

# Profile of tourist visiting Tenerife

2017



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



	Tenerife	Canary Islands
Tourist arrivals (FRONTUR)	5,927,515	15,975,507
Tourist arrivals ( <u>&gt; 16 years old</u> )	5,144,415	13,852,616
Average daily expenditure (€)	141.57	140.18
. in their place of residence	99.85	101.15
. in the Canary Islands	41.73	39.03
Average length of stay	9.05	9.17
Turnover per tourist (€)	1,139	1,155
Total turnover (€m)	6,753	18,450
Share of total tourist	37.1%	100%
Share of total turnover	36.6%	100%
<u>% tourists who pay in the Canary Islands:</u>		
<b>Accommodation:</b>		
- Accommodation	14.6%	13.5%
- Additional accommodation expenses	7.2%	6.3%
<b>Transport:</b>		
- Public transport	11.3%	14.5%
- Taxi	18.3%	21.2%
- Car rental	18.5%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	54.7%	55.0%
- Restaurants	54.1%	57.3%
<b>Souvenirs:</b>	52.4%	53.3%
<b>Leisure:</b>		
- Organized excursions	18.4%	17.7%
- Leisure, amusement	12.1%	8.4%
- Trip to other islands	1.6%	2.3%
- Sporting activities	4.8%	6.1%
- Cultural activities	3.0%	4.4%
- Discos and disco-pubs	5.6%	6.1%
<b>Others:</b>		
- Wellness	4.0%	4.9%
- Medical expenses	3.1%	4.0%
- Other expenses	8.3%	9.6%



+6%  
TOURISTS  
5,927,515



+3%  
TRAVEL EXPENSES  
€1,139



+10%  
TURNOVER  
€6,753 MILL

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



	Tenerife	Canary Islands
Flight only	12.6%	9.3%
Flight and accommodation (room only)	27.0%	26.9%
Flight and accommodation (B&B)	9.8%	8.3%
Flight and accommodation (half board)	20.6%	19.3%
Flight and accommodation (full board)	4.6%	4.4%
Flight and accommodation (all inclusive)	25.5%	31.9%
<u>% Tourists using low-cost airlines</u>	53.1%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	14.0%	12.6%
- Sporting activities	4.1%	5.1%
- Excursions	7.9%	6.2%
- Trip to other islands	1.6%	1.5%

## How do they book?



	Tenerife	Canary Islands
<b>Tour Operator</b>	40.0%	42.4%
- Tour Operator's website	80.8%	80.6%
<b>Accommodation</b>	15.8%	14.6%
- Accommodation's website	82.7%	84.0%
<b>Travel agency (High street)</b>	18.1%	19.3%
<b>Online Travel Agency (OTA)</b>	17.4%	17.3%
<b>No need to book accommodation</b>	8.7%	6.4%

## Flight booking



	Tenerife	Canary Islands
<b>Tour Operator</b>	43.5%	44.8%
- Tour Operator's website	78.4%	78.6%
<b>Airline</b>	28.5%	25.8%
- Airline's website	97.5%	97.3%
<b>Travel agency (High street)</b>	16.4%	18.0%
<b>Online Travel Agency (OTA)</b>	11.6%	11.4%

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



	Tenerife	Canary Islands
The same day they leave	0.7%	0.5%
Between 2 and 7 days	5.8%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	13.8%	13.4%
Between 31 and 90 days	33.9%	34.6%
More than 90 days	38.9%	38.3%

## Who are they?



	Tenerife	Canary Islands
<b>Gender</b>		
Men	47.6%	48.1%
Women	52.4%	51.9%
<b>Age</b>		
Average age (tourists > 16 years old)	44.9	46.9
Standard deviation	15.1	15.5
<u>Age range (&gt; 16 years old)</u>		
16-24 years old	9.9%	8.4%
25-30 years old	12.1%	10.2%
31-45 years old	29.7%	27.9%
46-60 years old	30.8%	31.7%
Over 60 years old	17.5%	21.8%
<b>Occupation</b>		
Business owner or self-employed	26.6%	23.8%
Upper/Middle management employee	33.9%	35.2%
Auxiliary level employee	16.7%	15.3%
Students	5.7%	5.0%
Retired	14.7%	18.6%
Unemployed / unpaid dom. work	2.5%	2.1%
<b>Annual household income level</b>		
€12,000 - €24,000	20.7%	17.9%
€24,001 - €36,000	19.8%	19.3%
€36,001 - €48,000	15.1%	16.1%
€48,001 - €60,000	14.1%	15.1%
€60,001 - €72,000	8.8%	9.3%
€72,001 - €84,000	6.1%	6.3%
More than €84,000	15.5%	16.0%

