

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

In love with the destination ⁽¹⁾



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

	In love	Total
Tourist arrivals (> 16 years old)	1,892,091	13,114,359
Average daily expenditure (€)	127.86	135.94
. in their place of residence	86.93	98.03
. in the Canary Islands	40.93	37.90
Average length of stay	12.2	9.4
Turnover per tourist (€)	1,313	1,141
Total turnover (> 16 years old) (€m)	2,485	14,957
Share of total turnover	16.6%	100%
Share of total tourist	14.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation ^(**):	58.67	47.11
- Accommodation	50.29	40.52
- Additional accommodation expenses	8.38	6.60
Transport:	30.63	26.01
- Public transport	5.44	5.14
- Taxi	10.48	6.94
- Car rental	14.71	13.93
Food and drink:	231.26	148.33
- Food purchases at supermarkets	104.73	63.46
- Restaurants	126.53	84.87
Souvenirs:	59.50	53.88
Leisure:	27.34	34.52
- Organized excursions	6.27	14.95
- Leisure, amusement	2.82	4.55
- Trip to other islands	1.77	1.85
- Sporting activities	5.75	5.11
- Cultural activities	1.65	2.04
- Discos and disco-pubs	9.08	6.01
Others:	23.89	13.91
- Wellness	4.86	3.23
- Medical expenses	3.27	1.69
- Other expenses	15.76	8.99

How far in advance do they book their trip? ✓

	In love	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	5.0%	6.3%
Between 8 and 15 days	6.3%	7.9%
Between 16 and 30 days	12.9%	14.7%
Between 31 and 90 days	33.7%	34.3%
More than 90 days	41.5%	36.2%

What do they book at their place of residence? Islas Canarias

	In love	Total
Flight only	17.3%	8.8%
Flight and accommodation (room only)	34.1%	25.7%
Flight and accommodation (B&B)	7.0%	8.0%
Flight and accommodation (half board)	18.7%	20.4%
Flight and accommodation (full board)	2.5%	4.3%
Flight and accommodation (all inclusive)	20.3%	32.8%
% Tourists using low-cost airlines	45.8%	48.7%
Other expenses in their place of residence:		
- Car rental	9.4%	11.8%
- Sporting activities	4.3%	5.3%
- Excursions	3.1%	5.7%
- Trip to other islands	1.3%	1.6%

How do they book?

Accommodation booking	In love	Total
Tour Operator	37.3%	42.3%
- Tour Operator's website	76.8%	78.8%
Accommodation	21.8%	14.7%
- Accommodation's website	77.8%	83.5%
Travel agency (High street)	15.1%	20.5%
Online Travel Agency (OTA)	11.1%	16.5%
No need to book accommodation	14.7%	6.0%

Flight booking	In love	Total
Tour Operator	42.1%	44.6%
- Tour Operator's website	77.2%	76.3%
Airline	34.7%	24.8%
- Airline's website	97.7%	96.2%
Travel agency (High street)	14.5%	19.1%
Online Travel Agency (OTA)	8.7%	11.5%

Where do they stay?

	In love	Total
5* Hotel	6.4%	7.1%
4* Hotel	31.8%	39.6%
1-2-3* Hotel	11.4%	14.6%
Apartment	36.6%	31.5%
Property (privately-owned, friends, family)	11.2%	4.6%
Others	2.6%	2.6%

Who are they?

Gender	In love	Total
Percentage of men	51.0%	48.5%
Percentage of women	49.0%	51.5%
Age		
Average age (tourists > 16 years old)	54.5	46.3
Standard deviation	14.4	15.3
Age range (> 16 years old)		
16-24 years old	3.3%	8.2%
25-30 years old	4.8%	11.1%
31-45 years old	17.1%	29.1%
46-60 years old	36.3%	30.9%
Over 60 years old	38.6%	20.7%
Occupation		
Business owner or self-employed	24.2%	23.1%
Upper/Middle management employee	27.6%	36.1%
Auxiliary level employee	10.3%	15.5%
Students	2.7%	5.1%
Retired	33.8%	18.0%
Unemployed / unpaid dom. work	1.4%	2.2%
Annual household income level		
€12,000 - €24,000	13.5%	17.8%
€24,001 - €36,000	18.4%	19.4%
€36,001 - €48,000	17.7%	16.9%
€48,001 - €60,000	15.3%	14.6%
€60,001 - €72,000	10.2%	9.5%
€72,001 - €84,000	6.8%	6.0%
More than €84,000	18.1%	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)

In love with the destination ⁽¹⁾



Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in love with the destination	1,892,091	388,873	253,378	588,180	615,363	30,791
- Share by islands	100%	20.6%	13.4%	31.1%	32.5%	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 love with the destination	14.8%	16.9%	13.4%	16.4%	13.0%	14.1%

Who do they come with?



