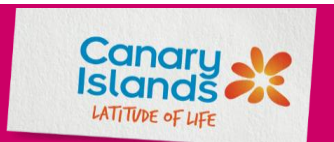


Tourist profile by islands (2016)

Portuguese 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)	3,791	6,462	34,084	18,807	--
Average daily expenditure (€)	--	--	118.17	108.71	--
. in their place of residence	--	--	86.85	79.12	--
. in the Canary Islands	--	--	31.32	29.60	--
Average length of stay	--	--	7.31	6.96	--
Turnover per tourist (€)	--	--	812	702	--
Total turnover (> 16 years old) (€m)	--	--	27.7	13	--
Portuguese turnover: share by islands	--	--	54.9%	26.2%	--
Portuguese tourist arrivals: share by island	6.0%	10.2%	54.0%	29.8%	--

	LZ	FUE	GC	TFE	LP
Accommodation booking	--	--	14.2%	29.0%	--
Tour Operator	--	--	14.2%	29.0%	--
- Tour Operator's website	--	--	74.8%	74.1%	--
Accommodation	--	--	15.4%	8.5%	--
- Accommodation's website	--	--	90.1%	100.0%	--
Travel agency (High street)	--	--	50.0%	46.5%	--
Online Travel Agency (OTA)	--	--	16.7%	7.9%	--
No need to book accommodation	--	--	3.7%	8.1%	--

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	--	--	48.92	23.40	--
- Accommodation	--	--	40.85	14.67	--
- Additional accommodation expenses	--	--	8.07	8.73	--
Transport:	--	--	12.04	14.56	--
- Public transport	--	--	1.87	1.21	--
- Taxi	--	--	1.56	2.64	--
- Car rental	--	--	8.61	10.70	--
Food and drink:	--	--	88.33	87.69	--
- Food purchases at supermarkets	--	--	28.01	37.03	--
- Restaurants	--	--	60.32	50.66	--
Souvenirs:	--	--	52.35	46.52	--
Leisure:	--	--	13.66	17.60	--
- Organized excursions	--	--	6.86	9.99	--
- Leisure, amusement	--	--	2.23	3.49	--
- Trip to other islands	--	--	0.82	0.00	--
- Sporting activities	--	--	1.05	0.00	--
- Cultural activities	--	--	0.00	1.30	--
- Discos and disco-pubs	--	--	2.70	2.81	--
Others:	--	--	2.72	18.66	--
- Wellness	--	--	0.09	2.21	--
- Medical expenses	--	--	0.25	4.82	--
- Other expenses	--	--	2.37	11.63	--

	LZ	FUE	GC	TFE	LP
Flight booking	--	--	20.8%	34.1%	--
Tour Operator	--	--	20.8%	34.1%	--
- Tour Operator's website	--	--	41.7%	81.4%	--
Airline	--	--	21.7%	17.1%	--
- Airline's website	--	--	79.0%	90.9%	--
Travel agency (High street)	--	--	42.6%	42.6%	--
Online Travel Agency (OTA)	--	--	14.8%	6.1%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	--	--	6.1%	6.4%	--
4* Hotel	--	--	36.3%	38.9%	--
1-2-3* Hotel	--	--	35.2%	28.7%	--
Apartment	--	--	16.2%	17.2%	--
Property (privately-owned, friends, family)	--	--	3.3%	7.8%	--
Others	--	--	2.9%	1.0%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender	--	--	48.2%	55.3%	--
Percentage of men	--	--	48.2%	55.3%	--
Percentage of women	--	--	51.8%	44.7%	--

	LZ	FUE	GC	TFE	LP
Age	--	--	41.8	39.3	--
Average age (tourists > 16 years old)	--	--	41.8	39.3	--
Standard deviation	--	--	13.7	11.8	--

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)	--	--	6.5%	6.6%	--
16-24 years old	--	--	6.5%	6.6%	--
25-30 years old	--	--	19.2%	18.9%	--
31-45 years old	--	--	39.8%	43.6%	--
46-60 years old	--	--	19.1%	25.1%	--
Over 60 years old	--	--	15.4%	5.8%	--

