

Tourist profile by islands

2017



How many are they and how much do they spend?

| | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--|-----------|---------------|--------------|----------|----------|
| Tourist arrivals (FRONTUR) (mill.) | 2.93 | 2.22 | 4.48 | 5.93 | 0.29 |
| Tourist arrivals (> 16 years old) (mill.) | 2.49 | 1.94 | 3.90 | 5.14 | 0.28 |
| Average daily expenditure (€) | 134.14 | 135.64 | 145.42 | 141.57 | 128.94 |
| in their place of residence | 97.97 | 106.67 | 103.06 | 99.85 | 90.56 |
| in the Canary Islands | 36.17 | 28.96 | 42.35 | 41.73 | 38.39 |
| Average length of stay | 8.76 | 9.23 | 9.41 | 9.05 | 10.51 |
| Turnover per tourist (€) | 1,087 | 1,168 | 1,206 | 1,139 | 1,197 |
| Total turnover (€m) | 3,185 | 2,591 | 5,400 | 6,753 | 352 |
| Tourist arrivals: share by islands | 18.5% | 14.0% | 28.3% | 37.4% | 1.9% |
| Turnover: share by islands | 17.4% | 14.2% | 29.5% | 36.9% | 1.9% |
| % tourists who pay in the Canary Islands: | | | | | |
| Accommodation: | | | | | |
| - Accommodation | 14.4% | 9.2% | 13.2% | 14.6% | 13.4% |
| - Additional accommodation expenses | 6.5% | 4.3% | 5.5% | 7.2% | 10.7% |
| Transport: | | | | | |
| - Public transport | 15.7% | 11.4% | 19.3% | 11.3% | 15.9% |
| - Taxi | 27.7% | 16.0% | 24.1% | 18.3% | 12.2% |
| - Car rental | 25.5% | 19.0% | 14.7% | 18.5% | 43.3% |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 60.3% | 44.4% | 56.2% | 54.7% | 67.2% |
| - Restaurants | 63.4% | 51.5% | 58.9% | 54.1% | 74.1% |
| Souvenirs: | 56.3% | 57.2% | 50.9% | 52.4% | 57.4% |
| Leisure: | | | | | |
| - Organized excursions | 20.0% | 17.6% | 14.9% | 18.4% | 23.2% |
| - Leisure, amusement | 6.2% | 7.1% | 6.2% | 12.1% | 2.8% |
| - Trip to other islands | 3.6% | 4.0% | 1.3% | 1.6% | 1.5% |
| - Sporting activities | 5.8% | 11.3% | 5.5% | 4.8% | 4.0% |
| - Cultural activities | 8.8% | 4.6% | 3.0% | 3.0% | 8.5% |
| - Discos and disco-pubs | 4.8% | 6.7% | 7.5% | 5.6% | 4.1% |
| Others: | | | | | |
| - Wellness | 5.3% | 7.8% | 4.5% | 4.0% | 3.5% |
| - Medical expenses | 4.9% | 4.8% | 4.1% | 3.1% | 7.5% |
| - Other expenses | 10.0% | 13.8% | 8.1% | 8.3% | 21.0% |



What do they book at their place of residence?

| | LZ | FUE | GC | TFE | LP |
|---|-------|-------|-------|-------|-------|
| Flight only | 5.0% | 3.3% | 10.2% | 12.6% | 14.1% |
| Flight and accommodation (room only) | 31.1% | 15.7% | 29.0% | 27.0% | 33.2% |
| Flight and accommodation (B&B) | 8.0% | 3.7% | 8.6% | 9.8% | 11.4% |
| Flight and accommodation (half board) | 18.4% | 18.0% | 18.7% | 20.6% | 19.5% |
| Flight and accommodation (full board) | 3.2% | 5.6% | 4.3% | 4.6% | 3.3% |
| Flight and accommodation (all inclusive) | 34.4% | 53.7% | 29.3% | 25.5% | 18.5% |
| % Tourists using low-cost airlines | 59.0% | 46.8% | 45.0% | 53.1% | 42.2% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 11.2% | 13.0% | 9.3% | 14.0% | 35.1% |
| - Sporting activities | 5.4% | 9.2% | 3.8% | 4.1% | 5.0% |
| - Excursions | 4.3% | 5.3% | 5.2% | 7.9% | 10.7% |
| - Trip to other islands | 0.8% | 1.2% | 1.8% | 1.6% | 1.2% |

