

GRAN CANARIA: Profile of tourist visiting more than one island during the trip (2016)

How many are they and how much do they spend?



	More than one island	Gran Canaria
Tourist arrivals (> 16 years old)	369,076	3,654,806
Average daily expenditure (€)	157.87	142.38
. in their place of residence	116.82	101.25
. in the Canary Islands	41.05	41.13
Average length of stay	11.39	9.64
Turnover per tourist (€)	1,368	1,203
Total turnover (> 16 years old) (€m)	505	4,398
Share of total turnover	11.5%	100%
Share of total tourist	10.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	67.80	47.56
- Accommodation	59.08	41.25
- Additional accommodation expenses	8.72	6.31
Transport:	29.26	26.82
- Public transport	10.98	7.35
- Taxi	10.26	9.12
- Car rental	8.02	10.35
Food and drink:	163.65	166.21
- Food purchases at supermarkets	86.36	75.31
- Restaurants	77.30	90.90
Souvenirs:	69.51	64.82
Leisure:	56.97	32.03
- Organized excursions	23.51	13.21
- Leisure, amusement	4.09	3.29
- Trip to other islands	14.19	1.43
- Sporting activities	6.03	4.36
- Cultural activities	2.52	1.45
- Discos and disco-pubs	6.62	8.28
Others:	23.54	16.49
- Wellness	5.31	3.59
- Medical expenses	1.02	1.63
- Other expenses	17.21	11.27

How far in advance do they book their trip?



	More than one island	Gran Canaria
The same day they leave	1.0%	0.6%
Between 2 and 7 days	8.7%	7.7%
Between 8 and 15 days	8.1%	9.1%
Between 16 and 30 days	13.4%	14.6%
Between 31 and 90 days	30.6%	33.9%
More than 90 days	38.1%	34.0%

What do they book at their place of residence?



	More than one island	Gran Canaria
Flight only	8.9%	9.3%
Flight and accommodation (room only)	20.1%	26.5%
Flight and accommodation (B&B)	5.6%	8.2%
Flight and accommodation (half board)	13.0%	21.0%
Flight and accommodation (full board)	14.5%	4.8%
Flight and accommodation (all inclusive)	37.7%	30.3%
% Tourists using low-cost airlines	42.9%	41.4%
Other expenses in their place of residence:		
- Car rental	9.7%	8.4%
- Sporting activities	9.1%	3.7%
- Excursions	11.7%	4.7%
- Trip to other islands	24.7%	2.4%

How do they book?



	More than one island	Gran Canaria
Accommodation booking		
Tour Operator	45.9%	44.4%
- Tour Operator's website	77.3%	79.2%
Accommodation	10.5%	12.6%
- Accommodation's website	75.5%	80.8%
Travel agency (High street)	25.6%	21.0%
Online Travel Agency (OTA)	12.5%	14.8%
No need to book accommodation	5.5%	7.2%

	More than one island	Gran Canaria
Flight booking		
Tour Operator	46.5%	46.6%
- Tour Operator's website	73.2%	76.0%
Airline	17.6%	22.1%
- Airline's website	95.0%	94.9%
Travel agency (High street)	24.9%	19.9%
Online Travel Agency (OTA)	10.9%	11.4%

Where do they stay?



	More than one island	Gran Canaria
5* Hotel	4.8%	7.7%
4* Hotel	23.0%	30.8%
1-2-3* Hotel	15.3%	19.5%
Apartment	24.1%	32.1%
Property (privately-owned, friends, family)	3.8%	5.1%
Others	29.0%	4.8%

Who are they?



	More than one island	Gran Canaria
Gender		
Percentage of men	50.1%	50.9%
Percentage of women	49.9%	49.1%
Age		
Average age (tourists > 16 years old)	47.4	47.9
Standard deviation	16.3	16.1
Age range (> 16 years old)		
16-24 years old	9.9%	8.7%
25-30 years old	10.2%	9.7%
31-45 years old	25.5%	25.5%
46-60 years old	29.8%	30.4%
Over 60 years old	24.5%	25.7%
Occupation		
Business owner or self-employed	18.5%	20.4%
Upper/Middle management employee	36.4%	35.3%
Auxiliary level employee	14.2%	15.8%
Students	6.8%	5.6%
Retired	21.4%	20.8%
Unemployed / unpaid dom. work	2.7%	2.0%
Annual household income level		
€12,000 - €24,000	20.2%	17.6%
€24,001 - €36,000	20.6%	19.3%
€36,001 - €48,000	15.9%	16.4%
€48,001 - €60,000	13.2%	14.7%
€60,001 - €72,000	10.0%	9.5%
€72,001 - €84,000	6.2%	6.3%
More than €84,000	13.9%	16.3%

(*) 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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Tourists by number of islands visited



	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	369,076	174,831	128,170	31,769	8,312	1,142

Islands visited during the trip to Gran Canaria

	More than one island	Tenerife	Lanzarote	La Palma	Fuerteventura	La Gomera	El Hierro
Tourists (> 16 years old)	369,076	269,238	157,404	117,952	108,307	49,791	10,607
Share of tourist	100%	72.9%	42.6%	32.0%	29.3%	13.5%	2.9%

Who do they come with?



