

## Tourist profile according to service paid before travelling (2017)

### FLIGHT AND ACCOMMODATION (FULL BOARD)



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



	Full board	Total
Tourist arrivals (> 16 years old)	584,694	13,852,616
Average daily expenditure (€)	163.45	140.18
in their place of residence	130.61	101.15
in the Canary Islands	32.84	39.03
Average length of stay	8.26	9.17
Turnover per tourist (€)	1,257	1,155
Total turnover (> 16 years old) (€m)	735	15,999
Share of total tourist	4.4%	100%
Share of total turnover	4.8%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	11.5%	13.5%
- Additional accommodation expenses	7.4%	6.3%

##### Transport:

- Public transport	13.5%	14.5%
- Taxi	18.6%	21.2%
- Car rental	17.8%	19.4%

##### Food and drink:

- Food purchases at supermarkets	36.2%	55.0%
- Restaurants	42.5%	57.3%

##### Souvenirs:

	56.9%	53.3%
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##### Leisure:

- Organized excursions	22.2%	17.7%
- Leisure, amusement	8.1%	8.4%
- Trip to other islands	2.5%	2.3%
- Sporting activities	6.5%	6.1%
- Cultural activities	3.9%	4.4%
- Discos and disco-pubs	5.9%	6.1%

##### Others:

- Wellness	6.5%	4.9%
- Medical expenses	3.4%	4.0%
- Other expenses	9.2%	9.6%



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



	Full 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)	--	19.3%
Flight and accommodation (full board)	100%	4.4%
Flight and accommodation (all inclusive)	--	31.9%
% Tourists using low-cost airlines	46.9%	50.8%
Other expenses in their place of residence:		
- Car rental	13.9%	12.6%
- Sporting activities	9.8%	5.1%
- Excursions	11.1%	6.2%
- Trip to other islands	5.3%	1.5%

\* Tourists over 16 years old.

#### How do they book?



Accommodation booking	Full board	Total
<b>Tour Operator</b>	43.8%	42.4%
- Tour Operator's website	70.5%	80.6%
<b>Accommodation</b>	12.5%	14.6%
- Accommodation's website	76.3%	84.0%
<b>Travel agency (High street)</b>	30.3%	19.3%
<b>Online Travel Agency (OTA)</b>	13.3%	17.3%
<b>No need to book accommodation</b>	0.0%	6.4%

#### Flight booking

Flight booking	Full board	Total
<b>Tour Operator</b>	45.2%	44.8%
- Tour Operator's website	67.2%	78.6%
<b>Airline</b>	17.6%	25.8%
- Airline's website	95.8%	97.3%
<b>Travel agency (High street)</b>	27.7%	18.0%
<b>Online Travel Agency (OTA)</b>	9.6%	11.4%

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



	Full board	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	6.5%	5.9%
Between 8 and 15 days	7.8%	7.4%
Between 16 and 30 days	15.3%	13.4%
Between 31 and 90 days	36.6%	34.6%
More than 90 days	33.4%	38.3%

#### Who are they?



Gender	Full board	Total
Men	50.2%	48.1%
Women	49.8%	51.9%
<u>Age</u>		
Average age (tourists > 16 years old)	47.5	46.9
Standard deviation	15.6	15.5
<u>Age range (&gt; 16 years old)</u>		
16-24 years old	7.1%	8.4%
25-30 years old	10.1%	10.2%
31-45 years old	29.2%	27.9%
46-60 years old	29.1%	31.7%
Over 60 years old	24.4%	21.8%
<u>Occupation</u>		
Business owner or self-employed	24.1%	23.8%
Upper/Middle management employee	34.2%	35.2%
Auxiliary level employee	14.4%	15.3%
Students	5.0%	5.0%
Retired	20.0%	18.6%
Unemployed / unpaid dom. work	2.3%	2.1%
<u>Annual household income level</u>		
€12,000 - €24,000	21.1%	17.9%
€24,001 - €36,000	19.8%	19.3%
€36,001 - €48,000	17.8%	16.1%
€48,001 - €60,000	13.6%	15.1%
€60,001 - €72,000	7.0%	9.3%
€72,001 - €84,000	5.2%	6.3%
More than €84,000	15.5%	16.0%

