

## Tourists visiting the Canary Islands for the first time

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



### How do they book?

	First visit	Total
Tourist arrivals (> 16 years old)	2,915,292	13,114,359
Average daily expenditure (€)	140.30	135.94
. in their place of residence	101.73	98.03
. in the Canary Islands	38.57	37.90
Average length of stay	8.0	9.4
Turnover per tourist (€)	1,046	1,141
Total turnover (> 16 years old) (€m)	3,049	14,957
Share of total turnover	20.4%	100%
Share of total tourist	22.7%	100%

### Expenditure in the Canary Islands per tourist and trip (€) (\*)

<b>Accommodation (**):</b>	42.70	47.11
- Accommodation	37.28	40.52
- Additional accommodation expenses	5.42	6.60
<b>Transport:</b>	26.76	26.01
- Public transport	5.66	5.14
- Taxi	5.46	6.94
- Car rental	15.65	13.93
<b>Food and drink:</b>	112.60	148.33
- Food purchases at supermarkets	46.61	63.46
- Restaurants	66.00	84.87
<b>Souvenirs:</b>	50.89	53.88
<b>Leisure:</b>	43.52	34.52
- Organized excursions	22.13	14.95
- Leisure, amusement	6.07	4.55
- Trip to other islands	2.09	1.85
- Sporting activities	5.59	5.11
- Cultural activities	2.62	2.04
- Discos and disco-pubs	5.03	6.01
<b>Others:</b>	12.06	13.91
- Wellness	2.79	3.23
- Medical expenses	0.88	1.69
- Other expenses	8.40	8.99

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



	First visit	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.8%	6.3%
Between 8 and 15 days	9.3%	7.9%
Between 16 and 30 days	17.0%	14.7%
Between 31 and 90 days	34.4%	34.3%
More than 90 days	30.9%	36.2%

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



	First visit	Total
Flight only	6.5%	8.8%
Flight and accommodation (room only)	21.6%	25.7%
Flight and accommodation (B&B)	9.3%	8.0%
Flight and accommodation (half board)	20.6%	20.4%
Flight and accommodation (full board)	5.5%	4.3%
Flight and accommodation (all inclusive)	36.5%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>54.0%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	14.8%	11.8%
- Sporting activities	7.3%	5.3%
- Excursions	8.7%	5.7%
- Trip to other islands	2.1%	1.6%

### Accommodation booking

	First visit	Total
<b>Tour Operator</b>	37.7%	42.3%
- Tour Operator's website	75.9%	78.8%
<b>Accommodation</b>	12.6%	14.7%
- Accommodation's website	88.4%	83.5%
<b>Travel agency (High street)</b>	25.0%	20.5%
<b>Online Travel Agency (OTA)</b>	21.3%	16.5%
<b>No need to book accommodation</b>	3.5%	6.0%

### Flight booking

	First visit	Total
<b>Tour Operator</b>	39.3%	44.6%
- Tour Operator's website	72.4%	76.3%
<b>Airline</b>	23.3%	24.8%
- Airline's website	95.4%	96.2%
<b>Travel agency (High street)</b>	23.1%	19.1%
<b>Online Travel Agency (OTA)</b>	14.2%	11.5%

### Where do they stay?



	First visit	Total
5* Hotel	6.7%	7.1%
4* Hotel	40.7%	39.6%
1-2-3* Hotel	17.9%	14.6%
Apartment	29.2%	31.5%
Property (privately-owned,friends,family)	2.4%	4.6%
Others	3.1%	2.6%

### Who are they?



Gender	First visit	Total
Percentage of men	49.1%	48.5%
Percentage of women	50.9%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	38.7	46.3
Standard deviation	14.0	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	15.5%	8.2%
25-30 years old	20.3%	11.1%
31-45 years old	33.9%	29.1%
46-60 years old	21.7%	30.9%
Over 60 years old	8.6%	20.7%
<b>Occupation</b>		
Business owner or self-employed	21.1%	23.1%
Upper/Middle management employee	40.6%	36.1%
Auxiliary level employee	18.8%	15.5%
Students	9.3%	5.1%
Retired	7.5%	18.0%
Unemployed / unpaid dom. work	2.6%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	24.9%	17.8%
€24,001 - €36,000	20.6%	19.4%
€36,001 - €48,000	15.0%	16.9%
€48,001 - €60,000	13.3%	14.6%
€60,001 - €72,000	8.0%	9.5%
€72,001 - €84,000	4.6%	6.0%
More than €84,000	13.6%	15.8%

(\*) 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.

