

Tourist profile by islands (2017)

PORTUGAL

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	7,756	4,115	24,037	20,397	--
Average daily expenditure (€)	--	--	134.93	122.61	--
. in their place of residence	--	--	93.55	84.63	--
. in the Canary Islands	--	--	41.38	37.98	--
Average length of stay	--	--	7.81	7.51	--
Turnover per tourist (€)	--	--	872	861	--
Total turnover (€m)	--	--	21	18	--
Portuguese tourist arrivals: share by islands	13.8%	7.3%	42.7%	36.2%	--
Portuguese turnover: share by islands	--	--	54.4%	45.6%	--
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	--	--	21.5%	14.0%	--
- Additional accommodation expenses	--	--	14.7%	9.4%	--
Transport:					
- Public transport	--	--	18.5%	12.3%	--
- Taxi	--	--	23.7%	21.3%	--
- Car rental	--	--	27.8%	26.7%	--
Food and drink:					
- Food purchases at supermarkets	--	--	47.8%	37.3%	--
- Restaurants	--	--	51.4%	60.8%	--
Souvenirs:					
	--	--	64.3%	58.3%	--
Leisure:					
- Organized excursions	--	--	9.5%	19.3%	--
- Leisure, amusement	--	--	12.2%	19.2%	--
- Trip to other islands	--	--	0.0%	1.5%	--
- Sporting activities	--	--	2.2%	3.7%	--
- Cultural activities	--	--	3.8%	0.9%	--
- Discos and disco-pubs	--	--	6.7%	4.8%	--
Others:					
- Wellness	--	--	0.0%	2.5%	--
- Medical expenses	--	--	3.5%	7.7%	--
- Other expenses	--	--	9.1%	8.2%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	--	--	11.3%	12.7%	--
Flight and accommodation (room only)	--	--	11.4%	11.3%	--
Flight and accommodation (B&B)	--	--	7.8%	4.2%	--
Flight and accommodation (half board)	--	--	10.0%	22.7%	--
Flight and accommodation (full board)	--	--	11.9%	6.8%	--
Flight and accommodation (all inclusive)	--	--	47.6%	42.2%	--
<u>% Tourists using low-cost airlines</u>	--	--	55.6%	65.9%	--
<u>Other expenses in their place of residence:</u>					
- Car rental	--	--	8.8%	14.6%	--
- Sporting activities	--	--	1.4%	0.0%	--
- Excursions	--	--	0.0%	4.1%	--
- Trip to other islands	--	--	0.0%	0.0%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	--	--	21.6%	15.5%	--
- Tour Operator's website	--	--	93.1%	68.7%	--
Accommodation	--	--	21.0%	15.5%	--
- Accommodation's website	--	--	100.0%	100.0%	--
Travel agency (High street)	--	--	47.3%	45.1%	--
Online Travel Agency (OTA)	--	--	6.4%	15.8%	--
No need to book accommodation	--	--	3.7%	8.2%	--

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	--	--	19.7%	22.2%	--
- Tour Operator's website	--	--	68.5%	48.0%	--
Airline	--	--	33.1%	25.9%	--
- Airline's website	--	--	88.6%	93.6%	--
Travel agency (High street)	--	--	41.9%	43.8%	--
Online Travel Agency (OTA)	--	--	5.3%	8.1%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	--	--	0.0%	0.0%	--
Between 2 and 7 days	--	--	11.6%	12.1%	--
Between 8 and 15 days	--	--	5.6%	9.4%	--
Between 16 and 30 days	--	--	19.7%	18.3%	--
Between 31 and 90 days	--	--	23.6%	27.0%	--
More than 90 days	--	--	39.5%	33.2%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	--	--	66.4%	55.5%	--
Women	--	--	33.6%	44.5%	--
Age					
Average age (tourists > 16 years old)	--	--	40.4	38.5	--
Standard deviation	--	--	13.5	13.4	--
Age range (> 16 years old)					
16-24 years old	--	--	11.0%	9.1%	--
25-30 years old	--	--	14.6%	18.3%	--
31-45 years old	--	--	47.8%	49.6%	--
46-60 years old	--	--	16.6%	13.1%	--
Over 60 years old	--	--	10.0%	9.8%	--
Occupation					
Business owner or self-employed	--	--	22.4%	20.5%	--
Upper/Middle management employee	--	--	50.4%	50.2%	--
Auxiliary level employee	--	--	10.2%	20.2%	--
Students	--	--	9.0%	4.3%	--
Retired	--	--	6.9%	3.4%	--
Unemployed / unpaid dom. work	--	--	1.0%	1.4%	--
Annual household income level					
€12,000 - €24,000	--	--	48.4%	58.5%	--
€24,001 - €36,000	--	--	17.1%	23.7%	--
€36,001 - €48,000	--	--	12.0%	2.9%	--
€48,001 - €60,000	--	--	7.5%	6.7%	--
€60,001 - €72,000	--	--	6.1%	4.1%	--
€72,001 - €84,000	--	--	0.0%	0.0%	--
More than €84,000	--	--	9.0%	4.0%	--