# Profile of tourist visiting Tenerife

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## Tourist per year

Tourists (> 16 years old)	Tenerife	Canary Islands
2013	3,996,638	10,425,147
2014	4,193,228	10,932,170
2015	4,249,936	11,314,639
2016	4,885,901	13,114,359
2017	5,144,415	13,852,616

Year on year growth (%)	Tenerife	Canary Islands
2013	--	--
2014	4.9%	4.9%
2015	1.4%	3.5%
2016	15.0%	15.9%
2017	5.3%	5.6%

## Where do they stay?

	Tenerife	Canary Islands
5* Hotel	8.8%	6.8%
4* Hotel	39.3%	38.4%
1-2-3* Hotel	12.0%	14.4%
Apartment	29.4%	32.4%
Property (privately-owned, friends, family)	7.0%	4.8%
Others	3.6%	3.2%

## Why do they choose the Canary Islands?

Aspects influencing the choice	Tenerife	Canary Islands
Climate/sun	87.5%	89.8%
Tranquillity/rest/relaxation	30.2%	37.2%
Beaches	27.0%	35.1%
Scenery	26.9%	22.9%
Visiting new places	14.9%	14.7%
Price	11.4%	12.2%
Ease of travel	9.0%	8.9%
Security	8.0%	9.7%
Suitable destination for children	7.7%	7.6%
Theme parks	7.4%	3.1%
Quality of the environment	6.5%	6.5%
Active tourism	6.4%	5.4%
Nightlife/fun	4.7%	3.8%
Shopping	3.2%	2.5%
Culture	2.7%	2.7%
Nautical activities	1.7%	2.0%

\* Multi-choice question

## Who do they come with?

	Tenerife	Canary Islands
Unaccompanied	9.0%	8.7%
Only with partner	44.0%	46.8%
Only with children (under the age of 13)	2.0%	1.7%
Partner + children (under the age of 13)	12.4%	11.9%
Other relatives	6.3%	6.0%
Friends	6.2%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	19.8%	18.5%

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

## What did motivate them to come?

Prescription sources	Tenerife	Canary Islands
Previous visits to the Canary Islands	60.7%	64.9%
Recommendation by friends/relatives	37.2%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.9%	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	5.8%	7.2%
Recommendation by Travel Agency	7.8%	9.3%
Information obtained via the Internet	22.2%	25.5%
Senior Tourism programme	0.4%	0.2%
Others	6.0%	5.9%

\* Multi-choice question

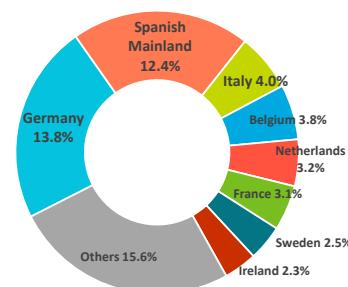
## How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	Tenerife	Canary Islands
At least 1 visit to the island	54.5%	77.3%
At least 10 visits to the island	7.0%	16.9%
At least 1 visit to the Canary Islands	73.3%	77.3%
At least 10 visits to the Canary Islands	15.1%	16.9%

## Where are they from?

Tourists (> 16 years old)	%	Absolute
United Kingdom	39.2%	2,018,976
Germany	13.8%	711,052
Spanish Mainland	12.4%	637,828
Italy	4.0%	205,717
Belgium	3.8%	196,542
Netherlands	3.2%	166,631
France	3.1%	161,706
Sweden	2.5%	127,022
Ireland	2.3%	118,393
Others	15.6%	800,547

## Share of tourists > 16 years old by source markets



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.