

TENERIFE: 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	Tenerife
Tourist arrivals (> 16 years old)	519,556	5,144,415
Average daily expenditure (€)	149.41	141.57
. in their place of residence	109.15	99.85
. in the Canary Islands	40.25	41.73
Average length of stay	10.58	9.05
Turnover per tourist (€)	1,362	1,139
Total turnover (> 16 years old) (€m)	708	5,861
Share of total tourist	10.1%	100%
Share of total turnover	12.1%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.1%	14.6%
- Additional accommodation expenses	7.3%	7.2%

Transport:

- Public transport	14.4%	11.3%
- Taxi	16.1%	18.3%
- Car rental	17.6%	18.5%

Food and drink:

- Food purchases at supermarkets	47.1%	54.7%
- Restaurants	47.1%	54.1%

Souvenirs:

	55.4%	52.4%
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Leisure:

- Organized excursions	23.8%	18.4%
- Leisure, amusement	9.7%	12.1%
- Trip to other islands	16.3%	1.6%
- Sporting activities	5.5%	4.8%
- Cultural activities	4.3%	3.0%
- Discos and disco-pubs	5.0%	5.6%

Others:

- Wellness	4.1%	4.0%
- Medical expenses	3.7%	3.1%
- Other expenses	10.5%	8.3%



**+13%
TOURISTS***
519,556



**+2%
TRAVEL EXPENSES**
€1,362



**+15%
TURNOVER**
€708 MILL

What do they book at their place of residence?



	More than one island	Tenerife
Flight only	11.9%	12.6%
Flight and accommodation (room only)	21.7%	27.0%
Flight and accommodation (B&B)	7.6%	9.8%
Flight and accommodation (half board)	17.0%	20.6%
Flight and accommodation (full board)	9.6%	4.6%
Flight and accommodation (all inclusive)	32.2%	25.5%
% Tourists using low-cost airlines	43.9%	53.1%

Other expenses in their place of residence:

- Car rental	17.8%	14.0%
- Sporting activities	7.2%	4.1%
- Excursions	13.9%	7.9%
- Trip to other islands	16.3%	1.6%

* Tourists over 16 years old.

How do they book?



Accommodation booking	More than one island	Tenerife
Tour Operator	43.5%	40.0%
- Tour Operator's website	76.1%	80.8%
Accommodation	14.8%	15.8%
- Accommodation's website	71.5%	82.7%
Travel agency (High street)	20.0%	18.1%
Online Travel Agency (OTA)	13.8%	17.4%
No need to book accommodation	7.9%	8.7%

Flight booking

	More than one island	Tenerife
Tour Operator	46.4%	43.5%
- Tour Operator's website	72.1%	78.4%
Airline	23.2%	28.5%
- Airline's website	94.8%	97.5%
Travel agency (High street)	19.8%	16.4%
Online Travel Agency (OTA)	10.7%	11.6%

How far in advance do they book their trip?



	More than one island	Tenerife
The same day they leave	1.0%	0.7%
Between 2 and 7 days	5.5%	5.8%
Between 8 and 15 days	8.0%	7.0%
Between 16 and 30 days	13.9%	13.8%
Between 31 and 90 days	33.9%	33.9%
More than 90 days	37.7%	38.9%

Who are they?



Gender	More than one island	Tenerife
Men	49.4%	47.6%
Women	50.6%	52.4%

Age

Average age (tourists > 16 years old)	48.8	44.9
Standard deviation	15.1	15.1

Age range (> 16 years old)

16-24 years old	6.4%	9.9%
25-30 years old	9.1%	12.1%
31-45 years old	25.4%	29.7%
46-60 years old	33.3%	30.8%
Over 60 years old	25.8%	17.5%

Occupation

Business owner or self-employed	24.9%	26.6%
Upper/Middle management employee	32.4%	33.9%
Auxiliary level employee	15.4%	16.7%
Students	4.3%	5.7%
Retired	20.7%	14.7%
Unemployed / unpaid dom. work	2.2%	2.5%

