

Tourist profile according to service paid before travelling (2016)

Flight and accommodation (half board)



How many are they and how much do they spend?



	Half board	Total
Tourist arrivals (> 16 years old)	2,575,133	13,114,359
Average daily expenditure (€)	157.93	135.94
- in their place of residence	119.93	98.03
- in the Canary Islands	38.00	37.90
Average length of stay	8.9	9.4
Turnover per tourist (€)	1,334	1,141
Total turnover (> 16 years old) (€m)	3,434	14,957
Share of total turnover	23.0%	100%
Share of total tourist	20.4%	100%

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

Accommodation:	49.64	47.11
- Accommodation	36.15	40.52
- Additional accommodation expenses	13.49	6.60
Transport:	26.14	26.01
- Public transport	4.33	5.14
- Taxi	6.06	6.94
- Car rental	15.75	13.93
Food and drink:	130.62	148.33
- Food purchases at supermarkets	48.09	63.46
- Restaurants	82.53	84.87
Souvenirs:	59.73	53.88
Leisure:	37.25	34.52
- Organized excursions	19.20	14.95
- Leisure, amusement	4.97	4.55
- Trip to other islands	1.62	1.85
- Sporting activities	5.01	5.11
- Cultural activities	2.32	2.04
- Discos and disco-pubs	4.13	6.01
Others:	15.46	13.91
- Wellness	4.46	3.23
- Medical expenses	1.74	1.69
- Other expenses	9.26	8.99

How far in advance do they book their trip?



	Half board	Total
The same day they leave	0.2%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	7.5%	7.9%
Between 16 and 30 days	15.4%	14.7%
Between 31 and 90 days	36.5%	34.3%
More than 90 days	35.1%	36.2%

What do they book at their place of residence?



	Half board	Total
Flight only	--	8.8%
Flight and accommodation (room only)	--	25.7%
Flight and accommodation (B&B)	--	8.0%
Flight and accommodation (half board)	100.0%	20.4%
Flight and accommodation (full board)	--	4.3%
Flight and accommodation (all inclusive)	--	32.8%
% Tourists using low-cost airlines	39.1%	48.7%
Other expenses in their place of residence:		
- Car rental	12.2%	11.8%
- Sporting activities	3.9%	5.3%
- Excursions	5.9%	5.7%
- Trip to other islands	1.1%	1.6%

How do they book?



Accommodation booking	Half board	Total
Tour Operator	47.0%	42.3%
- Tour Operator's website	73.7%	78.8%
Accommodation	10.0%	14.7%
- Accommodation's website	89.3%	83.5%
Travel agency (High street)	28.8%	20.5%
Online Travel Agency (OTA)	14.3%	16.5%
No need to book accommodation	0.0%	6.0%

Flight booking

	Half board	Total
Tour Operator	47.0%	42.3%
- Tour Operator's website	73.7%	78.8%
Airline	10.0%	14.7%
- Airline's website	89.3%	83.5%
Travel agency (High street)	28.8%	20.5%
Online Travel Agency (OTA)	14.3%	16.5%

Where do they stay?



	Half board	Total
5* Hotel	13.2%	7.1%
4* Hotel	61.2%	39.6%
1-2-3* Hotel	13.6%	14.6%
Apartment	11.7%	31.5%
Property (privately-owned, friends, family)	0.2%	4.6%
Others	0.2%	2.6%

Who are they?



Gender	Half board	Total
Percentage of men	48.1%	48.5%
Percentage of women	51.9%	51.5%

Age

Average age (tourists > 16 years old)	48.9	46.3
Standard deviation	15.8	15.3

Age range (> 16 years old)

16-24 years old	6.8%	8.2%
25-30 years old	9.8%	11.1%
31-45 years old	24.9%	29.1%
46-60 years old	31.8%	30.9%
Over 60 years old	26.6%	20.7%

Occupation

Business owner or self-employed	20.0%	23.1%
Upper/Middle management employee	38.3%	36.1%
Auxiliary level employee	12.9%	15.5%
Students	4.2%	5.1%
Retired	23.0%	18.0%
Unemployed / unpaid dom. work	1.6%	2.2%

