

Tourist profile according to service paid before travelling (2016)

Flight only

How many are they and how much do they spend?



How do they book?



| | Flight only | Total |
|-----------------------------------------------------------------------|---------------|---------------|
| Tourist arrivals (> 16 years old) | 1,111,661 | 13,114,359 |
| Average daily expenditure (€) | 92.98 | 135.94 |
| . in their place of residence | 41.06 | 98.03 |
| . in the Canary Islands | 51.91 | 37.90 |
| Average length of stay | 12.2 | 9.4 |
| Turnover per tourist (€) | 856 | 1,141 |
| Total turnover (> 16 years old) (€m) | 952 | 14,957 |
| Share of total turnover | 6.4% | 100% |
| Share of total tourist | 8.8% | 100% |
| Expenditure in the Canary Islands per tourist and trip (€) (*) | | |
| Accommodation: | 101.45 | 47.11 |
| - Accommodation | 96.90 | 40.52 |
| - Additional accommodation expenses | 4.55 | 6.60 |
| Transport: | 38.78 | 26.01 |
| - Public transport | 9.43 | 5.14 |
| - Taxi | 8.12 | 6.94 |
| - Car rental | 21.22 | 13.93 |
| Food and drink: | 256.49 | 148.33 |
| - Food purchases at supermarkets | 133.13 | 63.46 |
| - Restaurants | 123.36 | 84.87 |
| Souvenirs: | 65.81 | 53.88 |
| Leisure: | 38.13 | 34.52 |
| - Organized excursions | 8.18 | 14.95 |
| - Leisure, amusement | 4.82 | 4.55 |
| - Trip to other islands | 3.19 | 1.85 |
| - Sporting activities | 8.19 | 5.11 |
| - Cultural activities | 2.50 | 2.04 |
| - Discos and disco-pubs | 11.25 | 6.01 |
| Others: | 25.70 | 13.91 |
| - Wellness | 3.34 | 3.23 |
| - Medical expenses | 2.03 | 1.69 |
| - Other expenses | 20.33 | 8.99 |

How far in advance do they book their trip?



| | Flight only | Total |
|-------------------------|-------------|-------|
| The same day they leave | 1.8% | 0.6% |
| Between 2 and 7 days | 9.2% | 6.3% |
| Between 8 and 15 days | 11.0% | 7.9% |
| Between 16 and 30 days | 17.8% | 14.7% |
| Between 31 and 90 days | 34.5% | 34.3% |
| More than 90 days | 25.6% | 36.2% |

What do they book at their place of residence?



| | Flight only | Total |
|----------------------------------------------------|--------------|--------------|
| Flight only | 100.0% | 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) | -- | 32.8% |
| % Tourists using low-cost airlines | 68.6% | 48.7% |
| Other expenses in their place of residence: | | |
| - Car rental | 12.9% | 11.8% |
| - Sporting activities | 2.8% | 5.3% |
| - Excursions | 6.4% | 5.7% |
| - Trip to other islands | 1.7% | 1.6% |

Accommodation booking

| | Flight only | Total |
|--------------------------------------|--------------|--------------|
| Tour Operator | 3.8% | 42.3% |
| - Tour Operator's website | 90.7% | 78.8% |
| Accommodation | 15.4% | 14.7% |
| - Accommodation's website | 79.1% | 83.5% |
| Travel agency (High street) | 1.9% | 20.5% |
| Online Travel Agency (OTA) | 9.6% | 16.5% |
| No need to book accommodation | 69.2% | 6.0% |

Flight booking

| | Flight only | Total |
|------------------------------------|--------------|--------------|
| Tour Operator | 3.8% | 42.3% |
| - Tour Operator's website | 90.7% | 78.8% |
| Airline | 15.4% | 14.7% |
| - Airline's website | 79.1% | 83.5% |
| Travel agency (High street) | 1.9% | 20.5% |
| Online Travel Agency (OTA) | 9.6% | 16.5% |

Where do they stay?



| | Flight only | Total |
|---------------------------------------------|-------------|-------|
| 5* Hotel | 2.8% | 7.1% |
| 4* Hotel | 6.9% | 39.6% |
| 1-2-3* Hotel | 5.5% | 14.6% |
| Apartment | 26.6% | 31.5% |
| Property (privately-owned, friends, family) | 50.8% | 4.6% |
| Others | 7.4% | 2.6% |

Who are they?



| | Flight only | Total |
|---------------------------------------|-------------|-------|
| Gender | | |
| Percentage of men | 51.5% | 48.5% |
| Percentage of women | 48.5% | 51.5% |
| Age | | |
| Average age (tourists > 16 years old) | 43.3 | 46.3 |
| Standard deviation | 15.8 | 15.3 |
| Age range (> 16 years old) | | |
| 16-24 years old | 12.5% | 8.2% |
| 25-30 years old | 13.9% | 11.1% |
| 31-45 years old | 30.6% | 29.1% |
| 46-60 years old | 25.1% | 30.9% |
| Over 60 years old | 17.9% | 20.7% |
| Occupation | | |
| Business owner or self-employed | 26.7% | 23.1% |
| Upper/Middle management employee | 30.9% | 36.1% |
| Auxiliary level employee | 15.1% | 15.5% |
| Students | 9.3% | 5.1% |
| Retired | 14.7% | 18.0% |
| Unemployed / unpaid dom. work | 3.2% | 2.2% |
| Annual household income level | | |
| €12,000 - €24,000 | 24.7% | 17.8% |
| €24,001 - €36,000 | 21.8% | 19.4% |
| €36,001 - €48,000 | 16.5% | 16.9% |
| €48,001 - €60,000 | 11.0% | 14.6% |
| €60,001 - €72,000 | 7.5% | 9.5% |
| €72,001 - €84,000 | 5.5% | 6.0% |
| More than €84,000 | 13.0% | 15.8% |

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

Tourist profile according to service paid before travelling (2016)

Flight only



Which island do they choose?



| Tourists (> 16 years old) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists paying flight only | 1,111,661 | 96,614 | 71,947 | 322,330 | 572,710 | 29,339 |
| - Share by islands | 100% | 8.7% | 6.5% | 29.0% | 51.5% | 2.6% |
| 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 only | 8.8% | 4.2% | 3.8% | 9.3% | 12.3% | 13.6% |

Who do they come with?



