

Tourist profile by islands (2016)

Swiss market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	30,955	42,060	97,243	80,202	1,528
Average daily expenditure (€)	166.89	168.74	186.40	177.01	--
. in their place of residence	121.99	135.43	139.03	124.37	--
. in the Canary Islands	44.89	33.31	47.36	52.64	--
Average length of stay	9.34	8.87	9.79	9.31	--
Turnover per tourist (€)	1,460	1,426	1,556	1,546	--
Total turnover (> 16 years old) (€m)	45.2	60.0	151.3	124	--
Swiss turnover: share by islands	11.8%	15.7%	39.6%	32.5%	--
Swiss tourist arrivals: share by islands	12.3%	16.7%	38.6%	31.8%	0.6%

Accommodation booking	LZ	FUE	GC	TFE	LP
Tour Operator	44.3%	39.0%	45.6%	29.1%	--
- Tour Operator's website	79.5%	80.4%	79.6%	85.8%	--
Accommodation	9.7%	17.2%	13.6%	18.9%	--
- Accommodation's website	76.2%	87.2%	85.5%	91.8%	--
Travel agency (High street)	16.1%	22.3%	18.7%	21.0%	--
Online Travel Agency (OTA)	29.4%	19.7%	17.3%	24.9%	--
No need to book accommodation	0.5%	1.8%	4.7%	6.1%	--

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	81.15	28.45	67.79	108.80	--
- Accommodation	66.12	24.18	60.95	96.34	--
- Additional accommodation expenses	15.03	4.27	6.84	12.46	--
Transport:	45.17	22.74	27.04	31.06	--
- Public transport	2.64	2.62	4.78	4.13	--
- Taxi	6.29	4.71	8.74	4.72	--
- Car rental	36.24	15.42	13.51	22.21	--
Food and drink:	169.83	101.41	184.55	186.45	--
- Food purchases at supermarkets	54.14	22.05	74.41	70.88	--
- Restaurants	115.69	79.36	110.14	115.57	--
Souvenirs:	45.87	60.27	73.55	81.40	--
Leisure:	39.99	39.08	37.60	60.31	--
- Organized excursions	17.82	7.85	12.73	21.26	--
- Leisure, amusement	6.08	1.57	4.51	4.16	--
- Trip to other islands	1.75	3.81	0.62	0.29	--
- Sporting activities	6.60	19.83	6.58	6.78	--
- Cultural activities	7.22	2.33	2.37	1.91	--
- Discos and disco-pubs	0.53	3.69	10.80	25.91	--
Others:	18.16	18.43	35.55	29.13	--
- Wellness	3.31	4.84	9.33	11.78	--
- Medical expenses	1.79	3.57	1.98	0.61	--
- Other expenses	13.05	10.01	24.25	16.75	--

Flight booking	LZ	FUE	GC	TFE	LP
Tour Operator	43.1%	39.0%	47.0%	28.1%	--
- Tour Operator's website	72.1%	76.1%	77.6%	79.5%	--
Airline	29.0%	20.8%	18.0%	32.1%	--
- Airline's website	100.0%	100.0%	92.3%	96.8%	--
Travel agency (High street)	13.5%	23.1%	20.0%	19.3%	--
Online Travel Agency (OTA)	14.4%	17.1%	15.1%	20.5%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	10.9%	9.9%	15.0%	21.3%	--
4* Hotel	50.5%	63.5%	39.0%	42.6%	--
1-2-3* Hotel	8.6%	10.1%	15.8%	12.3%	--
Apartment	27.6%	12.9%	22.7%	15.9%	--
Property (privately-owned, friends, family)	1.7%	1.5%	3.6%	5.3%	--
Others	0.8%	2.1%	3.9%	2.5%	--

Who are they?



Gender	LZ	FUE	GC	TFE	LP
Percentage of men	50.8%	56.1%	54.6%	51.0%	--
Percentage of women	49.2%	43.9%	45.4%	49.0%	--

Age	LZ	FUE	GC	TFE	LP
Average age (tourists > 16 years old)	49.9	41.0	45.9	42.9	--
Standard deviation	15.4	13.8	16.6	14.7	--

Age range (> 16 years old)	LZ	FUE	GC	TFE	LP
16-24 years old	7.5%	9.0%	13.7%	12.1%	--
25-30 years old	6.4%	20.2%	9.5%	14.0%	--
31-45 years old	24.2%	36.9%	24.5%	31.3%	--
46-60 years old	34.4%	24.7%	34.2%	30.2%	--
Over 60 years old	27.5%	9.2%	18.0%	12.4%	--

