

Tourist profile according to service paid before travelling (2016)

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 (€) (*)

Accommodation:	21.72	47.11
- Accommodation	18.63	40.52
- Additional accommodation expenses	3.08	6.60
Transport:	16.38	26.01
- Public transport	2.50	5.14
- Taxi	4.93	6.94
- Car rental	8.95	13.93
Food and drink:	39.27	148.33
- Food purchases at supermarkets	15.63	63.46
- Restaurants	23.64	84.87
Souvenirs:	54.33	53.88
Leisure:	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
Others:	10.58	13.91
- Wellness	2.84	3.23
- Medical expenses	1.24	1.69
- Other expenses	6.49	8.99

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

	All inclusive	Total
Flight booking		
Tour Operator	52.6%	42.3%
- Tour Operator's website	76.0%	78.8%
Airline	8.1%	14.7%
- Airline's website	82.9%	83.5%
Travel agency (High street)	27.9%	20.5%
Online Travel Agency (OTA)	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
Gender		
Percentage of men	46.1%	48.5%
Percentage of women	53.9%	51.5%

	All inclusive	Total
Age		
Average age (tourists > 16 years old)	45.6	46.3
Standard deviation	14.9	15.3

Age range (> 16 years old)		
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%

Occupation		
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%

Annual household income level		
€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%

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%
% Tourists using low-cost airlines	39.6%	48.7%
Other expenses in their place of residence:		
- 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%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

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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?



	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 ⁽¹⁾	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?

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

Why do they choose the Canary Islands?



Aspects influencing the choice	All inclusive	Total
Climate/sun	93.2%	89.8%
Tranquillity/rest/relaxation	38.0%	36.6%
Beaches	36.0%	34.5%
Scenery	19.2%	21.9%
Visiting new places	16.5%	14.6%
Security	14.0%	11.1%
Price	13.7%	12.7%
Suitable destination for children	11.2%	7.5%
Ease of travel	9.0%	8.9%
Quality of the environment	5.1%	6.5%
Theme parks	3.2%	3.0%
Active tourism	2.7%	5.1%
Nightlife/fun	2.7%	3.8%
Culture	2.4%	2.6%
Shopping	2.2%	2.6%
Nautical activities	2.2%	2.2%

* Multi-choice question

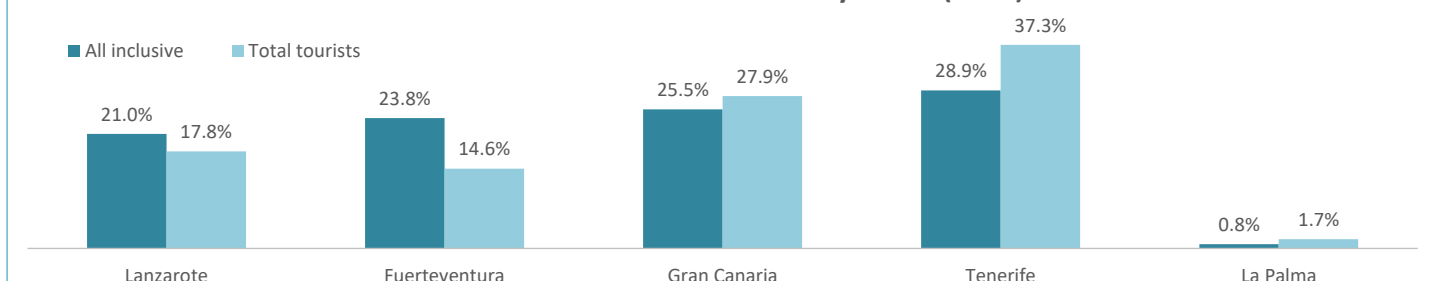
What did motivate them to come?



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.