

Profile of tourist visiting the Canary Islands (2017)

PORTUGAL



How many are they and how much do they spend?



	Portugal	All markets
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (> 16 years old)	56,304	13,852,616
Average daily expenditure (€)	131.43	140.18
. in their place of residence	93.69	101.15
. in the Canary Islands	37.74	39.03
Average length of stay	7.54	9.17
Turnover per tourist (€)	883	1,155
Total turnover (> 16 years old) (€m)	50	15,999
Share of total tourist	0.4%	100%
Share of total turnover	0.3%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	14.8%	13.5%
- Additional accommodation expenses	11.7%	6.3%
Transport:		
- Public transport	13.3%	14.5%
- Taxi	19.4%	21.2%
- Car rental	27.6%	19.4%
Food and drink:		
- Food purchases at supermarkets	41.6%	55.0%
- Restaurants	55.0%	57.3%
Souvenirs:		
	59.1%	53.3%
Leisure:		
- Organized excursions	17.6%	17.7%
- Leisure, amusement	13.4%	8.4%
- Trip to other islands	0.9%	2.3%
- Sporting activities	4.4%	6.1%
- Cultural activities	3.4%	4.4%
- Discos and disco-pubs	5.4%	6.1%
Others:		
- Wellness	2.3%	4.9%
- Medical expenses	4.5%	4.0%
- Other expenses	8.3%	9.6%



**-12%
TOURISTS***
56,304



**+10%
TRAVEL EXPENSES**
€883



**-2%
TURNOVER**
€50 MILL

What do they book at their place of residence?



	Portugal	All markets
Flight only	10.3%	9.3%
Flight and accommodation (room only)	10.3%	26.9%
Flight and accommodation (B&B)	5.4%	8.3%
Flight and accommodation (half board)	19.3%	19.3%
Flight and accommodation (full board)	8.1%	4.4%
Flight and accommodation (all inclusive)	46.7%	31.9%
<u>% Tourists using low-cost airlines</u>	54.6%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	10.0%	12.6%
- Sporting activities	0.6%	5.1%
- Excursions	3.2%	6.2%
- Trip to other islands	0.0%	1.5%

* Tourists over 16 years old.

How do they book?



	Portugal	All markets
Accommodation booking		
Tour Operator	19.8%	42.4%
- Tour Operator's website	81.2%	80.6%
Accommodation	17.4%	14.6%
- Accommodation's website	96.4%	84.0%
Travel agency (High street)	48.0%	19.3%
Online Travel Agency (OTA)	10.4%	17.3%
No need to book accommodation	4.4%	6.4%

	Portugal	All markets
Flight booking		
Tour Operator	21.2%	44.8%
- Tour Operator's website	53.7%	78.6%
Airline	27.9%	25.8%
- Airline's website	89.3%	97.3%
Travel agency (High street)	45.2%	18.0%
Online Travel Agency (OTA)	5.8%	11.4%

How far in advance do they book their trip?



	Portugal	All markets
The same day they leave	0.0%	0.5%
Between 2 and 7 days	11.3%	5.9%
Between 8 and 15 days	7.6%	7.4%
Between 16 and 30 days	18.5%	13.4%
Between 31 and 90 days	29.1%	34.6%
More than 90 days	33.4%	38.3%

Who are they?



	Portugal	All markets
Gender		
Men	63.1%	48.1%
Women	36.9%	51.9%

	Portugal	All markets
Age		
Average age (tourists > 16 years old)	40.6	46.9
Standard deviation	13.2	15.5

	Portugal	All markets
Age range (> 16 years old)		
16-24 years old	8.0%	8.4%
25-30 years old	15.3%	10.2%
31-45 years old	49.0%	27.9%
46-60 years old	17.3%	31.7%
Over 60 years old	10.4%	21.8%