How do they book?

| Accommodation booking | LZ | FUE | GC | TFE | LP |
|--------------------------------------|-------|-------|-------|-------|-------|
| Tour Operator | 41.0% | 47.5% | 44.5% | 40.0% | 33.8% |
| - Tour Operator's website | 80.3% | 78.0% | 82.3% | 80.8% | 77.8% |
| Accommodation | 18.5% | 9.9% | 12.9% | 15.8% | 14.6% |
| - Accommodation's website | 86.6% | 87.2% | 82.8% | 82.7% | 82.6% |
| Travel agency (High street) | 18.4% | 25.0% | 18.9% | 18.1% | 17.7% |
| Online Travel Agency (OTA) | 19.1% | 15.5% | 16.1% | 17.4% | 26.5% |
| No need to book accommodation | 3.0% | 2.2% | 7.6% | 8.7% | 7.5% |

| Flight booking | LZ | FUE | GC | TFE | LP |
|------------------------------------|-------|-------|-------|-------|-------|
| Tour Operator | 42.8% | 48.8% | 46.5% | 43.5% | 36.9% |
| - Tour Operator's website | 78.3% | 75.5% | 80.9% | 78.4% | 71.6% |
| Airline | 29.4% | 16.2% | 23.9% | 28.5% | 33.7% |
| - Airline's website | 98.3% | 96.6% | 96.1% | 97.5% | 99.5% |
| Travel agency (High street) | 17.1% | 23.1% | 18.2% | 16.4% | 15.5% |
| Online Travel Agency (OTA) | 10.7% | 11.9% | 11.3% | 11.6% | 14.0% |

How far in advance do they book their trip?

| | LZ | FUE | GC | TFE | LP |
|-------------------------|-------|-------|-------|-------|-------|
| The same day they leave | 0.4% | 0.2% | 0.7% | 0.7% | 0.3% |
| Between 2 and 7 days | 5.1% | 5.1% | 7.0% | 5.8% | 4.1% |
| Between 8 and 15 days | 6.0% | 7.6% | 8.9% | 7.0% | 6.3% |
| Between 16 and 30 days | 11.9% | 14.0% | 13.6% | 13.8% | 12.8% |
| Between 31 and 90 days | 36.3% | 34.3% | 34.2% | 33.9% | 36.3% |
| More than 90 days | 40.4% | 38.7% | 35.6% | 38.9% | 40.1% |

Who are they?