	LZ	FUE	GC	TFE	LP
Occupation	--	--	28.5%	12.1%	--
Business owner or self-employed	--	--	28.5%	12.1%	--
Upper/Middle management employee	--	--	39.3%	51.3%	--
Auxiliary level employee	--	--	13.0%	22.9%	--
Students	--	--	1.2%	2.3%	--
Retired	--	--	15.3%	7.7%	--
Unemployed / unpaid dom. work	--	--	2.7%	3.7%	--

	LZ	FUE	GC	TFE	LP
Annual household income level	--	--	50.2%	62.5%	--
€12,000 - €24,000	--	--	50.2%	62.5%	--
€24,001 - €36,000	--	--	29.5%	28.6%	--
€36,001 - €48,000	--	--	9.0%	5.6%	--
€48,001 - €60,000	--	--	1.9%	0.0%	--
€60,001 - €72,000	--	--	3.4%	3.2%	--
€72,001 - €84,000	--	--	1.0%	0.0%	--
More than €84,000	--	--	4.9%	0.0%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	--	--	0.5%	0.0%	--
Between 2 and 7 days	--	--	6.6%	9.6%	--
Between 8 and 15 days	--	--	6.6%	8.1%	--
Between 16 and 30 days	--	--	12.0%	30.2%	--
Between 31 and 90 days	--	--	37.5%	33.5%	--
More than 90 days	--	--	36.8%	18.5%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	--	--	5.2%	10.1%	--
Flight & accommodation (room only)	--	--	13.8%	17.7%	--
Flight & accommodation (B&B)	--	--	5.4%	4.7%	--
Flight & accommodation (half board)	--	--	17.5%	7.5%	--
Flight & accommodation (full board)	--	--	9.9%	14.9%	--
Flight & accommodation (all inclusive)	--	--	48.1%	45.0%	--
% Tourists using low-cost airlines	--	--	66.2%	50.7%	--
Other expenses in their place of residence:	--	--	9.0%	18.8%	--
- Car rental	--	--	9.0%	18.8%	--
- Sporting activities	--	--	2.4%	1.3%	--
- Excursions	--	--	0.0%	2.5%	--
- Trip to other islands	--	--	1.3%	0.0%	--

(*) 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)

Portuguese market



Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	7,690	5,077	17,427	21,559	--
- 2013	3,163	6,459	17,187	30,808	--
- 2014	5,303	3,198	17,461	14,185	--
- 2015	3,407	4,518	14,919	15,940	--
- 2016	3,791	6,462	34,084	18,807	--

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	14.9%	9.8%	33.7%	41.7%	--
- 2013	5.5%	11.2%	29.8%	53.5%	--
- 2014	13.2%	8.0%	43.5%	35.3%	--
- 2015	8.8%	11.6%	38.5%	41.1%	--
- 2016	6.0%	10.2%	54.0%	29.8%	--

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	10.8%	8.4%	--
Only with partner	--	--	38.5%	37.6%	--
Only with children (under the age of 13)	--	--	1.6%	0.0%	--
Partner + children (under the age of 13)	--	--	16.6%	18.7%	--
Other relatives	--	--	5.3%	9.5%	--
Friends	--	--	4.5%	5.8%	--
Work colleagues	--	--	1.8%	0.0%	--
Other combinations ⁽¹⁾	--	--	20.8%	19.9%	--

* 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)	--	--	89.5%	89.8%	--
Average rating (scale 1-10)	--	--	8.36	8.42	--

How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	--	--	37.8%	36.2%	--
In love (at least 10 previous visits)	--	--	6.0%	0.9%	--

