

Profile of french tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	France	All markets
Tourist arrivals (> 16 years old)	496,571	12,310,044
Average daily expenditure (€)	131.07	133.60
. in their place of residence	98.70	95.33
. in the Canary Islands	32.37	38.27
Average length of stay	8.84	9.46
Turnover per tourist (€)	1,062	1,125
Total turnover (> 16 years old) (€m)	527	13,854
Share of total turnover	3.8%	100%
Share of total tourist	4.0%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	France	All markets
Accommodation (*) :	41.32	44.10
- Accommodation	36.63	37.76
- Additional accommodation expenses	4.68	6.33
Transport:	29.89	27.41
- Public transport	5.68	4.99
- Taxi	3.50	7.42
- Car rental	20.71	14.99
Food and drink:	84.93	153.13
- Food purchases at supermarkets	33.42	68.64
- Restaurants	51.51	84.49
Souvenirs:	60.24	55.15
Leisure:	46.27	36.28
- Organized excursions	24.60	14.63
- Leisure, amusement	5.94	5.23
- Trip to other islands	2.15	1.51
- Sporting activities	6.92	5.38
- Cultural activities	3.58	2.18
- Discos and disco-pubs	3.09	7.34
Others:	15.27	15.71
- Wellness	5.36	2.97
- Medical expenses	0.90	1.46
- Other expenses	9.01	11.28

How far in advance do they book their trip?



	France	All markets
The same day they leave	0.4%	0.6%
Between 2 and 7 days	7.7%	7.3%
Between 8 and 15 days	12.2%	8.9%
Between 16 and 30 days	14.4%	15.4%
Between 31 and 90 days	36.1%	33.9%
More than 90 days	29.2%	33.8%

What do they book at their place of residence?



	France	All markets
Flight only	8.7%	11.1%
Flight and accommodation (room only)	15.9%	25.5%
Flight and accommodation (B&B)	3.7%	7.6%
Flight and accommodation (half board)	14.2%	18.3%
Flight and accommodation (full board)	10.2%	4.4%
Flight and accommodation (all inclusive)	47.4%	33.2%
% Tourists using low-cost airlines	64.8%	47.1%
Other expenses in their place of residence:		
- Car rental	24.2%	11.5%
- Sporting activities	7.8%	5.4%
- Excursions	14.7%	5.7%
- Combined trip to other islands	1.8%	2.0%

How do they book?



	France	All markets
Accommodation booking		
Tour Operator	33.0%	42.8%
- Tour Operator's website	80.5%	78.8%
Accommodation	14.2%	14.0%
- Accommodation's website	86.9%	81.9%
Travel agency (High street)	24.0%	19.8%
Online Travel Agency (OTA)	23.6%	15.4%
No need to book accommodation	5.2%	8.0%

Flight booking

	France	All markets
Tour Operator	36.0%	45.5%
- Tour Operator's website	77.1%	77.7%
Airline	23.2%	24.9%
- Airline's website	97.5%	96.2%
Travel agency (High street)	25.1%	18.6%
Online Travel Agency (OTA)	15.7%	11.0%

Where do they stay?



	France	All markets
5* Hotel	8.1%	6.8%
4* Hotel	48.5%	37.7%
1-2-3* Hotel	15.9%	15.0%
Apartment	22.6%	30.3%
Property (privately-owned, friends, family)	3.5%	7.0%
Others	1.4%	3.2%

How are they?



	France	All markets
Gender		
Percentage of men	47.7%	49.8%
Percentage of women	52.3%	50.2%
Age		
Average age (tourists > 16 years old)	44.6	44.5
Standard deviation	14.0	14.9
Age range	0.0	0.0
16-24 years old	5.7%	8.8%
25-30 years old	14.1%	13.1%
31-45 years old	36.1%	32.8%
46-60 years old	28.9%	28.4%
Over 60 years old	15.2%	17.0%
Occupation		
Business owner or self-employed	13.3%	23.7%
Upper/Middle management employee	56.6%	37.1%
Auxiliary level employee	9.4%	16.6%
Students	3.8%	5.6%
Retired	15.0%	14.5%
Unemployed / unpaid dom. work	1.9%	2.5%
Annual household income level		
€12,000 - €24,000	15.3%	18.3%
€24,001 - €36,000	24.0%	18.9%
€36,001 - €48,000	18.7%	16.9%
€48,001 - €60,000	16.4%	14.6%
€60,001 - €72,000	8.7%	9.2%
€72,001 - €84,000	4.2%	6.1%
More than €84,000	12.6%	16.0%

