

## Flight and accommodation (full board)

### How many are they and how much do they spend?



### How do they book?

	Full board	Total
Tourist arrivals (> 16 years old)	542,147	13,114,359
Average daily expenditure (€)	158.85	135.94
. in their place of residence	127.14	98.03
. in the Canary Islands	31.72	37.90
Average length of stay	8.2	9.4
Turnover per tourist (€)	1,191	1,141
Total turnover (> 16 years old) (€m)	646	14,957
Share of total turnover	4.3%	100%
Share of total tourist	4.3%	100%

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

<b>Accommodation:</b>	40.68	47.11
- Accommodation	33.09	40.52
- Additional accommodation expenses	7.59	6.60
<b>Transport:</b>	19.56	26.01
- Public transport	4.07	5.14
- Taxi	4.50	6.94
- Car rental	10.99	13.93
<b>Food and drink:</b>	62.39	148.33
- Food purchases at supermarkets	21.62	63.46
- Restaurants	40.77	84.87
<b>Souvenirs:</b>	58.70	53.88
<b>Leisure:</b>	35.69	34.52
- Organized excursions	18.93	14.95
- Leisure, amusement	4.54	4.55
- Trip to other islands	2.57	1.85
- Sporting activities	5.01	5.11
- Cultural activities	1.28	2.04
- Discos and disco-pubs	3.37	6.01
<b>Others:</b>	13.72	13.91
- Wellness	3.89	3.23
- Medical expenses	1.57	1.69
- Other expenses	8.25	8.99

### How far in advance do they book their trip?



	Full board	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	6.1%	6.3%
Between 8 and 15 days	9.4%	7.9%
Between 16 and 30 days	16.6%	14.7%
Between 31 and 90 days	36.7%	34.3%
More than 90 days	30.9%	36.2%

### What do they book at their place of residence?



	Full 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)	--	20.4%
Flight and accommodation (full board)	100.0%	4.3%
Flight and accommodation (all inclusive)	--	32.8%
<b>% Tourists using low-cost airlines</b>	46.2%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	13.9%	11.8%
- Sporting activities	9.9%	5.3%
- Excursions	9.5%	5.7%
- Trip to other islands	5.8%	1.6%

### Accommodation booking

	Full board	Total
<b>Tour Operator</b>	43.2%	42.3%
- Tour Operator's website	76.2%	78.8%
<b>Accommodation</b>	13.0%	14.7%
- Accommodation's website	81.8%	83.5%
<b>Travel agency (High street)</b>	29.9%	20.5%
<b>Online Travel Agency (OTA)</b>	13.8%	16.5%
<b>No need to book accommodation</b>	0.0%	6.0%

### Flight booking

	Full board	Total
<b>Tour Operator</b>	43.2%	42.3%
- Tour Operator's website	76.2%	78.8%
<b>Airline</b>	13.0%	14.7%
- Airline's website	81.8%	83.5%
<b>Travel agency (High street)</b>	29.9%	20.5%
<b>Online Travel Agency (OTA)</b>	13.8%	16.5%

### Where do they stay?



	Full board	Total
5* Hotel	10.3%	7.1%
4* Hotel	46.0%	39.6%
1-2-3* Hotel	19.4%	14.6%
Apartment	15.3%	31.5%
Property (privately-owned, friends, family)	0.0%	4.6%
Others	9.1%	2.6%

### Who are they?



	Full board	Total
<b>Gender</b>		
Percentage of men	50.7%	48.5%
Percentage of women	49.3%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	47.6	46.3
Standard deviation	15.6	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	6.6%	8.2%
25-30 years old	10.6%	11.1%
31-45 years old	30.2%	29.1%
46-60 years old	28.1%	30.9%
Over 60 years old	24.5%	20.7%
<b>Occupation</b>		
Business owner or self-employed	24.7%	23.1%
Upper/Middle management employee	35.5%	36.1%
Auxiliary level employee	13.7%	15.5%
Students	2.7%	5.1%
Retired	20.3%	18.0%
Unemployed / unpaid dom. work	3.1%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	19.0%	17.8%
€24,001 - €36,000	19.2%	19.4%
€36,001 - €48,000	18.4%	16.9%
€48,001 - €60,000	14.8%	14.6%
€60,001 - €72,000	7.8%	9.5%
€72,001 - €84,000	4.9%	6.0%
More than €84,000	15.9%	15.8%

