

Tourist profile by islands (2017)

UNITED KINGDOM

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	1,422	545	858	2,374	40
Tourist arrivals (> 16 years old) (thousands)	1,217	491	742	2,019	37
Average daily expenditure (€)	129.78	124.45	130.56	141.39	115.55
. in their place of residence	94.80	92.99	92.02	99.38	90.33
. in the Canary Islands	34.99	31.46	38.54	42.01	25.22
Average length of stay	8.82	8.97	8.34	8.43	8.94
Turnover per tourist (€)	1,046	1,019	1,017	1,089	951
Total turnover (€m)	1,488	556	872	2,584	37.7
British tourist arrivals: share by islands	27.1%	10.4%	16.4%	45.3%	0.8%
British turnover: share by islands	26.9%	10.0%	15.8%	46.7%	0.7%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	13.0%	10.4%	12.5%	14.9%	10.1%
- Additional accommodation expenses	5.4%	4.1%	5.0%	6.3%	12.5%
Transport:					
- Public transport	15.2%	13.3%	20.3%	9.0%	22.2%
- Taxi	33.8%	25.1%	27.5%	22.6%	17.1%
- Car rental	16.8%	12.7%	7.2%	8.0%	26.8%
Food and drink:					
- Food purchases at supermarkets	66.3%	57.7%	61.6%	58.2%	60.5%
- Restaurants	65.6%	59.0%	57.0%	49.9%	63.9%
Souvenirs:					
	52.6%	56.0%	48.5%	47.7%	56.9%
Leisure:					
- Organized excursions	15.7%	15.8%	15.7%	13.6%	22.5%
- Leisure, amusement	5.5%	7.4%	7.4%	9.9%	1.4%
- Trip to other islands	2.7%	4.0%	1.1%	1.0%	0.4%
- Sporting activities	5.1%	9.7%	5.8%	3.9%	2.4%
- Cultural activities	6.2%	3.3%	3.0%	1.6%	3.2%
- Discos and disco-pubs	5.4%	8.9%	9.6%	5.9%	2.8%
Others:					
- Wellness	5.1%	7.2%	4.2%	4.1%	7.1%
- Medical expenses	4.2%	4.9%	4.2%	2.2%	5.8%
- Other expenses	9.5%	12.3%	7.0%	6.0%	15.6%



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	4.7%	4.2%	7.1%	11.8%	5.6%
Flight and accommodation (room only)	36.6%	25.8%	34.0%	30.3%	21.7%
Flight and accommodation (B&B)	6.9%	4.4%	5.7%	8.6%	10.5%
Flight and accommodation (half board)	15.1%	16.1%	16.8%	16.9%	12.7%
Flight and accommodation (full board)	1.2%	2.5%	1.2%	2.6%	1.7%
Flight and accommodation (all inclusive)	35.5%	47.0%	35.1%	29.9%	47.8%
% Tourists using low-cost airlines	65.8%	62.6%	60.5%	63.3%	54.4%
Other expenses in their place of residence:					
- Car rental	4.5%	5.2%	2.4%	4.0%	9.2%
- Sporting activities	4.7%	3.8%	2.4%	3.7%	8.0%
- Excursions	1.1%	1.7%	2.2%	3.7%	2.9%
- Trip to other islands	0.3%	0.5%	0.6%	1.4%	0.0%

