

# Tourist profile by islands (2016)

## British market

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



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	1,119,206	466,838	662,210	1,921,177	30,387
Average daily expenditure (€)	127.19	120.81	136.88	138.53	119.36
- in their place of residence	93.71	91.98	98.64	96.96	88.01
- in the Canary Islands	33.48	28.83	38.24	41.57	31.35
Average length of stay	9.36	9.11	8.50	8.50	8.52
Turnover per tourist (€)	1,104	1,022	1,087	1,063	968
Total turnover (> 16 years old) (€m)	1,235.1	477.1	719.6	2,042	29.42
British turnover: share by islands	27.4%	10.6%	16.0%	45.3%	0.7%
British tourist arrivals: share by islands	26.6%	11.1%	15.8%	45.7%	0.7%

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation (**):</b>	38.62	22.70	42.10	52.77	21.55
- Accommodation	34.89	16.55	36.87	44.32	8.23
- Additional accommodation expenses	3.73	6.15	5.23	8.45	13.31
<b>Transport:</b>	23.59	21.16	18.89	16.76	37.22
- Public transport	4.45	3.22	5.87	3.39	7.76
- Taxi	9.00	7.99	9.59	8.24	4.17
- Car rental	10.14	9.95	3.43	5.13	25.28
<b>Food and drink:</b>	164.29	122.84	148.69	163.05	139.26
- Food purchases at supermarkets	66.05	49.15	66.60	78.58	49.62
- Restaurants	98.25	73.69	82.09	84.47	89.64
<b>Souvenirs:</b>	35.14	40.68	47.00	47.73	27.46
<b>Leisure:</b>	24.93	29.65	34.74	33.83	19.64
- Organized excursions	12.80	10.60	12.46	13.37	14.42
- Leisure, amusement	1.74	2.98	4.01	6.57	0.02
- Trip to other islands	1.36	1.56	0.98	0.91	0.00
- Sporting activities	3.06	7.02	3.75	3.08	1.07
- Cultural activities	2.16	2.06	1.03	0.91	1.64
- Discos and disco-pubs	3.81	5.43	12.51	8.99	2.49
<b>Others:</b>	8.75	10.60	11.54	11.66	5.87
- Wellness	2.35	3.30	3.24	2.61	1.71
- Medical expenses	1.12	1.22	1.03	2.21	1.06
- Other expenses	5.27	6.08	7.27	6.84	3.10

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



	LZ	FUE	GC	TFE	LP
The same day they leave	0.7%	0.3%	0.3%	0.7%	0.0%
Between 2 and 7 days	3.9%	4.7%	4.9%	5.5%	6.8%
Between 8 and 15 days	5.3%	6.0%	7.9%	7.3%	9.6%
Between 16 and 30 days	11.6%	13.3%	12.6%	13.2%	11.0%
Between 31 and 90 days	33.9%	34.6%	36.6%	31.6%	40.5%
More than 90 days	44.6%	41.1%	37.7%	41.6%	32.1%

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



	LZ	FUE	GC	TFE	LP
Flight only	4.0%	4.6%	6.6%	11.1%	8.0%
Flight & accommodation (room only)	32.4%	25.6%	28.5%	33.1%	24.9%
Flight & accommodation (B&B)	6.3%	4.3%	5.0%	7.8%	14.0%
Flight & accommodation (half board)	15.4%	14.8%	19.3%	15.5%	21.6%
Flight & accommodation (full board)	1.6%	2.6%	1.9%	2.9%	0.0%
Flight & accommodation (all inclusive)	40.3%	48.0%	38.8%	29.6%	31.6%
<b>% Tourists using low-cost airlines</b>	55.7%	60.2%	55.1%	64.9%	56.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	2.9%	3.7%	2.6%	3.9%	13.0%
- Sporting activities	4.5%	4.8%	2.7%	3.5%	3.8%
- Excursions	1.0%	1.1%	2.2%	2.9%	0.0%
- Trip to other islands	0.3%	0.3%	1.3%	0.9%	7.1%

(\*) 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.

### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	56.6%	55.1%	58.4%	47.3%	66.9%
- Tour Operator's website	80.9%	82.1%	83.6%	84.7%	80.8%
<b>Accommodation</b>	17.6%	15.4%	11.9%	19.8%	10.8%
- Accommodation's website	86.4%	86.8%	87.7%	82.7%	100.0%
<b>Travel agency (High street)</b>	9.9%	11.1%	12.0%	10.4%	2.6%
<b>Online Travel Agency (OTA)</b>	12.4%	14.9%	13.0%	14.6%	16.5%
<b>No need to book accommodation</b>	3.4%	3.5%	4.7%	7.9%	3.2%

### Flight booking

	LZ	FUE	GC	TFE	LP
<b>Tour Operator</b>	58.4%	57.8%	57.9%	49.1%	63.1%
- Tour Operator's website	80.4%	80.9%	81.9%	83.7%	87.7%
<b>Airline</b>	25.1%	23.5%	22.8%	33.0%	26.3%
- Airline's website	97.2%	95.4%	96.2%	97.1%	85.3%
<b>Travel agency (High street)</b>	9.3%	10.1%	10.3%	8.8%	0.5%
<b>Online Travel Agency (OTA)</b>	7.3%	8.5%	9.0%	9.1%	10.0%

### Where do they stay?



	LZ	FUE	GC	TFE	LP
<b>5* Hotel</b>	6.8%	6.4%	8.7%	11.1%	0.0%
<b>4* Hotel</b>	39.3%	45.0%	37.1%	36.7%	61.3%
<b>1-2-3* Hotel</b>	7.7%	18.4%	16.9%	8.8%	9.3%
<b>Apartment</b>	44.1%	26.7%	32.2%	34.7%	21.6%
<b>Property (privately-owned, friends, family)</b>	1.4%	2.9%	3.3%	5.1%	4.6%
<b>Others</b>	0.7%	0.7%	1.8%	3.5%	3.2%

### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Percentage of men	40.9%	43.6%	46.7%	44.4%	46.6%
Percentage of women	59.1%	56.4%	53.3%	55.6%	53.4%

	LZ	FUE	GC	TFE	LP
<b>Age</b>					
Average age (tourists > 16 years old)	53.3	48.2	47.7	43.1	48.0
Standard deviation	14.9	14.2	15.5	14.5	13.4

	LZ	FUE	GC	TFE	LP
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	4.2%	5.2%	7.9%	11.5%	4.7%
25-30 years old	5.3%	7.3%	9.8%	12.9%	6.5%
31-45 years old	19.8%	31.5%	26.0%	31.8%	33.5%
46-60 years old	33.8%	33.7%	32.0%	29.9%	34.9%
Over 60 years old	36.8%	22.3%	24.2%	13.8%	20.4%

	LZ	FUE	GC	TFE	LP
<b>Occupation</b>					
Business owner or self-employed	24.9%	29.8%	30.6%	37.5%	37.5%
Upper/Middle management employee	22.3%	27.5%	25.6%	26.9%	29.4%
Auxiliary level employee	14.1%	17.2%	15.4%	15.7%	11.8%
Students	2.3%	2.4%	3.7%	4.6%	1.6%
Retired	35.0%	22.0%	22.9%	12.4%	18.5%
Unemployed / unpaid dom. work	1.5%	1.1%	1.8%	2.9%	1.2%

	LZ	FUE	GC	TFE	LP
<b>Annual household income level</b>					
€12,000 - €24,000	16.9%	14.7%	17.5%	17.4%	8.6%
€24,001 - €36,000	20.6%	21.7%	22.5%	18.9%	18.7%
€36,001 - €48,000	18.5%	17.8%	16.5%	16.2%	18.4%
€48,001 - €60,000	14.9%	15.4%	13.5%	14.2%	10.8%
€60,001 - €72,000	8.4%	10.8%	9.2%	9.6%	16.9%
€72,001 - €84,000	6.0%	5.9%	4.9%	6.9%	7.7%
More than €84,000	14.7%	13.6%	16.0%	16.8%	18.8%

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## British market



### Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	792,600	290,579	430,993	1,416,764	17,147
- 2013	829,877	313,631	434,320	1,458,171	12,937
- 2014	889,315	368,776	483,319	1,573,248	17,519
- 2015	976,656	400,915	504,513	1,636,357	23,924
- 2016	1,119,206	466,838	662,210	1,921,177	30,387

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	26.9%	9.9%	14.6%	48.1%	0.6%
- 2013	27.2%	10.3%	14.2%	47.8%	0.4%
- 2014	26.7%	11.1%	14.5%	47.2%	0.5%
- 2015	27.6%	11.3%	14.2%	46.2%	0.7%
- 2016	26.6%	11.1%	15.8%	45.7%	0.7%

### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	3.5%	4.8%	7.7%	7.5%	12.1%
Only with partner	55.5%	48.2%	48.9%	42.1%	56.6%
Only with children (under the age of 13)	1.0%	1.5%	1.9%	2.0%	0.5%
Partner + children (under the age of 13)	11.6%	16.8%	10.6%	13.2%	16.8%
Other relatives	6.2%	6.8%	6.3%	7.5%	2.6%
Friends	4.1%	3.5%	6.7%	7.0%	0.9%
Work colleagues	0.1%	0.1%	0.3%	0.2%	0.0%
Other combinations <sup>(1)</sup>	18.1%	18.2%	17.6%	20.5%	10.5%

\* 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)	96.1%	93.5%	94.2%	94.3%	97.6%
Average rating (scale 1-10)	9.22	9.02	9.08	9.03	9.41

### How many are loyal to the destination?

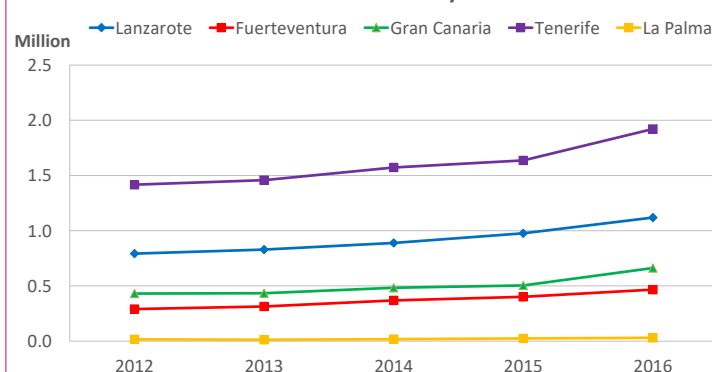
Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	63.3%	49.4%	52.6%	61.7%	28.0%
In love (at least 10 previous visits)	8.3%	5.3%	6.1%	7.4%	2.0%

### Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
United Kingdom	98.3%	98.3%	95.9%	97.7%	97.5%
Spanish Mainland	0.4%	1.0%	2.7%	1.6%	1.5%
Ireland	1.1%	0.6%	1.1%	0.5%	0.7%
Germany	0.1%	0.1%	0.1%	0.1%	0.1%
Denmark	0.0%	0.0%	0.0%	0.1%	0.0%
Belgium	0.0%	0.0%	0.0%	0.1%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.1%	0.0%	0.0%	0.0%
Italy	0.1%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.1%	0.0%	0.0%

### Tourist arrivals trend 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.

### Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	95.7%	95.8%	93.4%	91.0%	90.9%
Tranquillity/rest/relaxation	41.2%	40.4%	32.7%	25.4%	36.6%
Beaches	20.9%	39.5%	33.2%	24.2%	16.4%
Price	20.0%	22.3%	21.3%	17.6%	13.1%
Ease of travel	20.8%	16.7%	17.7%	15.0%	10.4%
Scenery	14.5%	11.7%	12.9%	15.7%	37.6%
Visiting new places	13.7%	13.8%	16.7%	11.3%	19.3%
Suitable destination for children	11.7%	12.8%	9.0%	10.6%	3.6%
Quality of the environment	11.2%	6.1%	7.6%	7.8%	16.4%
Security	12.2%	8.1%	8.5%	6.0%	2.2%
Nightlife/fun	2.7%	2.8%	8.5%	8.8%	0.5%
Theme parks	0.3%	0.5%	1.1%	8.2%	0.0%
Culture	4.5%	3.0%	4.0%	3.1%	7.3%
Active tourism	2.3%	2.4%	2.0%	2.6%	22.3%
Shopping	2.2%	1.5%	1.7%	3.4%	0.0%
Rural tourism	1.1%	0.6%	1.1%	1.0%	5.2%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	77.1%	74.1%	67.1%	67.3%	67.2%
Recommendation by friends or relatives	37.5%	35.6%	33.8%	36.8%	25.7%
The Canary Islands television channel	0.2%	0.2%	0.3%	0.2%	0.0%
Other television or radio channels	0.4%	0.5%	0.3%	0.4%	0.0%
Information in the press/magazines/books	2.8%	3.3%	3.9%	2.3%	6.3%
Attendance at a tourism fair	0.1%	0.3%	0.3%	0.4%	0.0%
Tour Operator's brochure or catalogue	11.5%	10.3%	12.2%	5.6%	11.2%
Recommendation by Travel Agency	5.1%	6.4%	8.0%	4.4%	4.4%
Information obtained via the Internet	27.3%	32.7%	32.6%	19.2%	40.1%
Senior Tourism programme	0.0%	0.0%	0.1%	0.1%	0.0%
Others	6.2%	3.9%	6.0%	5.6%	5.0%

\* Multi-choice question

### Share of tourists by islands (2016)

