

# Profile of spanish tourist visiting Canary Islands

## 2015



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



	Spain	All markets
Tourist arrivals (> 16 years old)	1,432,973	12,310,044
Average daily expenditure (€)	127.68	133.60
. in their place of residence	83.05	95.33
. in the Canary Islands	44.63	38.27
Average length of stay	7.75	9.46
Turnover per tourist (€)	819	1,125
Total turnover (> 16 years old) (€m)	1,173	13,854
Share of total turnover	8.5%	100%
Share of total tourist	11.6%	100%

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

	Spain	All markets
<b>Accommodation (*)</b> :	42.88	44.10
- Accommodation	34.78	37.76
- Additional accommodation expenses	8.10	6.33
<b>Transport:</b>	34.67	27.41
- Public transport	5.97	4.99
- Taxi	5.38	7.42
- Car rental	23.32	14.99
<b>Food and drink:</b>	116.65	153.13
- Food purchases at supermarkets	46.02	68.64
- Restaurants	70.62	84.49
<b>Souvenirs:</b>	49.51	55.15
<b>Leisure:</b>	33.87	36.28
- Organized excursions	12.61	14.63
- Leisure, amusement	6.79	5.23
- Trip to other islands	2.32	1.51
- Sporting activities	3.22	5.38
- Cultural activities	2.52	2.18
- Discos and disco-pubs	6.42	7.34
<b>Others:</b>	12.44	15.71
- Wellness	2.27	2.97
- Medical expenses	0.83	1.46
- Other expenses	9.33	11.28

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



	Spain	All markets
The same day they leave	0.8%	0.6%
Between 2 and 7 days	11.5%	7.3%
Between 8 and 15 days	12.3%	8.9%
Between 16 and 30 days	22.5%	15.4%
Between 31 and 90 days	36.2%	33.9%
More than 90 days	16.6%	33.8%

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



	Spain	All markets
Flight only	23.2%	11.1%
Flight and accommodation (room only)	17.0%	25.5%
Flight and accommodation (B&B)	8.6%	7.6%
Flight and accommodation (half board)	20.4%	18.3%
Flight and accommodation (full board)	8.1%	4.4%
Flight and accommodation (all inclusive)	22.7%	33.2%
<b>% Tourists using low-cost airlines</b>	57.2%	47.1%
<b>Other expenses in their place of residence:</b>		
- Car rental	22.6%	11.5%
- Sporting activities	2.1%	5.4%
- Excursions	5.8%	5.7%
- Combined trip to other islands	1.7%	2.0%

### How do they book?



	Spain	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	12.9%	42.8%
- Tour Operator's website	71.8%	78.8%
<b>Accommodation</b>	18.5%	14.0%
- Accommodation's website	82.8%	81.9%
<b>Travel agency (High street)</b>	30.0%	19.8%
<b>Online Travel Agency (OTA)</b>	19.4%	15.4%
<b>No need to book accommodation</b>	19.2%	8.0%

#### Flight booking

	Spain	All markets
<b>Tour Operator</b>	18.2%	45.5%
- Tour Operator's website	74.3%	77.7%
<b>Airline</b>	37.8%	24.9%
- Airline's website	98.0%	96.2%
<b>Travel agency (High street)</b>	29.7%	18.6%
<b>Online Travel Agency (OTA)</b>	14.3%	11.0%

### Where do they stay?



	Spain	All markets
5* Hotel	7.8%	6.8%
4* Hotel	39.8%	37.7%
1-2-3* Hotel	13.6%	15.0%
Apartment	18.9%	30.3%
Property (privately-owned, friends, family)	18.1%	7.0%
Others	1.8%	3.2%

### How are they?



	Spain	All markets
<b>Gender</b>		
Percentage of men	52.1%	49.8%
Percentage of women	47.9%	50.2%

#### Age

	Spain	All markets
Average age (tourists > 16 years old)	48.3	44.5
Standard deviation	15.7	14.9
<b>Age range</b>	0.0	0.0
16-24 years old	9.4%	8.8%
25-30 years old	14.3%	13.1%
31-45 years old	40.3%	32.8%
46-60 years old	23.5%	28.4%
Over 60 years old	12.4%	17.0%

#### Occupation

	Spain	All markets
Business owner or self-employed	19.9%	23.7%
Upper/Middle management employee	33.3%	37.1%
Auxiliary level employee	24.0%	16.6%
Students	7.3%	5.6%
Retired	10.6%	14.5%
Unemployed / unpaid dom. work	4.9%	2.5%

#### Annual household income level

	Spain	All markets
€12,000 - €24,000	30.8%	18.3%
€24,001 - €36,000	26.5%	18.9%
€36,001 - €48,000	16.4%	16.9%
€48,001 - €60,000	10.6%	14.6%
€60,001 - €72,000	5.3%	9.2%
€72,001 - €84,000	3.2%	6.1%
More than €84,000	7.2%	16.0%

(\*) Bear in mind that 77% of spanish tourists pay the accommodation before travelling.

