

# Profile of tourist visiting more than one island during the trip

## Canary Islands (2016)



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



	More than one island	Canary Islands
Tourist arrivals (> 16 years old)	1,404,413	13,114,359
Average daily expenditure (€)	141.63	135.94
. in their place of residence	101.74	98.03
. in the Canary Islands	39.88	37.90
Average length of stay	11.45	9.36
Turnover per tourist (€)	1,341	1,141
Total turnover (> 16 years old) (€m)	1,883	14,957
Share of total turnover	12.6%	100%
Share of total tourist	10.7%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	66.05	47.11
- Accommodation	58.12	40.52
- Additional accommodation expenses	7.93	6.60
<b>Transport:</b>	33.96	26.01
- Public transport	9.14	5.14
- Taxi	7.19	6.94
- Car rental	17.63	13.93
<b>Food and drink:</b>	163.08	148.33
- Food purchases at supermarkets	70.60	63.46
- Restaurants	92.48	84.87
<b>Souvenirs:</b>	61.08	53.88
<b>Leisure:</b>	60.93	34.52
- Organized excursions	23.27	14.95
- Leisure, amusement	3.95	4.55
- Trip to other islands	17.28	1.85
- Sporting activities	6.02	5.11
- Cultural activities	3.44	2.04
- Discos and disco-pubs	6.98	6.01
<b>Others:</b>	18.37	13.91
- Wellness	4.42	3.23
- Medical expenses	1.53	1.69
- Other expenses	12.43	8.99

### How do they book?



	More than one island	Canary Islands
<b>Accommodation booking</b>		
<b>Tour Operator</b>	41.5%	42.3%
- Tour Operator's website	75.9%	78.8%
<b>Accommodation</b>	14.9%	14.7%
- Accommodation's website	80.6%	83.5%
<b>Travel agency (High street)</b>	20.9%	20.5%
<b>Online Travel Agency (OTA)</b>	17.5%	16.5%
<b>No need to book accommodation</b>	5.2%	6.0%

	More than one island	Canary Islands
<b>Flight booking</b>		
<b>Tour Operator</b>	43.8%	44.6%
- Tour Operator's website	72.3%	76.3%
<b>Airline</b>	24.2%	24.8%
- Airline's website	95.2%	96.2%
<b>Travel agency (High street)</b>	19.8%	19.1%
<b>Online Travel Agency (OTA)</b>	12.2%	11.5%

### Where do they stay?



	More than one island	Canary Islands
5* Hotel	5.0%	7.1%
4* Hotel	36.6%	39.6%
1-2-3* Hotel	14.5%	14.6%
Apartment	28.3%	31.5%
Property (privately-owned, friends, fam)	4.4%	4.6%
Others	11.1%	2.6%

### Who are they?



	More than one island	Canary Islands
<b>Gender</b>		
Percentage of men	50.0%	48.5%
Percentage of women	50.0%	51.5%

	More than one island	Canary Islands
<b>Age</b>		
Average age (tourists > 16 years old)	46.9	46.3
Standard deviation	15.5	15.3

	More than one island	Canary Islands
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	7.5%	8.2%
25-30 years old	11.8%	11.1%
31-45 years old	27.2%	29.1%
46-60 years old	31.3%	30.9%
Over 60 years old	22.1%	20.7%

	More than one island	Canary Islands
<b>Occupation</b>		
Business owner or self-employed	21.2%	23.1%
Upper/Middle management employee	36.4%	36.1%
Auxiliary level employee	14.1%	15.5%
Students	5.7%	5.1%
Retired	20.4%	18.0%
Unemployed / unpaid dom. work	2.2%	2.2%

	More than one island	Canary Islands
<b>Annual household income level</b>		
€12,000 - €24,000	20.2%	17.8%
€24,001 - €36,000	20.6%	19.4%
€36,001 - €48,000	17.9%	16.9%
€48,001 - €60,000	13.4%	14.6%
€60,001 - €72,000	9.0%	9.5%
€72,001 - €84,000	5.0%	6.0%
More than €84,000	13.9%	15.8%

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



	More than one island	Canary Islands
The same day they leave	1.1%	0.6%
Between 2 and 7 days	6.3%	6.3%
Between 8 and 15 days	8.5%	7.9%
Between 16 and 30 days	14.5%	14.7%
Between 31 and 90 days	32.5%	34.3%
More than 90 days	37.0%	36.2%

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



	More than one island	Canary Islands
Flight only	10.2%	8.8%
Flight and accommodation (room only)	22.2%	25.7%
Flight and accommodation (B&B)	8.1%	8.0%
Flight and accommodation (half board)	18.4%	20.4%
Flight and accommodation (full board)	7.9%	4.3%
Flight and accommodation (all inclusive)	33.3%	32.8%
<b>% Tourists using low-cost airlines</b>	49.7%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	15.6%	11.8%
- Sporting activities	7.7%	5.3%
- Excursions	11.8%	5.7%
- Trip to other islands	15.5%	1.6%