Occupation	LZ	FUE	GC	TFE	LP
Business owner or self-employed	12.4%	15.2%	21.3%	15.8%	--
Upper/Middle management employee	46.8%	60.8%	45.7%	53.0%	--
Auxiliary level employee	10.6%	6.8%	10.5%	12.3%	--
Students	2.5%	9.5%	7.9%	8.2%	--
Retired	24.7%	4.3%	13.6%	8.7%	--
Unemployed / unpaid dom. work	3.0%	3.4%	1.0%	2.0%	--

Annual household income level	LZ	FUE	GC	TFE	LP
€12,000 - €24,000	7.2%	4.9%	7.7%	7.9%	--
€24,001 - €36,000	3.4%	1.0%	4.1%	4.0%	--
€36,001 - €48,000	9.1%	9.6%	7.1%	4.2%	--
€48,001 - €60,000	15.0%	13.8%	7.8%	19.9%	--
€60,001 - €72,000	14.3%	8.0%	17.6%	19.5%	--
€72,001 - €84,000	11.7%	10.2%	10.3%	7.7%	--
More than €84,000	39.3%	52.5%	45.5%	36.8%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.2%	0.0%	0.1%	0.7%	--
Between 2 and 7 days	7.3%	7.8%	4.2%	5.1%	--
Between 8 and 15 days	6.3%	6.8%	9.7%	5.8%	--
Between 16 and 30 days	18.1%	14.9%	14.5%	12.0%	--
Between 31 and 90 days	32.5%	33.5%	39.4%	40.3%	--
More than 90 days	35.6%	37.0%	32.0%	36.1%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	5.5%	3.2%	8.0%	10.5%	--
Flight & accommodation (room only)	18.5%	11.2%	16.9%	17.6%	--
Flight & accommodation (B&B)	24.1%	11.9%	15.1%	20.5%	--
Flight & accommodation (half board)	26.0%	28.1%	31.9%	28.0%	--
Flight & accommodation (full board)	3.6%	4.2%	6.0%	4.6%	--
Flight & accommodation (all inclusive)	22.2%	41.6%	22.3%	18.8%	--
% Tourists using low-cost airlines	39.5%	38.8%	34.2%	46.6%	--
Other expenses in their place of residence:					
- Car rental	25.3%	19.9%	10.4%	23.1%	--
- Sporting activities	4.2%	17.2%	6.0%	6.9%	--
- Excursions	4.8%	7.8%	8.6%	12.4%	--
- Trip to other islands	3.9%	1.5%	4.0%	0.9%	--

(*) 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.

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Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	21,796	30,018	72,041	59,773	1,958
- 2013	20,843	43,116	70,885	63,100	905
- 2014	23,972	32,213	75,248	80,825	1,752
- 2015	28,840	34,325	82,807	79,718	1,734
- 2016	30,955	42,060	97,243	80,202	1,528

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	11.7%	16.2%	38.8%	32.2%	1.1%
- 2013	10.5%	21.7%	35.6%	31.7%	0.5%
- 2014	11.2%	15.1%	35.2%	37.8%	0.8%
- 2015	12.7%	15.1%	36.4%	35.1%	0.8%
- 2016	12.3%	16.7%	38.6%	31.8%	0.6%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	6.1%	11.9%	14.3%	13.2%	--
Only with partner	50.1%	51.0%	43.1%	46.5%	--
Only with children (under the age of 13)	2.5%	1.5%	2.0%	1.5%	--
Partner + children (under the age of 13)	12.2%	9.5%	5.5%	13.1%	--
Other relatives	9.4%	3.3%	6.5%	4.6%	--
Friends	12.4%	7.7%	11.3%	7.7%	--
Work colleagues	0.0%	0.0%	0.9%	0.5%	--
Other combinations ⁽¹⁾	7.2%	15.1%	16.5%	12.8%	--

* 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)	99.4%	95.1%	91.4%	94.0%	--
Average rating (scale 1-10)	9.18	8.67	8.74	8.69	--

How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	36.4%	35.6%	56.8%	44.1%	--
In love (at least 10 previous visits)	7.0%	7.0%	8.3%	5.8%	--

