

Tourist profile according to tourist loyalty to the destination (2017)

TOURISTS VISITING THE CANARY ISLANDS FOR THE FIRST TIME



How many are they and how much do they spend?

	First visit	Total
Tourist arrivals (> 16 years old)	3,076,549	13,852,616
Average daily expenditure (€)	146.84	140.18
. in their place of residence	106.92	101.15
. in the Canary Islands	39.92	39.03
Average length of stay	7.86	9.17
Turnover per tourist (€)	1,073	1,155
Total turnover (> 16 years old) (€m)	3,302	15,999
Share of total tourist	22.2%	100%
Share of total turnover	20.6%	100%
% tourists who pay in the Canary Islands:		
Accommodation:		
- Accommodation	13.7%	13.5%
- Additional accommodation expenses	6.3%	6.3%
Transport:		
- Public transport	15.5%	14.5%
- Taxi	17.8%	21.2%
- Car rental	23.7%	19.4%
Food and drink:		
- Food purchases at supermarkets	52.2%	55.0%
- Restaurants	53.6%	57.3%
Souvenirs:	58.0%	53.3%
Leisure:		
- Organized excursions	25.8%	17.7%
- Leisure, amusement	11.4%	8.4%
- Trip to other islands	2.9%	2.3%
- Sporting activities	7.4%	6.1%
- Cultural activities	5.5%	4.4%
- Discos and disco-pubs	6.9%	6.1%
Others:		
- Wellness	4.7%	4.9%
- Medical expenses	3.2%	4.0%
- Other expenses	9.4%	9.6%



+6%
TOURISTS*
3,076,549



+3%
TRAVEL EXPENSES
€1,182



+8%
TURNOVER
€3,302 MILL

What do they book at their place of residence?

	First visit	Total
Flight only	6.3%	9.3%
Flight and accommodation (room only)	23.2%	26.9%
Flight and accommodation (B&B)	9.0%	8.3%
Flight and accommodation (half board)	19.0%	19.3%
Flight and accommodation (full board)	5.9%	4.4%
Flight and accommodation (all inclusive)	36.5%	31.9%
% Tourists using low-cost airlines	54.7%	50.8%
Other expenses in their place of residence:		
- Car rental	15.3%	12.6%
- Sporting activities	5.8%	5.1%
- Excursions	9.5%	6.2%
- Trip to other islands	2.2%	1.5%

* Tourists over 16 years old.

How do they book?

Accommodation booking	First visit	Total
Tour Operator	38.1%	42.4%
- Tour Operator's website	77.3%	80.6%
Accommodation	12.1%	14.6%
- Accommodation's website	88.9%	84.0%
Travel agency (High street)	24.7%	19.3%
Online Travel Agency (OTA)	21.8%	17.3%
No need to book accommodation	3.3%	6.4%

Flight booking	First visit	Total
Tour Operator	39.6%	44.8%
- Tour Operator's website	73.4%	78.6%
Airline	24.1%	25.8%
- Airline's website	96.6%	97.3%
Travel agency (High street)	23.0%	18.0%
Online Travel Agency (OTA)	13.4%	11.4%

How far in advance do they book their trip?

	First visit	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	7.6%	5.9%
Between 8 and 15 days	9.0%	7.4%
Between 16 and 30 days	15.1%	13.4%
Between 31 and 90 days	35.2%	34.6%
More than 90 days	32.5%	38.3%

Who are they?

