

# Profile of tourist visiting the Canary Islands (2017)

## UNITED KINGDOM



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



	United Kingdom	All markets
Tourist arrivals (FRONTUR)	5,267,514	15,975,507
Tourist arrivals (> 16 years old)	4,531,021	13,852,616
Average daily expenditure (€)	134.37	140.18
. in their place of residence	96.12	101.15
. in the Canary Islands	38.25	39.03
Average length of stay	8.59	9.17
Turnover per tourist (€)	1,057	1,155
Total turnover (€m)	5,567	18,450
Share of total tourist	33.0%	100%
Share of total turnover	30.2%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	13.5%	13.5%
- Additional accommodation expenses	5.7%	6.3%

##### Transport:

- Public transport	13.1%	14.5%
- Taxi	26.6%	21.2%
- Car rental	11.0%	19.4%

##### Food and drink:

- Food purchases at supermarkets	61.0%	55.0%
- Restaurants	56.4%	57.3%

##### Souvenirs:

	50.1%	53.3%
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##### Leisure:

- Organized excursions	14.8%	17.7%
- Leisure, amusement	7.9%	8.4%
- Trip to other islands	1.8%	2.3%
- Sporting activities	5.2%	6.1%
- Cultural activities	3.3%	4.4%
- Discos and disco-pubs	6.6%	6.1%

##### Others:

- Wellness	4.8%	4.9%
- Medical expenses	3.4%	4.0%
- Other expenses	7.9%	9.6%



**+8%**  
TOURISTS  
5,267,514



**-2%**  
TRAVEL EXPENSES  
€1,057



**+6%**  
TURNOVER  
€5,567 MILL

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



	United Kingdom	All markets
Flight only	8.2%	9.3%
Flight and accommodation (room only)	32.2%	26.9%
Flight and accommodation (B&B)	7.2%	8.3%
Flight and accommodation (half board)	16.3%	19.3%
Flight and accommodation (full board)	2.0%	4.4%
Flight and accommodation (all inclusive)	34.1%	31.9%
% Tourists using low-cost airlines	63.4%	50.8%

#### Other expenses in their place of residence:

- Car rental	4.1%	12.6%
- Sporting activities	3.9%	5.1%
- Excursions	2.5%	6.2%
- Trip to other islands	0.9%	1.5%

### How do they book?



	United Kingdom	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	52.1%	42.4%
- Tour Operator's website	83.9%	80.6%
<b>Accommodation</b>	17.5%	14.6%
- Accommodation's website	84.5%	84.0%
<b>Travel agency (High street)</b>	9.9%	19.3%
<b>Online Travel Agency (OTA)</b>	14.7%	17.3%
<b>No need to book accommodation</b>	5.8%	6.4%

	United Kingdom	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	54.0%	44.8%
- Tour Operator's website	83.5%	78.6%
<b>Airline</b>	28.9%	25.8%
- Airline's website	97.5%	97.3%
<b>Travel agency (High street)</b>	9.0%	18.0%
<b>Online Travel Agency (OTA)</b>	8.2%	11.4%

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



	United Kingdom	All markets
The same day they leave	0.7%	0.5%
Between 2 and 7 days	4.4%	5.9%
Between 8 and 15 days	5.8%	7.4%
Between 16 and 30 days	11.5%	13.4%
Between 31 and 90 days	34.0%	34.6%
More than 90 days	43.7%	38.3%

### Who are they?



	United Kingdom	All markets
<b>Gender</b>		
Men	43.4%	48.1%
Women	56.6%	51.9%

#### Age

Average age (tourists > 16 years old)	47.5	46.9
Standard deviation	15.4	15.5

#### Age range (> 16 years old)

16-24 years old	8.2%	8.4%
25-30 years old	8.7%	10.2%
31-45 years old	27.3%	27.9%
46-60 years old	33.1%	31.7%
Over 60 years old	22.7%	21.8%

#### Occupation

Business owner or self-employed	32.4%	23.8%
Upper/Middle management employee	25.1%	35.2%
Auxiliary level employee	15.4%	15.3%
Students	3.5%	5.0%
Retired	21.6%	18.6%
Unemployed / unpaid dom. work	1.9%	2.1%

