

# GRAN CANARIA: Profile of tourist visiting more than one island during the trip (2017)

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



	More than one island	Gran Canaria
Tourist arrivals (> 16 years old)	396,515	3,900,824
Average daily expenditure (€)	162.64	145.42
. in their place of residence	120.24	103.06
. in the Canary Islands	42.40	42.35
Average length of stay	10.85	9.41
Turnover per tourist (€)	1,429	1,206
Total turnover (> 16 years old) (€m)	567	4,704
Share of total tourist	10.2%	100%
Share of total turnover	12.0%	100%

### % tourists who pay in the Canary Islands:

#### Accommodation:

- Accommodation	13.6%	13.2%
- Additional accommodation expenses	5.8%	5.5%

#### Transport:

- Public transport	16.9%	19.3%
- Taxi	23.0%	24.1%
- Car rental	13.6%	14.7%

#### Food and drink:

- Food purchases at supermarkets	44.5%	56.2%
- Restaurants	49.5%	58.9%

#### Souvenirs:

	52.6%	50.9%
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#### Leisure:

- Organized excursions	20.5%	14.9%
- Leisure, amusement	6.3%	6.2%
- Trip to other islands	12.9%	1.3%
- Sporting activities	5.3%	5.5%
- Cultural activities	4.1%	3.0%
- Discos and disco-pubs	6.2%	7.5%

#### Others:

- Wellness	4.4%	4.5%
- Medical expenses	4.1%	4.1%
- Other expenses	6.8%	8.1%



**+7%**  
TOURISTS\*  
396,515



**+4%**  
TRAVEL EXPENSES  
€1,429



**+12%**  
TURNOVER  
€567 MILL

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



	More than one island	Gran Canaria
Flight only	9.1%	10.2%
Flight and accommodation (room only)	21.8%	29.0%
Flight and accommodation (B&B)	6.7%	8.6%
Flight and accommodation (half board)	13.0%	18.7%
Flight and accommodation (full board)	12.1%	4.3%
Flight and accommodation (all inclusive)	37.3%	29.3%
% Tourists using low-cost airlines	42.6%	45.0%

### Other expenses in their place of residence:

- Car rental	10.9%	9.3%
- Sporting activities	9.2%	3.8%
- Excursions	12.4%	5.2%
- Trip to other islands	17.9%	1.8%

\* Tourists over 16 years old.

## How do they book?



Accommodation booking	More than one island	Gran Canaria
<b>Tour Operator</b>	42.9%	44.5%
- Tour Operator's website	72.5%	82.3%
<b>Accommodation</b>	12.2%	12.9%
- Accommodation's website	83.3%	82.8%
<b>Travel agency (High street)</b>	23.8%	18.9%
<b>Online Travel Agency (OTA)</b>	14.3%	16.1%
<b>No need to book accommodation</b>	6.8%	7.6%

Flight booking	More than one island	Gran Canaria
<b>Tour Operator</b>	46.7%	46.5%
- Tour Operator's website	72.7%	80.9%
<b>Airline</b>	21.5%	23.9%
- Airline's website	92.6%	96.1%
<b>Travel agency (High street)</b>	22.9%	18.2%
<b>Online Travel Agency (OTA)</b>	9.0%	11.3%

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



	More than one island	Gran Canaria
The same day they leave	1.1%	0.7%
Between 2 and 7 days	8.2%	7.0%
Between 8 and 15 days	9.8%	8.9%
Between 16 and 30 days	13.2%	13.6%
Between 31 and 90 days	32.4%	34.2%
More than 90 days	35.2%	35.6%

## Who are they?



Gender	More than one island	Gran Canaria
Men	49.7%	49.7%
Women	50.3%	50.3%

### Age

Average age (tourists > 16 years old)	46.8	47.1
Standard deviation	16.6	16.1

### Age range (> 16 years old)

16-24 years old	11.0%	9.7%
25-30 years old	10.9%	10.1%
31-45 years old	24.3%	26.5%
46-60 years old	30.9%	29.9%
Over 60 years old	22.9%	23.9%

### Occupation

Business owner or self-employed	22.8%	21.2%
Upper/Middle management employee	34.9%	35.2%
Auxiliary level employee	14.7%	15.7%
Students	7.3%	6.2%
Retired	18.7%	19.6%
Unemployed / unpaid dom. work	1.7%	2.1%

