

## Tourist profile by islands (2017)

### SPANISH MAINLAND



#### How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	242	129	522	715	48
Tourist arrivals (> 16 years old) (thousands)	196	102	491	638	42
Average daily expenditure (€)	143.63	146.13	145.18	132.44	131.32
. in their place of residence	98.98	103.09	87.91	88.94	85.51
. in the Canary Islands	44.64	43.03	57.27	43.51	45.82
Average length of stay	7.49	7.40	7.36	6.84	7.90
Turnover per tourist (€)	965	988	826	788	903
Total turnover (€m)	234	127	431	564	44
Spanish tourist arrivals: share by islands	14.6%	7.8%	31.5%	43.2%	2.9%
Spanish turnover: share by islands	16.7%	9.1%	30.8%	40.3%	3.1%
<b>% tourists who pay in the Canary Islands:</b>					
<b>Accommodation:</b>					
- Accommodation	20.6%	19.9%	19.9%	12.3%	16.2%
- Additional accommodation expenses	12.5%	9.8%	8.2%	12.2%	14.0%
<b>Transport:</b>					
- Public transport	13.2%	13.2%	21.8%	14.6%	15.0%
- Taxi	15.1%	6.7%	21.9%	16.3%	14.6%
- Car rental	47.7%	40.6%	23.6%	36.3%	51.7%
<b>Food and drink:</b>					
- Food purchases at supermarkets	50.4%	41.4%	49.0%	44.7%	64.2%
- Restaurants	65.5%	57.6%	65.2%	72.8%	79.3%
<b>Souvenirs:</b>	63.1%	59.0%	46.8%	63.3%	55.8%
<b>Leisure:</b>					
- Organized excursions	26.2%	12.5%	9.6%	22.5%	22.2%
- Leisure, amusement	5.7%	5.5%	4.9%	19.8%	5.1%
- Trip to other islands	10.1%	11.6%	1.4%	2.2%	2.9%
- Sporting activities	5.1%	7.6%	4.9%	5.2%	1.9%
- Cultural activities	14.6%	4.8%	3.5%	4.9%	9.2%
- Discos and disco-pubs	6.0%	10.9%	12.5%	11.9%	6.1%
<b>Others:</b>					
- Wellness	3.5%	6.3%	2.7%	3.2%	3.8%
- Medical expenses	5.3%	5.0%	3.4%	5.0%	5.6%
- Other expenses	11.8%	13.5%	7.5%	13.0%	19.6%



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



	LZ	FUE	GC	TFE	LP
Flight only	10.4%	7.5%	25.6%	18.9%	22.7%
Flight and accommodation (room only)	22.6%	21.8%	26.5%	20.3%	21.9%
Flight and accommodation (B&B)	7.6%	6.7%	10.4%	9.0%	13.6%
Flight and accommodation (half board)	23.1%	19.0%	13.0%	23.2%	29.0%
Flight and accommodation (full board)	5.4%	5.6%	7.1%	9.9%	3.3%
Flight and accommodation (all inclusive)	30.8%	39.3%	17.5%	18.6%	9.6%
<b>% Tourists using low-cost airlines</b>	72.2%	75.2%	65.1%	54.2%	60.8%
<b>Other expenses in their place of residence:</b>					
- Car rental	31.3%	32.2%	18.6%	28.6%	32.7%
- Sporting activities	2.8%	3.3%	2.2%	2.8%	1.0%
- Excursions	7.9%	4.7%	4.4%	9.0%	7.0%
- Trip to other islands	3.3%	3.7%	1.4%	1.6%	2.7%

#### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	11.8%	15.0%	11.8%	11.6%	12.0%
- Tour Operator's website	76.9%	78.9%	80.9%	77.4%	76.3%
<b>Accommodation</b>	24.1%	24.4%	22.1%	18.1%	25.5%
- Accommodation's website	81.1%	91.9%	80.1%	84.0%	88.0%
<b>Travel agency (High street)</b>	28.9%	21.9%	25.0%	31.6%	20.8%
<b>Online Travel Agency (OTA)</b>	29.2%	32.7%	21.4%	23.0%	26.1%
<b>No need to book accommodation</b>	6.0%	6.0%	19.6%	15.7%	15.5%
<b>Flight booking</b>					
<b>Tour Operator</b>	14.9%	19.0%	17.5%	17.4%	17.7%
- Tour Operator's website	67.2%	85.1%	80.2%	75.6%	72.7%
<b>Airline</b>	42.0%	43.9%	45.7%	36.0%	49.4%
- Airline's website	99.0%	98.8%	98.2%	98.1%	98.9%
<b>Travel agency (High street)</b>	26.7%	20.6%	24.2%	30.4%	18.8%
<b>Online Travel Agency (OTA)</b>	16.4%	16.5%	12.5%	16.1%	14.1%

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



	LZ	FUE	GC	TFE	LP
The same day they leave	0.3%	0.2%	1.6%	0.7%	1.6%
Between 2 and 7 days	5.7%	7.4%	12.2%	7.6%	8.6%
Between 8 and 15 days	9.9%	9.5%	12.9%	8.9%	8.4%
Between 16 and 30 days	20.2%	22.0%	17.9%	19.3%	21.3%
Between 31 and 90 days	39.5%	40.3%	33.4%	38.5%	42.0%
More than 90 days	24.5%	20.5%	22.1%	25.1%	18.1%

#### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	51.5%	45.4%	54.2%	52.5%	52.7%
Women	48.5%	54.6%	45.8%	47.5%	47.3%
<b>Age</b>					
Average age (tourists > 16 years old)	42.5	40.5	41.9	39.5	46.0
Standard deviation	12.8	12.5	13.7	12.1	12.2
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	7.3%	8.6%	9.4%	10.3%	3.9%
25-30 years old	12.6%	17.8%	15.1%	15.7%	5.4%
31-45 years old	42.2%	38.9%	37.4%	45.7%	38.6%
46-60 years old	28.4%	27.2%	27.6%	21.8%	41.6%
Over 60 years old	9.4%	7.5%	10.5%	6.5%	10.4%
<b>Occupation</b>					
Business owner or self-employed	21.8%	16.3%	22.3%	19.0%	24.0%
Upper/Middle management employee	35.3%	39.5%	33.1%	34.6%	44.3%
Auxiliary level employee	25.1%	29.7%	24.5%	29.5%	18.1%
Students	6.0%	5.0%	8.2%	7.6%	3.4%
Retired	8.3%	6.3%	7.7%	5.5%	8.6%
Unemployed / unpaid dom. work	3.5%	3.2%	4.1%	3.8%	1.5%
<b>Annual household income level</b>					
€12,000 - €24,000	27.6%	27.7%	31.2%	33.3%	23.1%
€24,001 - €36,000	25.8%	28.8%	26.8%	25.3%	25.3%
€36,001 - €48,000	16.8%	19.9%	15.1%	17.9%	17.5%
€48,001 - €60,000	13.0%	14.1%	11.0%	9.6%	15.6%
€60,001 - €72,000	5.3%	2.1%	5.3%	5.4%	6.7%
€72,001 - €84,000	3.7%	0.9%	4.0%	2.9%	4.8%
More than €84,000	7.7%	6.4%	6.7%	5.6%	7.1%

### Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	195,772	102,480	491,254	637,828	42,284

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	13.3%	7.0%	33.4%	43.4%	2.9%

### Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	12.6%	5.9%	6.8%	7.7%	0.0%
4* Hotel	39.6%	49.6%	27.7%	43.0%	38.4%
1-2-3* Hotel	11.1%	10.8%	19.7%	13.4%	12.5%
Apartment	30.7%	28.4%	25.1%	19.2%	33.2%
Property (privately-owned, friends, family)	4.8%	3.9%	16.7%	14.9%	14.6%
Others	1.2%	1.4%	4.0%	1.8%	1.3%

### Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	74.1%	76.8%	67.2%	68.7%	56.4%
Beaches	35.7%	65.1%	41.9%	28.4%	13.4%
Tranquillity/rest/relaxation	44.0%	45.9%	31.6%	29.9%	34.9%
Scenery	41.4%	23.9%	17.2%	35.5%	52.0%
Visiting new places	26.4%	17.6%	17.0%	21.3%	20.2%
Price	7.9%	10.3%	7.7%	8.1%	2.0%
Quality of the environment	10.9%	7.1%	4.5%	6.9%	25.4%
Suitable destination for children	9.3%	3.7%	3.9%	8.2%	3.9%
Theme parks	0.5%	0.0%	0.6%	10.0%	0.0%
Active tourism	3.1%	3.3%	2.4%	4.6%	30.1%
Nightlife/fun	0.0%	0.9%	5.4%	2.7%	1.1%
Security	3.6%	1.0%	3.4%	2.8%	2.7%
Culture	5.0%	0.1%	2.0%	2.0%	2.3%
Nautical activities	2.3%	3.5%	2.3%	1.5%	0.5%
Ease of travel	2.3%	2.1%	2.4%	1.7%	1.6%
Shopping	0.8%	1.2%	2.2%	1.7%	0.3%

### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	8.5%	8.7%	27.6%	14.2%	17.6%
Only with partner	41.6%	54.8%	31.5%	38.3%	47.1%
Only with children (under the age of 13)	1.3%	0.8%	1.4%	2.4%	0.8%
Partner + children (under the age of 13)	18.4%	11.6%	7.9%	18.3%	12.4%
Other relatives	6.0%	5.4%	5.6%	4.0%	3.8%
Friends	5.0%	7.8%	9.9%	7.0%	3.0%
Work colleagues	0.1%	1.0%	1.8%	1.2%	0.4%
Other combinations <sup>(1)</sup>	19.1%	9.8%	14.5%	14.7%	14.9%

\* 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)	93.8%	94.1%	93.3%	94.9%	96.4%
Average rating (scale 1-10)	8.93	8.88	8.88	8.93	9.17

### How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	51.1%	40.1%	55.8%	55.9%	35.5%
At least 10 previous visits	4.7%	3.8%	12.1%	7.0%	5.7%

### Where does the flight come from?

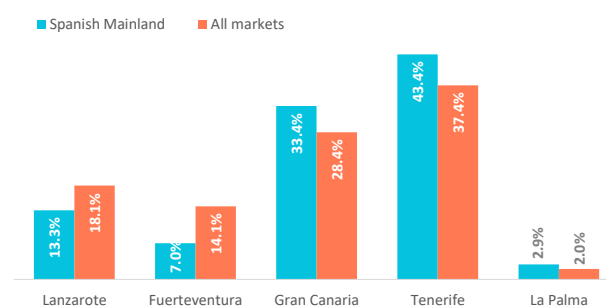
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Spanish Mainland	100.0%	99.1%	99.3%	99.8%	100.0%
United Kingdom	0.0%	0.0%	0.1%	0.1%	0.0%
France	0.0%	0.4%	0.1%	0.0%	0.0%
Germany	0.0%	0.1%	0.1%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.5%	0.4%	0.1%	0.0%

### What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	66.0%	66.2%	58.1%	55.1%	68.0%
Recommendation by friends/relatives	42.8%	34.5%	36.4%	37.3%	30.8%
The Canary Islands television channel	0.1%	0.9%	0.5%	0.1%	0.0%
Other television or radio channels	1.3%	0.9%	1.3%	0.9%	0.9%
Information in press/magazines/books	3.3%	2.6%	3.6%	3.4%	3.5%
Attendance at a tourism fair	0.0%	0.5%	1.7%	0.5%	0.9%
Tour Operator's brochure or catalogue	0.8%	1.3%	1.7%	1.4%	0.8%
Recommendation by Travel Agency	7.2%	4.9%	5.6%	5.9%	2.9%
Information obtained via the Internet	24.7%	27.7%	19.7%	19.8%	26.4%
Senior Tourism programme	0.4%	1.6%	0.9%	2.3%	0.4%
Others	5.4%	5.3%	18.2%	12.2%	8.7%

\* 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.