

Tourist profile by islands

2015



How many they are and how much do they spend?



	LZ	FUE	GC	TFE	LP
Tourist arrivals (> 16 years old)	2,242,245	1,806,014	3,447,259	4,518,215	167,100
Average daily expenditure (€)	125.49	122.98	138.88	138.56	118.50
. in their place of residence	90.72	95.72	97.30	96.53	83.68
. in the Canary Islands	34.78	27.27	41.58	42.03	34.81
Average length of stay	9.00	9.55	9.93	9.21	10.41
Turnover per tourist (€)	1,038	1,085	1,187	1,135	1,097
Total turnover (> 16 years old) (€m)	2,326.7	1,959.8	4,093.6	5,129.6	183.36
Share of turnover	17.0%	14.3%	29.9%	37.5%	1.3%
Share of tourist	18.4%	14.8%	28.3%	37.1%	1.4%

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

Accommodation (*) :	31.09	26.87	50.56	51.75	46.80
- Accommodation	26.79	23.02	44.63	43.03	39.53
- Additional accommodation expenses	4.30	3.85	5.94	8.71	7.26
Transport:	30.83	25.81	26.34	25.56	56.24
- Public transport	4.00	3.22	6.90	4.53	7.40
- Taxi	7.55	4.88	9.47	6.98	4.72
- Car rental	19.28	17.71	9.97	14.04	44.12
Food and drink:	144.47	93.46	176.47	161.67	164.13
- Food purchases at supermarkets	50.07	34.81	93.55	71.90	63.09
- Restaurants	94.40	58.65	82.92	89.76	101.04
Souvenirs:	40.29	49.49	62.82	60.57	29.37
Leisure:	34.08	31.59	34.04	41.74	23.07
- Organized excursions	14.40	11.16	12.95	17.57	12.92
- Leisure, amusement	3.08	2.94	4.58	7.97	1.76
- Trip to other islands	1.93	2.36	1.23	1.11	2.18
- Sporting activities	4.46	9.99	4.84	4.45	3.42
- Cultural activities	4.37	1.78	1.54	1.79	1.68
- Discos and disco-pubs	5.83	3.36	8.90	8.86	1.11
Others:	11.41	13.72	16.89	17.91	16.14
- Wellness	2.69	3.52	3.35	2.69	2.19
- Medical expenses	1.33	2.05	1.48	1.30	0.83
- Other expenses	7.39	8.14	12.06	13.92	13.12

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.6%	0.3%	0.7%	0.7%	0.0%
Between 2 and 7 days	6.2%	6.8%	8.4%	7.4%	5.5%
Between 8 and 15 days	8.5%	8.9%	9.5%	8.7%	9.8%
Between 16 and 30 days	14.5%	15.9%	16.7%	14.5%	17.9%
Between 31 and 90 days	34.8%	35.7%	33.4%	33.1%	37.3%
More than 90 days	35.4%	32.4%	31.3%	35.6%	29.5%

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	6.4%	5.1%	13.4%	13.7%	14.2%
Flight and accommodation (room only)	32.2%	16.9%	24.9%	25.5%	33.3%
Flight and accommodation (B&B)	6.9%	3.6%	8.5%	8.7%	8.8%
Flight and accommodation (half board)	15.6%	16.1%	19.0%	19.5%	25.0%
Flight and accommodation (full board)	3.3%	4.1%	5.0%	4.7%	1.6%
Flight and accommodation (all inclusive)	35.6%	54.1%	29.3%	27.8%	17.0%
% Tourists using low-cost airlines	55.5%	44.6%	40.7%	49.4%	34.9%
Other expenses in their place of residence:					
- Car rental	10.9%	13.8%	7.4%	12.8%	35.9%
- Sporting activities	5.2%	10.7%	3.9%	4.4%	4.4%
- Excursions	4.7%	5.2%	4.7%	7.1%	7.5%
- Combined trip to other islands	0.8%	1.3%	4.1%	1.2%	1.9%

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	43.9%	44.9%	44.2%	41.0%	35.0%
- Tour Operator's website	78.4%	75.5%	80.8%	78.9%	82.3%
Accommodation	17.6%	10.9%	12.3%	14.7%	16.9%
- Accommodation's website	84.4%	83.2%	79.4%	81.6%	85.1%
Travel agency (High street)	17.9%	24.4%	19.2%	19.4%	20.2%
Online Travel Agency (OTA)	16.5%	16.1%	14.0%	15.1%	21.4%
No need to book accommodation	4.1%	3.6%	10.3%	9.9%	6.5%