(\*) 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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## Canary Islands (2016)



### Tourists visiting other islands by main destination of the trip



	Total (> 1 island)	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma	La Gomera-El Hierro
Number of tourists (> 16 years old)	1,404,413	228,080	269,189	369,076	460,790	26,997	50,281
% over total tourist of each island	10.7%	9.8%	14.1%	10.1%	9.4%	12.2%	46.0%

### Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	1,404,413	366,568	227,091	67,420	19,623	5,110

### Who do they come with?



	More than one island	Canary Islands
Unaccompanied	10.4%	9.1%
Only with partner	49.9%	47.6%
Only with children (under the age of 13)	1.4%	1.5%
Partner + children (under the age of 13)	9.0%	11.8%
Other relatives	5.8%	6.0%
Friends	6.4%	6.1%
Work colleagues	0.5%	0.3%
Other combinations (1)	16.7%	17.5%

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

### How do they rate the destination?



	More than one island	Canary Islands
Impression of their stay		
Good or very good (% tourists)	93.6%	94.1%
Average rating (scale 1-10)	8.86	8.90

### How many are loyal to the destination?

	More than one island	Canary Islands
Repeat tourists of the island		
Repeat tourists	77.3%	77.3%
In love (at least 10 previous visits)	15.8%	16.1%

### Where are they from?



Ten main source markets	Share	Absolute
Germany	26.5%	372,222
United Kingdom	21.1%	296,594
Spanish Mainland	12.4%	173,493
France	5.9%	83,389
Italy	4.8%	67,255
Finland	3.5%	49,414
Netherlands	3.1%	43,074
Belgium	3.1%	42,983
Switzerland	2.4%	33,220
Sweden	2.3%	32,015

### Why do they choose the Canary Islands?



Aspects influencing the choice	More than one island	Canary Islands
Climate/sun	86.0%	89.8%
Beaches	34.5%	34.5%
Tranquillity/rest/relaxation	32.6%	36.6%
Scenery	30.3%	21.9%
Visiting new places	18.2%	14.6%
Security	11.2%	11.1%
Price	9.2%	12.7%
Active tourism	7.3%	5.1%
Quality of the environment	6.9%	6.5%
Ease of travel	6.3%	8.9%
Suitable destination for children	4.3%	7.5%
Culture	3.8%	2.6%
Nautical activities	2.7%	2.2%
Nightlife/fun	2.5%	3.8%
Shopping	2.4%	2.6%
Theme parks	2.2%	3.0%

\* Multi-choice question

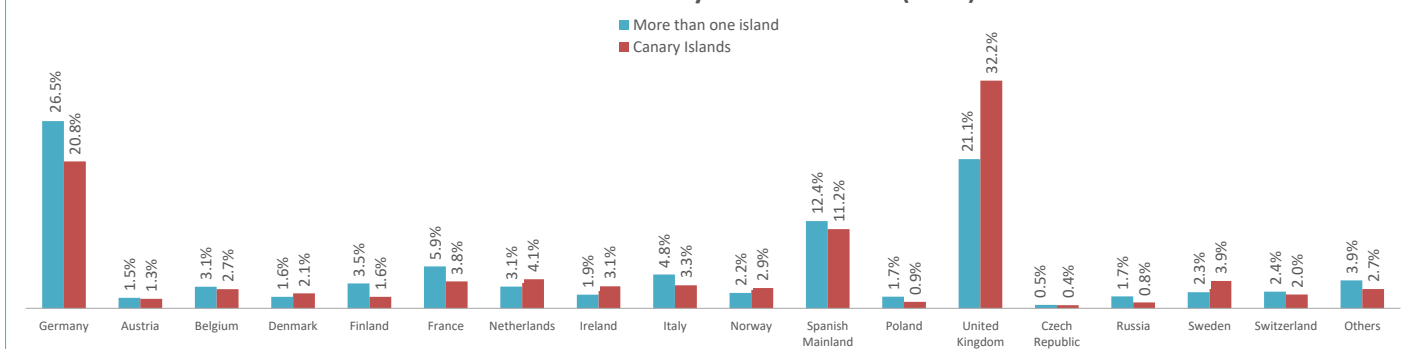
### What did motivate them to come?



Aspects motivating the choice	More than one island	Canary Islands
Previous visits to the Canary Islands	61.0%	64.1%
Recommendation by friends or relatives	32.8%	34.5%
The Canary Islands television channel	0.6%	0.3%
Other television or radio channels	1.6%	0.8%
Information in the press/magazines/book	4.5%	3.8%
Attendance at a tourism fair	1.1%	0.5%
Tour Operator's brochure or catalogue	9.3%	8.0%
Recommendation by Travel Agency	9.5%	9.7%
Information obtained via the Internet	23.8%	25.8%
Senior Tourism programme	0.6%	0.2%
Others	7.2%	6.1%

\* Multi-choice question

### Number of tourist by source markets (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited at least two islands during his trip. (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.