,488,213
- Fuerteventura	102,480	1,938,908
- Gran Canaria	491,254	3,900,824
- Tenerife	637,828	5,144,415
- La Palma	42,284	277,952

Share (%)	Spanish Mainland	All markets
- Lanzarote	13.3%	18.1%
- Fuerteventura	7.0%	14.1%
- Gran Canaria	33.4%	28.4%
- Tenerife	43.4%	37.4%
- La Palma	2.9%	2.0%

Where do they stay?

	Spanish Mainland	All markets
5* Hotel	7.7%	6.8%
4* Hotel	37.6%	38.4%
1-2-3* Hotel	15.0%	14.4%
Apartment	24.0%	32.4%
Property (privately-owned, friends, family)	13.4%	4.8%
Others	2.4%	3.2%

Who do they come with?

	Spanish Mainland	All markets
Unaccompanied	17.6%	8.7%
Only with partner	37.9%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	14.1%	11.9%
Other relatives	4.9%	6.0%
Friends	7.6%	6.1%
Work colleagues	1.2%	0.3%
Other combinations (1)	14.9%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Spanish Mainland	All markets
Good or very good (% tourists)	94.2%	94.0%
Average rating (scale 1-10)	8.92	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Spanish Mainland	All markets
At least 1 previous visit	79.4%	77.3%
At least 10 previous visits	16.4%	16.9%

Where does the flight come from?

Tourists (> 16 years old)	Share	Absolute
Spanish Mainland	99.6%	1,474,602
United Kingdom	0.1%	1,086
France	0.0%	725
Germany	0.0%	405
Belgium	0.0%	244
Ireland	0.0%	120
Sweden	0.0%	96
Others	0.2%	2,719

Why do they choose the Canary Islands?

Aspects influencing the choice	Spanish Mainland	All markets
Climate/sun	68.9%	89.8%
Beaches	35.8%	35.1%
Tranquillity/rest/relaxation	33.7%	37.2%
Scenery	30.0%	22.9%
Visiting new places	20.3%	14.7%
Price	7.9%	12.2%
Quality of the environment	7.3%	6.5%
Suitable destination for children	6.5%	7.6%
Theme parks	4.6%	3.1%
Active tourism	4.4%	5.4%
Nightlife/fun	3.1%	3.8%
Security	3.0%	9.7%
Culture	2.3%	2.7%
Nautical activities	2.0%	2.0%
Ease of travel	2.0%	8.9%
Shopping	1.7%	2.5%

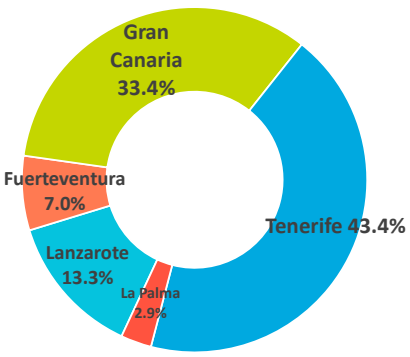
** Multi-choise question*

What did motivate them to come?

Prescription sources	Spanish Mainland	All markets
Previous visits to the Canary Islands	58.8%	64.9%
Recommendation by friends/relatives	37.4%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	1.4%	7.2%
Recommendation by Travel Agency	5.8%	9.3%
Information obtained via the Internet	21.2%	25.5%
Senior Tourism programme	1.5%	0.2%
Others	12.6%	5.9%

** Multi-choise question*

Share of tourists > 16 years old by islands



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.