

# Tourist profile by islands (2016)

## Spanish Mainland 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)	218,286	111,928	484,482	606,002	40,972
Average daily expenditure (€)	145.31	136.27	137.42	121.38	128.49
. in their place of residence	98.63	97.35	81.43	80.21	85.05
. in the Canary Islands	46.68	38.93	55.99	41.17	43.44
Average length of stay	6.91	8.09	7.66	7.32	8.02
Turnover per tourist (€)	924	1,003	809	770	906
Total turnover (> 16 years old) (€m)	201.8	112.3	391.9	467	37.12
Spanish turnover: share by islands	16.7%	9.3%	32.4%	38.6%	3.1%
Spanish tourist arrivals: share by islands	14.9%	7.7%	33.1%	41.5%	2.8%

Accommodation booking	LZ	FUE	GC	TFE	LP
<b>Tour Operator</b>	14.5%	16.8%	10.9%	12.0%	8.9%
- Tour Operator's website	79.3%	88.1%	81.2%	74.7%	71.9%
<b>Accommodation</b>	23.6%	24.9%	21.5%	18.4%	26.0%
- Accommodation's website	83.8%	89.2%	78.6%	82.5%	83.7%
<b>Travel agency (High street)</b>	31.9%	26.1%	26.3%	29.1%	26.3%
<b>Online Travel Agency (OTA)</b>	26.5%	24.8%	19.4%	22.5%	29.3%
<b>No need to book accommodation</b>	3.6%	7.4%	21.9%	18.0%	9.6%

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation (**):</b>	76.02	62.45	61.02	32.62	49.22
- Accommodation	67.41	48.85	53.15	27.07	40.06
- Additional accommodation expenses	8.61	13.61	7.87	5.56	9.16
<b>Transport:</b>	38.09	38.55	31.72	32.65	49.75
- Public transport	4.90	6.15	8.01	4.48	3.98
- Taxi	3.05	5.18	7.65	4.00	4.36
- Car rental	30.14	27.21	16.06	24.17	41.41
<b>Food and drink:</b>	102.94	115.02	137.42	105.62	140.47
- Food purchases at supermarkets	31.19	45.74	54.84	30.07	43.15
- Restaurants	71.74	69.28	82.57	75.54	97.32
<b>Souvenirs:</b>	38.93	49.03	59.01	44.59	38.00
<b>Leisure:</b>	35.11	35.20	26.25	41.08	30.60
- Organized excursions	18.30	9.02	8.01	14.90	18.55
- Leisure, amusement	2.21	1.87	2.73	10.59	2.31
- Trip to other islands	3.96	4.66	2.59	2.41	3.52
- Sporting activities	3.39	10.27	2.27	3.03	2.87
- Cultural activities	5.38	2.40	1.68	1.90	2.02
- Discos and disco-pubs	1.87	6.99	8.96	8.25	1.32
<b>Others:</b>	7.01	13.48	14.56	11.62	10.57
- Wellness	2.01	3.30	2.02	1.67	3.36
- Medical expenses	0.52	1.09	0.72	0.59	0.72
- Other expenses	4.48	9.09	11.82	9.35	6.49

Flight booking	FUE	GC	TFE	LP
<b>Tour Operator</b>	18.7%	20.7%	16.8%	17.5%
- Tour Operator's website	75.4%	83.5%	81.0%	74.9%
<b>Airline</b>	37.8%	43.7%	43.0%	36.7%
- Airline's website	99.1%	99.4%	97.2%	97.9%
<b>Travel agency (High street)</b>	29.5%	24.1%	27.5%	28.8%
<b>Online Travel Agency (OTA)</b>	14.0%	11.5%	12.7%	17.0%

### Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	12.5%	5.9%	9.0%	8.0%	0.0%
4* Hotel	43.6%	52.0%	28.4%	41.0%	43.4%
1-2-3* Hotel	11.6%	9.4%	19.5%	11.8%	13.9%
Apartment	28.9%	24.7%	21.3%	20.7%	31.9%
Property (privately-owned, friends, family)	2.8%	6.9%	17.8%	16.5%	9.9%
Others	0.5%	1.0%	4.1%	2.0%	0.9%

### Who are they?



Gender	LZ	FUE	GC	TFE	LP
Percentage of men	52.3%	50.2%	55.7%	51.9%	50.8%
Percentage of women	47.7%	49.8%	44.3%	48.1%	49.2%

Age	LZ	FUE	GC	TFE	LP
Average age (tourists > 16 years old)	44.2	41.3	41.9	39.0	47.2
Standard deviation	13.6	12.7	14.0	11.3	13.0

Age range (> 16 years old)	LZ	FUE	GC	TFE	LP
16-24 years old	5.3%	6.1%	10.0%	8.0%	3.1%
25-30 years old	12.1%	14.6%	13.7%	16.7%	6.8%
31-45 years old	39.8%	44.3%	39.9%	49.4%	38.4%
46-60 years old	28.9%	26.4%	24.6%	21.0%	33.7%
Over 60 years old	14.0%	8.6%	11.8%	4.9%	17.9%