| Gender | LZ | FUE | GC | TFE | LP |
|---------------------------------------|-------|-------|-------|-------|-------|
| Men | 47.6% | 46.2% | 49.7% | 47.6% | 53.7% |
| Women | 52.4% | 53.8% | 50.3% | 52.4% | 46.3% |
| <u>Age</u> | | | | | |
| Average age (tourists > 16 years old) | 49.7 | 47.7 | 47.1 | 44.9 | 49.9 |
| Standard deviation | 15.1 | 15.1 | 16.1 | 15.1 | 13.8 |
| <u>Age range (> 16 years old)</u> | | | | | |
| 16-24 years old | 5.3% | 6.4% | 9.7% | 9.9% | 4.8% |
| 25-30 years old | 7.5% | 9.7% | 10.1% | 12.1% | 6.1% |
| 31-45 years old | 27.2% | 28.0% | 26.5% | 29.7% | 23.1% |
| 46-60 years old | 33.1% | 33.7% | 29.9% | 30.8% | 42.4% |
| Over 60 years old | 26.9% | 22.2% | 23.9% | 17.5% | 23.6% |
| <u>Occupation</u> | | | | | |
| Business owner or self-employed | 24.8% | 20.7% | 21.2% | 26.6% | 22.8% |
| Upper/Middle management employee | 32.7% | 40.4% | 35.2% | 33.9% | 43.3% |
| Auxiliary level employee | 13.2% | 14.8% | 15.7% | 16.7% | 10.3% |
| Students | 3.0% | 3.8% | 6.2% | 5.7% | 3.8% |
| Retired | 24.3% | 18.8% | 19.6% | 14.7% | 18.5% |
| Unemployed / unpaid dom. work | 1.9% | 1.6% | 2.1% | 2.5% | 1.3% |
| <u>Annual household income level</u> | | | | | |
| €12,000 - €24,000 | 15.2% | 16.3% | 17.6% | 20.7% | 12.3% |
| €24,001 - €36,000 | 18.9% | 19.6% | 18.9% | 19.8% | 18.7% |
| €36,001 - €48,000 | 17.1% | 15.9% | 16.6% | 15.1% | 16.3% |
| €48,001 - €60,000 | 15.9% | 15.9% | 15.0% | 14.1% | 19.3% |
| €60,001 - €72,000 | 9.5% | 9.9% | 9.6% | 8.8% | 8.1% |
| €72,001 - €84,000 | 6.6% | 6.5% | 6.4% | 6.1% | 7.3% |
| More than €84,000 | 16.8% | 15.9% | 16.0% | 15.5% | 18.0% |

Which island do they choose?

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

| Share (%) | LZ | FUE | GC | TFE | LP |
|-----------|-------|-------|-------|-------|-------|
| - 2013 | 17.2% | 17.5% | 17.4% | 17.8% | 15.2% |
| - 2014 | 18.1% | 18.5% | 18.1% | 18.7% | 14.7% |
| - 2015 | 19.2% | 19.3% | 18.8% | 18.9% | 17.3% |
| - 2016 | 22.0% | 22.2% | 22.1% | 21.7% | 23.4% |
| - 2017 | 23.5% | 22.5% | 23.6% | 22.9% | 29.4% |

Where do they stay?

| | LZ | FUE | GC | TFE | LP |
|---|-------|-------|-------|-------|-------|
| 5* Hotel | 6.4% | 3.2% | 7.0% | 8.8% | 0.0% |
| 4* Hotel | 37.9% | 54.3% | 30.0% | 39.3% | 36.8% |
| 1-2-3* Hotel | 11.8% | 18.8% | 17.6% | 12.0% | 9.4% |
| Apartment | 41.6% | 21.2% | 35.0% | 29.4% | 43.9% |
| Property (privately-owned, friends, family) | 1.4% | 1.5% | 5.4% | 7.0% | 6.3% |
| Others | 0.9% | 1.1% | 5.0% | 3.6% | 3.5% |

Why do they choose the Canary Islands?

| Aspects influencing the choice | LZ | FUE | GC | TFE | LP |
|-----------------------------------|-------|-------|-------|-------|-------|
| Climate/sun | 93.0% | 93.5% | 89.7% | 87.5% | 81.7% |
| Tranquillity/rest/relaxation | 41.4% | 45.3% | 39.2% | 30.2% | 41.7% |
| Beaches | 26.8% | 60.5% | 40.9% | 27.0% | 8.7% |
| Scenery | 24.9% | 13.9% | 17.7% | 26.9% | 57.6% |
| Visiting new places | 16.4% | 12.7% | 14.0% | 14.9% | 17.7% |
| Price | 15.1% | 11.5% | 12.2% | 11.4% | 7.0% |
| Security | 10.0% | 11.0% | 11.4% | 8.0% | 6.5% |
| Ease of travel | 13.4% | 7.2% | 7.2% | 9.0% | 3.3% |
| Suitable destination for children | 10.0% | 7.1% | 6.7% | 7.7% | 2.2% |
| Quality of the environment | 9.9% | 4.5% | 4.5% | 6.5% | 16.1% |
| Active tourism | 4.2% | 2.6% | 3.7% | 6.4% | 29.1% |
| Nightlife/fun | 2.4% | 1.1% | 5.0% | 4.7% | 0.3% |
| Theme parks | 0.6% | 0.2% | 0.9% | 7.4% | 0.0% |
| Culture | 4.2% | 1.3% | 2.4% | 2.7% | 1.8% |
| Shopping | 2.0% | 1.1% | 2.9% | 3.2% | 0.3% |
| Nautical activities | 1.5% | 4.3% | 1.7% | 1.7% | 1.0% |