	Portugal	All markets
Occupation		
Business owner or self-employed	22.6%	23.8%
Upper/Middle management employee	49.6%	35.2%
Auxiliary level employee	15.3%	15.3%
Students	5.5%	5.0%
Retired	5.4%	18.6%
Unemployed / unpaid dom. work	1.6%	2.1%

	Portugal	All markets
Annual household income level		
€12,000 - €24,000	49.1%	17.9%
€24,001 - €36,000	23.6%	19.3%
€36,001 - €48,000	8.4%	16.1%
€48,001 - €60,000	8.1%	15.1%
€60,001 - €72,000	5.6%	9.3%
€72,001 - €84,000	0.0%	6.3%
More than €84,000	5.3%	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Portugal	All markets
- Lanzarote	7,756	2,488,213
- Fuerteventura	4,115	1,938,908
- Gran Canaria	24,037	3,900,824
- Tenerife	20,397	5,144,415
- La Palma	0	277,952

Share (%)	Portugal	All markets
- Lanzarote	13.8%	18.1%
- Fuerteventura	7.3%	14.1%
- Gran Canaria	42.7%	28.4%
- Tenerife	36.2%	37.4%
- La Palma	0.0%	2.0%

Where do they stay?



	Portugal	All markets
5* Hotel	5.0%	6.8%
4* Hotel	43.2%	38.4%
1-2-3* Hotel	27.7%	14.4%
Apartment	18.4%	32.4%
Property (privately-owned, friends, family)	4.4%	4.8%
Others	1.3%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Portugal	All markets
Climate/sun	76.2%	89.8%
Beaches	57.3%	35.1%
Tranquillity/rest/relaxation	28.6%	37.2%
Visiting new places	26.5%	14.7%
Scenery	22.3%	22.9%
Price	17.8%	12.2%
Suitable destination for children	7.6%	7.6%
Security	7.1%	9.7%
Ease of travel	4.0%	8.9%
Quality of the environment	3.4%	6.5%
Nautical activities	2.5%	2.0%
Shopping	2.4%	2.5%
Nightlife/fun	2.4%	3.8%
Golf	1.8%	1.0%
Culture	1.6%	2.7%
Active tourism	1.2%	5.4%

* Multi-choice question

Who do they come with?



	Portugal	All markets
Unaccompanied	10.8%	8.7%
Only with partner	40.4%	46.8%
Only with children (under the age of 13)	1.1%	1.7%
Partner + children (under the age of 13)	17.6%	11.9%
Other relatives	5.1%	6.0%
Friends	3.8%	6.1%
Work colleagues	2.3%	0.3%
Other combinations ⁽¹⁾	18.8%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Portugal	All markets
Good or very good (% tourists)	91.4%	94.0%
Average rating (scale 1-10)	8.54	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Portugal	All markets
At least 1 previous visit	57.9%	77.3%
At least 10 previous visits	4.7%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Portugal	64.6%	36,386
Spanish Mainland	26.7%	15,033
United Kingdom	8.4%	4,733
Others	0.3%	153

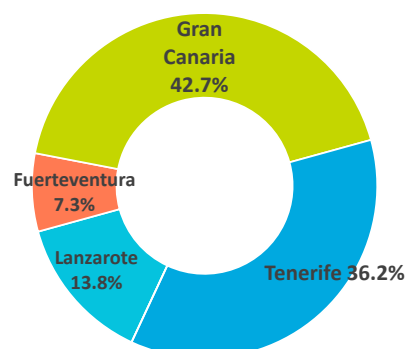
What did motivate them to come?



Prescription sources	Portugal	All markets
Previous visits to the Canary Islands	40.2%	64.9%
Recommendation by friends/relatives	33.2%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	1.8%	1.0%
Information in press/magazines/books	10.4%	3.8%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	11.5%	7.2%
Recommendation by Travel Agency	21.4%	9.3%
Information obtained via the Internet	27.9%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	6.3%	5.9%

* Multi-choice 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.