

# Profile of Portuguese tourist visiting Canary Islands

## 2016



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



	Portugal	All markets
Tourist arrivals (> 16 years old)	63,636	13,114,359
Average daily expenditure (€)	117.20	135.94
. in their place of residence	85.18	98.03
. in the Canary Islands	32.02	37.90
Average length of stay	7.24	9.36
Turnover per tourist (€)	800	1,141
Total turnover (> 16 years old) (€m)	50.9	14,957
Share of total turnover	0.3%	100%
Share of total tourist	0.5%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	<b>48.73</b>	<b>47.11</b>
- Accommodation	41.48	40.52
- Additional accommodation expenses	7.25	6.60
<b>Transport:</b>	<b>14.61</b>	<b>26.01</b>
- Public transport	1.52	5.14
- Taxi	2.07	6.94
- Car rental	11.02	13.93
<b>Food and drink:</b>	<b>85.94</b>	<b>148.33</b>
- Food purchases at supermarkets	30.84	63.46
- Restaurants	55.10	84.87
<b>Souvenirs:</b>	<b>54.40</b>	<b>53.88</b>
<b>Leisure:</b>	<b>16.29</b>	<b>34.52</b>
- Organized excursions	8.65	14.95
- Leisure, amusement	2.22	4.55
- Trip to other islands	0.97	1.85
- Sporting activities	1.47	5.11
- Cultural activities	0.61	2.04
- Discos and disco-pubs	2.35	6.01
<b>Others:</b>	<b>7.00</b>	<b>13.91</b>
- Wellness	0.70	3.23
- Medical expenses	1.59	1.69
- Other expenses	4.71	8.99

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



	Portugal	All markets
The same day they leave	0.3%	0.6%
Between 2 and 7 days	7.6%	6.3%
Between 8 and 15 days	10.3%	7.9%
Between 16 and 30 days	15.3%	14.7%
Between 31 and 90 days	36.7%	34.3%
More than 90 days	29.8%	36.2%

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



	Portugal	All markets
Flight only	6.6%	8.8%
Flight and accommodation (room only)	12.7%	25.7%
Flight and accommodation (B&B)	5.8%	8.0%
Flight and accommodation (half board)	14.8%	20.4%
Flight and accommodation (full board)	13.0%	4.3%
Flight and accommodation (all inclusive)	47.0%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>55.7%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	13.1%	11.8%
- Sporting activities	2.5%	5.3%
- Excursions	0.6%	5.7%
- Trip to other islands	1.3%	1.6%

### How do they book?



	Portugal	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	<b>18.6%</b>	<b>42.3%</b>
- Tour Operator's website	70.2%	78.8%
<b>Accommodation</b>	<b>14.7%</b>	<b>14.7%</b>
- Accommodation's website	94.3%	83.5%
<b>Travel agency (High street)</b>	<b>49.6%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>12.7%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>4.3%</b>	<b>6.0%</b>

	Portugal	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	<b>25.9%</b>	<b>44.6%</b>
- Tour Operator's website	58.5%	76.3%
<b>Airline</b>	<b>19.0%</b>	<b>24.8%</b>
- Airline's website	83.8%	96.2%
<b>Travel agency (High street)</b>	<b>43.0%</b>	<b>19.1%</b>
<b>Online Travel Agency (OTA)</b>	<b>12.0%</b>	<b>11.5%</b>

### Where do they stay?



	Portugal	All markets
5* Hotel	5.7%	7.1%
4* Hotel	41.6%	39.6%
1-2-3* Hotel	29.3%	14.6%
Apartment	17.1%	31.5%
Property (privately-owned, friends, family)	4.4%	4.6%
Others	2.0%	2.6%

### Who are they?



	Portugal	All markets
<b>Gender</b>		
Percentage of men	52.1%	48.5%
Percentage of women	47.9%	51.5%

	Portugal	All markets
<b>Age</b>		
Average age (tourists > 16 years old)	41.4	46.3
Standard deviation	12.9	15.3

	Portugal	All markets
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	5.6%	8.2%
25-30 years old	18.6%	11.1%
31-45 years old	40.0%	29.1%
46-60 years old	23.8%	30.9%
Over 60 years old	11.9%	20.7%

	Portugal	All markets
<b>Occupation</b>		
Business owner or self-employed	23.3%	23.1%
Upper/Middle management employee	46.0%	36.1%
Auxiliary level employee	14.8%	15.5%
Students	1.3%	5.1%
Retired	11.0%	18.0%
Unemployed / unpaid dom. work	3.6%	2.2%

	Portugal	All markets
<b>Annual household income level</b>		
€12,000 - €24,000	51.9%	17.8%
€24,001 - €36,000	29.8%	19.4%
€36,001 - €48,000	10.1%	16.9%
€48,001 - €60,000	2.0%	14.6%
€60,001 - €72,000	2.8%	9.5%
€72,001 - €84,000	0.6%	6.0%
More than €84,000	2.8%	15.8%

(\*) 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.