Occupation	LZ	FUE	GC	TFE	LP
Business owner or self-employed	19.3%	21.6%	21.1%	19.5%	15.0%
Upper/Middle management employee	36.6%	38.1%	35.1%	36.5%	40.3%
Auxiliary level employee	24.1%	24.5%	23.6%	29.3%	26.9%
Students	3.8%	5.8%	7.2%	6.1%	3.4%
Retired	12.9%	7.2%	9.4%	4.5%	11.6%
Unemployed / unpaid dom. work	3.3%	2.7%	3.6%	4.1%	2.8%

Annual household income level	LZ	FUE	GC	TFE	LP
€12,000 - €24,000	22.7%	30.2%	29.8%	31.9%	17.3%
€24,001 - €36,000	28.2%	25.6%	27.7%	26.6%	28.5%
€36,001 - €48,000	15.1%	18.8%	16.7%	16.3%	22.7%
€48,001 - €60,000	14.7%	10.2%	10.1%	11.2%	13.0%
€60,001 - €72,000	7.2%	6.7%	6.4%	5.1%	8.8%
€72,001 - €84,000	3.8%	2.6%	3.1%	3.0%	4.4%
More than €84,000	8.3%	6.0%	6.2%	5.9%	5.3%

### How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.4%	0.4%	1.3%	0.6%	0.3%
Between 2 and 7 days	6.4%	6.9%	14.8%	8.6%	4.2%
Between 8 and 15 days	9.1%	11.1%	13.8%	11.3%	10.9%
Between 16 and 30 days	20.0%	22.0%	19.7%	20.1%	21.0%
Between 31 and 90 days	42.9%	38.3%	34.2%	37.4%	38.7%
More than 90 days	21.3%	21.3%	16.1%	22.0%	25.0%

### What do they book at their place of residence?



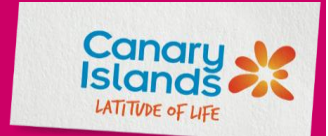
	LZ	FUE	GC	TFE	LP
Flight only	8.3%	10.5%	24.8%	22.0%	18.6%
Flight & accommodation (room only)	18.5%	16.6%	22.2%	19.4%	24.2%
Flight & accommodation (B&B)	8.2%	5.5%	9.2%	8.9%	10.7%
Flight & accommodation (half board)	24.2%	21.2%	15.5%	22.5%	28.0%
Flight & accommodation (full board)	7.2%	7.0%	8.2%	7.8%	5.1%
Flight & accommodation (all inclusive)	33.6%	39.2%	20.1%	19.4%	13.4%
<b>% Tourists using low-cost airlines</b>	69.1%	68.2%	60.0%	59.8%	65.4%
<b>Other expenses in their place of residence:</b>					
- Car rental	31.8%	31.1%	16.6%	28.9%	33.2%
- Sporting activities	2.3%	4.0%	1.9%	2.3%	4.3%
- Excursions	7.6%	4.9%	4.0%	7.7%	7.4%
- Trip to other islands	2.5%	2.8%	2.3%	1.0%	3.9%

(\*) 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.

# Tourist profile by islands (2016)

## Spanish Mainland market



### Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	249,662	95,154	352,460	569,307	41,229
- 2013	231,724	110,663	399,994	509,437	38,141
- 2014	206,912	95,696	383,540	480,387	36,612
- 2015	191,537	109,376	398,534	506,292	39,886
- 2016	218,286	111,928	484,482	606,002	40,972

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	19.1%	7.3%	27.0%	43.5%	3.2%
- 2013	18.0%	8.6%	31.0%	39.5%	3.0%
- 2014	17.2%	8.0%	31.9%	39.9%	3.0%
- 2015	15.4%	8.8%	32.0%	40.6%	3.2%
- 2016	14.9%	7.7%	33.1%	41.5%	2.8%

### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	4.7%	7.9%	28.0%	13.6%	10.1%
Only with partner	49.3%	53.1%	32.3%	38.7%	52.7%
Only with children (under the age of 13)	1.5%	1.2%	1.4%	2.2%	1.0%
Partner + children (under the age of 13)	19.4%	15.9%	9.4%	21.9%	11.7%
Other relatives	4.9%	5.6%	4.8%	3.3%	5.4%
Friends	4.4%	6.7%	9.4%	5.7%	4.4%
Work colleagues	0.4%	0.4%	1.6%	0.8%	0.0%
Other combinations <sup>(1)</sup>	15.3%	9.2%	13.2%	13.8%	14.7%

\* 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)	96.3%	94.2%	93.7%	94.0%	98.1%
Average rating (scale 1-10)	9.05	8.91	8.87	8.83	9.25

