

Profile of Italian tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Italy	All markets
Tourist arrivals (> 16 years old)	376,775	12,310,044
Average daily expenditure (€)	127.18	133.60
. in their place of residence	86.38	95.33
. in the Canary Islands	40.80	38.27
Average length of stay	10.04	9.46
Turnover per tourist (€)	1,088	1,125
Total turnover (> 16 years old) (€m)	410	13,854
Share of total turnover	3.0%	100%
Share of total tourist	3.1%	100%

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

	Italy	All markets
Accommodation (*) :	67.05	44.10
- Accommodation	59.17	37.76
- Additional accommodation expenses	7.88	6.33
Transport:	40.34	27.41
- Public transport	7.08	4.99
- Taxi	5.55	7.42
- Car rental	27.71	14.99
Food and drink:	157.69	153.13
- Food purchases at supermarkets	75.35	68.64
- Restaurants	82.34	84.49
Souvenirs:	55.63	55.15
Leisure:	39.36	36.28
- Organized excursions	14.57	14.63
- Leisure, amusement	5.13	5.23
- Trip to other islands	2.25	1.51
- Sporting activities	5.46	5.38
- Cultural activities	2.71	2.18
- Discos and disco-pubs	9.23	7.34
Others:	11.07	15.71
- Wellness	1.76	2.97
- Medical expenses	0.98	1.46
- Other expenses	8.33	11.28

How far in advance do they book their trip?



	Italy	All markets
The same day they leave	1.2%	0.6%
Between 2 and 7 days	9.4%	7.3%
Between 8 and 15 days	10.7%	8.9%
Between 16 and 30 days	20.1%	15.4%
Between 31 and 90 days	36.9%	33.9%
More than 90 days	21.6%	33.8%

What do they book at their place of residence?



	Italy	All markets
Flight only	20.2%	11.1%
Flight and accommodation (room only)	26.5%	25.5%
Flight and accommodation (B&B)	6.5%	7.6%
Flight and accommodation (half board)	13.2%	18.3%
Flight and accommodation (full board)	9.5%	4.4%
Flight and accommodation (all inclusive)	24.0%	33.2%
% Tourists using low-cost airlines	74.7%	47.1%
Other expenses in their place of residence:		
- Car rental	23.7%	11.5%
- Sporting activities	4.6%	5.4%
- Excursions	4.9%	5.7%
- Combined trip to other islands	1.7%	2.0%

How do they book?



	Italy	All markets
Accommodation booking		
Tour Operator	21.4%	42.8%
- Tour Operator's website	67.8%	78.8%
Accommodation	23.3%	14.0%
- Accommodation's website	81.5%	81.9%
Travel agency (High street)	20.8%	19.8%
Online Travel Agency (OTA)	23.8%	15.4%
No need to book accommodation	10.6%	8.0%

Flight booking

	Italy	All markets
Tour Operator	23.5%	45.5%
- Tour Operator's website	63.9%	77.7%
Airline	42.3%	24.9%
- Airline's website	97.9%	96.2%
Travel agency (High street)	21.1%	18.6%
Online Travel Agency (OTA)	13.1%	11.0%

Where do they stay?



	Italy	All markets
5* Hotel	4.6%	6.8%
4* Hotel	34.0%	37.7%
1-2-3* Hotel	15.8%	15.0%
Apartment	30.7%	30.3%
Property (privately-owned, friends, family)	11.8%	7.0%
Others	3.1%	3.2%

How are they?



	Italy	All markets
Gender		
Percentage of men	52.0%	49.8%
Percentage of women	48.0%	50.2%

Age

	Italy	All markets
Average age (tourists > 16 years old)	41.2	44.5
Standard deviation	13.5	14.9

Age range

	Italy	All markets
16-24 years old	7.2%	8.8%
25-30 years old	20.2%	13.1%
31-45 years old	40.5%	32.8%
46-60 years old	20.9%	28.4%
Over 60 years old	11.2%	17.0%

Occupation

	Italy	All markets
Business owner or self-employed	32.5%	23.7%
Upper/Middle management employee	33.1%	37.1%
Auxiliary level employee	16.6%	16.6%
Students	6.5%	5.6%
Retired	8.5%	14.5%
Unemployed / unpaid dom. work	2.7%	2.5%

Annual household income level

	Italy	All markets
€12,000 - €24,000	35.2%	18.3%
€24,001 - €36,000	25.1%	18.9%
€36,001 - €48,000	16.7%	16.9%
€48,001 - €60,000	9.4%	14.6%
€60,001 - €72,000	4.4%	9.2%
€72,001 - €84,000	3.0%	6.1%
More than €84,000	6.3%	16.0%

(*) Bear in mind that 80% of Italian tourists pay the accommodation before travelling.

Profile of danish tourist visiting Canary Islands

2015



Which island do they choose?



