

TENERIFE: 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	Tenerife
Tourist arrivals (> 16 years old)	460,790	4,885,901
Average daily expenditure (€)	142.86	136.77
. in their place of residence	99.98	96.08
. in the Canary Islands	42.88	40.69
Average length of stay	11.31	9.03
Turnover per tourist (€)	1,330	1,101
Total turnover (> 16 years old) (€m)	613	5,382
Share of total turnover	11.4%	100%
Share of total tourist	9.4%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	73.12	52.10
- Accommodation	66.79	44.42
- Additional accommodation expenses	6.34	7.68
Transport:	32.63	23.59
- Public transport	7.78	4.15
- Taxi	5.80	6.01
- Car rental	19.05	13.43
Food and drink:	173.41	153.60
- Food purchases at supermarkets	75.79	67.62
- Restaurants	97.62	85.98
Souvenirs:	69.04	56.29
Leisure:	60.63	37.41
- Organized excursions	23.85	16.61
- Leisure, amusement	4.63	7.24
- Trip to other islands	15.59	1.47
- Sporting activities	4.23	3.86
- Cultural activities	2.24	1.53
- Discos and disco-pubs	10.08	6.70
Others:	18.37	13.78
- Wellness	4.27	2.70
- Medical expenses	1.78	1.82
- Other expenses	12.32	9.26

How far in advance do they book their trip?



	More than one island	Tenerife
The same day they leave	1.7%	0.7%
Between 2 and 7 days	6.0%	6.2%
Between 8 and 15 days	8.7%	8.0%
Between 16 and 30 days	14.7%	15.3%
Between 31 and 90 days	32.4%	33.7%
More than 90 days	36.5%	36.2%

What do they book at their place of residence?



	More than one island	Tenerife
Flight only	14.1%	12.3%
Flight and accommodation (room only)	24.1%	27.6%
Flight and accommodation (B&B)	9.5%	9.3%
Flight and accommodation (half board)	20.3%	21.0%
Flight and accommodation (full board)	7.0%	4.2%
Flight and accommodation (all inclusive)	25.0%	25.7%
% Tourists using low-cost airlines	48.0%	53.2%
Other expenses in their place of residence:		
- Car rental	14.8%	13.6%
- Sporting activities	6.4%	4.1%
- Excursions	12.0%	7.0%
- Trip to other islands	13.2%	1.2%

How do they book?



	More than one island	Tenerife
Accommodation booking		
Tour Operator	41.5%	39.7%
- Tour Operator's website	73.7%	80.1%
Accommodation	15.7%	16.1%
- Accommodation's website	77.4%	82.8%
Travel agency (High street)	18.8%	18.3%
Online Travel Agency (OTA)	16.4%	17.6%
No need to book accommodation	7.6%	8.5%

Flight booking

	More than one island	Tenerife
Tour Operator	44.1%	42.1%
- Tour Operator's website	67.1%	78.3%
Airline	27.5%	28.9%
- Airline's website	94.1%	96.3%
Travel agency (High street)	17.2%	17.0%
Online Travel Agency (OTA)	11.1%	12.0%

Where do they stay?



	More than one island	Tenerife
5* Hotel	6.3%	9.0%
4* Hotel	38.0%	39.9%
1-2-3* Hotel	12.6%	11.8%
Apartment	27.2%	29.9%
Property (privately-owned, friends, family)	7.1%	6.8%
Others	8.8%	2.6%

Who are they?



	More than one island	Tenerife
Gender		
Percentage of men	50.0%	48.1%
Percentage of women	50.0%	51.9%

Age

Average age (tourists > 16 years old)	45.7	43.1
Standard deviation	15.2	14.4

Age range (> 16 years old)

16-24 years old	7.6%	10.3%
25-30 years old	12.9%	13.7%
31-45 years old	28.1%	32.9%
46-60 years old	32.0%	29.5%
Over 60 years old	19.4%	13.6%

Occupation

Business owner or self-employed	25.9%	27.6%
Upper/Middle management employee	33.6%	35.3%
Auxiliary level employee	15.8%	17.3%
Students	4.4%	5.9%
Retired	17.5%	11.1%
Unemployed / unpaid dom. work	2.8%	2.8%

Annual household income level

€12,000 - €24,000	20.4%	20.3%
€24,001 - €36,000	21.1%	19.8%
€36,001 - €48,000	17.0%	16.2%
€48,001 - €60,000	13.9%	13.8%
€60,001 - €72,000	6.5%	9.0%
€72,001 - €84,000	5.9%	6.0%
More than €84,000	15.3%	14.9%

(*) 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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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)	460,790	99,127	55,027	21,740	7,060	2,814

Islands visited during the trip to Tenerife

	More than one island	La Gomera	Gran Canaria	Lanzarote	Fuerteventura	La Palma	El Hierro
Tourists (> 16 years old)	460,790	250,816	158,181	100,605	65,032	56,810	15,114
Share of tourist	100%	54.4%	34.3%	21.8%	14.1%	12.3%	3.3%

Who do they come with?