### How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	49.1%	47.6%	56.6%	54.9%	33.3%
In love (at least 10 previous visits)	4.1%	4.2%	12.1%	7.8%	5.7%

### Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Spanish Mainland	99.7%	99.5%	99.4%	99.6%	100.0%
United Kingdom	0.2%	0.4%	0.0%	0.2%	0.0%
Italy	0.1%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.2%	0.0%	0.0%	0.0%
Russia	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.0%	0.0%	0.0%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%

### Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	76.3%	73.4%	65.5%	71.2%	57.5%
Beaches	35.1%	70.2%	43.3%	26.6%	16.1%
Tranquillity/rest/relaxation	39.1%	45.5%	30.5%	29.7%	28.7%
Scenery	41.3%	19.1%	16.0%	34.6%	65.4%
Visiting new places	24.8%	14.2%	15.8%	20.7%	23.2%
Price	6.8%	9.1%	9.1%	9.6%	2.9%
Quality of the environment	14.9%	3.8%	5.5%	7.3%	22.8%
Suitable destination for children	9.3%	5.0%	4.5%	10.4%	2.8%
Theme parks	0.1%	0.4%	0.6%	11.1%	0.0%
Active tourism	2.3%	2.4%	2.3%	5.2%	32.9%
Nightlife/fun	0.3%	0.3%	4.9%	3.0%	0.0%
Nautical activities	2.6%	6.0%	2.5%	1.8%	1.4%
Security	2.1%	1.7%	2.1%	2.6%	1.1%
Ease of travel	2.5%	2.4%	2.3%	1.7%	1.2%
Culture	3.6%	0.0%	1.5%	1.9%	0.2%
Shopping	0.9%	1.5%	2.1%	1.6%	0.0%

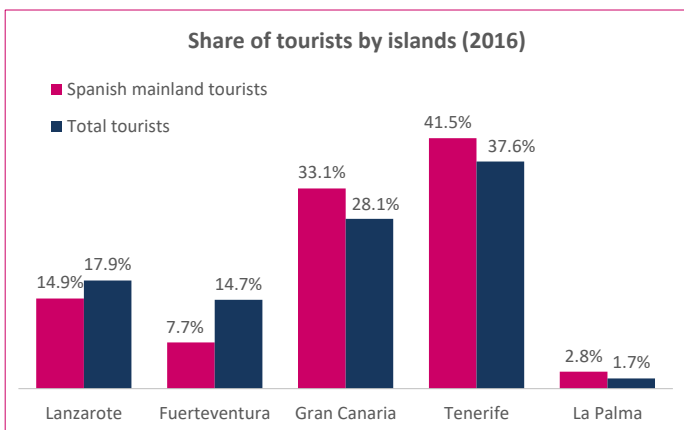
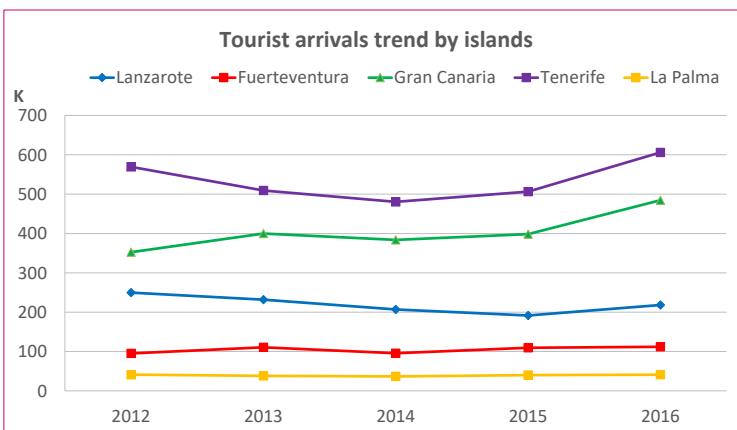
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	65.3%	67.8%	56.5%	56.8%	66.5%
Recommendation by friends or relatives	38.8%	28.9%	35.6%	37.4%	36.9%
The Canary Islands television channel	0.3%	0.4%	0.2%	0.3%	0.0%
Other television or radio channels	0.5%	0.3%	0.7%	0.9%	0.2%
Information in the press/magazines/books	3.5%	3.5%	3.4%	3.0%	7.5%
Attendance at a tourism fair	0.1%	0.0%	0.7%	0.3%	0.1%
Tour Operator's brochure or catalogue	1.3%	1.0%	1.4%	1.1%	0.4%
Recommendation by Travel Agency	6.9%	6.2%	6.6%	5.9%	4.6%
Information obtained via the Internet	25.2%	24.0%	19.5%	19.3%	23.5%
Senior Tourism programme	0.8%	2.6%	1.5%	1.2%	2.8%
Others	5.1%	6.0%	20.3%	12.3%	8.8%

\* 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.