### Annual household income level

€12,000 - €24,000	19.2%	17.6%
€24,001 - €36,000	19.9%	18.9%
€36,001 - €48,000	17.9%	16.6%
€48,001 - €60,000	13.7%	15.0%
€60,001 - €72,000	7.4%	9.6%
€72,001 - €84,000	5.4%	6.4%
More than €84,000	16.6%	16.0%

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## 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)	396,515	185,882	136,412	46,113	6,915	1,381

## Islands visited during the trip to Gran Canaria

	More than one island	Tenerife	Lanzarote	Fuerteventura	La Palma	La Gomera	El Hierro
Tourists (> 16 years old)	<b>396,515</b>	286,797	176,521	151,906	114,456	34,836	8,703
Share of tourist	<b>100%</b>	72.3%	44.5%	38.3%	28.9%	8.8%	2.2%

\* Multi-choice question

## Where do they stay?

	More than one island	Gran Canaria
5* Hotel	6.0%	7.0%
4* Hotel	22.6%	30.0%
1-2-3* Hotel	14.1%	17.6%
Apartment	23.8%	35.0%
Property (privately-owned, friends, family)	4.4%	5.4%
Others	29.2%	5.0%

## Who do they come with?

	More than one island	Gran Canaria
Unaccompanied	14.6%	12.0%
Only with partner	45.2%	45.4%
Only with children (under the age of 13)	1.9%	1.7%
Partner + children (under the age of 13)	6.7%	9.4%
Other relatives	8.2%	6.3%
Friends	6.7%	7.4%
Work colleagues	0.4%	0.5%
Other combinations <sup>(1)</sup>	16.3%	17.3%

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

## How do they rate the Canary Islands?

	More than one island	Gran Canaria
Opinion on their stay		
Good or very good (% tourists)	92.5%	93.3%
Average rating (scale 1-10)	8.80	8.85

## How many are loyal to the Canary Islands?

	More than one island	Gran Canaria
Repeat tourists of the island		
At least 1 previous visit	58.9%	57.1%
At least 10 previous visits	7.6%	10.1%

## Where are they from?

Tourists (> 16 years old)	%	Abolsute
Germany	39.8%	157,652
Spanish Mainland	11.6%	45,913
United Kingdom	10.6%	42,132
Sweden	4.2%	16,584
France	3.6%	14,362
Finland	3.4%	13,454
Netherlands	3.3%	13,018
Norway	3.0%	11,939
Poland	2.5%	9,926
Others	18.0%	71,535

## Why do they choose the Canary Islands?

Aspects influencing the choice	More than one island	Gran Canaria
Climate/sun	83.4%	89.7%
Beaches	35.0%	40.9%
Tranquility/rest/relaxation	32.1%	39.2%
Scenery	26.7%	17.7%
Visiting new places	18.8%	14.0%
Security	11.0%	11.4%
Price	8.2%	12.2%
Quality of the environment	6.1%	4.5%
Ease of travel	5.8%	7.2%
Active tourism	4.7%	3.7%
Culture	4.5%	2.4%
Suitable destination for children	3.9%	6.7%
Nightlife/fun	3.2%	5.0%
Nautical activities	3.0%	1.7%
Shopping	2.4%	2.9%
Theme parks	1.4%	1.1%

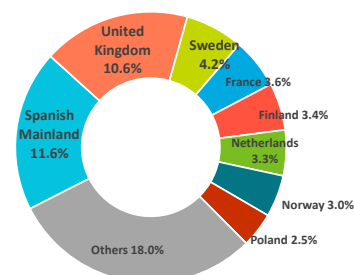
\* Multi-choice question

## What did motivate them to come?

Prescription sources	More than one island	Gran Canaria
Previous visits to the Canary Islands	60.5%	65.6%
Recommendation by friends/relatives	31.3%	33.6%
The Canary Islands television channel	0.7%	0.4%
Other television or radio channels	1.5%	1.0%
Information in press/magazines/books	4.1%	3.4%
Attendance at a tourism fair	0.5%	0.6%
Tour Operator's brochure or catalogue	9.7%	7.5%
Recommendation by Travel Agency	11.2%	9.8%
Information obtained via the Internet	20.6%	26.2%
Senior Tourism programme	0.7%	0.2%
Others	11.5%	7.8%

\* Multi-choice question

## Share of tourists > 16 years old by source markets



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.