Annual household income level

€12,000 - €24,000	15.4%	17.8%
€24,001 - €36,000	18.6%	19.4%
€36,001 - €48,000	16.8%	16.9%
€48,001 - €60,000	15.3%	14.6%
€60,001 - €72,000	9.9%	9.5%
€72,001 - €84,000	6.5%	6.0%
More than €84,000	17.4%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

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Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying flight and accommodation (HB)	2,575,133	428,485	362,441	729,689	979,651	50,758
- Share by islands	100%	16.6%	14.1%	28.3%	38.0%	2.0%
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 paying flight and accommodation (HB)	20.4%	18.7%	19.3%	21.0%	21.0%	23.5%

Who do they come with?



	Half board	Total
Unaccompanied	6.0%	9.1%
Only with partner	59.7%	47.6%
Only with children (under the age of 13)	1.2%	1.5%
Partner + children (under the age of 13)	9.4%	11.8%
Other relatives	5.3%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	12.8%	17.5%

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

How do they rate the destination?



Impression of their stay	Half board	Total
Good or very good (% tourists)	95.2%	94.1%
Average rating (scale 1-10)	8.93	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Half board	Total
Repeat tourists	77.2%	77.3%
In love (at least 10 previous visits)	14.7%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Germany	33.1%	851,096
United Kingdom	25.7%	661,788
Spanish Mainland	11.0%	282,853
Netherlands	4.0%	103,849
Belgium	3.7%	96,266
France	3.3%	85,374
Switzerland	2.8%	72,186
Sweden	2.5%	63,260
Austria	2.4%	61,438
Italy	2.3%	58,342

Why do they choose the Canary Islands?



Aspects influencing the choice	Half board	Total
Climate/sun	93.0%	89.8%
Tranquillity/rest/relaxation	39.7%	36.6%
Beaches	36.8%	34.5%
Scenery	25.5%	21.9%
Visiting new places	15.9%	14.6%
Security	12.4%	11.1%
Ease of travel	9.5%	8.9%
Price	9.2%	12.7%
Quality of the environment	6.9%	6.5%
Active tourism	5.7%	5.1%
Suitable destination for children	5.0%	7.5%
Theme parks	3.2%	3.0%
Nightlife/fun	2.6%	3.8%
Culture	2.5%	2.6%
Shopping	2.4%	2.6%
Nautical activities	2.1%	2.2%

* Multi-choice question

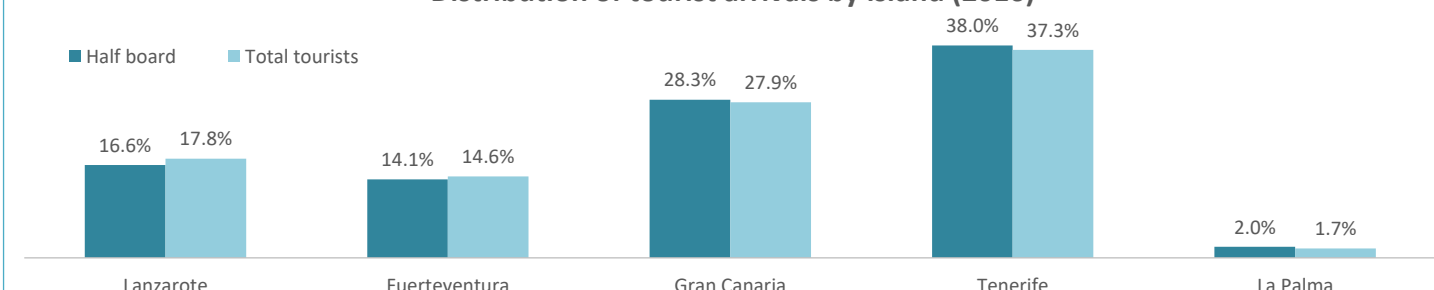
What did motivate them to come?



Aspects motivating the choice	Half board	Total
Previous visits to the Canary Islands	65.5%	64.1%
Recommendation by friends or relatives	32.1%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	4.4%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	9.8%	8.0%
Recommendation by Travel Agency	12.7%	9.7%
Information obtained via the Internet	26.9%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	3.6%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who paid flight and accommodation (half board) before travelling. (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.