

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

	Flight only	Total
Accommodation booking		
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 only	Total
Flight booking		
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%

	Flight only	Total
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%

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%

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

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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?



	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?

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%

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

Why do they choose the Canary Islands?



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

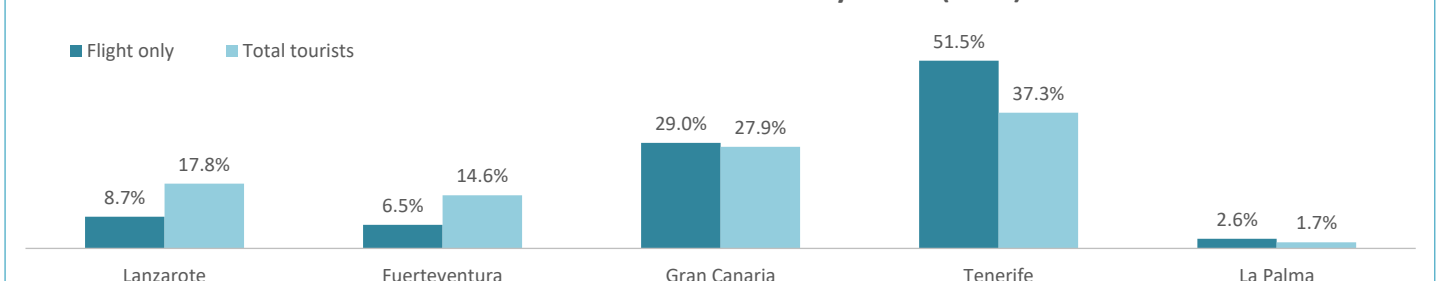
What did motivate them to come?



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%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



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.