

Tourist profile according to service paid before travelling (2017)

FLIGHT AND ACCOMMODATION (HALF BOARD)



How many are they and how much do they spend?



	Half board	Total
Tourist arrivals (> 16 years old)	2,573,709	13,852,616
Average daily expenditure (€)	164.08	140.18
. in their place of residence	125.34	101.15
. in the Canary Islands	38.75	39.03
Average length of stay	8.67	9.17
Turnover per tourist (€)	1,347	1,155
Total turnover (> 16 years old) (€m)	3,466	15,999
Share of total tourist	19.3%	100%
Share of total turnover	22.5%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	11.7%	13.5%
- Additional accommodation expenses	12.2%	6.3%

Transport:

- Public transport	14.1%	14.5%
- Taxi	17.7%	21.2%
- Car rental	21.6%	19.4%

Food and drink:

- Food purchases at supermarkets	56.4%	55.0%
- Restaurants	63.1%	57.3%

Souvenirs:

	56.3%	53.3%
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Leisure:

- Organized excursions	20.4%	17.7%
- Leisure, amusement	9.6%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	6.1%	6.1%
- Cultural activities	4.6%	4.4%
- Discos and disco-pubs	4.9%	6.1%

Others:

- Wellness	6.3%	4.9%
- Medical expenses	4.8%	4.0%
- Other expenses	10.2%	9.6%



0%
TOURISTS*
2,573,709



+1%
TRAVEL EXPENSES
€1,347



+1%
TURNOVER
€3,466 MILL

What do they book at their place of residence?



	Half board	Total
Flight only	--	9.3%
Flight and accommodation (room only)	--	26.9%
Flight and accommodation (B&B)	--	8.3%
Flight and accommodation (half board)	100%	19.3%
Flight and accommodation (full board)	--	4.4%
Flight and accommodation (all inclusive)	--	31.9%
% Tourists using low-cost airlines	42.0%	50.8%

Other expenses in their place of residence:

- Car rental	12.7%	12.6%
- Sporting activities	4.2%	5.1%
- Excursions	6.3%	6.2%
- Trip to other islands	1.0%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	Half board	Total
Tour Operator	48.6%	42.4%
- Tour Operator's website	76.2%	80.6%
Accommodation	9.9%	14.6%
- Accommodation's website	90.4%	84.0%
Travel agency (High street)	27.5%	19.3%
Online Travel Agency (OTA)	14.0%	17.3%
No need to book accommodation	0.0%	6.4%

Flight booking	Half board	Total
Tour Operator	49.7%	44.8%
- Tour Operator's website	73.0%	78.6%
Airline	14.3%	25.8%
- Airline's website	94.7%	97.3%
Travel agency (High street)	25.2%	18.0%
Online Travel Agency (OTA)	10.9%	11.4%

How far in advance do they book their trip?



	Half board	Total
The same day they leave	0.2%	0.5%
Between 2 and 7 days	4.9%	5.9%
Between 8 and 15 days	6.7%	7.4%
Between 16 and 30 days	14.7%	13.4%
Between 31 and 90 days	36.8%	34.6%
More than 90 days	36.7%	38.3%

Who are they?



Gender	Half board	Total
Men	47.5%	48.1%
Women	52.5%	51.9%

Age

Average age (tourists > 16 years old)	49.4	46.9
Standard deviation	15.9	15.5

Age range (> 16 years old)

16-24 years old	7.1%	8.4%
25-30 years old	8.6%	10.2%
31-45 years old	24.0%	27.9%
46-60 years old	32.2%	31.7%
Over 60 years old	28.1%	21.8%

Occupation

Business owner or self-employed	20.2%	23.8%
Upper/Middle management employee	36.9%	35.2%
Auxiliary level employee	12.7%	15.3%
Students	4.1%	5.0%
Retired	24.5%	18.6%
Unemployed / unpaid dom. work	1.6%	2.1%

Annual household income level

€12,000 - €24,000	15.4%	17.9%
€24,001 - €36,000	19.2%	19.3%
€36,001 - €48,000	15.5%	16.1%
€48,001 - €60,000	15.9%	15.1%
€60,001 - €72,000	9.7%	9.3%
€72,001 - €84,000	6.6%	6.3%
More than €84,000	17.8%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying for half board (HB)	2,573,709	449,741	343,985	695,331	1,010,370	53,253
- Share by islands	100%	17.5%	13.4%	27.0%	39.3%	2.1%
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 paying for half board (HB)	19.3%	18.4%	18.0%	18.7%	20.6%	19.5%

Where do they stay?

	Half board	Total
5* Hotel	12.4%	6.8%
4* Hotel	60.7%	38.4%
1-2-3* Hotel	14.0%	14.4%
Apartment	12.6%	32.4%
Property (privately-owned, friends, family)	--	4.8%
Others	0.3%	3.2%

Who do they come with?

	Half board	Total
Unaccompanied	5.4%	8.7%
Only with partner	59.0%	46.8%
Only with children (under the age of 13)	1.2%	1.7%
Partner + children (under the age of 13)	9.5%	11.9%
Other relatives	5.4%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	13.8%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Half board	Total
Good or very good (% tourists)	94.9%	94.0%
Average rating (scale 1-10)	8.95	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Half board	Total
At least 1 previous visit	77.7%	77.3%
At least 10 previous visits	15.2%	16.9%

Where are they from?

	Share	Absolute
Germany	31.3%	805,070
United Kingdom	27.7%	712,023
Spanish Mainland	10.5%	271,302
Netherlands	4.1%	104,913
Belgium	3.4%	87,342
Switzerland	3.3%	84,965
Ireland	2.6%	68,149
France	2.6%	67,231
Sweden	2.5%	63,713
Others	12.0%	309,001

Why do they choose the Canary Islands?

Aspects influencing the choice	Half board	Total
Climate/sun	92.9%	89.8%
Tranquillity/rest/relaxation	40.0%	37.2%
Beaches	35.5%	35.1%
Scenery	26.3%	22.9%
Visiting new places	16.6%	14.7%
Security	10.6%	9.7%
Ease of travel	9.8%	8.9%
Price	9.4%	12.2%
Quality of the environment	7.0%	6.5%
Suitable destination for children	6.3%	7.6%
Active tourism	5.6%	5.4%
Theme parks	3.0%	3.1%
Shopping	2.6%	2.5%
Oferta cultural	2.5%	2.7%
Nightlife/fun	2.4%	3.8%
Nautical activities	1.9%	2.0%

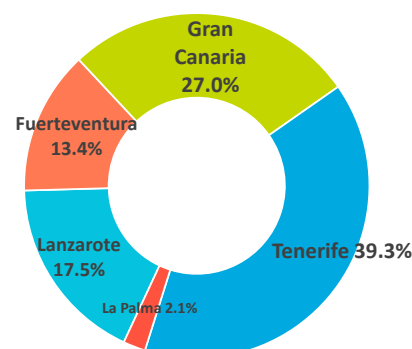
* Multi-choise question

What did motivate them to come?

Prescription sources	Half board	Total
Previous visits to the Canary Islands	66.5%	64.9%
Recommendation by friends/relatives	31.3%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.9%	1.0%
Information in press/magazines/books	4.3%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.5%	7.2%
Recommendation by Travel Agency	12.9%	9.3%
Information obtained via the Internet	25.8%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	3.1%	5.9%

* Multi-choise question

Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who paid for 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.