

Tourist profile by islands (2016)

French market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	129,156	114,823	86,135	155,759	9,500
Average daily expenditure (€)	128.94	129.77	149.44	135.44	138.69
- in their place of residence	100.66	102.72	109.28	97.27	100.60
- in the Canary Islands	28.28	27.05	40.16	38.17	38.09
Average length of stay	8.22	8.13	10.06	9.12	9.15
Turnover per tourist (€)	1,037	1,030	1,329	1,124	1,100
Total turnover (> 16 years old) (€m)	133.9	118.3	114.5	175	10.45
French turnover: share by islands	24.2%	21.4%	20.7%	31.7%	1.9%
French tourist arrivals: share by islands	26.1%	23.2%	17.4%	31.4%	1.9%

	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	33.0%	42.4%	24.8%	28.7%	16.9%
- Tour Operator's website	74.9%	84.0%	77.8%	70.3%	100.0%
Accommodation	16.6%	13.3%	18.5%	21.2%	5.4%
- Accommodation's website	92.7%	91.6%	89.0%	85.6%	80.0%
Travel agency (High street)	35.7%	29.4%	28.5%	20.0%	29.3%
Online Travel Agency (OTA)	14.4%	13.9%	23.5%	25.2%	45.2%
No need to book accommodation	0.3%	0.9%	4.7%	4.9%	3.3%

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	36.07	22.27	51.97	73.22	37.69
- Accommodation	32.49	20.59	47.27	67.04	33.54
- Additional accommodation expenses	3.58	1.68	4.69	6.18	4.15
Transport:	32.97	21.82	34.13	34.77	53.69
- Public transport	4.04	4.69	8.90	6.11	5.89
- Taxi	3.71	3.87	7.88	3.01	2.09
- Car rental	25.22	13.25	17.35	25.64	45.71
Food and drink:	74.49	49.00	172.76	111.65	134.46
- Food purchases at supermarkets	19.06	11.07	97.47	35.64	33.15
- Restaurants	55.43	37.92	75.29	76.00	101.31
Souvenirs:	39.51	52.72	73.48	59.11	59.39
Leisure:	42.55	56.81	41.25	43.15	34.69
- Organized excursions	21.90	28.82	16.17	17.63	10.92
- Leisure, amusement	2.19	3.99	4.66	11.81	4.08
- Trip to other islands	1.91	4.46	1.97	0.71	8.88
- Sporting activities	7.57	11.97	7.31	7.08	6.18
- Cultural activities	6.12	2.92	1.85	3.38	4.63
- Discos and disco-pubs	2.87	4.64	9.29	2.54	0.00
Others:	6.89	10.85	14.53	15.59	4.95
- Wellness	4.13	6.70	4.27	4.54	2.18
- Medical expenses	1.10	0.75	1.43	0.72	0.28
- Other expenses	1.66	3.41	8.84	10.33	2.49

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	34.1%	46.8%	31.6%	28.3%	9.8%
- Tour Operator's website	74.5%	79.6%	80.4%	72.6%	100.0%
Airline	18.2%	14.6%	28.0%	33.2%	54.6%
- Airline's website	97.7%	97.2%	97.4%	96.6%	100.0%
Travel agency (High street)	36.7%	27.6%	28.8%	20.9%	24.8%
Online Travel Agency (OTA)	11.0%	11.1%	11.6%	17.6%	10.8%

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	4.8%	3.5%	9.4%	9.9%	0.0%
4* Hotel	36.2%	64.6%	37.0%	44.6%	58.2%
1-2-3* Hotel	35.9%	16.3%	21.5%	16.6%	11.2%
Apartment	22.9%	14.6%	27.8%	24.5%	25.4%
Property (privately-owned, friends, family)	0.2%	0.7%	2.7%	3.2%	0.9%
Others	0.1%	0.2%	1.6%	1.2%	4.4%

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	54.8%	43.0%	53.0%	51.2%	40.8%
Percentage of women	45.2%	57.0%	47.0%	48.8%	59.2%

	LZ	FUE	GC	TFE	LP
Age					
Average age (tourists > 16 years old)	49.7	45.5	47.5	44.6	41.0
Standard deviation	14.7	14.1	15.2	13.8	12.4

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)					
16-24 years old	4.8%	4.9%	8.7%	7.0%	1.9%
25-30 years old	9.9%	14.0%	7.1%	10.7%	35.1%
31-45 years old	21.8%	34.8%	27.7%	37.2%	34.6%
46-60 years old	37.5%	27.4%	34.9%	30.9%	21.2%
Over 60 years old	25.9%	18.9%	21.6%	14.2%	7.3%