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	49.4%	57.6%	55.0%	51.1%	58.4%
- Tour Operator's website	84.2%	87.6%	81.7%	83.8%	82.1%
Accommodation	19.9%	13.2%	14.5%	18.3%	8.8%
- Accommodation's website	85.4%	89.9%	85.0%	82.8%	72.0%
Travel agency (High street)	10.2%	11.2%	10.0%	9.5%	7.7%
Online Travel Agency (OTA)	17.2%	14.4%	14.3%	13.2%	22.0%
No need to book accommodation	3.3%	3.5%	6.2%	7.9%	3.1%
Flight booking					
Tour Operator	51.5%	58.9%	55.4%	53.8%	60.4%
- Tour Operator's website	83.3%	86.3%	83.4%	83.1%	77.9%
Airline	30.0%	22.8%	26.0%	30.6%	28.3%
- Airline's website	98.6%	98.0%	94.6%	97.7%	100.0%
Travel agency (High street)	9.3%	10.0%	10.2%	8.0%	5.9%
Online Travel Agency (OTA)	9.2%	8.2%	8.4%	7.6%	5.4%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.4%	0.3%	0.8%	0.9%	0.0%
Between 2 and 7 days	4.0%	4.1%	4.3%	4.9%	2.9%
Between 8 and 15 days	4.9%	5.8%	7.4%	5.7%	5.6%
Between 16 and 30 days	10.0%	13.4%	11.5%	11.8%	13.0%
Between 31 and 90 days	35.9%	34.4%	34.1%	32.5%	43.0%
More than 90 days	44.9%	41.9%	41.9%	44.2%	35.3%

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	44.2%	42.1%	44.2%	42.9%	48.6%
Women	55.8%	57.9%	55.8%	57.1%	51.4%
Age					
Average age (tourists > 16 years old)	51.1	49.4	46.9	45.0	48.9
Standard deviation	14.8	14.5	15.8	15.2	14.9
Age range (> 16 years old)					
16-24 years old	4.9%	4.7%	9.4%	10.8%	5.1%
25-30 years old	5.6%	6.5%	9.7%	10.8%	10.8%
31-45 years old	24.8%	28.1%	26.6%	29.1%	24.9%
46-60 years old	35.2%	36.0%	31.3%	31.7%	33.3%
Over 60 years old	29.5%	24.7%	23.0%	17.6%	26.0%
Occupation					
Business owner or self-employed	29.7%	29.2%	31.8%	35.5%	29.3%
Upper/Middle management employee	24.8%	26.5%	24.2%	25.2%	32.3%
Auxiliary level employee	13.6%	18.2%	16.4%	15.8%	13.3%
Students	2.2%	2.2%	4.3%	4.4%	0.4%
Retired	28.2%	22.6%	21.2%	16.9%	23.6%
Unemployed / unpaid dom. work	1.6%	1.2%	2.1%	2.3%	1.2%
Annual household income level					
€12,000 - €24,000	15.3%	16.7%	18.3%	17.5%	7.4%
€24,001 - €36,000	19.9%	20.0%	23.7%	19.2%	19.1%
€36,001 - €48,000	17.6%	17.4%	16.5%	15.4%	15.2%
€48,001 - €60,000	15.5%	17.7%	13.8%	15.7%	15.4%
€60,001 - €72,000	9.1%	8.9%	8.6%	9.4%	11.2%
€72,001 - €84,000	6.8%	6.2%	5.3%	5.7%	13.2%
More than €84,000	15.7%	13.1%	13.9%	17.2%	18.5%

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	1,217,052	490,641	742,202	2,018,976	37,342

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	27.0%	10.9%	16.5%	44.8%	0.8%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	6.6%	5.9%	7.7%	10.9%	0.0%
4* Hotel	35.5%	42.6%	31.4%	36.9%	59.5%
1-2-3* Hotel	10.5%	19.0%	15.0%	10.1%	11.2%
Apartment	45.4%	29.1%	39.6%	32.5%	21.8%
Property (privately-owned, friends, family)	1.4%	2.3%	3.8%	5.5%	4.5%
Others	0.7%	1.1%	2.5%	4.1%	3.0%

