

Tourist profile trend (2017)

Canary Islands



How many are they and how much do they spend?

	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR) (mill.)	12.19	12.92	13.30	14.98	15.98
Tourist arrivals (≥ 16 years old) (mill.)	10.43	10.93	11.31	13.11	13.85
Average daily expenditure (€)	126.33	127.93	135.35	135.94	140.18
. in their place of residence	88.74	90.38	97.01	98.03	101.15
. in the Canary Islands	37.59	37.54	38.35	37.90	39.03
Average length of stay	9.56	9.57	9.55	9.36	9.17
Turnover per tourist (€)	1,076	1,090	1,149	1,141	1,155
Total turnover (€m)	13,119	14,084	15,283	17,086	18,450
Tourist arrivals: year on year change	--	6.0%	2.9%	12.6%	6.6%
Turnover: year on year change	--	7.4%	8.5%	11.8%	8.0%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	14.5%	13.0%	13.5%	14.1%	13.5%
- Additional accommodation expenses	6.5%	6.2%	6.4%	6.4%	6.3%
Transport:					
- Public transport	16.5%	15.5%	15.8%	15.1%	14.5%
- Taxi	22.9%	22.5%	22.0%	21.8%	21.2%
- Car rental	19.9%	18.8%	19.4%	18.6%	19.4%
Food and drink:					
- Food purchases at supermarkets	58.6%	56.1%	55.7%	55.3%	55.0%
- Restaurants	55.7%	54.8%	53.9%	53.7%	57.3%
Souvenirs:					
- Souvenirs	58.0%	57.7%	54.9%	53.5%	53.3%
Leisure:					
- Organized excursions	19.3%	18.9%	18.0%	18.4%	17.7%
- Leisure, amusement	9.5%	9.1%	8.9%	8.6%	8.4%
- Trip to other islands	2.5%	2.5%	2.2%	2.4%	2.3%
- Sporting activities	6.8%	6.8%	6.3%	6.6%	6.1%
- Cultural activities	4.4%	4.7%	4.8%	4.6%	4.4%
- Discos and disco-pubs	8.0%	7.2%	7.8%	6.4%	6.1%
Others:					
- Wellness	5.9%	5.6%	5.4%	5.5%	4.9%
- Medical expenses	4.2%	4.0%	4.0%	4.1%	4.0%
- Other expenses	11.9%	10.0%	10.2%	9.0%	9.6%

2017



+7%
TOURISTS
15,975,507



+1%
TRAVEL EXPENSES
€1,155



+8%
TURNOVER
€18,450 MILL

What do they book at their place of residence?

	2013	2014	2015	2016	2017
Flight only	10.8%	10.4%	10.0%	8.8%	9.3%
Flight and accommodation (room only)	26.5%	25.0%	25.5%	25.7%	26.9%
Flight and accommodation (B&B)	7.3%	8.0%	8.0%	8.0%	8.3%
Flight and accommodation (half board)	20.3%	19.2%	18.7%	20.4%	19.3%
Flight and accommodation (full board)	4.2%	4.4%	4.2%	4.3%	4.4%
Flight and accommodation (all inclusive)	30.9%	33.0%	33.5%	32.8%	31.9%
% Tourists using low-cost airlines	42.9%	43.3%	46.2%	48.7%	50.8%
Other expenses in their place of residence:					
- Car rental	11.1%	10.7%	11.4%	11.8%	12.6%
- Sporting activities	5.7%	5.2%	5.5%	5.3%	5.1%
- Excursions	4.9%	5.4%	5.7%	5.7%	6.2%
- Trip to other islands	1.7%	2.1%	2.0%	1.6%	1.5%

How do they book?

Accommodation booking	2013	2014	2015	2016	2017
Tour Operator	42.8%	45.4%	44.0%	42.3%	42.4%
- Tour Operator's website	77.8%	77.0%	78.9%	78.8%	80.6%
Accommodation	14.1%	13.5%	14.0%	14.7%	14.6%
- Accommodation's website	80.4%	80.8%	81.5%	83.5%	84.0%
Travel agency (High street)	21.1%	20.3%	19.6%	20.5%	19.3%
Online Travel Agency (OTA)	14.8%	13.9%	15.5%	16.5%	17.3%
No need to book accommodation	7.2%	6.9%	6.9%	6.0%	6.4%

Flight booking	2013	2014	2015	2016	2017
Tour Operator	45.2%	47.5%	46.4%	44.6%	44.8%
- Tour Operator's website	75.6%	75.9%	77.6%	76.3%	78.6%
Airline	23.9%	23.1%	24.3%	24.8%	25.8%
- Airline's website	95.8%	96.1%	95.9%	96.2%	97.3%
Travel agency (High street)	19.8%	19.1%	18.4%	19.1%	18.0%
Online Travel Agency (OTA)	11.0%	10.4%	11.0%	11.5%	11.4%

How far in advance do they book their trip?