	More than one island	Gran Canaria
Unaccompanied	14.8%	12.9%
Only with partner	43.9%	46.7%
Only with children (under the age of 13)	1.9%	1.6%
Partner + children (under the age of 13)	7.3%	8.5%
Other relatives	5.3%	5.7%
Friends	9.0%	7.2%
Work colleagues	0.8%	0.5%
Other combinations (1)	17.0%	16.8%

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

How do they rate the destination?



Impression of their stay	More than one island	Gran Canaria
Good or very good (% tourists)	91.5%	92.9%
Average rating (scale 1-10)	8.75	8.81

How many are loyal to the destination?

Repeat tourists of the island	More than one island	Gran Canaria
Repeat tourists	57.4%	56.9%
In love (at least 10 previous visits)	7.8%	9.0%

Where are they from?



Ten main source markets	Share	Absolute
Germany	40.4%	149,270
Spanish Mainland	13.0%	48,055
United Kingdom	11.7%	43,163
Finland	5.1%	18,833
Norway	4.3%	16,018
Switzerland	3.3%	12,236
France	2.7%	9,792
Netherlands	2.6%	9,724
Belgium	2.3%	8,338
Italy	2.2%	7,945

Why do they choose the Canary Islands?



Aspects influencing the choice	More than one island	Gran Canaria
Climate/sun	83.3%	88.8%
Beaches	36.5%	41.2%
Tranquility/rest/relaxation	29.6%	38.4%
Scenery	27.8%	16.6%
Visiting new places	18.6%	13.9%
Security	13.2%	12.7%
Price	8.5%	11.4%
Ease of travel	6.7%	7.6%
Active tourism	5.2%	3.5%
Quality of the environment	3.7%	4.4%
Nightlife/fun	3.3%	5.1%
Culture	3.2%	2.1%
Suitable destination for children	3.0%	5.8%
Nautical activities	2.4%	1.5%
Shopping	2.3%	2.8%
Rural tourism	2.2%	1.0%

* Multi-choice question

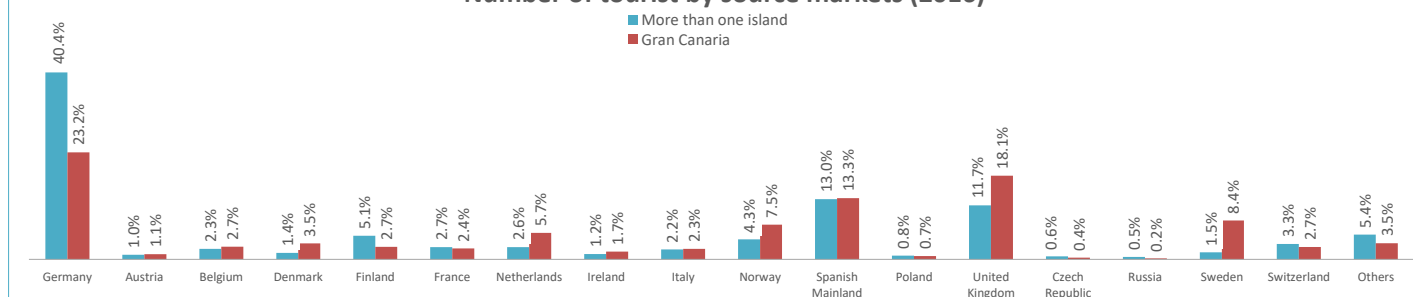
What did motivate them to come?



Aspects motivating the choice	More than one island	Gran Canaria
Previous visits to the Canary Islands	59.0%	64.6%
Recommendation by friends or relatives	31.9%	31.9%
The Canary Islands television channel	1.0%	0.4%
Other television or radio channels	1.5%	0.8%
Information in the press/magazines/books	4.9%	3.9%
Attendance at a tourism fair	1.4%	0.5%
Tour Operator's brochure or catalogue	11.0%	8.4%
Recommendation by Travel Agency	11.9%	10.6%
Information obtained via the Internet	19.8%	26.2%
Senior Tourism programme	1.4%	0.3%
Others	11.1%	8.0%

* Multi-choice question

Number of tourist by source markets (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in Gran Canaria and visited at least one more island.

(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.