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	95.7%	94.2%	93.1%	90.3%	87.7%
Tranquillity/rest/relaxation	41.9%	37.8%	32.2%	26.2%	49.5%
Beaches	22.4%	42.9%	33.1%	25.4%	7.1%
Price	19.4%	19.3%	22.1%	15.6%	26.5%
Ease of travel	21.0%	16.0%	16.5%	16.5%	8.4%
Scenery	14.4%	10.1%	14.4%	16.0%	30.5%
Visiting new places	15.4%	17.1%	16.5%	11.2%	22.8%
Suitable destination for children	12.5%	10.5%	9.4%	9.9%	4.4%
Quality of the environment	11.4%	7.4%	6.7%	7.3%	12.7%
Security	8.6%	6.9%	7.1%	5.1%	3.3%
Nightlife/fun	3.6%	2.7%	8.0%	8.7%	0.0%
Theme parks	0.5%	0.1%	1.6%	9.3%	0.0%
Culture	4.4%	3.0%	3.9%	3.3%	4.0%
Active tourism	3.0%	2.3%	1.5%	2.6%	15.4%
Shopping	2.2%	1.3%	2.5%	3.3%	0.0%
Rural tourism	1.4%	1.2%	1.3%	0.9%	3.9%

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	3.2%	4.8%	7.8%	7.7%	8.6%
Only with partner	49.7%	48.0%	44.9%	41.3%	57.0%
Only with children (under the age of 13)	1.6%	1.7%	1.8%	2.1%	0.9%
Partner + children (under the age of 13)	14.5%	15.8%	11.8%	13.7%	12.2%
Other relatives	6.3%	5.1%	7.1%	8.0%	3.4%
Friends	4.2%	4.0%	6.5%	6.4%	3.7%
Work colleagues	0.0%	0.2%	0.1%	0.1%	0.0%
Other combinations ⁽¹⁾	20.5%	20.4%	19.9%	20.6%	14.2%

* Multi-choice 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)	95.4%	94.0%	93.8%	93.7%	96.6%
Average rating (scale 1-10)	9.13	9.00	9.04	9.01	9.21

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	62.0%	50.2%	50.8%	62.5%	26.3%
At least 10 previous visits	8.6%	4.6%	6.7%	8.9%	1.4%

Where does the flight come from?

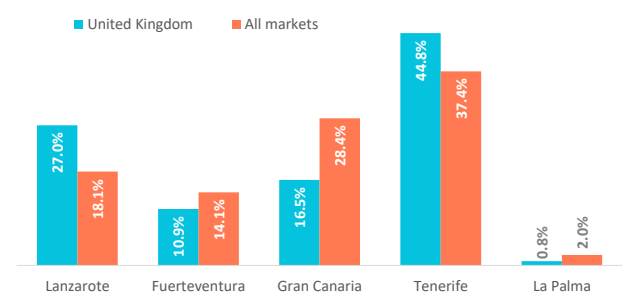
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
United Kingdom	98.9%	98.5%	96.7%	98.7%	96.4%
Spanish Mainland	0.4%	1.2%	1.7%	1.0%	3.6%
Ireland	0.6%	0.1%	0.8%	0.2%	0.0%
Norway	0.0%	0.0%	0.5%	0.0%	0.0%
Italy	0.0%	0.1%	0.1%	0.0%	0.0%
Germany	0.0%	0.1%	0.0%	0.0%	0.0%
Poland	0.1%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.0%	0.1%	0.1%	0.1%	0.0%

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	77.0%	74.4%	66.6%	68.5%	61.7%
Recommendation by friends/relatives	37.0%	34.8%	36.7%	36.6%	16.7%
The Canary Islands television channel	0.0%	0.3%	0.1%	0.3%	0.0%
Other television or radio channels	0.3%	0.6%	0.6%	0.4%	0.4%
Information in press/magazines/books	2.5%	2.6%	3.0%	2.3%	10.6%
Attendance at a tourism fair	0.2%	0.0%	0.4%	0.3%	0.0%
Tour Operator's brochure or catalogue	9.0%	11.1%	11.2%	6.2%	18.2%
Recommendation by Travel Agency	5.5%	6.3%	8.8%	4.5%	4.5%
Information obtained via the Internet	29.1%	31.1%	28.6%	16.4%	44.3%
Senior Tourism programme	0.0%	0.1%	0.0%	0.0%	0.0%
Others	5.3%	4.3%	6.6%	5.2%	8.2%

* Multi-choice 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.