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## Which island do they choose?



Tourists (> 16 years old)	Portugal	All markets
- Lanzarote	3,791	2,328,674
- Fuerteventura	6,462	1,914,107
- Gran Canaria	34,084	3,654,806
- Tenerife	18,807	4,885,901
- La Palma	48	221,541

Share (%)	Portugal	All markets
- Lanzarote	6.0%	17.9%
- Fuerteventura	10.2%	14.7%
- Gran Canaria	53.9%	28.1%
- Tenerife	29.8%	37.6%
- La Palma	0.1%	1.7%

## Who do they come with?



	Portugal	All markets
Unaccompanied	8.3%	9.1%
Only with partner	40.9%	47.6%
Only with children (under the age of 13)	0.9%	1.5%
Partner + children (under the age of 13)	17.3%	11.8%
Other relatives	6.3%	6.0%
Friends	4.3%	6.1%
Work colleagues	1.0%	0.3%
Other combinations <sup>(1)</sup>	21.0%	17.5%

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

## How do they rate the destination?



Impression of their stay	Portugal	All markets
Good or very good (% tourists)	90.1%	94.1%
Average rating (scale 1-10)	8.41	8.90

## How many are loyal to the destination?

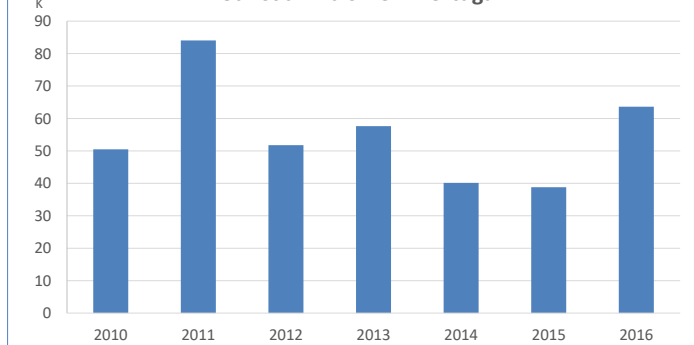
Repeat tourists of the Canary Islands	Portugal	All markets
Repeat tourists	57.3%	77.3%
In love (at least 10 previous visits)	6.6%	16.1%

## Where does the flight come from?



Ten main origin markets	Portugal	All markets
Portugal	45,387	47,983
Spanish Mainland	17,090	2,164,168
Italy	143	346,999
United Kingdom	0	4,208,588
Germany	0	2,882,932
Belgium	0	444,170
Ireland	0	431,419
Sweden	0	420,877
Norway	0	393,235
Switzerland	0	312,564

## Tourist arrivals from Portugal



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.

## Why do they choose the Canary Islands?



Aspects influencing the choice	Portugal	All markets
Climate/sun	73.3%	89.8%
Beaches	55.7%	34.5%
Tranquillity/rest/relaxation	28.0%	36.6%
Visiting new places	25.5%	14.6%
Price	18.8%	12.7%
Scenery	15.5%	21.9%
Security	12.8%	11.1%
Ease of travel	5.9%	8.9%
Suitable destination for children	5.8%	7.5%
Shopping	5.1%	2.6%
Nightlife/fun	3.3%	3.8%
Active tourism	2.5%	5.1%
Nautical activities	1.4%	2.2%
Theme parks	1.0%	3.0%
Golf	0.9%	0.9%
Quality of the environment	0.6%	6.5%

\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	Portugal	All markets
Previous visits to the Canary Islands	37.8%	64.1%
Recommendation by friends or relatives	37.2%	34.5%
The Canary Islands television channel	0.0%	0.3%
Other television or radio channels	0.4%	0.8%
Information in the press/magazines/books	6.0%	3.8%
Attendance at a tourism fair	2.7%	0.5%
Tour Operator's brochure or catalogue	9.9%	8.0%
Recommendation by Travel Agency	30.9%	9.7%
Information obtained via the Internet	22.7%	25.8%
Senior Tourism programme	2.0%	0.2%
Others	7.3%	6.1%

\* Multi-choice question

## Seasonal profile of tourist from Portugal