Tourist profile by islands (2017)

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Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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	--
- 2017	7,756	4,115	24,037	20,397	--

Share (%)	LZ	FUE	GC	TFE	LP
- 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%	--
- 2017	13.8%	7.3%	42.7%	36.2%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	--	--	3.6%	7.9%	--
4* Hotel	--	--	29.5%	53.3%	--
1-2-3* Hotel	--	--	37.5%	14.6%	--
Apartment	--	--	24.5%	15.3%	--
Property (privately-owned, friends, family)	--	--	2.6%	9.0%	--
Others	--	--	2.3%	0.0%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	--	--	72.2%	79.1%	--
Beaches	--	--	63.4%	51.5%	--
Tranquillity/rest/relaxation	--	--	26.6%	30.3%	--
Visiting new places	--	--	21.2%	29.2%	--
Scenery	--	--	16.5%	26.3%	--
Price	--	--	21.2%	9.2%	--
Suitable destination for children	--	--	8.2%	5.1%	--
Security	--	--	5.8%	7.8%	--
Ease of travel	--	--	5.3%	4.8%	--
Quality of the environment	--	--	6.6%	0.0%	--
Nautical activities	--	--	0.9%	3.1%	--
Shopping	--	--	5.6%	0.0%	--
Nightlife/fun	--	--	2.3%	2.5%	--
Golf	--	--	2.8%	1.5%	--
Culture	--	--	2.2%	0.0%	--
Active tourism	--	--	0.0%	0.9%	--

* Multi-choise question

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	11.8%	9.4%	--
Only with partner	--	--	36.7%	46.4%	--
Only with children (under the age of 13)	--	--	1.7%	1.2%	--
Partner + children (under the age of 13)	--	--	15.2%	16.8%	--
Other relatives	--	--	7.4%	3.3%	--
Friends	--	--	2.6%	3.9%	--
Work colleagues	--	--	2.6%	3.2%	--
Other combinations ⁽¹⁾	--	--	22.0%	15.8%	--

* Multi-choise 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)	--	--	93.6%	88.3%	--
Average rating (scale 1-10)	--	--	8.77	8.35	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	--	--	36.9%	36.7%	--
At least 10 previous visits	--	--	1.7%	4.1%	--

Where does the flight come from?

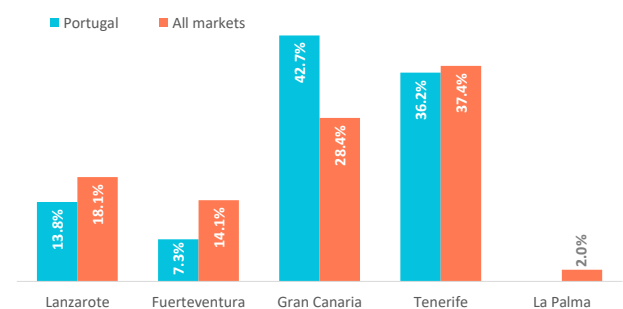
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Portugal	--	--	80.0%	45.8%	--
Spanish Mainland	--	--	19.3%	31.0%	--
United Kingdom	--	--	0.0%	23.2%	--
Others	--	--	0.6%	0.0%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	38.2%	49.5%	--
Recommendation by friends/relatives	--	--	31.7%	41.7%	--
The Canary Islands television channel	--	--	0.0%	0.0%	--
Other television or radio channels	--	--	4.3%	0.0%	--
Information in press/magazines/books	--	--	12.0%	7.6%	--
Attendance at a tourism fair	--	--	1.7%	1.2%	--
Tour Operator's brochure or catalogue	--	--	8.9%	7.1%	--
Recommendation by Travel Agency	--	--	16.9%	20.1%	--
Information obtained via the Internet	--	--	29.4%	19.4%	--
Senior Tourism programme	--	--	0.0%	0.0%	--
Others	--	--	12.6%	2.6%	--

* Multi-choise 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.