

Tourist profile according to service paid before travelling (2016)

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 (€) (*)

Accommodation:	40.68	47.11
- Accommodation	33.09	40.52
- Additional accommodation expenses	7.59	6.60
Transport:	19.56	26.01
- Public transport	4.07	5.14
- Taxi	4.50	6.94
- Car rental	10.99	13.93
Food and drink:	62.39	148.33
- Food purchases at supermarkets	21.62	63.46
- Restaurants	40.77	84.87
Souvenirs:	58.70	53.88
Leisure:	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
Others:	13.72	13.91
- Wellness	3.89	3.23
- Medical expenses	1.57	1.69
- Other expenses	8.25	8.99

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

	Full board	Total
Flight booking		
Tour Operator	43.2%	42.3%
- Tour Operator's website	76.2%	78.8%
Airline	13.0%	14.7%
- Airline's website	81.8%	83.5%
Travel agency (High street)	29.9%	20.5%
Online Travel Agency (OTA)	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
Gender		
Percentage of men	50.7%	48.5%
Percentage of women	49.3%	51.5%

	Full board	Total
Age		
Average age (tourists > 16 years old)	47.6	46.3
Standard deviation	15.6	15.3

Age range (> 16 years old)		
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%

Occupation		
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%

Annual household income level		
€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%

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%
% Tourists using low-cost airlines	46.2%	48.7%

Other expenses in their place of residence:

- 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%

(*) 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 (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?



	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 ⁽¹⁾	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?

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

Why do they choose the Canary Islands?



Aspects influencing the choice	Full board	Total
Climate/sun	88.4%	89.8%
Tranquillity/rest/relaxation	36.4%	36.6%
Beaches	33.4%	34.5%
Scenery	25.1%	21.9%
Visiting new places	18.0%	14.6%
Security	11.6%	11.1%
Price	9.1%	12.7%
Suitable destination for children	7.5%	7.5%
Ease of travel	7.0%	8.9%
Quality of the environment	6.8%	6.5%
Active tourism	4.8%	5.1%
Theme parks	3.1%	3.0%
Shopping	2.7%	2.6%
Nautical activities	2.1%	2.2%
Culture	1.9%	2.6%
Nightlife/fun	1.8%	3.8%

* Multi-choice question

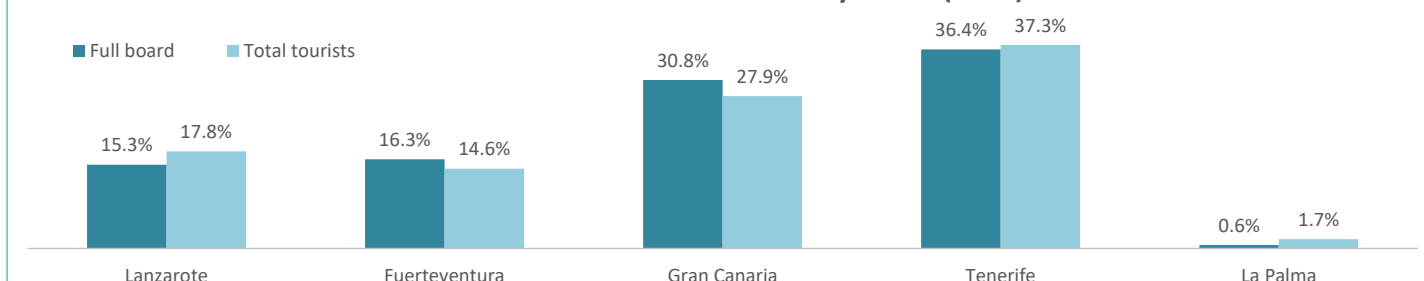
What did motivate them to come?



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)



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.