	In love	Total
Unaccompanied	13.1%	9.1%
Only with partner	53.3%	47.6%
Only with children (under the age of 13)	1.0%	1.5%
Partner + children (under the age of 13)	7.3%	11.8%
Other relatives	5.2%	6.0%
Friends	3.9%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽²⁾	15.9%	17.5%

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

How do they rate the destination?



Impression of their stay	In love	Total
Good or very good (% tourists)	94.9%	94.1%
Average rating (scale 1-10)	9.08	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	In love	Total
Repeat tourists	100.0%	77.3%
In love (at least 10 previous visits)	100.0%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	38.3%	725,480
Germany	20.6%	389,965
Spanish Mainland	11.0%	208,344
Ireland	4.5%	85,916
Norway	4.5%	84,827
Sweden	3.6%	68,371
Netherlands	3.3%	61,516
Belgium	3.1%	58,070
Denmark	2.1%	38,985
Switzerland	1.6%	31,013

Why do they choose the Canary Islands?



Aspects influencing the choice	In love	Total
Climate/sun	90.5%	89.8%
Tranquillity/rest/relaxation	41.9%	36.6%
Beaches	34.0%	34.5%
Scenery	18.6%	21.9%
Ease of travel	11.9%	8.9%
Security	11.7%	11.1%
Price	10.1%	12.7%
Quality of the environment	8.3%	6.5%
Suitable destination for children	5.4%	7.5%
Nightlife/fun	4.9%	3.8%
Active tourism	3.8%	5.1%
Visiting new places	3.5%	14.6%
Shopping	3.3%	2.6%
Culture	2.7%	2.6%
Nautical activities	1.8%	2.2%
Golf	1.7%	0.9%

* Multi-choice question

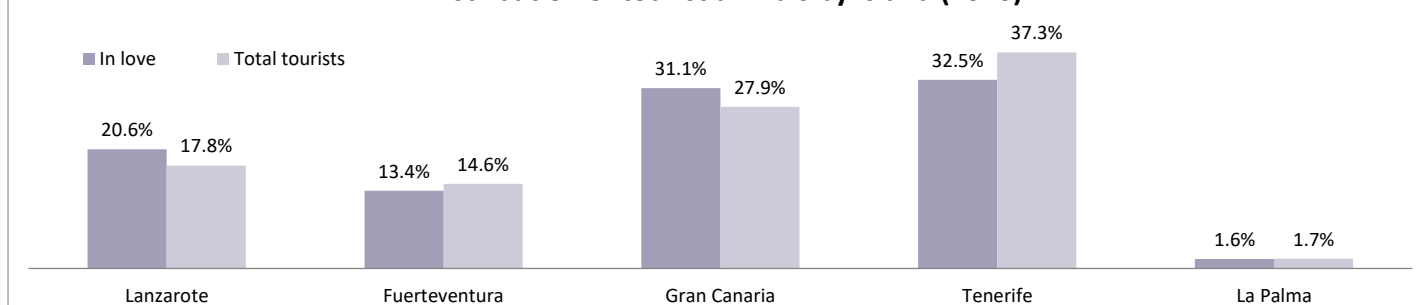
What did motivate them to come?



Aspects motivating the choice	In love	Total
Previous visits to the Canary Islands	93.4%	64.1%
Recommendation by friends or relatives	20.7%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.2%	0.8%
Information in the press/magazines/books	1.8%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	5.0%	8.0%
Recommendation by Travel Agency	3.4%	9.7%
Information obtained via the Internet	12.5%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	9.0%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Tourists who has been at least 10 times in the Canary Islands. (2) 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.