

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

## FLIGHT AND ACCOMMODATION (ALL INCLUSIVE)



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



	All inclusive	Total
Tourist arrivals (> 16 years old)	4,254,593	13,852,616
Average daily expenditure (€)	142.72	140.18
. in their place of residence	120.36	101.15
. in the Canary Islands	22.36	39.03
Average length of stay	8.51	9.17
Turnover per tourist (€)	1,155	1,155
Total turnover (> 16 years old) (€m)	4,913	15,999
Share of total tourist	31.9%	100%
Share of total turnover	31.9%	100%

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

##### Accommodation:

- Accommodation	6.7%	13.5%
- Additional accommodation expenses	4.0%	6.3%

##### Transport:

- Public transport	10.7%	14.5%
- Taxi	17.8%	21.2%
- Car rental	14.9%	19.4%

##### Food and drink:

- Food purchases at supermarkets	32.4%	55.0%
- Restaurants	32.8%	57.3%

<b>Souvenirs:</b>	60.2%	53.3%
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##### Leisure:

- Organized excursions	20.9%	17.7%
- Leisure, amusement	8.1%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	6.0%	6.1%
- Cultural activities	3.7%	4.4%
- Discos and disco-pubs	3.9%	6.1%

##### Others:

- Wellness	5.5%	4.9%
- Medical expenses	3.8%	4.0%
- Other expenses	9.9%	9.6%



**+3%  
TOURISTS\***  
4,254,593



**+2%  
TRAVEL EXPENSES**  
€1,155



**+5%  
TURNOVER**  
€4,913 MILL

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



	All inclusive	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)	--	4.4%
Flight and accommodation (all inclusive)	100%	31.9%
% Tourists using low-cost airlines	42.0%	50.8%

#### Other expenses in their place of residence:

- Car rental	8.4%	12.6%
- Sporting activities	7.2%	5.1%
- Excursions	6.8%	6.2%
- Trip to other islands	1.9%	1.5%

\* Tourists over 16 years old.

### How do they book?



Accommodation booking	All inclusive	Total
<b>Tour Operator</b>	54.1%	42.4%
- Tour Operator's website	78.7%	80.6%
<b>Accommodation</b>	7.8%	14.6%
- Accommodation's website	82.4%	84.0%
<b>Travel agency (High street)</b>	26.6%	19.3%
<b>Online Travel Agency (OTA)</b>	11.5%	17.3%
<b>No need to book accommodation</b>	0.1%	6.4%

Flight booking	All inclusive	Total
<b>Tour Operator</b>	55.4%	44.8%
- Tour Operator's website	74.9%	78.6%
<b>Airline</b>	10.5%	25.8%
- Airline's website	92.5%	97.3%
<b>Travel agency (High street)</b>	24.3%	18.0%
<b>Online Travel Agency (OTA)</b>	9.7%	11.4%

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



	All inclusive	Total
The same day they leave	0.3%	0.5%
Between 2 and 7 days	5.0%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	12.2%	13.4%
Between 31 and 90 days	33.8%	34.6%
More than 90 days	41.7%	38.3%

### Who are they?



Gender	All inclusive	Total
Men	46.6%	48.1%
Women	53.4%	51.9%

#### Age

Average age (tourists > 16 years old)	46.3	46.9
Standard deviation	15.0	15.5

#### Age range (> 16 years old)

16-24 years old	8.2%	8.4%
25-30 years old	9.8%	10.2%
31-45 years old	30.8%	27.9%
46-60 years old	31.5%	31.7%
Over 60 years old	19.7%	21.8%

#### Occupation

Business owner or self-employed	22.2%	23.8%
Upper/Middle management employee	38.0%	35.2%
Auxiliary level employee	16.5%	15.3%
Students	4.0%	5.0%
Retired	17.3%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

#### Annual household income level

€12,000 - €24,000	17.8%	17.9%
€24,001 - €36,000	20.4%	19.3%
€36,001 - €48,000	16.7%	16.1%
€48,001 - €60,000	15.3%	15.1%
€60,001 - €72,000	9.3%	9.3%
€72,001 - €84,000	6.3%	6.3%
More than €84,000	14.3%	16.0%

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

## FLIGHT AND ACCOMMODATION (ALL INCLUSIVE)



### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying for all inclusive	4,254,593	838,326	1,024,340	1,087,209	1,251,425	50,485
- Share by islands	100%	19.7%	24.1%	25.6%	29.4%	1.2%
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 all inclusive	31.9%	34.4%	53.7%	29.3%	25.5%	18.5%

### Where do they stay?

	All inclusive	Total
5* Hotel	4.6%	6.8%
4* Hotel	58.4%	38.4%
1-2-3* Hotel	18.9%	14.4%
Apartment	15.2%	32.4%
Property (privately-owned, friends, family)	--	4.8%
Others	3.1%	3.2%

### Who do they come with?

	All inclusive	Total
Unaccompanied	3.7%	8.7%
Only with partner	46.2%	46.8%
Only with children (under the age of 13)	2.3%	1.7%
Partner + children (under the age of 13)	17.0%	11.9%
Other relatives	6.2%	6.0%
Friends	5.1%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	19.4%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	All inclusive	Total
Good or very good (% tourists)	93.3%	94.0%
Average rating (scale 1-10)	8.87	8.92

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

Repeat tourists	All inclusive	Total
At least 1 previous visit	73.9%	77.3%
At least 10 previous visits	10.4%	16.9%

### Where are they from?

	Share	Absolute
United Kingdom	35.1%	1,493,293
Germany	26.4%	1,124,591
Spanish Mainland	6.8%	290,311
France	5.0%	214,089
Netherlands	4.2%	178,272
Poland	3.6%	152,382
Sweden	3.5%	147,556
Italy	2.8%	119,129
Belgium	2.6%	112,016
Others	9.9%	422,956

### Why do they choose the Canary Islands?

Aspects influencing the choice	All inclusive	Total
Climate/sun	93.4%	89.8%
Tranquillity/rest/relaxation	39.4%	37.2%
Beaches	38.2%	35.1%
Scenery	19.8%	22.9%
Visiting new places	16.6%	14.7%
Price	13.7%	12.2%
Security	12.1%	9.7%
Suitable destination for children	11.2%	7.6%
Ease of travel	8.6%	8.9%
Quality of the environment	5.2%	6.5%
Theme parks	3.5%	3.1%
Active tourism	2.7%	5.4%
Nightlife/fun	2.6%	3.8%
Compras	2.2%	2.5%
Shopping	2.1%	2.7%
Nautical activities	1.7%	2.0%

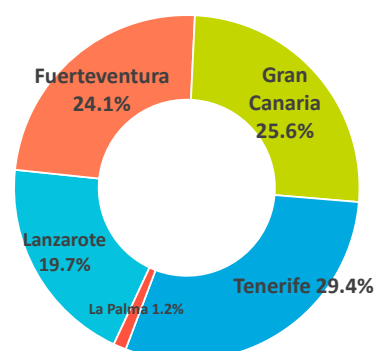
\* Multi-choise question

### What did motivate them to come?

Prescription sources	All inclusive	Total
Previous visits to the Canary Islands	62.0%	64.9%
Recommendation by friends/relatives	32.8%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	1.2%	1.0%
Information in press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	12.1%	7.2%
Recommendation by Travel Agency	14.8%	9.3%
Information obtained via the Internet	28.1%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	3.6%	5.9%

\* Multi-choise 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 (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.