

Profile of tourist visiting Canary Islands 2015



How many they are and how much do they spend?



	Canary Islands
Tourist arrivals (> 16 years old)	12,310,044
Average daily expenditure (€)	133.60
. in their place of residence	95.33
. in the Canary Islands	38.27
Average length of stay	9.5
Turnover per tourist (€)	1,125
Total turnover (> 16 years old) (€m)	13,854
Expenditure in the Canary Islands per tourist and trip (€)	
Accommodation (*):	44.10
- Accommodation	37.76
- Additional accommodation expenses	6.33
Transport:	27.41
- Public transport	4.99
- Taxi	7.42
- Car rental	14.99
Food and drink:	153.13
- Food purchases at supermarkets	68.64
- Restaurants	84.49
Souvenirs:	55.15
Leisure:	36.28
- Organized excursions	14.63
- Leisure, amusement	5.23
- Trip to other islands	1.51
- Sporting activities	5.38
- Cultural activities	2.18
- Discos and disco-pubs	7.34
Others:	15.71
- Wellness	2.97
- Medical expenses	1.46
- Other expenses	11.28

How far in advance do they book their trip?



	Canary Islands
The same day they leave	0.6%
Between 2 and 7 days	7.3%
Between 8 and 15 days	8.9%
Between 16 and 30 days	15.4%
Between 31 and 90 days	33.9%
More than 90 days	33.8%

What do they book at their place of residence?



	Canary Islands
Flight only	11.1%
Flight and accommodation (room only)	25.5%
Flight and accommodation (B&B)	7.6%
Flight and accommodation (half board)	18.3%
Flight and accommodation (full board)	4.4%
Flight and accommodation (all inclusive)	33.2%
% Tourists using low-cost airlines	47.1%
Other expenses in their place of residence:	
- Car rental	11.5%
- Sporting activities	5.4%
- Excursions	5.7%
- Combined trip to other islands	2.0%

(*) Bear in mind that 89% of the tourists pay the accommodation before travelling.

How do they book?



	Canary Islands
Accommodation booking	
Tour Operator	42.8%
- Tour Operator's website	78.8%
Accommodation	14.0%
- Accommodation's website	81.9%
Travel agency (High street)	19.8%
Online Travel Agency (OTA)	15.4%
No need to book accommodation	8.0%

Flight booking

	Canary Islands
Tour Operator	45.5%
- Tour Operator's website	77.7%
Airline	24.9%
- Airline's website	96.2%
Travel agency (High street)	18.6%
Online Travel Agency (OTA)	11.0%

Where do they stay?



	Canary Islands
5* Hotel	6.8%
4* Hotel	37.7%
1-2-3* Hotel	15.0%
Apartment	30.3%
Property (privately-owned, friends, family)	7.0%
Others	3.2%

How are they?



	Canary Islands
Gender	
Percentage of men	49.8%
Percentage of women	50.2%
Age	
Average age (tourists above 16 years old)	44.5
Standard deviation	14.9
Age range	
16-24 years old	8.8%
25-30 years old	13.1%
31-45 years old	32.8%
46-60 years old	28.4%
Over 60 years old	17.0%
Occupation	
Business owner or self-employed	23.7%
Upper/Middle management employee	37.1%
Auxiliary level employee	16.6%
Students	5.6%
Retired	14.5%
Unemployed / unpaid dom. work	2.5%
Annual household income level	
€12,000 - €24,000	18.3%
€24,001 - €36,000	18.9%
€36,001 - €48,000	16.9%
€48,001 - €60,000	14.6%
€60,001 - €72,000	9.2%
€72,001 - €84,000	6.1%
More than €84,000	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Canary Islands
Lanzarote	2,242,245
Fuerteventura	1,806,014
Gran Canaria	3,447,259
Tenerife	4,518,215
La Palma	167,100

Share (%)	Canary Islands
Lanzarote	18.4%
Fuerteventura	14.8%
Gran Canaria	28.3%
Tenerife	37.1%
La Palma	1.4%

Who do they come with?



	Canary Islands
Unaccompanied	9.8%
Only with partner	48.0%
Only with children (under the age of 13)	1.4%
Partner + children (under the age of 13)	11.8%
Other relatives	6.4%
Friends	6.1%
Work colleagues	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Canary Islands
Climate/sun	89.3%
Tranquillity/rest/relaxation	37.9%
Beaches	33.6%
Scenery	22.6%
Price	14.1%
Visiting new places	14.1%
Ease of travel	8.3%
Suitable destination for children	7.7%
Security	7.5%
Quality of the environment	6.4%
Active tourism	5.2%
Nightlife/fun	4.3%
Theme parks	3.1%
Shopping	3.0%
Culture	2.7%
Nautical activities	2.1%

How do they value the destination?



Impression of their stay	Canary Islands
Good or very good (% tourists)	93.3%
Average rating (scale 1-10)	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Canary Islands
Repeat tourists	76.4%
In love (more than 10 visits)	16.7%

Where are they from?

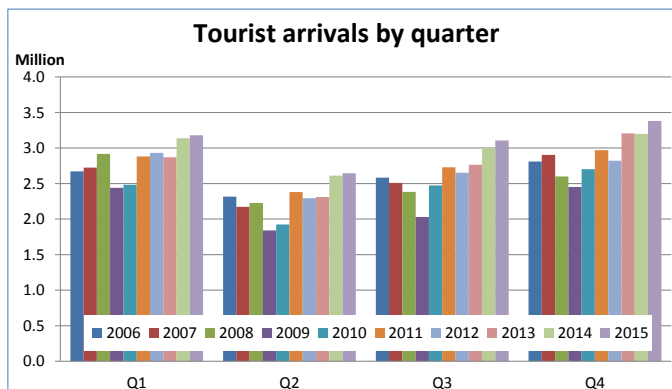
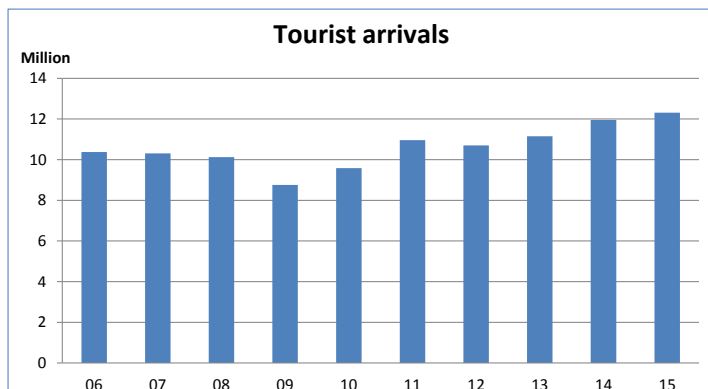


Ten main source markets	Share	Absolute
United Kingdom	31.4%	3,867,102
Germany	20.6%	2,537,069
Spain	11.6%	1,432,973
Sweden	4.5%	550,792
France	4.0%	496,571
Netherlands	3.8%	463,602
Norway	3.3%	407,410
Ireland	3.2%	389,702
Italy	3.1%	376,775
Belgium	2.8%	344,091

What did motivate them to come?



Aspects motivating the choice	Canary Islands
Previous visits to the Canary Islands	64.1%
Recommendation by friends or relatives	34.7%
The Canary Islands television channel	0.4%
Other television or radio channels	0.7%
Information in the press/magazines/book	3.7%
Attendance at a tourism fair	0.5%
Tour Operator's brochure or catalogue	8.2%
Recommendation by Travel Agent	9.5%
Information obtained via the Internet	25.6%
Senior Tourism programme	0.3%
Others	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.