

London (2017)

How many they are and how much do they spend?



| | London | UK | Canary Islands |
|--------------------------------------|---------|-----------|----------------|
| Tourist arrivals (> 16 years old) | 641,971 | 4,531,021 | 13,852,616 |
| Average daily expenditure (€) | 146.6 | 134.4 | 140.2 |
| . in their place of residence | 102.5 | 96.1 | 101.2 |
| . in the Canary Islands | 44.1 | 38.3 | 39.0 |
| Average length of stay | 8.1 | 8.6 | 9.2 |
| Turnover per tourist (€) | 1,042 | 1,057 | 1,155 |
| Total turnover (> 16 years old) (€m) | 782 | 5,471 | 17,764 |
| Share of British tourists | 14.2% | 100% | -- |
| Share of British turnover | 14.3% | 100% | -- |

What do they book at their place of residence?



| | London | UK | Canary Islands |
|---|--------------|--------------|----------------|
| Flight only | 12.7% | 8.1% | 9.2% |
| Flight and accommodation (room only) | 30.1% | 32.0% | 26.8% |
| Flight and accommodation (B&B) | 8.8% | 7.2% | 8.3% |
| Flight and accommodation (half board) | 16.9% | 16.2% | 19.2% |
| Flight and accommodation (full board) | 2.5% | 2.0% | 4.4% |
| Flight and accommodation (all inclusive) | 28.3% | 33.9% | 31.7% |
| % Tourists using low-cost airlines | 68.0% | 61.4% | 48.4% |

How do they book?



| | London | UK | Canary Islands |
|-------------------------------|--------|-------|----------------|
| Accommodation booking | | | |
| Tour Operator | 37.1% | 47.9% | 39.2% |
| Accommodation | 18.7% | 16.1% | 13.5% |
| Travel agency (High street) | 8.2% | 9.2% | 17.9% |
| Online Travel Agency (OTA) | 17.3% | 13.5% | 16.0% |
| No need to book accommodation | 18.7% | 13.3% | 13.3% |
| Flight booking | | | |
| Tour Operator | 42.4% | 54.0% | 44.8% |
| Airline | 38.2% | 28.9% | 25.8% |
| Travel agency (High street) | 7.6% | 9.0% | 18.0% |
| Online Travel Agency (OTA) | 11.8% | 8.2% | 11.4% |

Where do they stay?



| | London | UK | Canary Islands |
|---|--------|-------|----------------|
| 4-5* Hotel | 46.8% | 44.9% | 45.2% |
| 1-2-3* Hotel | 9.6% | 11.8% | 14.4% |
| Apartment | 31.2% | 34.4% | 32.4% |
| Others (privately-owned, friends, family) | 12.4% | 8.9% | 8.0% |

Who are they?



| | London | UK | Canary Islands |
|--------------------------------------|--------|-------|----------------|
| Gender | | | |
| Percentage of men | 45.6% | 43.4% | 48.1% |
| Percentage of women | 54.4% | 56.6% | 51.9% |
| Age range | | | |
| 16-44 years old | 56.8% | 41.5% | 43.9% |
| Over 44 years old | 43.2% | 58.5% | 56.1% |
| Occupation | | | |
| Business owner or self-employed | 43.9% | 32.4% | 23.8% |
| Upper/Middle management employee | 24.3% | 25.1% | 35.2% |
| Auxiliary level employee | 13.1% | 15.4% | 15.3% |
| Unemployed/Students/unpaid dom.work | 7.0% | 5.4% | 7.1% |
| Retired | 11.6% | 21.6% | 18.6% |
| Annual household income level | | | |
| €12,000 - €36,000 | 33.0% | 37.0% | 37.2% |
| €36,001 - €60,000 | 28.3% | 32.0% | 31.1% |
| €60,001 - €84,000 | 16.8% | 15.2% | 15.6% |
| More than €84,000 | 21.8% | 15.8% | 16.0% |

Which island do they choose?



| Tourists (> 16 years old) | London | UK | Canary Islands |
|---------------------------|--------|-------|----------------|
| Lanzarote | 16.7% | 26.9% | 18.0% |
| Fuerteventura | 9.4% | 10.8% | 14.0% |
| Gran Canaria | 14.2% | 16.4% | 28.2% |
| Tenerife | 58.0% | 44.6% | 37.1% |
| La Palma | 1.0% | 0.8% | 2.0% |

How do they rate the destination?



| Impression of their stay | London | UK | Canary Islands |
|--------------------------------|--------|-------|----------------|
| Good or very good (% tourists) | 77.7% | 80.8% | 80.5% |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | London | UK | Canary Islands |
|---------------------------------------|--------|-------|----------------|
| Repeat tourists | 71.2% | 83.7% | 77.8% |
| At least 3 previous visits | 36.3% | 50.7% | 43.1% |

Why do they choose the Canary Islands?



| Aspects influencing the choice | London | UK | Canary Islands |
|--------------------------------|--------|-------|----------------|
| Climate/sun | 88.9% | 92.6% | 89.8% |
| Beaches | 35.1% | 27.5% | 35.1% |
| Tranquillity/rest/relaxation | 30.4% | 33.0% | 37.2% |
| Scenery | 17.1% | 14.9% | 22.9% |
| Price | 15.8% | 18.1% | 12.2% |
| Ease of travel | 15.1% | 17.5% | 8.9% |
| Visiting new places | 14.3% | 13.9% | 14.7% |
| Quality of the environment | 7.7% | 8.4% | 6.5% |
| Active tourism | 4.6% | 2.7% | 5.4% |

* Multi-choice question

What did motivate them to come?



| Aspects motivating the choice | London | UK | Canary Islands |
|---------------------------------------|--------|-------|----------------|
| Previous visits to the Canary Islands | 56.8% | 70.7% | 64.4% |
| Recommendation by friends or relative | 41.2% | 36.2% | 34.7% |
| Tour Operator's brochure or catalogue | 4.8% | 8.4% | 7.2% |
| Recommendation by Travel Agent | 4.7% | 5.6% | 9.2% |
| Information obtained via the Internet | 26.4% | 23.5% | 25.3% |
| Others | 11.7% | 8.9% | 11.7% |

* Multi-choice question

Main city:

London

Main airports:

Londres Heathrow
Londres Biggin Hill