## Tourist profile according to tourist loyalty to the destination (2016)

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### Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in their first visit	2,915,292	404,818	434,600	756,166	1,250,966	47,705
- Share by islands	100%	13.9%	14.9%	25.9%	42.9%	1.6%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists in their first visit	22.7%	17.6%	23.0%	21.1%	26.5%	21.9%

### Who do they come with?



### Why do they choose the Canary Islands?



	First visit	Total
Unaccompanied	8.0%	9.1%
Only with partner	46.2%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	12.5%	11.8%
Other relatives	6.7%	6.0%
Friends	8.7%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	16.0%	17.5%

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

### How do they rate the destination?



Impression of their stay	First visit	Total
Good or very good (% tourists)	93.1%	94.1%
Average rating (scale 1-10)	8.79	8.90

### Aspects influencing the choice

	First visit	Total
Climate/sun	86.1%	89.8%
Beaches	36.3%	34.5%
Tranquillity/rest/relaxation	31.4%	36.6%
Visiting new places	27.9%	14.6%
Scenery	26.0%	21.9%
Price	13.2%	12.7%
Security	9.1%	11.1%
Active tourism	7.0%	5.1%
Suitable destination for children	6.3%	7.5%
Ease of travel	5.2%	8.9%
Quality of the environment	4.5%	6.5%
Theme parks	4.4%	3.0%
Nightlife/fun	3.4%	3.8%
Nautical activities	3.0%	2.2%
Culture	3.0%	2.6%
Shopping	1.3%	2.6%

\* Multi-choice question

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	First visit	Total
Repeat tourists	0.0%	77.3%
In love (at least 10 previous visits)	0.0%	16.1%

### What did motivate them to come?



Aspects motivating the choice	First visit	Total
Previous visits to the Canary Islands	0.0%	64.1%
Recommendation by friends or relatives	59.2%	34.5%
The Canary Islands television channel	0.6%	0.3%
Other television or radio channels	2.1%	0.8%
Information in the press/magazines/books	8.1%	3.8%
Attendance at a tourism fair	0.9%	0.5%
Tour Operator's brochure or catalogue	11.6%	8.0%
Recommendation by Travel Agency	18.5%	9.7%
Information obtained via the Internet	43.4%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	7.0%	6.1%

\* Multi-choice question

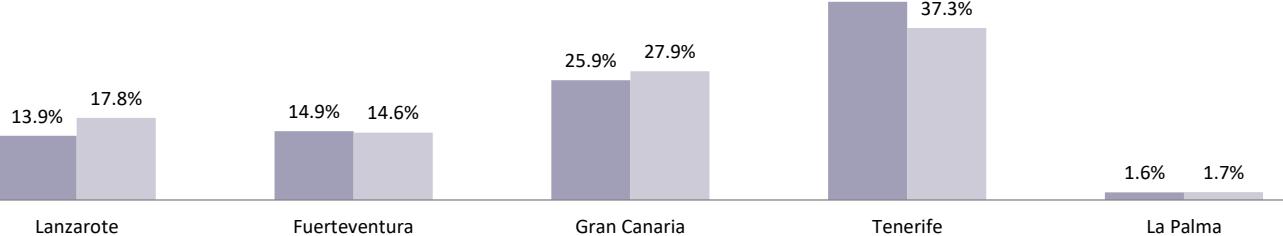
### Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	23.3%	678,619
Germany	20.6%	599,247
Spanish Mainland	10.1%	293,759
France	8.3%	241,640
Italy	6.6%	191,697
Netherlands	5.3%	155,772
Belgium	2.9%	85,280
Sweden	2.7%	79,524
Switzerland	2.4%	69,416
Poland	2.1%	60,891

### Distribution of tourist arrivals by island (2016)

■ First visit ■ Total tourists



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist visiting the Canary Islands for the first time. (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.