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### Which island do they choose?



Tourists (> 16 years old)	Spain	All markets
- Lanzarote	227,770	2,242,245
- Fuerteventura	108,358	1,806,014
- Gran Canaria	465,749	3,447,259
- Tenerife	574,059	4,518,215
- La Palma	42,084	167,100

Share (%)	Spain	All markets
- Lanzarote	16.1%	18.4%
- Fuerteventura	7.6%	14.8%
- Gran Canaria	32.8%	28.3%
- Tenerife	40.5%	37.1%
- La Palma	3.0%	1.4%

### Who do they come with?



	Spain	All markets
Unaccompanied	18.4%	9.8%
Only with partner	41.6%	48.0%
Only with children (under the age of 13)	1.4%	1.4%
Partner + children (under the age of 13)	14.0%	11.8%
Other relatives	4.6%	6.4%
Friends	6.2%	6.1%
Work colleagues	0.9%	0.4%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Spain	All markets
Climate/sun	70.4%	89.3%
Tranquillity/rest/relaxation	34.9%	37.9%
Beaches	34.3%	33.6%
Scenery	29.3%	22.6%
Visiting new places	18.8%	14.1%
Price	9.3%	14.1%
Quality of the environment	7.6%	6.4%
Suitable destination for children	6.7%	7.7%
Active tourism	4.3%	5.2%
Theme parks	3.4%	3.1%
Security	2.9%	7.5%
Nightlife/fun	2.6%	4.3%
Nautical activities	2.5%	2.1%
Shopping	2.3%	3.0%
Ease of travel	2.3%	8.3%
Culture	2.1%	2.7%

### How do they value the destination?



Impression of their stay	Spain	All markets
Good or very good (% tourists)	93.5%	93.3%
Average rating (scale 1-10)	8.85	8.84

### How many are loyal to the destination?

Percentage of repeat tourists	Spain	All markets
Repeat tourists	79.6%	76.4%
In love (more than 10 visits)	17.2%	16.7%

### Where does the flight come from?



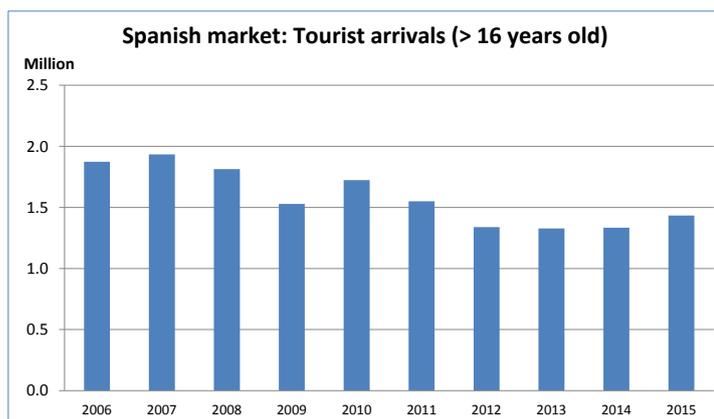
Ten main origin countries	Spain	All markets
Spain	1,426,083	1,897,955
Others	2,776	214,665
Belgium	1,352	359,967
Germany	924	2,561,891
United Kingdom	620	3,848,961
Switzerland	471	243,535
Norway	296	410,416
Italy	203	288,542
Finland	177	202,381
Netherlands	71	386,532

### What did motivate them to come?



Aspects motivating the choice	Spain	All markets
Previous visits to the Canary Islands	60.5%	64.1%
Recommendation by friends or relatives	37.6%	34.7%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	1.0%	0.7%
Information in the press/magazines/books	3.5%	3.7%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	2.2%	8.2%
Recommendation by Travel Agency	7.3%	9.5%
Information obtained via the Internet	21.0%	25.6%
Senior Tourism programme	1.9%	0.3%
Others	13.4%	6.7%

\* Multi-choice question



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.