	LZ	FUE	GC	TFE	LP
Occupation					
Business owner or self-employed	16.5%	11.0%	17.1%	18.2%	15.9%
Upper/Middle management employee	49.7%	55.8%	48.7%	54.6%	66.8%
Auxiliary level employee	5.6%	8.2%	7.7%	9.4%	8.4%
Students	1.4%	3.6%	4.6%	3.9%	0.0%
Retired	26.2%	19.4%	20.5%	12.7%	7.7%
Unemployed / unpaid dom. work	0.5%	1.9%	1.4%	1.3%	1.2%

	LZ	FUE	GC	TFE	LP
Annual household income level					
€12,000 - €24,000	13.5%	16.1%	16.7%	15.5%	10.2%
€24,001 - €36,000	23.7%	20.5%	20.7%	22.1%	12.3%
€36,001 - €48,000	20.1%	20.5%	20.1%	20.5%	27.7%
€48,001 - €60,000	17.4%	19.5%	16.5%	13.8%	23.6%
€60,001 - €72,000	8.0%	7.3%	9.8%	6.6%	11.0%
€72,001 - €84,000	2.9%	5.0%	4.9%	7.7%	0.0%
More than €84,000	14.3%	11.2%	11.2%	13.8%	15.3%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	1.2%	0.0%	1.0%	0.6%	0.0%
Between 2 and 7 days	6.9%	8.8%	7.6%	7.2%	2.2%
Between 8 and 15 days	9.4%	10.8%	7.7%	6.2%	8.6%
Between 16 and 30 days	15.2%	20.1%	14.2%	14.8%	28.8%
Between 31 and 90 days	37.4%	34.3%	36.8%	33.6%	43.9%
More than 90 days	29.9%	26.0%	32.7%	37.6%	16.5%

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	2.3%	2.8%	6.7%	10.6%	9.9%
Flight & accommodation (room only)	11.9%	4.5%	17.1%	23.8%	18.1%
Flight & accommodation (B&B)	5.1%	1.7%	6.7%	7.5%	30.5%
Flight & accommodation (half board)	16.6%	12.4%	19.4%	21.5%	22.8%
Flight & accommodation (full board)	11.3%	14.4%	6.8%	7.1%	0.0%
Flight & accommodation (all inclusive)	52.8%	64.2%	43.3%	29.5%	18.7%
% Tourists using low-cost airlines	62.6%	74.2%	62.2%	63.5%	50.4%
Other expenses in their place of residence:					
- Car rental	25.0%	17.8%	23.7%	31.1%	43.9%
- Sporting activities	9.8%	16.0%	8.2%	9.6%	0.0%
- Excursions	14.4%	13.5%	14.1%	17.7%	27.6%
- Trip to other islands	2.7%	1.5%	1.4%	1.6%	1.1%

(*) 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.

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French market



Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	38,706	68,612	32,942	124,478	1,913
- 2013	62,440	86,403	36,148	124,104	3,500
- 2014	75,683	83,417	54,780	161,943	4,238
- 2015	116,607	103,746	73,511	156,788	4,766
- 2016	129,156	114,823	86,135	155,759	9,500

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	14.5%	25.7%	12.4%	46.7%	0.7%
- 2013	20.0%	27.6%	11.6%	39.7%	1.1%
- 2014	19.9%	21.9%	14.4%	42.6%	1.1%
- 2015	25.6%	22.8%	16.1%	34.4%	1.0%
- 2016	26.1%	23.2%	17.4%	31.4%	1.9%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	0.9%	7.3%	10.3%	7.0%	5.4%
Only with partner	51.7%	50.2%	43.4%	40.0%	72.3%
Only with children (under the age of 13)	2.2%	0.9%	1.6%	2.3%	2.4%
Partner + children (under the age of 13)	14.8%	14.0%	11.2%	20.9%	9.7%
Other relatives	2.0%	3.2%	1.8%	3.7%	3.4%
Friends	6.2%	5.1%	6.9%	5.5%	1.1%
Work colleagues	0.5%	0.0%	0.2%	0.0%	0.0%
Other combinations ⁽¹⁾	21.7%	19.2%	24.6%	20.6%	5.6%

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

How do they rate the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	94.4%	93.3%	94.7%	94.9%	100.0%
Average rating (scale 1-10)	8.81	8.62	8.75	8.92	9.73