## Tourist profile according to service paid before travelling (2016)

### Flight and accommodation (full board)



#### Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying flight and accommodation (FB)	542,147	83,122	88,350	166,940	197,447	3,335
- Share by islands	100%	15.3%	16.3%	30.8%	36.4%	0.6%
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 (FB)	4.3%	3.6%	4.7%	4.8%	4.2%	1.5%

#### Who do they come with?



#### Why do they choose the Canary Islands?



	Full board	Total
Unaccompanied	5.8%	9.1%
Only with partner	49.5%	47.6%
Only with children (under the age of 13)	2.0%	1.5%
Partner + children (under the age of 13)	13.1%	11.8%
Other relatives	7.8%	6.0%
Friends	5.6%	6.1%
Work colleagues	0.4%	0.3%
Other combinations <sup>(1)</sup>	15.9%	17.5%

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

#### How do they rate the destination?



Impression of their stay	Full board	Total
Good or very good (% tourists)	93.2%	94.1%
Average rating (scale 1-10)	8.75	8.90

#### How many are loyal to the destination?

\* Multi-choice question

Repeat tourists of the Canary Islands	Full board	Total
Repeat tourists	70.6%	77.3%
In love (at least 10 previous visits)	9.8%	16.1%

#### Where are they from?



Ten main source markets	Share	Absolute
Germany	22.3%	121,123
Spanish Mainland	19.4%	105,042
United Kingdom	17.8%	96,763
France	8.7%	47,006
Italy	6.8%	37,020
Sweden	2.9%	15,692
Belgium	2.8%	15,106
Denmark	2.7%	14,769
Poland	2.6%	14,137
Switzerland	2.2%	12,133

#### What did motivate them to come?

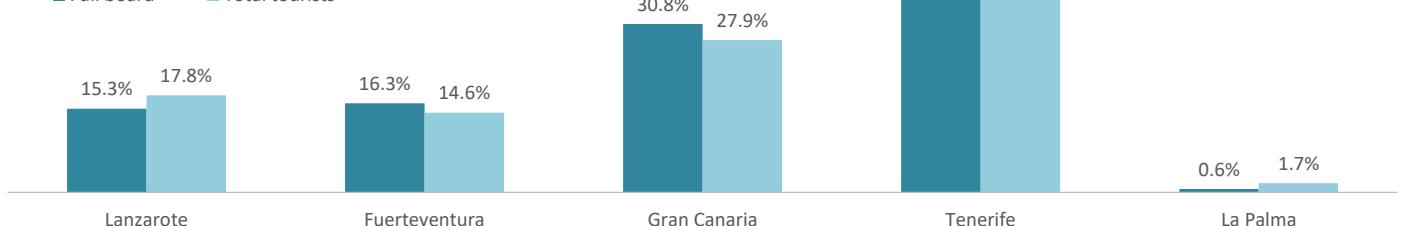


Aspects motivating the choice	Full board	Total
Previous visits to the Canary Islands	55.3%	64.1%
Recommendation by friends or relatives	30.2%	34.5%
The Canary Islands television channel	0.6%	0.3%
Other television or radio channels	1.4%	0.8%
Information in the press/magazines/books	6.0%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	10.4%	8.0%
Recommendation by Travel Agency	15.8%	9.7%
Information obtained via the Internet	22.4%	25.8%
Senior Tourism programme	2.7%	0.2%
Others	5.6%	6.1%

\* Multi-choice question

#### Distribution of tourist arrivals by island (2016)

■ Full board ■ Total tourists



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who paid flight and accommodation (full 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.