

Tourist profile according to companions (2017)

FAMILIES



How many are they and how much do they spend?



	Families	Total
Tourist arrivals (> 16 years old) ⁽¹⁾	1,879,348	13,852,616
Average daily expenditure (€)	123.09	140.18
. in their place of residence	95.15	101.15
. in the Canary Islands	27.94	39.03
Average length of stay	8.61	9.17
Turnover per tourist (€)	990	1,155
Total turnover (> 16 years old) (€m)	1,861	15,999
Share of total tourist	13.6%	100%
Share of total turnover	11.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	11.6%	13.5%
- Additional accommodation expenses	7.2%	6.3%
Transport:		
- Public transport	11.0%	14.5%
- Taxi	22.4%	21.2%
- Car rental	24.8%	19.4%
Food and drink:		
- Food purchases at supermarkets	58.8%	55.0%
- Restaurants	53.3%	57.3%
Souvenirs:	60.4%	53.3%
Leisure:		
- Organized excursions	23.2%	17.7%
- Leisure, amusement	17.6%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	7.7%	6.1%
- Cultural activities	5.0%	4.4%
- Discos and disco-pubs	2.8%	6.1%
Others:		
- Wellness	5.0%	4.9%
- Medical expenses	4.5%	4.0%
- Other expenses	10.3%	9.6%



+7%
TOURISTS*
1,879,348



0%
TRAVEL EXPENSES
€990



+7%
TURNOVER
€1,861 MILL

What do they book at their place of residence?



	Families	Total
Flight only	6.7%	9.3%
Flight and accommodation (room only)	23.9%	26.9%
Flight and accommodation (B&B)	6.4%	8.3%
Flight and accommodation (half board)	14.8%	19.3%
Flight and accommodation (full board)	4.5%	4.4%
Flight and accommodation (all inclusive)	43.8%	31.9%
% Tourists using low-cost airlines	52.9%	50.8%
Other expenses in their place of residence:		
- Car rental	14.2%	12.6%
- Sporting activities	6.0%	5.1%
- Excursions	6.8%	6.2%
- Trip to other islands	1.0%	1.5%

(1) Tourists under the age of 15 (Frontur): 1,992,847

* Tourists over 16 years old.

How do they book?



	Families	Total
Accommodation booking		
Tour Operator	42.8%	42.4%
- Tour Operator's website	83.3%	80.6%
Accommodation	16.3%	14.6%
- Accommodation's website	86.2%	84.0%
Travel agency (High street)	19.3%	19.3%
Online Travel Agency (OTA)	16.9%	17.3%
No need to book accommodation	4.7%	6.4%

	Families	Total
Flight booking		
Tour Operator	45.3%	44.8%
- Tour Operator's website	80.6%	78.6%
Airline	25.9%	25.8%
- Airline's website	97.1%	97.3%
Travel agency (High street)	17.7%	18.0%
Online Travel Agency (OTA)	11.1%	11.4%

How far in advance do they book their trip?



	Families	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	4.2%	5.9%
Between 8 and 15 days	5.2%	7.4%
Between 16 and 30 days	9.9%	13.4%
Between 31 and 90 days	31.9%	34.6%
More than 90 days	48.4%	38.3%

Who are they?



	Families	Total
Gender		
Men	49.2%	48.1%
Women	50.8%	51.9%
Age		
Average age (tourists > 16 years old)	41.7	46.9
Standard deviation	7.5	15.5
Age range (> 16 years old)		
16-24 years old	0.6%	8.4%
25-30 years old	4.6%	10.2%
31-45 years old	68.3%	27.9%
46-60 years old	24.4%	31.7%
Over 60 years old	2.1%	21.8%
Occupation		
Business owner or self-employed	34.5%	23.8%
Upper/Middle management employee	44.1%	35.2%
Auxiliary level employee	15.9%	15.3%
Students	0.8%	5.0%
Retired	1.8%	18.6%
Unemployed / unpaid dom. work	2.8%	2.1%
Annual household income level		
€12,000 - €24,000	10.3%	17.9%
€24,001 - €36,000	14.9%	19.3%
€36,001 - €48,000	14.1%	16.1%
€48,001 - €60,000	16.6%	15.1%
€60,001 - €72,000	10.2%	9.3%
€72,001 - €84,000	8.7%	6.3%
More than €84,000	25.2%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with family	1,879,348	382,159	295,673	433,862	741,339	21,726
- Share by islands	100%	20.3%	15.7%	23.1%	39.4%	1.2%
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 travelling with family	13.6%	15.4%	15.2%	11.1%	14.4%	7.8%

Where do they stay?

	Families	Total
5* Hotel	8.3%	6.8%
4* Hotel	40.0%	38.4%
1-2-3* Hotel	13.8%	14.4%
Apartment	32.7%	32.4%
Property (privately-owned, friends, family)	3.2%	4.8%
Others	1.9%	3.2%

Who do they come with?

	Families	Total
Unaccompanied	--	8.7%
Only with partner	--	46.8%
Only with children (under the age of 13)	12.5%	1.7%
Partner + children (under the age of 13)	87.5%	11.9%
Other relatives	--	6.0%
Friends	--	6.1%
Work colleagues	--	0.3%
Other combinations ⁽²⁾	--	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Families	Total
Good or very good (% tourists)	94.7%	94.0%
Average rating (scale 1-10)	8.97	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Families	Total
At least 1 previous visit	76.5%	77.3%
At least 10 previous visits	9.8%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	37.7%	708,420
Germany	14.8%	277,249
Spanish Mainland	12.5%	235,115
France	4.7%	87,966
Netherlands	4.4%	82,273
Sweden	3.8%	71,130
Ireland	3.3%	61,092
Belgium	2.5%	47,340
Italy	2.5%	47,254
Others	13.9%	261,509

Why do they choose the Canary Islands?

Aspects influencing the choice	Families	Total
Climate/sun	91.6%	89.8%
Beaches	36.0%	35.1%
Suitable destination for children	35.7%	7.6%
Tranquillity/rest/relaxation	28.0%	37.2%
Scenery	18.2%	22.9%
Visiting new places	14.3%	14.7%
Price	12.1%	12.2%
Security	10.6%	9.7%
Ease of travel	7.7%	8.9%
Theme parks	6.7%	3.1%
Quality of the environment	5.8%	6.5%
Active tourism	3.0%	5.4%
Culture	1.9%	2.7%
Nautical activities	1.9%	2.0%
Shopping	1.6%	2.5%
Nightlife/fun	0.9%	3.8%

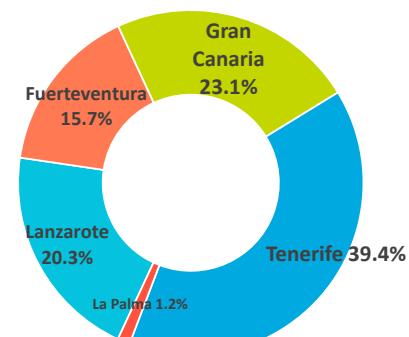
* Multi-choice question

What did motivate them to come?

Prescription sources	Families	Total
Previous visits to the Canary Islands	63.9%	64.9%
Recommendation by friends/relatives	36.8%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	7.5%	7.2%
Recommendation by Travel Agency	9.8%	9.3%
Information obtained via the Internet	28.8%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	4.8%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



Source: ISTAC (Encuesta sobre el Gasto Turístico). Profile of tourist who visited Canary Islands with family (Single or couple + children <13 years old). (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.