

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	39,425	48,868	107,885	85,325	5,405
Average daily expenditure (€)	160.78	184.61	182.12	185.13	--
. in their place of residence	118.76	143.74	128.86	132.05	--
. in the Canary Islands	42.02	40.87	53.26	53.08	--
Average length of stay	7.71	8.66	9.97	9.50	--
Turnover per tourist (€)	1,179	1,533	1,604	1,535	--
Total turnover (€m)	46	75	173	131	--
Swiss tourist arrivals: share by islands	13.7%	17.0%	37.6%	29.7%	1.9%
Swiss turnover: share by islands	10.9%	17.6%	40.7%	30.8%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	17.4%	14.2%	16.6%	21.8%	--
- Additional accommodation expenses	9.9%	9.7%	6.7%	10.6%	--
Transport:					
- Public transport	17.1%	12.6%	24.9%	10.1%	--
- Taxi	9.5%	17.4%	25.0%	18.7%	--
- Car rental	42.7%	25.6%	15.2%	28.1%	--
Food and drink:					
- Food purchases at supermarkets	43.4%	43.3%	53.3%	55.8%	--
- Restaurants	67.8%	44.3%	64.0%	53.9%	--
Souvenirs:					
	43.4%	62.3%	57.7%	54.2%	--
Leisure:					
- Organized excursions	23.9%	16.5%	18.6%	17.7%	--
- Leisure, amusement	3.6%	11.6%	7.4%	13.1%	--
- Trip to other islands	3.3%	3.7%	0.3%	2.0%	--
- Sporting activities	14.6%	14.4%	7.9%	9.9%	--
- Cultural activities	7.1%	2.6%	3.3%	4.9%	--
- Discos and disco-pubs	5.6%	8.0%	6.9%	3.9%	--
Others:					
- Wellness	5.8%	5.4%	9.3%	5.5%	--
- Medical expenses	6.4%	2.3%	6.5%	2.1%	--
- Other expenses	8.8%	8.4%	8.7%	9.1%	--

TOURISTS*



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	10.2%	1.9%	8.3%	11.6%	--
Flight and accommodation (room only)	13.7%	10.0%	23.4%	23.2%	--
Flight and accommodation (B&B)	13.1%	9.0%	19.6%	21.9%	--
Flight and accommodation (half board)	39.2%	34.4%	27.4%	28.5%	--
Flight and accommodation (full board)	3.7%	12.8%	2.8%	3.3%	--
Flight and accommodation (all inclusive)	20.2%	31.9%	18.4%	11.4%	--
% Tourists using low-cost airlines					
	48.1%	37.7%	36.2%	50.6%	--
Other expenses in their place of residence:					
- Car rental	21.8%	19.2%	13.6%	20.4%	--
- Sporting activities	12.1%	24.7%	5.3%	7.1%	--
- Excursions	12.1%	11.2%	6.3%	9.1%	--
- Trip to other islands	0.6%	4.1%	0.0%	3.6%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	33.0%	34.5%	43.0%	28.9%	--
- Tour Operator's website	64.2%	76.6%	69.4%	87.0%	--
Accommodation	8.4%	14.6%	12.5%	21.5%	--
- Accommodation's website	100.0%	89.8%	100.0%	84.2%	--
Travel agency (High street)	21.6%	16.3%	17.5%	17.9%	--
Online Travel Agency (OTA)	31.6%	33.3%	21.7%	27.3%	--
No need to book accommodation	5.4%	1.4%	5.3%	4.4%	--
Flight booking					
Tour Operator	31.7%	31.9%	41.4%	30.2%	--
- Tour Operator's website	74.6%	62.5%	61.3%	80.9%	--
Airline	23.5%	26.8%	24.8%	33.0%	--
- Airline's website	92.2%	95.2%	100.0%	100.0%	--
Travel agency (High street)	23.8%	11.8%	15.4%	15.7%	--
Online Travel Agency (OTA)	21.0%	29.4%	18.4%	21.2%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	--	--	0.5%	0.3%	--
Between 2 and 7 days	5.0%	7.9%	4.5%	9.3%	--
Between 8 and 15 days	5.7%	10.6%	13.6%	8.4%	--
Between 16 and 30 days	14.8%	20.0%	14.9%	21.9%	--
Between 31 and 90 days	30.3%	33.4%	30.7%	31.2%	--
More than 90 days	44.1%	28.1%	35.8%	28.9%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	52.3%	59.2%	57.6%	54.8%	--
Women	47.7%	40.8%	42.4%	45.2%	--
Age					
Average age (tourists > 16 years old)	47.2	40.4	46.7	42.9	--
Standard deviation	16.4	14.0	17.2	15.7	--
Age range (> 16 years old)					
16-24 years old	6.0%	17.9%	16.1%	13.0%	--
25-30 years old	15.8%	11.4%	9.2%	17.0%	--
31-45 years old	26.0%	33.7%	19.4%	23.8%	--
46-60 years old	29.2%	27.7%	30.9%	33.1%	--
Over 60 years old	23.1%	9.3%	24.5%	13.1%	--
Occupation					
Business owner or self-employed	25.1%	16.8%	16.4%	17.6%	--
Upper/Middle management employee	39.3%	56.1%	42.8%	47.7%	--
Auxiliary level employee	4.0%	13.5%	11.4%	15.3%	--
Students	6.0%	3.4%	7.0%	6.9%	--
Retired	23.6%	7.8%	20.1%	8.9%	--
Unemployed / unpaid dom. work	1.9%	2.4%	2.3%	3.5%	--
Annual household income level					
€12,000 - €24,000	7.9%	1.7%	9.5%	7.1%	--
€24,001 - €36,000	4.7%	7.5%	2.5%	4.7%	--
€36,001 - €48,000	0.0%	4.2%	12.6%	6.7%	--
€48,001 - €60,000	11.5%	9.7%	15.8%	13.1%	--
€60,001 - €72,000	15.5%	15.0%	16.5%	14.8%	--
€72,001 - €84,000	9.8%	14.3%	15.0%	12.6%	--
More than €84,000	50.6%	47.6%	28.1%	41.1%	--