Tourists (> 16 years old)	Italy	All markets
- Lanzarote	38,041	2,242,245
- Fuerteventura	94,695	1,806,014
- Gran Canaria	78,147	3,447,259
- Tenerife	164,017	4,518,215
- La Palma	1,361	167,100

Share (%)	Italy	All markets
- Lanzarote	10.1%	18.4%
- Fuerteventura	25.2%	14.8%
- Gran Canaria	20.8%	28.3%
- Tenerife	43.6%	37.1%
- La Palma	0.4%	1.4%

Who do they come with?



	Italy	All markets
Unaccompanied	12.8%	9.8%
Only with partner	45.2%	48.0%
Only with children (under the age of 13)	0.9%	1.4%
Partner + children (under the age of 13)	8.0%	11.8%
Other relatives	6.5%	6.4%
Friends	11.9%	6.1%
Work colleagues	0.6%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Italy	All markets
Climate/sun	85.0%	89.3%
Beaches	39.1%	33.6%
Tranquillity/rest/relaxation	34.9%	37.9%
Scenery	31.1%	22.6%
Visiting new places	20.0%	14.1%
Price	16.1%	14.1%
Quality of the environment	11.6%	6.4%
Security	7.8%	7.5%
Active tourism	4.9%	5.2%
Nightlife/fun	2.8%	4.3%
Ease of travel	2.7%	8.3%
Suitable destination for children	2.7%	7.7%
Nautic activities	1.8%	2.1%
Culture	1.5%	2.7%
Shopping	1.3%	3.0%
Theme parks	1.3%	3.1%

How do they value the destination?



Impression of their stay	Italy	All markets
Good or very good (% tourists)	93.5%	93.3%
Average rating (scale 1-10)	8.65	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Italy	All markets
Repeat tourists	50.0%	76.4%
In love (more than 10 visits)	6.1%	16.7%

Where does the flight come from?



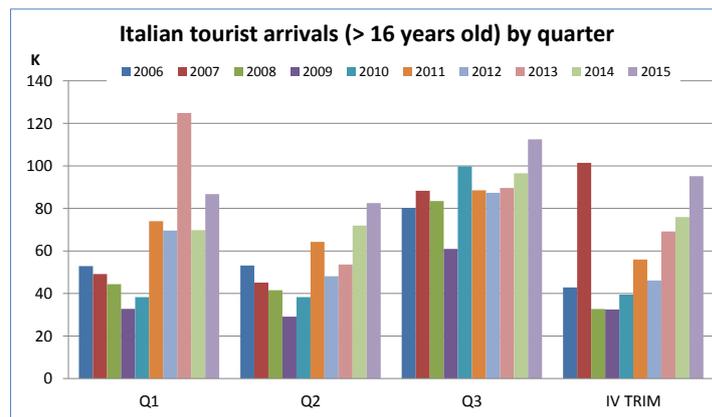
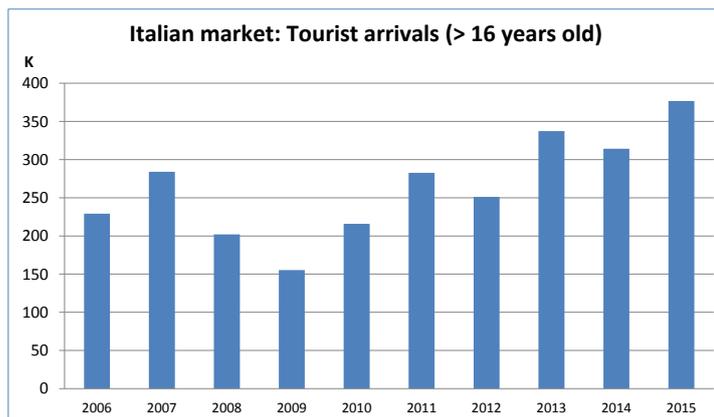
Ten main origin countries	Italy	All markets
Italy	278,992	288,542
Spain	83,893	1,897,955
Germany	7,690	2,561,891
United Kingdom	2,445	3,848,961
Others	1,234	214,665
Austria	723	78,497
France	653	318,592
Ireland	622	400,647
Switzerland	405	243,535
Belgium	117	359,967

What did motivate them to come?



Aspects motivating the choice	Italy	All markets
Previous visits to the Canary Islands	42.7%	64.1%
Recommendation by friends or relatives	46.3%	34.7%
The Canary Islands television channel	1.0%	0.4%
Other television or radio channels	0.9%	0.7%
Information in the press/magazines/books	9.5%	3.7%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	6.0%	8.2%
Recommendation by Travel Agency	13.0%	9.5%
Information obtained via the Internet	31.3%	25.6%
Senior Tourism programme	0.2%	0.3%
Others	3.4%	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.