Flight booking

	LZ	FUE	GC	TFE	LP
Tour Operator	46.8%	47.7%	46.2%	44.2%	37.2%
- Tour Operator's website	78.5%	73.0%	79.4%	77.7%	80.6%
Airline	27.6%	17.8%	23.5%	27.1%	26.5%
- Airline's website	97.2%	96.3%	95.5%	96.1%	97.9%
Travel agency (High street)	16.1%	22.2%	19.5%	17.6%	21.0%
Online Travel Agency (OTA)	9.5%	12.3%	10.8%	11.0%	15.3%

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	5.6%	3.4%	6.6%	9.3%	0.0%
4* Hotel	35.3%	52.7%	29.4%	39.6%	39.6%
1-2-3* Hotel	13.0%	17.8%	19.6%	11.5%	11.8%
Apartment	41.7%	21.9%	29.2%	28.1%	40.2%
Property (privately-owned, friends, family)	3.6%	3.1%	8.3%	9.2%	6.4%
Others	0.8%	1.0%	7.0%	2.3%	1.9%

How are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	51.4%	47.1%	51.3%	48.8%	50.3%
Percentage of women	48.6%	52.9%	48.7%	51.2%	49.7%

Age

Average age (tourists > 16 years old)	46.6	44.3	45.9	42.1	48.4
Standard deviation	14.6	14.7	16.0	14.1	13.7

Age range

16-24 years old	5.8%	7.6%	10.1%	10.2%	3.3%
25-30 years old	10.6%	14.4%	11.1%	15.6%	8.6%
31-45 years old	33.6%	33.8%	28.8%	35.0%	29.7%
46-60 years old	29.2%	28.0%	28.2%	27.6%	37.5%
Over 60 years old	20.8%	16.3%	21.7%	11.6%	21.0%

Occupation

Business owner or self-employed	24.7%	20.7%	20.6%	27.0%	16.8%
Upper/Middle management employee	34.7%	42.5%	37.1%	35.4%	47.2%
Auxiliary level employee	15.5%	14.4%	16.2%	18.8%	12.8%
Students	3.8%	5.0%	6.7%	6.2%	3.7%
Retired	19.1%	15.0%	17.1%	9.8%	17.3%
Unemployed / unpaid dom. work	2.1%	2.4%	2.4%	2.9%	2.3%

Annual household income level

€12,000 - €24,000	15.7%	17.6%	17.9%	20.4%	16.8%
€24,001 - €36,000	18.4%	19.2%	18.0%	20.0%	19.4%
€36,001 - €48,000	17.7%	17.4%	16.8%	16.3%	16.3%
€48,001 - €60,000	14.4%	15.3%	15.2%	14.0%	15.2%
€60,001 - €72,000	11.2%	8.7%	9.1%	8.4%	9.0%
€72,001 - €84,000	6.6%	6.0%	6.8%	5.4%	5.4%
More than €84,000	16.0%	15.7%	16.2%	15.5%	18.0%

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

Which island do they choose?



Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2011	1,879,195	1,618,941	3,077,649	4,090,089	164,416
- 2012	1,784,304	1,553,712	3,020,104	4,079,973	153,878
- 2013	1,920,623	1,584,228	3,160,023	4,221,657	151,555
- 2014	2,269,279	1,852,213	3,270,347	4,270,877	168,474
- 2015	2,242,245	1,806,014	3,447,259	4,518,215	167,100

Share (%)	LZ	FUE	GC	TFE	LP
- 2011	17.4%	14.9%	28.4%	37.8%	1.5%
- 2012	16.8%	14.7%	28.5%	38.5%	1.5%
- 2013	17.4%	14.4%	28.6%	38.2%	1.4%
- 2014	19.2%	15.7%	27.6%	36.1%	1.4%
- 2015	18.4%	14.8%	28.3%	37.1%	1.4%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	5.3%	7.5%	14.9%	8.8%	10.7%
Only with partner	51.2%	51.9%	47.0%	45.1%	62.4%
Only with children (under the age of	1.4%	1.1%	1.3%	1.6%	1.1%
Partner + children (under the age of :	14.8%	13.2%	8.4%	12.6%	5.8%
Other relatives	5.8%	6.2%	6.5%	6.8%	3.9%
Friends	5.6%	5.4%	7.2%	5.7%	4.8%
Work colleagues	0.1%	0.2%	0.6%	0.4%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	92.4%	91.8%	87.9%	88.4%	79.9%
Tranquillity/rest/relaxation	39.1%	46.5%	39.9%	32.1%	41.8%
Beaches	26.1%	58.9%	39.1%	24.7%	6.0%
Scenery	24.2%	14.3%	17.3%	26.7%	61.8%
Price	18.5%	14.0%	12.5%	13.8%	7.2%
Visiting new places	15.8%	12.7%	12.7%	14.8%	16.8%
Ease of travel	13.0%	6.7%	7.1%	7.9%	3.7%
Suitable destination for children	10.2%	7.7%	6.2%	7.9%	1.7%
Security	8.5%	8.1%	8.4%	6.4%	2.5%
Quality of the environment	9.1%	4.4%	4.4%	7.1%	13.6%
Active tourism	4.1%	3.3%	3.6%	5.8%	35.8%
Nightlife/fun	2.7%	1.1%	5.8%	5.5%	0.2%
Theme parks	0.6%	0.2%	1.0%	7.5%	0.1%
Shopping	2.2%	1.4%	3.4%	3.9%	0.2%
Culture	4.6%	1.1%	2.1%	2.9%	1.3%
Nautical activities	1.7%	4.8%	1.5%	1.8%	1.0%