Why do they choose the Canary Islands?



| | Flight only | Total |
|------------------------------------------|-------------|-------|
| Unaccompanied | 29.9% | 9.1% |
| Only with partner | 34.0% | 47.6% |
| Only with children (under the age of 13) | 2.3% | 1.5% |
| Partner + children (under the age of 13) | 8.0% | 11.8% |
| Other relatives | 6.1% | 6.0% |
| Friends | 7.1% | 6.1% |
| Work colleagues | 0.6% | 0.3% |
| Other combinations ⁽¹⁾ | 12.0% | 17.5% |

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

How do they rate the destination?



| Impression of their stay | Flight only | Total |
|--------------------------------|-------------|-------|
| Good or very good (% tourists) | 94.5% | 94.1% |
| Average rating (scale 1-10) | 9.06 | 8.90 |

How many are loyal to the destination?

Aspects influencing the choice

| | Flight only | Total |
|-----------------------------------|-------------|-------|
| Climate/sun | 76.2% | 89.8% |
| Tranquillity/rest/relaxation | 31.3% | 36.6% |
| Beaches | 28.8% | 34.5% |
| Scenery | 23.3% | 21.9% |
| Price | 9.4% | 12.7% |
| Visiting new places | 9.1% | 14.6% |
| Quality of the environment | 8.3% | 6.5% |
| Security | 6.9% | 11.1% |
| Ease of travel | 6.3% | 8.9% |
| Active tourism | 6.1% | 5.1% |
| Nightlife/fun | 4.4% | 3.8% |
| Suitable destination for children | 4.3% | 7.5% |
| Nautical activities | 2.9% | 2.2% |
| Culture | 2.9% | 2.6% |
| Shopping | 2.7% | 2.6% |
| Theme parks | 2.1% | 3.0% |

* Multi-choice question

Repeat tourists of the Canary Islands

| | Flight only | Total |
|---------------------------------------|-------------|-------|
| Repeat tourists | 83.3% | 77.3% |
| In love (at least 10 previous visits) | 33.3% | 16.1% |

What did motivate them to come?



Aspects motivating the choice

| | Flight only | Total |
|------------------------------------------|-------------|-------|
| Previous visits to the Canary Islands | 63.9% | 64.1% |
| Recommendation by friends or relatives | 42.2% | 34.5% |
| The Canary Islands television channel | 0.2% | 0.3% |
| Other television or radio channels | 0.7% | 0.8% |
| Information in the press/magazines/books | 2.9% | 3.8% |
| Attendance at a tourism fair | 0.4% | 0.5% |
| Tour Operator's brochure or catalogue | 0.7% | 8.0% |
| Recommendation by Travel Agency | 0.9% | 9.7% |
| Information obtained via the Internet | 12.7% | 25.8% |
| Senior Tourism programme | 0.1% | 0.2% |
| Others | 18.2% | 6.1% |

Where are they from?

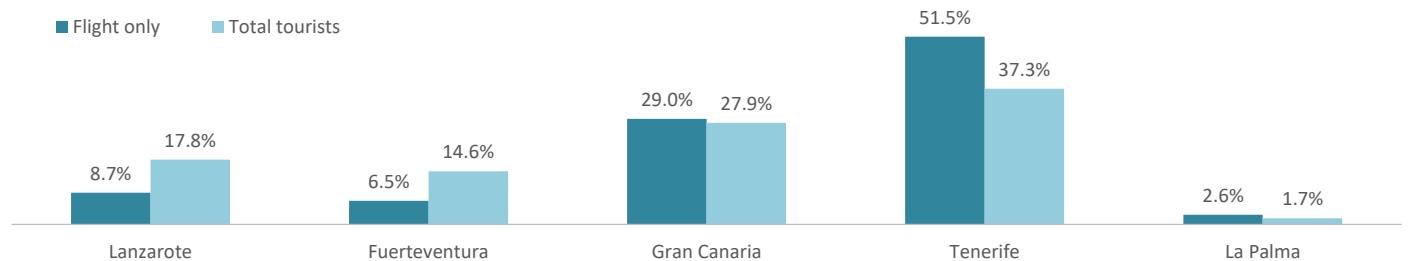


| Ten main source markets | Share | Absolute |
|-------------------------|-------|----------|
| United Kingdom | 28.6% | 317,742 |
| Spanish Mainland | 24.5% | 272,063 |
| Germany | 11.7% | 130,450 |
| Italy | 6.1% | 68,181 |
| Belgium | 3.9% | 43,874 |
| Norway | 3.1% | 34,772 |
| Sweden | 3.0% | 33,832 |
| Ireland | 2.8% | 31,665 |
| France | 2.6% | 28,799 |
| Netherlands | 2.0% | 22,692 |

* Multi-choice question

Distribution of tourist arrivals by island (2016)

Flight only Total tourists



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who paid flight only 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.