

## Flight and accommodation (all inclusive)

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



### How do they book?

	All inclusive	Total
Tourist arrivals (> 16 years old)	4,150,069	13,114,359
Average daily expenditure (€)	137.34	135.94
. in their place of residence	115.96	98.03
. in the Canary Islands	21.39	37.90
Average length of stay	8.8	9.4
Turnover per tourist (€)	1,133	1,141
Total turnover (> 16 years old) (€m)	4,700	14,957
Share of total turnover	31.4%	100%
Share of total tourist	32.8%	100%

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

<b>Accommodation:</b>	21.72	47.11
- Accommodation	18.63	40.52
- Additional accommodation expenses	3.08	6.60
<b>Transport:</b>	16.38	26.01
- Public transport	2.50	5.14
- Taxi	4.93	6.94
- Car rental	8.95	13.93
<b>Food and drink:</b>	39.27	148.33
- Food purchases at supermarkets	15.63	63.46
- Restaurants	23.64	84.87
<b>Souvenirs:</b>	54.33	53.88
<b>Leisure:</b>	31.45	34.52
- Organized excursions	17.29	14.95
- Leisure, amusement	4.16	4.55
- Trip to other islands	1.36	1.85
- Sporting activities	3.93	5.11
- Cultural activities	1.62	2.04
- Discos and disco-pubs	3.08	6.01
<b>Others:</b>	10.58	13.91
- Wellness	2.84	3.23
- Medical expenses	1.24	1.69
- Other expenses	6.49	8.99

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



	All inclusive	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.3%	6.3%
Between 8 and 15 days	7.1%	7.9%
Between 16 and 30 days	13.6%	14.7%
Between 31 and 90 days	33.2%	34.3%
More than 90 days	40.4%	36.2%

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



	All inclusive	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)	--	4.3%
Flight and accommodation (all inclusive)	100.0%	32.8%
<b>% Tourists using low-cost airlines</b>	39.6%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	8.1%	11.8%
- Sporting activities	8.1%	5.3%
- Excursions	6.1%	5.7%
- Trip to other islands	1.7%	1.6%

### Accommodation booking

	All inclusive	Total
<b>Tour Operator</b>	52.6%	42.3%
- Tour Operator's website	76.0%	78.8%
<b>Accommodation</b>	8.1%	14.7%
- Accommodation's website	82.9%	83.5%
<b>Travel agency (High street)</b>	27.9%	20.5%
<b>Online Travel Agency (OTA)</b>	11.4%	16.5%
<b>No need to book accommodation</b>	0.0%	6.0%

### Flight booking

	All inclusive	Total
<b>Tour Operator</b>	52.6%	42.3%
- Tour Operator's website	76.0%	78.8%
<b>Airline</b>	8.1%	14.7%
- Airline's website	82.9%	83.5%
<b>Travel agency (High street)</b>	27.9%	20.5%
<b>Online Travel Agency (OTA)</b>	11.4%	16.5%

### Where do they stay?



	All inclusive	Total
5* Hotel	4.6%	7.1%
4* Hotel	58.6%	39.6%
1-2-3* Hotel	18.9%	14.6%
Apartment	15.9%	31.5%
Property (privately-owned, friends, family)	0.0%	4.6%
Others	2.1%	2.6%

### Who are they?



	All inclusive	Total
<b>Gender</b>		
Percentage of men	46.1%	48.5%
Percentage of women	53.9%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	45.6	46.3
Standard deviation	14.9	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	8.1%	8.2%
25-30 years old	11.2%	11.1%
31-45 years old	31.7%	29.1%
46-60 years old	30.4%	30.9%
Over 60 years old	18.5%	20.7%
<b>Occupation</b>		
Business owner or self-employed	21.1%	23.1%
Upper/Middle management employee	38.4%	36.1%
Auxiliary level employee	17.2%	15.5%
Students	4.4%	5.1%
Retired	16.7%	18.0%
Unemployed / unpaid dom. work	2.2%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	17.6%	17.8%
€24,001 - €36,000	20.2%	19.4%
€36,001 - €48,000	17.5%	16.9%
€48,001 - €60,000	15.1%	14.6%
€60,001 - €72,000	9.3%	9.5%
€72,001 - €84,000	5.7%	6.0%
More than €84,000	14.7%	15.8%

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

### Flight and accommodation (all inclusive)



#### Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying flight and accommodation (AI)	4,150,069	869,901	989,206	1,056,491	1,199,197	32,397
- Share by islands	100%	21.0%	23.8%	25.5%	28.9%	0.8%
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 (AI)	32.8%	37.9%	52.7%	30.3%	25.7%	15.0%

#### Who do they come with?



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



	All inclusive	Total
Unaccompanied	3.9%	9.1%
Only with partner	46.1%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	17.0%	11.8%
Other relatives	6.2%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	19.4%	17.5%

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

#### How do they rate the destination?



Impression of their stay	All inclusive	Total
Good or very good (% tourists)	93.5%	94.1%
Average rating (scale 1-10)	8.85	8.90

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

\* Multi-choice question

Repeat tourists of the Canary Islands	All inclusive	Total
Repeat tourists	74.8%	77.3%
In love (at least 10 previous visits)	10.1%	16.1%

#### Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	35.4%	1,468,155
Germany	26.1%	1,084,594
Spanish Mainland	7.6%	317,296
France	5.3%	221,510
Netherlands	3.9%	163,853
Sweden	3.4%	139,385
Belgium	2.8%	117,711
Italy	2.5%	103,614
Denmark	2.0%	81,458
Poland	1.8%	72,695

#### What did motivate them to come?

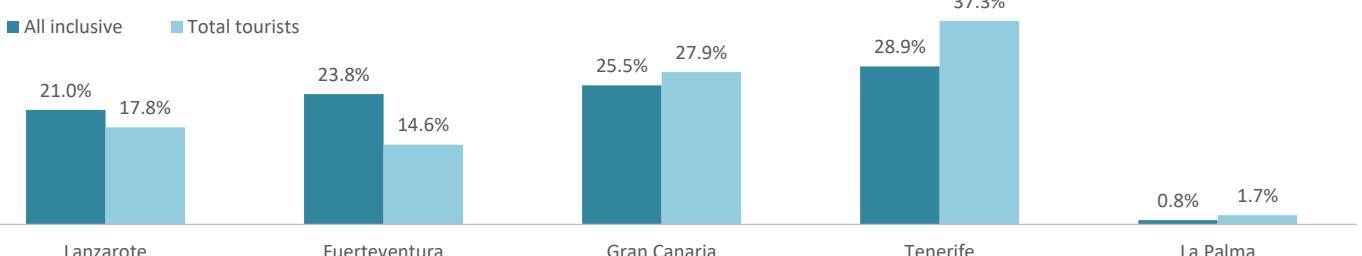


#### Aspects motivating the choice

	All inclusive	Total
Previous visits to the Canary Islands	61.7%	64.1%
Recommendation by friends or relatives	31.8%	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	3.2%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	12.8%	8.0%
Recommendation by Travel Agency	15.5%	9.7%
Information obtained via the Internet	27.4%	25.8%
Senior Tourism programme	0.2%	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 (all inclusive) 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.