Gender	First visit	Total
Men	49.6%	48.1%
Women	50.4%	51.9%
Age		
Average age (tourists > 16 years old)	39.4	46.9
Standard deviation	14.2	15.5
Age range (> 16 years old)		
16-24 years old	15.8%	8.4%
25-30 years old	18.2%	10.2%
31-45 years old	33.5%	27.9%
46-60 years old	23.0%	31.7%
Over 60 years old	9.5%	21.8%
Occupation		
Business owner or self-employed	22.4%	23.8%
Upper/Middle management employee	39.4%	35.2%
Auxiliary level employee	18.5%	15.3%
Students	9.7%	5.0%
Retired	7.6%	18.6%
Unemployed / unpaid dom. work	2.4%	2.1%
Annual household income level		
€12,000 - €24,000	24.9%	17.9%
€24,001 - €36,000	21.0%	19.3%
€36,001 - €48,000	15.4%	16.1%
€48,001 - €60,000	12.9%	15.1%
€60,001 - €72,000	7.2%	9.3%
€72,001 - €84,000	5.5%	6.3%
More than €84,000	13.3%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in their first visit	3,076,549	456,535	426,703	791,453	1,331,961	47,092
- Share by islands	100%	14.8%	13.9%	25.7%	43.3%	1.5%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists in their first visit	22.2%	18.3%	22.0%	20.3%	25.9%	16.9%

Where do they stay?

	First visit	Total
5* Hotel	7.3%	6.8%
4* Hotel	40.7%	38.4%
1-2-3* Hotel	16.6%	14.4%
Apartment	29.2%	32.4%
Property (privately-owned, friends, family)	2.6%	4.8%
Others	3.6%	3.2%

Who do they come with?

	First visit	Total
Unaccompanied	7.6%	8.7%
Only with partner	45.5%	46.8%
Only with children (under the age of 13)	2.1%	1.7%
Partner + children (under the age of 13)	12.0%	11.9%
Other relatives	6.6%	6.0%
Friends	8.6%	6.1%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	17.1%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	First visit	Total
Good or very good (% tourists)	92.6%	94.0%
Average rating (scale 1-10)	8.80	8.92

How many are loyal to the Canary Islands?

Repeat tourists	First visit	Total
At least 1 previous visit	0.0%	77.3%
At least 10 previous visits	0.0%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	24.0%	739,296
Germany	19.9%	612,118
Spanish Mainland	9.8%	300,480
France	7.7%	236,920
Italy	7.0%	214,332
Netherlands	4.8%	148,403
Poland	4.4%	135,119
Belgium	2.9%	87,724
Switzerland	2.8%	86,266
Others	16.8%	515,891

Why do they choose the Canary Islands?

Aspects influencing the choice	First visit	Total
Climate/sun	85.2%	89.8%
Beaches	38.0%	35.1%
Tranquillity/rest/relaxation	31.9%	37.2%
Scenery	28.3%	22.9%
Visiting new places	27.9%	14.7%
Price	12.1%	12.2%
Security	7.2%	9.7%
Active tourism	6.8%	5.4%
Suitable destination for children	6.6%	7.6%
Ease of travel	5.2%	8.9%
Theme parks	4.5%	3.1%
Quality of the environment	4.3%	6.5%
Culture	3.0%	2.7%
Nightlife/fun	2.9%	3.8%
Nautical activities	2.6%	2.0%
Shopping	1.5%	2.5%

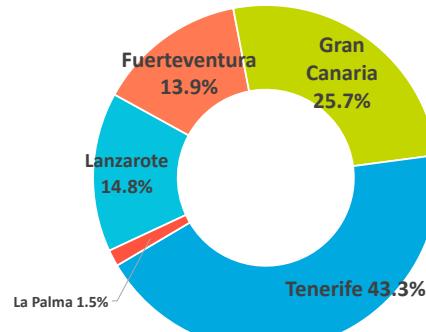
* Multi-choice question

What did motivate them to come?

Prescription sources	First visit	Total
Previous visits to the Canary Islands	0.0%	64.9%
Recommendation by friends/relatives	59.2%	35.0%
The Canary Islands television channel	0.6%	0.4%
Other television or radio channels	2.2%	1.0%
Information in press/magazines/books	8.5%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	10.6%	7.2%
Recommendation by Travel Agency	17.2%	9.3%
Information obtained via the Internet	44.4%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	6.6%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.