

Tourist profile according to service paid before travelling (2017)

FLIGHT ONLY



How many are they and how much do they spend?



	Flight only	Total
Tourist arrivals (> 16 years old)	1,235,060	13,852,616
Average daily expenditure (€)	96.09	140.18
in their place of residence	42.72	101.15
in the Canary Islands	53.37	39.03
Average length of stay	11.91	9.17
Turnover per tourist (€)	863	1,155
Total turnover (> 16 years old) (€m)	1,065	15,999
Share of total tourist	9.3%	100%
Share of total turnover	6.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	20.5%	13.5%
- Additional accommodation expenses	3.8%	6.3%

Transport:

- Public transport	18.4%	14.5%
- Taxi	21.5%	21.2%
- Car rental	21.8%	19.4%

Food and drink:

- Food purchases at supermarkets	69.6%	55.0%
- Restaurants	68.5%	57.3%

Souvenirs:

	42.8%	53.3%
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Leisure:

- Organized excursions	9.6%	17.7%
- Leisure, amusement	7.1%	8.4%
- Trip to other islands	2.5%	2.3%
- Sporting activities	7.3%	6.1%
- Cultural activities	4.4%	4.4%
- Discos and disco-pubs	10.1%	6.1%

Others:

- Wellness	3.9%	4.9%
- Medical expenses	4.9%	4.0%
- Other expenses	10.1%	9.6%



+11%
TOURISTS*
1,235,060



+1%
TRAVEL EXPENSES
€863



+12%
TURNOVER
€1,065 MILL

What do they book at their place of residence?



	Flight only	Total
Flight only	100%	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)	--	31.9%
% Tourists using low-cost airlines	67.9%	50.8%
Other expenses in their place of residence:		
- Car rental	13.7%	12.6%
- Sporting activities	3.4%	5.1%
- Excursions	6.4%	6.2%
- Trip to other islands	1.6%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	Flight only	Total
Tour Operator	4.5%	42.4%
- Tour Operator's website	89.5%	80.6%
Accommodation	14.4%	14.6%
- Accommodation's website	76.3%	84.0%
Travel agency (High street)	1.5%	19.3%
Online Travel Agency (OTA)	8.9%	17.3%
No need to book accommodation	70.7%	6.4%

Flight booking



Flight booking	Flight only	Total
Tour Operator	20.5%	44.8%
- Tour Operator's website	93.5%	78.6%
Airline	60.7%	25.8%
- Airline's website	99.1%	97.3%
Travel agency (High street)	5.4%	18.0%
Online Travel Agency (OTA)	13.4%	11.4%

How far in advance do they book their trip?



	Flight only	Total
The same day they leave	1.2%	0.5%
Between 2 and 7 days	8.8%	5.9%
Between 8 and 15 days	10.7%	7.4%
Between 16 and 30 days	16.9%	13.4%
Between 31 and 90 days	32.6%	34.6%
More than 90 days	29.8%	38.3%

Who are they?



Gender	Flight only	Total
Men	49.6%	48.1%
Women	50.4%	51.9%
<u>Age</u>		
Average age (tourists > 16 years old)	44.3	46.9
Standard deviation	15.9	15.5
<u>Age range (> 16 years old)</u>		
16-24 years old	10.9%	8.4%
25-30 years old	13.9%	10.2%
31-45 years old	29.5%	27.9%
46-60 years old	26.7%	31.7%
Over 60 years old	19.0%	21.8%
<u>Occupation</u>		
Business owner or self-employed	27.9%	23.8%
Upper/Middle management employee	30.9%	35.2%
Auxiliary level employee	14.2%	15.3%
Students	8.4%	5.0%
Retired	15.7%	18.6%
Unemployed / unpaid dom. work	2.9%	2.1%
<u>Annual household income level</u>		
€12,000 - €24,000	24.5%	17.9%
€24,001 - €36,000	19.5%	19.3%
€36,001 - €48,000	14.6%	16.1%
€48,001 - €60,000	12.6%	15.1%
€60,001 - €72,000	7.4%	9.3%
€72,001 - €84,000	4.8%	6.3%
More than €84,000	16.6%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying only for flight	1,235,060	122,337	62,287	377,233	618,394	38,601
- Share by islands	100%	9.9%	5.0%	30.5%	50.1%	3.1%
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 only for flight	9.3%	5.0%	3.3%	10.2%	12.6%	14.1%

Where do they stay?

	Flight only	Total
5* Hotel	2.2%	6.8%
4* Hotel	7.0%	38.4%
1-2-3* Hotel	5.3%	14.4%
Apartment	27.9%	32.4%
Property (privately-owned, friends, family)	50.3%	4.8%
Others	7.3%	3.2%

Who do they come with?

	Flight only	Total
Unaccompanied	28.8%	8.7%
Only with partner	33.6%	46.8%
Only with children (under the age of 13)	2.1%	1.7%
Partner + children (under the age of 13)	8.0%	11.9%
Other relatives	6.6%	6.0%
Friends	6.6%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	13.8%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Flight only	Total
Good or very good (% tourists)	95.3%	94.0%
Average rating (scale 1-10)	9.11	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Flight only	Total
At least 1 previous visit	84.4%	77.3%
At least 10 previous visits	34.6%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	29.0%	357,776
Spanish Mainland	21.4%	264,621
Germany	13.2%	162,953
Italy	6.4%	79,195
Belgium	4.7%	58,249
Norway	4.1%	50,184
Sweden	2.8%	34,228
Ireland	2.5%	30,956
Francia	2.4%	30,246
Others	13.5%	166,652

Why do they choose the Canary Islands?

Aspects influencing the choice	Flight only	Total
Climate/sun	77.2%	89.8%
Tranquillity/rest/relaxation	32.6%	37.2%
Beaches	30.0%	35.1%
Scenery	24.9%	22.9%
Visiting new places	8.7%	14.7%
Price	8.6%	12.2%
Quality of the environment	8.3%	6.5%
Security	7.2%	9.7%
Ease of travel	6.9%	8.9%
Active tourism	6.8%	5.4%
Suitable destination for children	4.8%	7.6%
Nightlife/fun	3.4%	3.8%
Culture	3.1%	2.7%
Nautical activities	2.4%	2.0%
Theme parks	2.4%	3.1%
Shopping	2.3%	2.5%

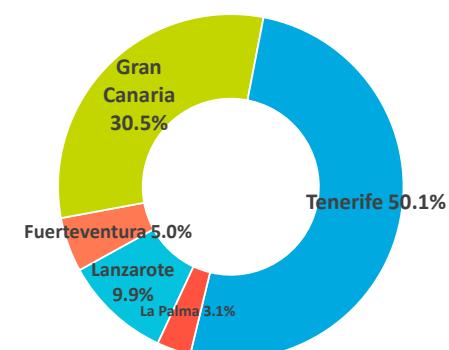
* Multi-choice question

What did motivate them to come?

Prescription sources	Flight only	Total
Previous visits to the Canary Islands	66.5%	64.9%
Recommendation by friends/relatives	43.4%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	2.3%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	0.6%	7.2%
Recommendation by Travel Agency	1.2%	9.3%
Information obtained via the Internet	10.8%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	17.5%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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