Tourist profile by islands (2017)

SWITZERLAND

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	39,425	48,868	107,885	85,325	5,405

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	13.7%	17.0%	37.6%	29.7%	1.9%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	21.6%	11.9%	16.3%	24.2%	--
4* Hotel	44.5%	61.7%	33.8%	35.2%	--
1-2-3* Hotel	6.4%	13.3%	16.5%	8.9%	--
Apartment	24.9%	11.2%	27.4%	23.4%	--
Property (privately-owned, friends, family)	2.3%	0.8%	4.1%	4.8%	--
Others	0.3%	1.1%	1.9%	3.4%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	88.2%	94.6%	88.1%	91.0%	--
Beaches	26.8%	58.9%	45.7%	29.0%	--
Tranquility/rest/relaxation	35.6%	36.9%	36.4%	32.3%	--
Scenery	31.0%	14.1%	23.9%	37.3%	--
Visiting new places	33.7%	19.8%	15.9%	18.6%	--
Security	9.3%	7.7%	18.8%	11.4%	--
Price	8.0%	9.3%	8.2%	7.9%	--
Active tourism	12.7%	1.5%	4.4%	10.6%	--
Ease of travel	6.3%	4.8%	9.7%	8.0%	--
Nautical activities	6.8%	18.4%	3.8%	5.9%	--
Quality of the environment	7.6%	4.9%	3.3%	6.3%	--
Suitable destination for children	7.6%	2.1%	3.8%	4.4%	--
Rural tourism	6.5%	0.0%	1.5%	3.1%	--
Shopping	1.8%	0.0%	2.6%	2.3%	--
Nightlife/fun	0.0%	0.0%	3.8%	1.4%	--
Golf	1.7%	2.2%	0.9%	0.6%	--

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	5.5%	8.1%	17.3%	12.5%	--
Only with partner	48.2%	45.0%	45.5%	50.6%	--
Only with children (under the age of 13)	2.0%	0.9%	2.1%	1.3%	--
Partner + children (under the age of 13)	16.3%	4.1%	4.8%	6.2%	--
Other relatives	4.1%	11.6%	4.4%	4.8%	--
Friends	12.6%	14.1%	13.9%	8.8%	--
Work colleagues	0.0%	0.0%	0.3%	0.0%	--
Other combinations ⁽¹⁾	11.2%	16.1%	11.7%	15.7%	--

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

* Multi-choice question

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	94.3%	100.0%	87.0%	93.7%	--
Average rating (scale 1-10)	8.82	9.06	8.49	8.81	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	46.4%	38.9%	58.1%	42.9%	--
At least 10 previous visits	2.7%	5.0%	10.5%	4.9%	--

Where does the flight come from?

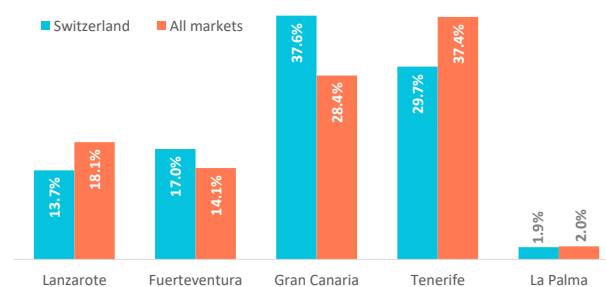
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Switzerland	78.7%	73.7%	80.4%	76.9%	--
Spanish Mainland	13.1%	8.7%	16.6%	16.2%	--
Germany	0.0%	8.7%	1.4%	3.6%	--
Italy	7.2%	2.0%	0.3%	2.5%	--
France	1.0%	4.5%	0.0%	0.0%	--
Austria	0.0%	1.5%	0.0%	0.0%	--
Poland	0.0%	0.9%	0.0%	0.0%	--
United Kingdom	0.0%	0.0%	0.0%	0.5%	--
Belgium	0.0%	0.0%	0.0%	0.3%	--
Others	0.0%	0.0%	1.3%	0.0%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	55.4%	55.7%	65.7%	51.9%	--
Recommendation by friends/relatives	32.1%	27.2%	27.6%	33.3%	--
The Canary Islands television channel	0.0%	1.1%	0.0%	0.0%	--
Other television or radio channels	0.0%	0.0%	3.2%	0.0%	--
Information in press/magazines/books	4.0%	9.3%	2.5%	7.8%	--
Attendance at a tourism fair	0.0%	2.6%	0.0%	1.3%	--
Tour Operator's brochure or catalogue	14.1%	6.1%	6.3%	5.8%	--
Recommendation by Travel Agency	9.1%	17.6%	13.4%	11.3%	--
Information obtained via the Internet	40.1%	37.6%	27.1%	41.6%	--
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	--
Others	8.2%	5.6%	6.5%	2.9%	--

* 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.