	2013	2014	2015	2016	2017
The same day they leave	0.6%	0.6%	0.6%	0.6%	0.5%
Between 2 and 7 days	9.1%	8.5%	7.1%	6.3%	5.9%
Between 8 and 15 days	11.0%	9.6%	8.7%	7.9%	7.4%
Between 16 and 30 days	16.9%	16.1%	15.2%	14.7%	13.4%
Between 31 and 90 days	32.1%	32.1%	34.0%	34.3%	34.6%
More than 90 days	30.3%	33.1%	34.4%	36.2%	38.3%

Who are they?

Gender	2013	2014	2015	2016	2017
Men	49.4%	49.6%	49.5%	48.5%	48.1%
Women	50.6%	50.4%	50.5%	51.5%	51.9%
Age					
Average age (tourists > 16 years old)	43.3	44.4	45.0	46.3	46.9
Standard deviation	14.3	14.5	14.8	15.3	15.5
Age range (> 16 years old)					
16-24 years old	9.6%	9.3%	9.1%	8.2%	8.4%
25-30 years old	13.4%	12.2%	11.9%	11.1%	10.2%
31-45 years old	33.8%	31.4%	30.4%	29.1%	27.9%
46-60 years old	29.6%	31.8%	31.9%	30.9%	31.7%
Over 60 years old	13.5%	15.3%	16.7%	20.7%	21.8%
Occupation					
Business owner or self-employed	23.4%	24.0%	23.6%	23.1%	23.8%
Upper/Middle management employee	37.5%	38.1%	37.4%	36.1%	35.2%
Auxiliary level employee	17.9%	16.4%	16.7%	15.5%	15.3%
Students	6.2%	5.3%	5.5%	5.1%	5.0%
Retired	12.2%	13.6%	14.3%	18.0%	18.6%
Unemployed / unpaid dom. work	2.8%	2.5%	2.4%	2.2%	2.1%
Annual household income level					
€12,000 - €24,000	18.8%	18.3%	18.0%	17.8%	17.9%
€24,001 - €36,000	20.1%	19.5%	18.7%	19.4%	19.3%
€36,001 - €48,000	16.4%	16.7%	17.0%	16.9%	16.1%
€48,001 - €60,000	14.6%	14.9%	14.7%	14.6%	15.1%
€60,001 - €72,000	9.0%	9.0%	9.2%	9.5%	9.3%
€72,001 - €84,000	6.0%	5.8%	6.1%	6.0%	6.3%
More than €84,000	15.0%	15.7%	16.2%	15.8%	16.0%

Tourist profile trend (2017)

Canary Islands



Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	1,820,148	1,911,659	2,033,971	2,328,674	2,488,213
- Fuerteventura	1,514,524	1,595,143	1,668,484	1,914,107	1,938,908
- Gran Canaria	2,876,750	3,001,310	3,104,724	3,654,806	3,900,824
- Tenerife	3,996,638	4,193,228	4,249,936	4,885,901	5,144,415
- La Palma	143,472	138,916	163,425	221,541	277,952

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	17.6%	17.6%	18.1%	17.9%	18.1%
- Fuerteventura	14.6%	14.7%	14.9%	14.7%	14.1%
- Gran Canaria	27.8%	27.7%	27.7%	28.1%	28.4%
- Tenerife	38.6%	38.7%	37.9%	37.6%	37.4%
- La Palma	1.4%	1.3%	1.5%	1.7%	2.0%