Annual household income level

€12,000 - €24,000	22.6%	20.7%
€24,001 - €36,000	19.7%	19.8%
€36,001 - €48,000	16.6%	15.1%
€48,001 - €60,000	13.2%	14.1%
€60,001 - €72,000	8.3%	8.8%
€72,001 - €84,000	6.2%	6.1%
More than €84,000	13.4%	15.5%

TENERIFE: Profile of tourist visiting more than one island during the trip (2017)

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)	519,556	170,330	105,643	54,773	15,425	3,437

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)	519,556	285,230	217,959	144,158	113,002	87,219	21,596
Share of tourist	100%	54.9%	42.0%	27.7%	21.7%	16.8%	4.2%

* Multi-choice question

Where do they stay?

	More than one island	Tenerife
5* Hotel	6.8%	8.8%
4* Hotel	35.3%	39.3%
1-2-3* Hotel	10.6%	12.0%
Apartment	24.4%	29.4%
Property (privately-owned, friends, family)	6.3%	7.0%
Others	16.6%	3.6%

Who do they come with?

	More than one island	Tenerife
Unaccompanied	9.5%	9.0%
Only with partner	47.9%	44.0%
Only with children (under the age of 13)	1.8%	2.0%
Partner + children (under the age of 13)	8.2%	12.4%
Other relatives	6.1%	6.3%
Friends	4.6%	6.2%
Work colleagues	0.7%	0.3%
Other combinations ⁽¹⁾	21.3%	19.8%

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

How do they rate the Canary Islands?

	More than one island	Tenerife
Opinion on their stay		
Good or very good (% tourists)	93.3%	93.8%
Average rating (scale 1-10)	8.89	8.93

How many are loyal to the Canary Islands?

	More than one island	Tenerife
Repeat tourists of the island		
At least 1 previous visit	57.9%	54.5%
At least 10 previous visits	7.2%	7.0%

Where are they from?

Tourists (> 16 years old)	%	Abolsute
United Kingdom	26.4%	137,301
Germany	19.1%	99,146
Spanish Mainland	12.4%	64,212
France	5.3%	27,781
Belgium	4.4%	23,044
Italy	4.3%	22,225
Poland	3.9%	20,411
Finland	3.1%	16,039
Netherlands	2.3%	11,775
Others	18.8%	97,622

Why do they choose the Canary Islands?

Aspects influencing the choice	More than one island	Tenerife
Climate/sun	83.5%	87.5%
Scenery	37.6%	26.9%
Beaches	27.2%	27.0%
Tranquillity/rest/relaxation	26.4%	30.2%
Visiting new places	17.5%	14.9%
Security	9.0%	8.0%
Active tourism	8.2%	6.4%
Quality of the environment	7.2%	6.5%
Price	6.7%	11.4%
Ease of travel	6.6%	9.0%
Suitable destination for children	4.3%	7.7%
Theme parks	4.2%	7.4%
Shopping	3.2%	3.2%
Culture	3.0%	2.7%
Nightlife/fun	2.6%	4.7%
Nautical activities	2.2%	1.7%

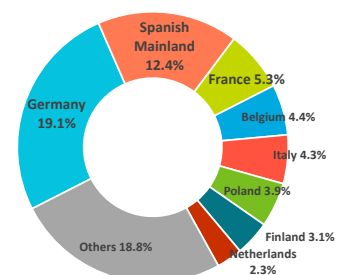
* Multi-choice question

What did motivate them to come?

Prescription sources	More than one island	Tenerife
Previous visits to the Canary Islands	61.2%	60.7%
Recommendation by friends/relatives	30.9%	37.2%
The Canary Islands television channel	0.9%	0.4%
Other television or radio channels	2.1%	0.9%
Information in press/magazines/books	5.2%	3.8%
Attendance at a tourism fair	0.6%	0.4%
Tour Operator's brochure or catalogue	8.2%	5.8%
Recommendation by Travel Agency	9.0%	7.8%
Information obtained via the Internet	19.4%	22.2%
Senior Tourism programme	1.2%	0.4%
Others	7.6%	6.0%

* 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 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.