* Multi-choice question

Who do they come with?

| | LZ | FUE | GC | TFE | LP |
|--|-------|-------|-------|-------|-------|
| Unaccompanied | 4.5% | 6.2% | 12.0% | 9.0% | 9.8% |
| Only with partner | 50.0% | 50.3% | 45.4% | 44.0% | 60.5% |
| Only with children (under the age of 13) | 1.2% | 1.8% | 1.7% | 2.0% | 0.6% |
| Partner + children (under the age of 13) | 14.1% | 13.5% | 9.4% | 12.4% | 7.2% |
| Other relatives | 6.2% | 4.9% | 6.3% | 6.3% | 4.9% |
| Friends | 4.6% | 5.6% | 7.4% | 6.2% | 3.9% |
| Work colleagues | 0.1% | 0.2% | 0.5% | 0.3% | 0.2% |
| Other combinations ⁽¹⁾ | 19.3% | 17.5% | 17.3% | 19.8% | 12.8% |

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

How do they rate the Canary Islands?

| Impression of their stay | LZ | FUE | GC | TFE | LP |
|--------------------------------|-------|-------|-------|-------|-------|
| Good or very good (% tourists) | 95.2% | 93.7% | 93.3% | 93.8% | 96.0% |
| Average rating (scale 1-10) | 9.06 | 8.83 | 8.85 | 8.93 | 9.09 |

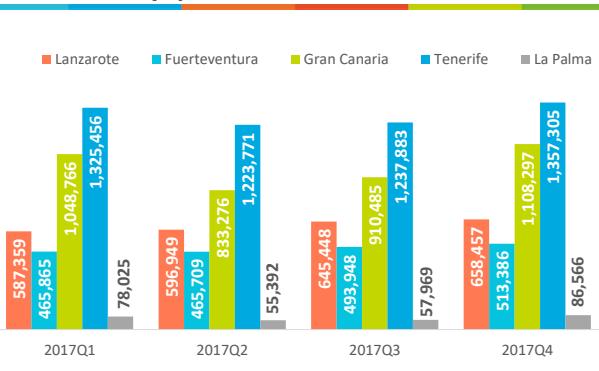
How many are loyal to the Canary Islands?

| Repeat tourists of the island | LZ | FUE | GC | TFE | LP |
|-------------------------------|-------|-------|-------|-------|-------|
| At least 1 previous visit | 55.0% | 49.1% | 57.1% | 54.5% | 37.9% |
| At least 10 previous visits | 7.1% | 5.6% | 10.1% | 7.0% | 4.2% |

Where are they from?

| Tourists (> 16 years old) | LZ | FUE | GC | TFE | LP |
|---------------------------|-------|-------|-------|-------|-------|
| United Kingdom | 48.9% | 25.3% | 19.0% | 39.2% | 13.4% |
| Germany | 12.3% | 40.7% | 22.2% | 13.8% | 33.4% |
| Spanish Mainland | 7.9% | 5.3% | 12.6% | 12.4% | 15.2% |
| Netherlands | 3.8% | 3.7% | 5.3% | 3.2% | 8.8% |
| Sweden | 0.9% | 2.1% | 8.3% | 2.5% | 1.0% |
| France | 4.8% | 5.2% | 2.4% | 3.1% | 5.0% |
| Italy | 2.7% | 5.1% | 2.5% | 4.0% | 2.1% |
| Ireland | 8.7% | 1.6% | 1.9% | 2.3% | 0.1% |
| Norway | 0.9% | 0.3% | 7.4% | 1.7% | 0.7% |
| Others | 9.1% | 10.6% | 18.4% | 17.7% | 20.3% |

Tourist arrivals by quarters



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.