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	7.3%	7.3%	7.3%	7.1%	6.8%
4* Hotel	37.3%	37.9%	38.1%	39.6%	38.4%
1-2-3* Hotel	15.5%	16.0%	15.3%	14.6%	14.4%
Apartment	31.1%	29.7%	30.3%	31.5%	32.4%
Property (privately-owned, friends, family)	6.2%	6.2%	6.0%	4.6%	4.8%
Others	2.6%	3.0%	2.9%	2.6%	3.2%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	90.3%	90.1%	89.6%	89.8%	89.8%
Tranquillity/rest/relaxation	39.2%	38.9%	38.3%	36.6%	37.2%
Beaches	34.7%	34.2%	33.8%	34.5%	35.1%
Scenery	20.2%	21.6%	22.7%	21.9%	22.9%
Visiting new places	14.2%	14.6%	14.2%	14.6%	14.7%
Price	14.3%	14.8%	14.0%	12.7%	12.2%
Security	5.2%	5.1%	7.6%	11.1%	9.7%
Ease of travel	9.0%	8.5%	8.5%	8.9%	8.9%
Suitable destination for children	7.6%	8.0%	7.3%	7.5%	7.6%
Quality of the environment	6.1%	6.1%	6.6%	6.5%	6.5%
Active tourism	4.8%	5.0%	5.2%	5.1%	5.4%
Nightlife/fun	5.2%	4.4%	4.2%	3.8%	3.8%
Theme parks	2.6%	2.8%	3.0%	3.0%	3.1%
Culture	2.6%	2.5%	2.7%	2.6%	2.7%
Shopping	2.7%	2.9%	3.0%	2.6%	2.5%
Nautical activities	2.3%	2.3%	2.1%	2.2%	2.0%

* Multi-choice question

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	10.8%	9.9%	9.4%	9.1%	8.7%
Only with partner	47.7%	47.9%	49.3%	47.6%	46.8%
Only with children (under the age of 13)	1.4%	1.5%	1.3%	1.5%	1.7%
Partner + children (under the age of 13)	11.1%	11.8%	11.3%	11.8%	11.9%
Other relatives	6.0%	5.7%	6.2%	6.0%	6.0%
Friends	6.3%	6.2%	6.0%	6.1%	6.1%
Work colleagues	0.4%	0.4%	0.4%	0.3%	0.3%
Other combinations ⁽¹⁾	16.2%	16.7%	16.2%	17.5%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	93.1%	94.0%	93.2%	94.1%	94.0%
Average rating (scale 1-10)	8.79	8.85	8.83	8.90	8.92

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	76.5%	76.7%	76.8%	77.3%	77.3%
At least 10 previous visits	16.4%	15.8%	16.9%	16.1%	16.9%

Where are they from?

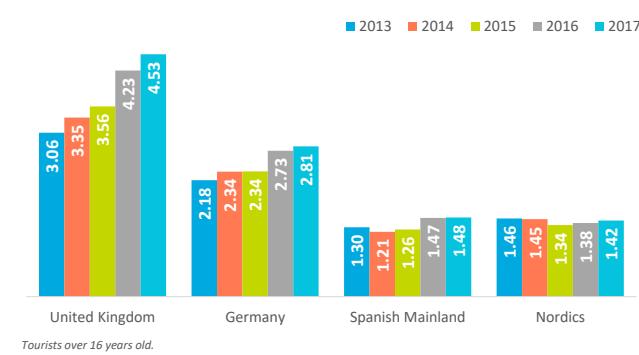
Tourists (> 16 years old)	2013	2014	2015	2016	2017
United Kingdom	29.4%	30.6%	31.4%	32.2%	32.7%
Germany	20.9%	21.4%	20.7%	20.8%	20.3%
Spanish Mainland	12.4%	11.1%	11.1%	11.2%	10.7%
Netherlands	3.9%	3.7%	3.8%	4.1%	4.1%
Sweden	4.8%	4.6%	4.4%	3.9%	3.8%
France	3.0%	3.5%	4.0%	3.8%	3.5%
Italy	2.2%	2.5%	3.0%	3.3%	3.5%
Ireland	3.3%	3.2%	3.3%	3.1%	3.2%
Norway	4.4%	4.0%	3.4%	2.9%	2.9%
Others	15.8%	15.5%	14.8%	14.7%	15.4%

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	64.0%	64.2%	64.5%	64.1%	64.9%
Recommendation by friends/relatives	34.5%	34.1%	34.2%	34.5%	35.0%
The Canary Islands television channel	0.3%	0.4%	0.4%	0.3%	0.4%
Other television or radio channels	0.7%	0.8%	0.7%	0.8%	1.0%
Information in press/magazines/books	4.0%	4.0%	3.8%	3.8%	3.8%
Attendance at a tourism fair	0.5%	0.5%	0.5%	0.5%	0.5%
Tour Operator's brochure or catalogue	9.0%	9.0%	8.4%	8.0%	7.2%
Recommendation by Travel Agency	9.9%	9.6%	9.5%	9.7%	9.3%
Information obtained via the Internet	26.6%	26.1%	25.7%	25.8%	25.5%
Senior Tourism programme	0.3%	0.3%	0.2%	0.2%	0.2%
Others	7.2%	6.9%	6.5%	6.1%	5.9%

* Multi-choice question

Main markets: tourist arrivals (million)



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.