How do they value the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	95.6%	92.8%	91.9%	93.3%	95.7%
Average rating (scale 1-10)	9.01	8.76	8.73	8.85	9.01

How many are loyal to the destination?

Percentage of repeat tourists	LZ	FUE	GC	TFE	LP
Repeat tourists of each island:	48.1%	43.1%	53.4%	47.9%	34.0%
- more than 10 visits	6.6%	5.7%	10.9%	7.3%	3.8%

Where are they from?



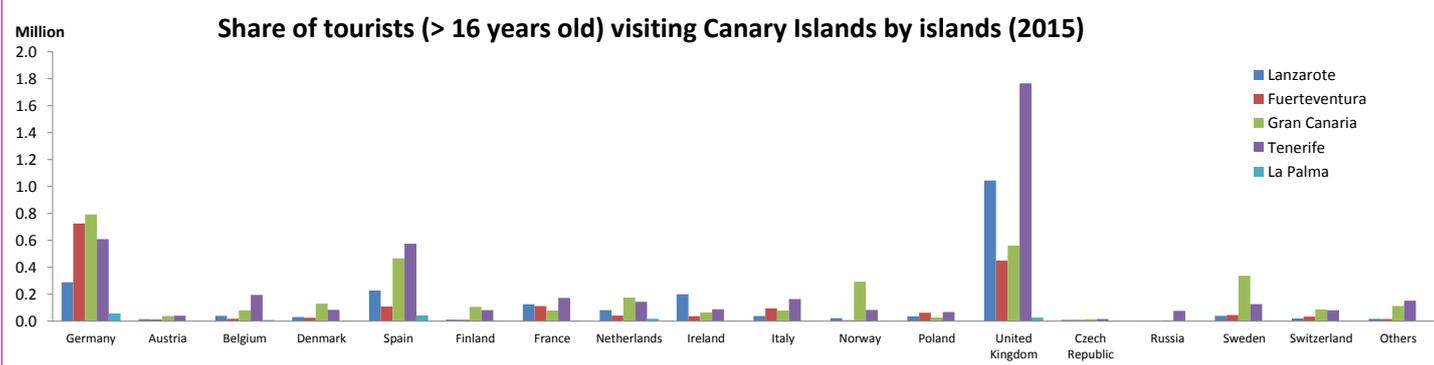
Ten main source markets	LZ	FUE	GC	TFE	LP
United Kingdom	1,043,767	449,896	560,426	1,765,457	25,814
Germany	288,353	725,154	792,732	609,239	57,391
Spain	227,770	108,358	465,749	574,059	42,084
Belgium	38,477	17,857	80,920	194,810	8,235
France	125,342	111,405	79,329	172,150	5,322
Italy	38,041	94,695	78,147	164,017	1,361
Others	16,565	15,351	112,554	152,014	772
Netherlands	81,748	41,590	174,982	143,581	17,348
Sweden	39,157	45,664	337,023	126,158	1,068
Ireland	199,272	36,409	64,429	88,189	14

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	67.5%	63.7%	66.1%	61.1%	66.4%
Recommendation by friends or relatives	36.7%	30.9%	31.3%	37.7%	33.6%
The Canary Islands television channel	0.3%	0.5%	0.3%	0.4%	0.4%
Other television or radio channels	0.5%	0.7%	0.7%	0.8%	3.1%
Information in the press/magazines/books	3.9%	3.8%	3.5%	3.5%	8.2%
Attendance at a tourism fair	0.3%	0.3%	0.6%	0.5%	0.3%
Tour Operator's brochure or catalogue	9.1%	11.4%	8.1%	6.6%	7.1%
Recommendation by Travel Agency	9.7%	14.2%	8.9%	8.3%	4.8%
Information obtained via the Internet	29.6%	30.3%	24.6%	22.4%	29.9%
Senior Tourism programme	0.4%	0.1%	0.3%	0.4%	0.0%
Others	5.1%	4.4%	9.9%	6.0%	6.9%

* 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.