#### Annual household income level

€12,000 - €24,000	16.8%	17.9%
€24,001 - €36,000	20.2%	19.3%
€36,001 - €48,000	16.5%	16.1%
€48,001 - €60,000	15.5%	15.1%
€60,001 - €72,000	9.1%	9.3%
€72,001 - €84,000	6.1%	6.3%
More than €84,000	15.8%	16.0%

### Which island do they choose?



Tourists (> 16 years old)	United Kingdom	All markets
- Lanzarote	1,217,052	2,488,213
- Fuerteventura	490,641	1,938,908
- Gran Canaria	742,202	3,900,824
- Tenerife	2,018,976	5,144,415
- La Palma	37,342	277,952

Share (%)	United Kingdom	All markets
- Lanzarote	27.0%	18.1%
- Fuerteventura	10.9%	14.1%
- Gran Canaria	16.5%	28.4%
- Tenerife	44.8%	37.4%
- La Palma	0.8%	2.0%

### Where do they stay?



	United Kingdom	All markets
5* Hotel	8.5%	6.8%
4* Hotel	36.4%	38.4%
1-2-3* Hotel	12.0%	14.4%
Apartment	36.7%	32.4%
Property (privately-owned, friends, family)	3.8%	4.8%
Others	2.6%	3.2%

### Why do they choose the Canary Islands?



Aspects influencing the choice	United Kingdom	All markets
Climate/sun	92.6%	89.8%
Tranquillity/rest/relaxation	33.0%	37.2%
Beaches	27.5%	35.1%
Price	18.1%	12.2%
Ease of travel	17.5%	8.9%
Scenery	14.9%	22.9%
Visiting new places	13.9%	14.7%
Suitable destination for children	10.5%	7.6%
Quality of the environment	8.4%	6.5%
Security	6.6%	9.7%
Nightlife/fun	6.4%	3.8%
Theme parks	4.6%	3.1%
Culture	3.6%	2.7%
Active tourism	2.7%	5.4%
Shopping	2.6%	2.5%
Rural tourism	1.2%	1.1%

\* Multi-choice question

### Who do they come with?



	United Kingdom	All markets
Unaccompanied	6.2%	8.7%
Only with partner	45.1%	46.8%
Only with children (under the age of 13)	1.9%	1.7%
Partner + children (under the age of 13)	13.8%	11.9%
Other relatives	7.0%	6.0%
Friends	5.5%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	20.4%	18.5%

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

### How do they rate the Canary Islands?



Opinion on their stay	United Kingdom	All markets
Good or very good (% tourists)	94.3%	94.0%
Average rating (scale 1-10)	9.05	8.92

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



Repeat tourists	United Kingdom	All markets
At least 1 previous visit	83.3%	77.3%
At least 10 previous visits	19.0%	16.9%

### Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
United Kingdom	98.4%	4,457,063
Spanish Mainland	1.0%	45,635
Ireland	0.4%	16,914
Norway	0.1%	4,453
Italy	0.0%	1,567
Germany	0.0%	1,170
Poland	0.0%	951
Switzerland	0.0%	524
Sweden	0.0%	423
Others	0.1%	2,321

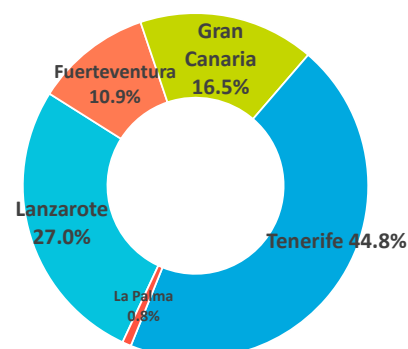
### What did motivate them to come?



Prescription sources	United Kingdom	All markets
Previous visits to the Canary Islands	71.0%	64.9%
Recommendation by friends/relatives	36.3%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.4%	1.0%
Information in press/magazines/books	2.6%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	8.4%	7.2%
Recommendation by Travel Agency	5.7%	9.3%
Information obtained via the Internet	23.6%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	5.4%	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.