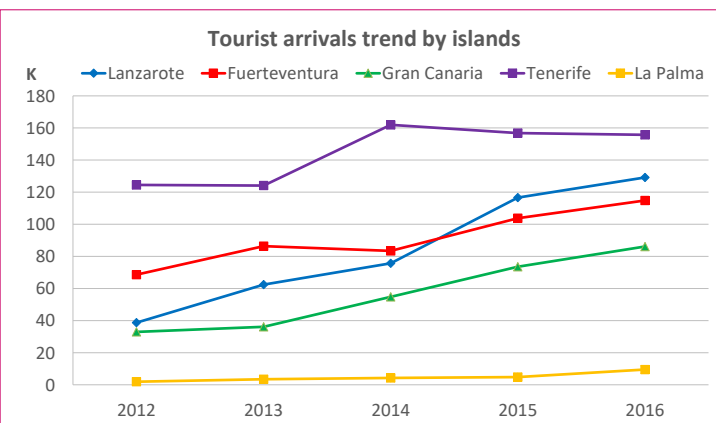
How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	22.8%	23.3%	39.6%	33.0%	6.8%
In love (at least 10 previous visits)	0.6%	0.3%	8.4%	2.7%	0.0%

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
France	53.8%	59.7%	27.2%	39.0%	3.9%
Spanish Mainland	21.5%	14.3%	31.7%	35.2%	58.9%
Belgium	10.6%	4.9%	11.1%	10.6%	26.4%
Switzerland	3.3%	11.6%	15.0%	7.7%	0.0%
Germany	2.1%	2.9%	3.7%	2.7%	10.8%
United Kingdom	1.5%	0.0%	0.7%	0.2%	0.0%
Italy	0.0%	1.2%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.4%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	92.8%	94.7%	91.5%	92.6%	85.2%
Scenery	38.3%	24.5%	25.4%	45.1%	44.4%
Beaches	24.7%	50.8%	38.3%	22.9%	11.0%
Tranquillity/rest/relaxation	24.4%	40.6%	31.2%	25.7%	33.2%
Visiting new places	32.1%	17.0%	20.0%	18.5%	14.2%
Price	20.2%	19.9%	18.3%	15.7%	7.6%
Security	10.0%	17.2%	18.8%	13.3%	5.7%
Active tourism	9.4%	2.8%	3.4%	14.0%	50.1%
Quality of the environment	7.7%	3.4%	3.8%	5.5%	19.7%
Nautical activities	4.6%	9.8%	2.9%	4.1%	0.4%
Suitable destination for children	5.9%	2.3%	4.1%	4.3%	1.0%
Ease of travel	4.4%	2.4%	3.3%	3.5%	0.0%
Culture	5.6%	1.2%	0.5%	2.2%	1.9%
Nightlife/fun	0.8%	0.0%	6.1%	2.9%	0.0%
Theme parks	0.0%	0.6%	0.2%	5.5%	0.0%
Rural tourism	1.8%	1.2%	1.2%	2.3%	4.0%

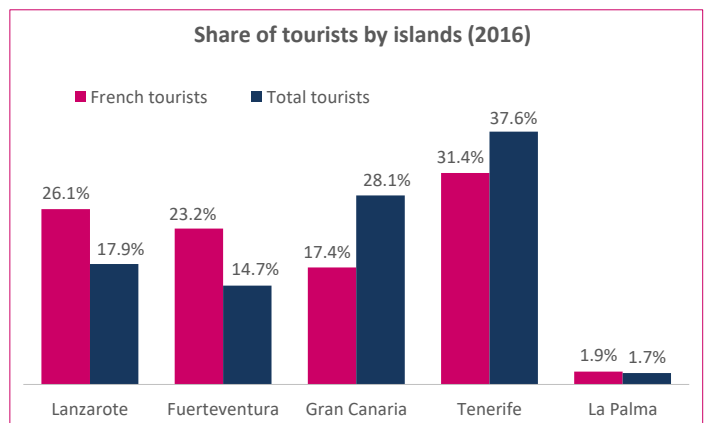
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	38.3%	39.1%	55.8%	42.0%	43.9%
Recommendation by friends or relatives	32.4%	34.9%	31.9%	37.4%	40.5%
The Canary Islands television channel	0.0%	0.3%	0.1%	0.4%	0.0%
Other television or radio channels	3.3%	1.4%	0.8%	1.4%	0.0%
Information in the press/magazines/books	3.6%	5.0%	3.5%	5.5%	13.2%
Attendance at a tourism fair	1.4%	0.8%	1.2%	0.9%	6.0%
Tour Operator's brochure or catalogue	22.2%	18.2%	15.3%	12.2%	2.5%
Recommendation by Travel Agency	21.2%	20.6%	15.6%	12.2%	2.2%
Information obtained via the Internet	30.2%	27.8%	20.0%	26.8%	29.1%
Senior Tourism programme	0.0%	0.1%	0.0%	0.0%	0.0%
Others	3.8%	4.3%	5.1%	5.0%	11.4%

* Multi-choice question



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.