

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

IN LOVE WITH THE DESTINATION ⁽¹⁾



How many are they and how much do they spend?



	In love	Total
Tourist arrivals (> 16 years old)	2,091,005	13,852,616
Average daily expenditure (€)	131.93	140.18
in their place of residence	90.37	101.15
in the Canary Islands	41.56	39.03
Average length of stay	11.80	9.17
Turnover per tourist (€)	1,315	1,155
Total turnover (> 16 years old) (€m)	2,750	15,999
Share of total tourist	16.9%	100%
Share of total turnover	17.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.7%	13.5%
- Additional accommodation expenses	5.9%	6.3%

Transport:

- Public transport	14.8%	14.5%
- Taxi	25.8%	21.2%
- Car rental	15.7%	19.4%

Food and drink:

- Food purchases at supermarkets	59.0%	55.0%
- Restaurants	63.7%	57.3%

Souvenirs:

	45.7%	53.3%
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Leisure:

- Organized excursions	8.4%	17.7%
- Leisure, amusement	4.9%	8.4%
- Trip to other islands	1.7%	2.3%
- Sporting activities	5.5%	6.1%
- Cultural activities	2.9%	4.4%
- Discos and disco-pubs	5.8%	6.1%

Others:

- Wellness	5.1%	4.9%
- Medical expenses	5.5%	4.0%
- Other expenses	10.2%	9.6%



What do they book at their place of residence?



	In love	Total
Flight only	17.9%	9.3%
Flight and accommodation (room only)	34.3%	26.9%
Flight and accommodation (B&B)	7.4%	8.3%
Flight and accommodation (half board)	17.5%	19.3%
Flight and accommodation (full board)	3.0%	4.4%
Flight and accommodation (all inclusive)	19.7%	31.9%
% Tourists using low-cost airlines	45.4%	50.8%
Other expenses in their place of residence:		
- Car rental	9.2%	12.6%
- Sporting activities	3.9%	5.1%
- Excursions	3.0%	6.2%
- Trip to other islands	0.9%	1.5%

* Tourists over 16 years old.

How do they book?



	In love	Total
Tour Operator	38.8%	42.4%
- Tour Operator's website	78.8%	80.6%
Accommodation	20.4%	14.6%
- Accommodation's website	79.5%	84.0%
Travel agency (High street)	14.2%	19.3%
Online Travel Agency (OTA)	11.0%	17.3%
No need to book accommodation	15.6%	6.4%

Flight booking

	In love	Total
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Tour Operator	43.5%	44.8%
- Tour Operator's website	79.3%	78.6%
Airline	33.9%	25.8%
- Airline's website	98.4%	97.3%
Travel agency (High street)	13.8%	18.0%
Online Travel Agency (OTA)	8.8%	11.4%

How far in advance do they book their trip?



	In love	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	5.1%	5.9%
Between 8 and 15 days	5.9%	7.4%
Between 16 and 30 days	11.8%	13.4%
Between 31 and 90 days	31.7%	34.6%
More than 90 days	44.9%	38.3%

Who are they?



	In love	Total
Gender		
Men	50.4%	48.1%
Women	49.6%	51.9%
Age		
Average age (tourists > 16 years old)	55.2	46.9
Standard deviation	14.4	15.5
Age range (> 16 years old)		
16-24 years old	3.6%	8.4%
25-30 years old	3.4%	10.2%
31-45 years old	16.8%	27.9%
46-60 years old	35.7%	31.7%
Over 60 years old	40.5%	21.8%
Occupation		
Business owner or self-employed	24.5%	23.8%
Upper/Middle management employee	27.4%	35.2%
Auxiliary level employee	9.8%	15.3%
Students	2.2%	5.0%
Retired	34.4%	18.6%
Unemployed / unpaid dom. work	1.6%	2.1%
Annual household income level		
€12,000 - €24,000	13.2%	17.9%
€24,001 - €36,000	18.1%	19.3%
€36,001 - €48,000	17.2%	16.1%
€48,001 - €60,000	16.2%	15.1%
€60,001 - €72,000	10.4%	9.3%
€72,001 - €84,000	6.5%	6.3%
More than €84,000	18.4%	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 love with the destination	2,091,005	401,362	262,408	684,960	688,961	39,538
- Share by islands	100%	19.2%	12.5%	32.8%	32.9%	1.9%
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 love with the destination	16.9%	17.5%	15.1%	19.9%	15.1%	15.4%

Where do they stay?

	In love	Total
5* Hotel	5.8%	6.8%
4* Hotel	30.2%	38.4%
1-2-3* Hotel	12.1%	14.4%
Apartment	37.9%	32.4%
Property (privately-owned, friends, family)	10.8%	4.8%
Others	3.1%	3.2%

Who do they come with?

	In love	Total
Unaccompanied	12.7%	8.7%
Only with partner	54.1%	46.8%
Only with children (under the age of 13)	1.4%	1.7%
Partner + children (under the age of 13)	6.7%	11.9%
Other relatives	5.1%	6.0%
Friends	3.2%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽²⁾	16.5%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	In love	Total
Good or very good (% tourists)	95.5%	94.0%
Average rating (scale 1-10)	9.08	8.92

How many are loyal to the Canary Islands?

Repeat tourists	In love	Total
At least 1 previous visit	100.0%	77.3%
At least 10 previous visits	100.0%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	37.1%	776,457
Germany	21.1%	440,417
Spanish Mainland	10.2%	212,871
Norway	6.2%	129,317
Ireland	4.4%	92,868
Sweden	4.3%	89,336
Netherlands	3.1%	64,931
Belgium	2.8%	59,054
Denmark	2.4%	49,189
Others	8.4%	176,567

Why do they choose the Canary Islands?

Aspects influencing the choice	In love	Total
Climate/sun	91.0%	89.8%
Tranquillity/rest/relaxation	42.2%	37.2%
Beaches	34.5%	35.1%
Scenery	19.3%	22.9%
Security	12.6%	9.7%
Ease of travel	11.6%	8.9%
Price	9.7%	12.2%
Quality of the environment	8.6%	6.5%
Suitable destination for children	5.4%	7.6%
Nightlife/fun	4.8%	3.8%
Active tourism	3.7%	5.4%
Shopping	3.3%	2.5%
Visiting new places	3.1%	14.7%
Culture	2.6%	2.7%
Golf	1.6%	1.0%
Nautical activities	1.5%	2.0%

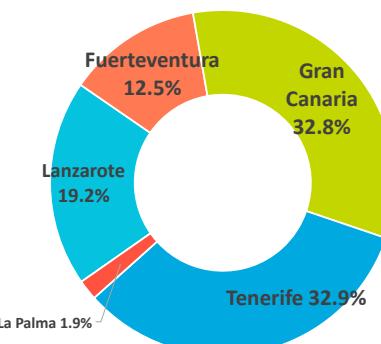
* Multi-choice question

What did motivate them to come?

Prescription sources	In love	Total
Previous visits to the Canary Islands	93.4%	64.9%
Recommendation by friends/relatives	19.3%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	1.7%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	4.9%	7.2%
Recommendation by Travel Agency	3.1%	9.3%
Information obtained via the Internet	11.9%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	8.7%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.