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Portugal	--	--	79.5%	71.0%	--
Spanish Mainland	--	--	17.1%	29.0%	--
Italy	--	--	0.4%	0.0%	--
United Kingdom	--	--	0.0%	0.0%	--
Germany	--	--	0.0%	0.0%	--
Belgium	--	--	0.0%	0.0%	--
Ireland	--	--	0.0%	0.0%	--
Sweden	--	--	0.0%	0.0%	--
Norway	--	--	0.0%	0.0%	--
Switzerland	--	--	0.0%	0.0%	--

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	--	--	71.7%	77.0%	--
Beaches	--	--	51.7%	53.3%	--
Tranquillity/rest/relaxation	--	--	30.4%	20.8%	--
Visiting new places	--	--	26.9%	23.8%	--
Price	--	--	24.1%	8.9%	--
Scenery	--	--	17.1%	17.6%	--
Security	--	--	10.8%	14.0%	--
Ease of travel	--	--	8.1%	5.3%	--
Suitable destination for children	--	--	6.7%	5.3%	--
Shopping	--	--	5.8%	3.7%	--
Nightlife/fun	--	--	4.0%	3.9%	--
Active tourism	--	--	1.3%	4.9%	--
Nautical activities	--	--	1.4%	0.9%	--
Theme parks	--	--	0.9%	1.9%	--
Golf	--	--	0.0%	2.9%	--
Quality of the environment	--	--	0.9%	0.0%	--

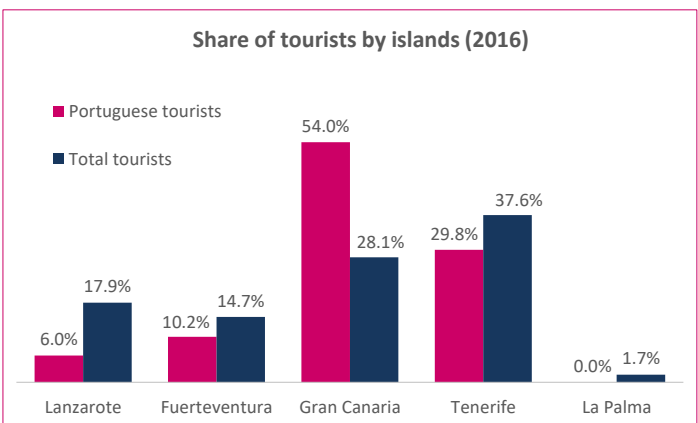
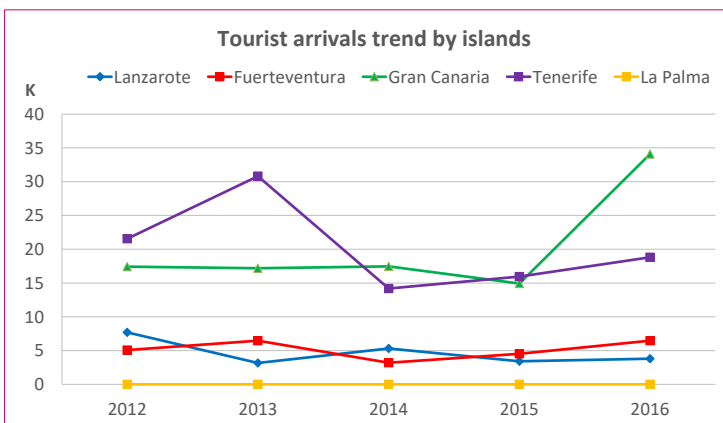
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	45.0%	30.1%	--
Recommendation by friends or relatives	--	--	29.2%	50.4%	--
The Canary Islands television channel	--	--	0.0%	0.0%	--
Other television or radio channels	--	--	0.7%	0.0%	--
Information in the press/magazines/books	--	--	4.5%	6.5%	--
Attendance at a tourism fair	--	--	1.7%	0.0%	--
Tour Operator's brochure or catalogue	--	--	12.3%	3.4%	--
Recommendation by Travel Agency	--	--	37.8%	18.5%	--
Information obtained via the Internet	--	--	18.5%	28.4%	--
Senior Tourism programme	--	--	3.8%	0.0%	--
Others	--	--	4.1%	9.2%	--

* 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.