(*) Bear in mind that 91% of french tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	France	All markets
- Lanzarote	125,342	2,242,245
- Fuerteventura	111,405	1,806,014
- Gran Canaria	79,329	3,447,259
- Tenerife	172,150	4,518,215
- La Palma	5,322	167,100

Share (%)	France	All markets
- Lanzarote	25.4%	18.4%
- Fuerteventura	22.6%	14.8%
- Gran Canaria	16.1%	28.3%
- Tenerife	34.9%	37.1%
- La Palma	1.1%	1.4%

Who do they come with?



	France	All markets
Unaccompanied	7.4%	9.8%
Only with partner	48.0%	48.0%
Only with children (under the age of 13)	2.1%	1.4%
Partner + children (under the age of 13)	16.7%	11.8%
Other relatives	2.9%	6.4%
Friends	4.4%	6.1%
Work colleagues	0.4%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	France	All markets
Climate/sun	92.0%	89.3%
Scenery	34.6%	22.6%
Tranquillity/rest/relaxation	31.6%	37.9%
Beaches	29.4%	33.6%
Visiting new places	22.1%	14.1%
Price	21.3%	14.1%
Security	11.0%	7.5%
Active tourism	8.4%	5.2%
Quality of the environment	6.3%	6.4%
Suitable destination for children	4.9%	7.7%
Nautical activities	4.1%	2.1%
Ease of travel	3.3%	8.3%
Nightlife/fun	2.2%	4.3%
Rural tourism	2.1%	1.0%
Culture	1.8%	2.7%
Theme parks	1.6%	3.1%

How do they value the destination?



Impression of their stay	France	All markets
Good or very good (% tourists)	91.6%	93.3%
Average rating (scale 1-10)	8.71	8.84

How many are loyal to the destination?

Percentage of repeat tourists	France	All markets
Repeat tourists	43.8%	76.4%
In love (more than 10 visits)	4.0%	16.7%

Where does the flight come from?

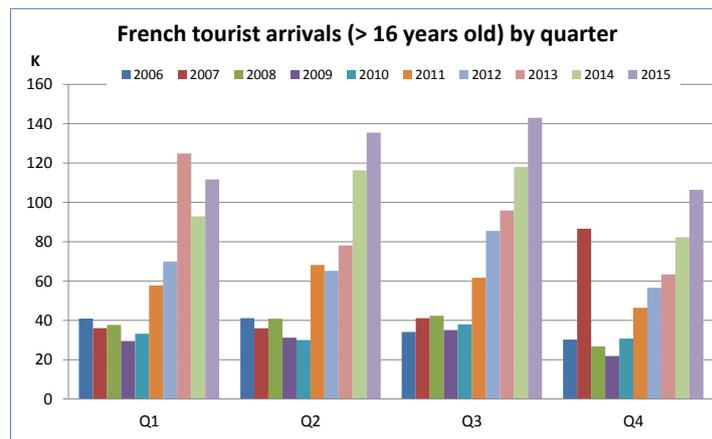


Ten main origin countries	France	All markets
France	313,705	318,592
Spain	88,028	1,897,955
Belgium	31,923	359,967
Others	23,575	214,665
Switzerland	21,295	243,535
Germany	11,742	2,561,891
United Kingdom	3,867	3,848,961
Austria	1,045	78,497
Netherlands	721	386,532
Italy	509	288,542

What did motivate them to come?



Aspects motivating the choice	France	All markets
Previous visits to the Canary Islands	37.1%	64.1%
Recommendation by friends or relatives	35.3%	34.7%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.9%	0.7%
Information in the press/magazines/books	5.9%	3.7%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	18.0%	8.2%
Recommendation by Travel Agency	15.9%	9.5%
Information obtained via the Internet	32.8%	25.6%
Senior Tourism programme	0.2%	0.3%
Others	4.8%	6.7%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.