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### FLIGHT AND ACCOMMODATION (FULL BOARD)



#### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying for full board	584,694	76,974	107,535	159,290	226,256	9,075
- Share by islands	100%	13.2%	18.4%	27.2%	38.7%	1.6%
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 full board	4.4%	3.2%	5.6%	4.3%	4.6%	3.3%

#### Where do they stay?

	Full board	Total
5* Hotel	7.1%	6.8%
4* Hotel	48.0%	38.4%
1-2-3* Hotel	19.2%	14.4%
Apartment	16.4%	32.4%
Property (privately-owned, friends, family)	--	4.8%
Others	9.3%	3.2%

#### Who do they come with?

	Full board	Total
Unaccompanied	6.4%	8.7%
Only with partner	46.9%	46.8%
Only with children (under the age of 13)	1.8%	1.7%
Partner + children (under the age of 13)	12.5%	11.9%
Other relatives	7.0%	6.0%
Friends	7.1%	6.1%
Work colleagues	0.6%	0.3%
Other combinations <sup>(1)</sup>	17.6%	18.5%

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

#### How do they rate the Canary Islands?

Opinion on their stay	Full board	Total
Good or very good (% tourists)	92.9%	94.0%
Average rating (scale 1-10)	8.79	8.92

#### How many are loyal to the Canary Islands?

Repeat tourists	Full board	Total
At least 1 previous visit	69.5%	77.3%
At least 10 previous visits	11.9%	16.9%

#### Where are they from?

	Share	Absolute
Germany	20.6%	120,585
Spanish Mainland	18.6%	108,507
United Kingdom	15.0%	87,428
France	9.4%	55,218
Italy	8.1%	47,495
Poland	7.2%	42,077
Sweden	2.6%	15,463
Denmark	2.3%	13,582
Switzerland	2.3%	13,500
Others	13.8%	80,839

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

Aspects influencing the choice	Full board	Total
Climate/sun	87.3%	89.8%
Tranquillity/rest/relaxation	35.3%	37.2%
Beaches	33.4%	35.1%
Scenery	28.4%	22.9%
Visiting new places	18.4%	14.7%
Security	9.9%	9.7%
Price	9.8%	12.2%
Ease of travel	6.7%	8.9%
Suitable destination for children	5.7%	7.6%
Active tourism	5.7%	5.4%
Quality of the environment	5.5%	6.5%
Nautical activities	3.3%	2.0%
Theme parks	3.1%	3.1%
Shopping	2.4%	2.5%
Culture	2.3%	2.7%
Nightlife/fun	2.2%	3.8%

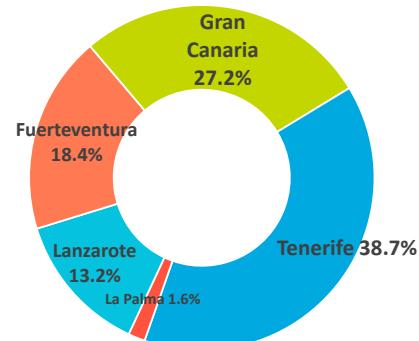
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	Full board	Total
Previous visits to the Canary Islands	55.7%	64.9%
Recommendation by friends/relatives	31.5%	35.0%
The Canary Islands television channel	0.6%	0.4%
Other television or radio channels	1.3%	1.0%
Information in press/magazines/books	5.1%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	11.0%	7.2%
Recommendation by Travel Agency	13.7%	9.3%
Information obtained via the Internet	24.5%	25.5%
Senior Tourism programme	2.5%	0.2%
Others	5.1%	5.9%

\* Multi-choice 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 (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.