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Switzerland	82.1%	89.7%	72.3%	70.5%	--
Spanish Mainland	10.9%	6.0%	22.8%	20.0%	--
Italy	0.0%	0.8%	2.2%	6.9%	--
Germany	4.2%	2.6%	2.7%	1.9%	--
France	1.8%	0.8%	0.0%	0.0%	--
United Kingdom	1.1%	0.2%	0.0%	0.0%	--
Belgium	0.0%	0.0%	0.0%	0.3%	--
Austria	0.0%	0.0%	0.0%	0.0%	--
Denmark	0.0%	0.0%	0.0%	0.0%	--
Finland	0.0%	0.0%	0.0%	0.0%	--

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	93.3%	96.0%	91.2%	91.5%	--
Beaches	38.9%	63.6%	44.4%	31.1%	--
Tranquillity/rest/relaxation	39.1%	40.8%	34.3%	35.5%	--
Scenery	41.4%	10.0%	17.2%	26.7%	--
Visiting new places	20.4%	15.4%	14.9%	21.0%	--
Security	5.1%	14.4%	16.8%	15.2%	--
Ease of travel	7.7%	10.4%	12.8%	8.7%	--
Price	7.2%	7.1%	8.8%	9.1%	--
Active tourism	2.2%	6.3%	5.9%	10.4%	--
Nautical activities	1.4%	13.5%	0.7%	5.3%	--
Suitable destination for children	7.0%	4.2%	3.0%	4.9%	--
Nightlife/fun	0.4%	0.0%	8.5%	1.1%	--
Quality of the environment	6.7%	4.2%	2.6%	2.6%	--
Shopping	1.4%	0.7%	3.7%	2.3%	--
Theme parks	0.0%	0.0%	0.7%	5.4%	--
Culture	3.7%	0.0%	1.4%	2.1%	--

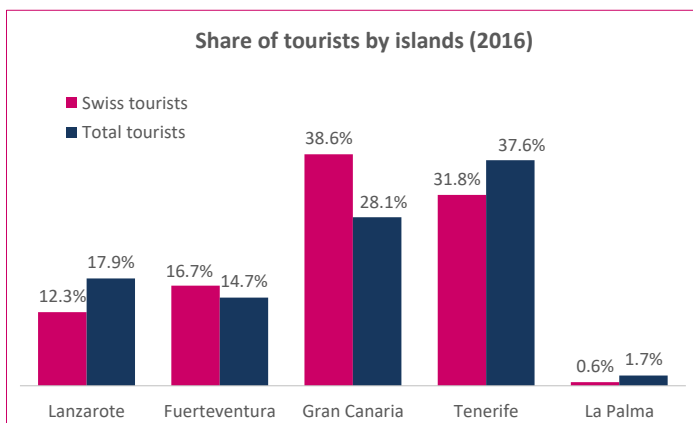
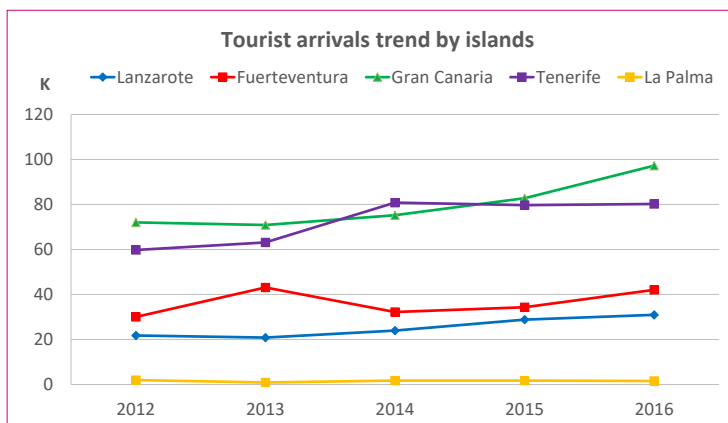
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	58.4%	58.0%	62.7%	51.4%	--
Recommendation by friends or relatives	38.8%	33.7%	37.8%	32.1%	--
The Canary Islands television channel	0.8%	1.2%	0.3%	0.0%	--
Other television or radio channels	0.0%	0.9%	0.3%	0.7%	--
Information in the press/magazines/books	3.3%	3.1%	4.8%	7.3%	--
Attendance at a tourism fair	0.0%	0.0%	1.0%	1.4%	--
Tour Operator's brochure or catalogue	10.8%	20.9%	9.5%	6.1%	--
Recommendation by Travel Agency	7.8%	15.9%	12.4%	11.8%	--
Information obtained via the Internet	29.9%	40.9%	22.3%	34.5%	--
Senior Tourism programme	0.0%	0.0%	0.0%	0.3%	--
Others	7.2%	3.9%	4.4%	7.8%	--

* Multi-choice question



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.