	More than one island	Tenerife
Unaccompanied	10.2%	8.9%
Only with partner	48.9%	43.6%
Only with children (under the age of 13)	1.4%	1.7%
Partner + children (under the age of 13)	9.1%	13.3%
Other relatives	5.3%	6.2%
Friends	6.1%	6.6%
Work colleagues	0.5%	0.3%
Other combinations (1)	18.5%	19.4%

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

How do they rate the destination?



	More than one island	Tenerife
Good or very good (% tourists)	92.6%	94.2%
Average rating (scale 1-10)	8.80	8.91

How many are loyal to the destination?

	More than one island	Tenerife
Repeat tourists of the island		
Repeat tourists	58.3%	54.0%
In love (at least 10 previous visits)	6.7%	6.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	25.4%	116,814
Germany	17.6%	81,108
Spanish Mainland	11.9%	54,980
Belgium	5.2%	24,163
Russia	4.5%	20,851
Finland	4.5%	20,544
Italy	4.4%	20,073
France	4.3%	19,638
Denmark	3.3%	15,390
Netherlands	2.5%	11,380

Why do they choose the Canary Islands?



Aspects influencing the choice	More than one island	Tenerife
Climate/sun	85.5%	88.9%
Scenery	33.3%	25.5%
Beaches	27.5%	25.9%
Tranquility/rest/relaxation	27.4%	30.7%
Visiting new places	16.7%	15.1%
Security	10.6%	9.1%
Price	9.9%	12.8%
Active tourism	7.6%	6.0%
Quality of the environment	6.7%	6.6%
Ease of travel	5.9%	8.4%
Theme parks	5.3%	7.2%
Suitable destination for children	4.5%	8.1%
Culture	4.1%	2.7%
Shopping	3.7%	3.3%
Nightlife/fun	3.4%	4.8%
Nautical activities	2.6%	1.9%

* Multi-choice question

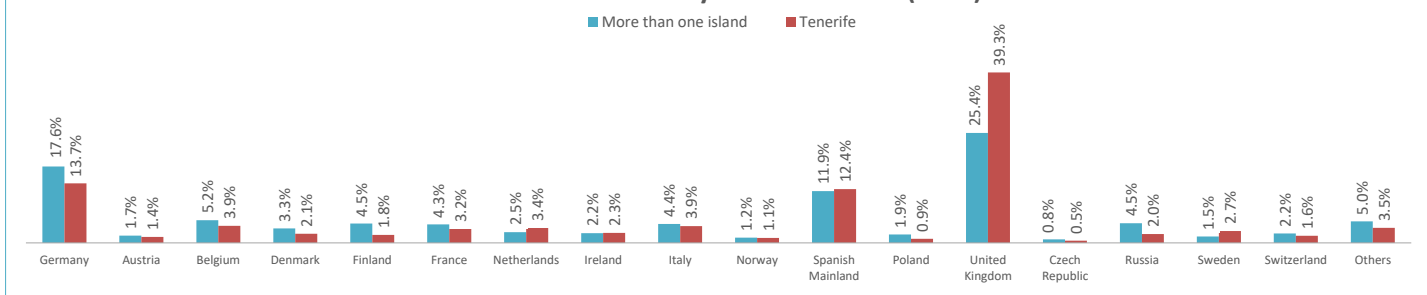
What did motivate them to come?



Aspects motivating the choice	More than one island	Tenerife
Previous visits to the Canary Islands	61.7%	60.7%
Recommendation by friends or relatives	32.7%	37.1%
The Canary Islands television channel	0.5%	0.3%
Other television or radio channels	1.6%	0.8%
Information in the press/magazines/books	3.5%	3.5%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	8.1%	5.8%
Recommendation by Travel Agency	6.8%	7.9%
Information obtained via the Internet	21.4%	23.2%
Senior Tourism programme	0.5%	0.2%
Others	7.7%	6.1%

* 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 Tenerife 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.