

# Tourist profile by source markets (2016)

## Canary Islands: main source markets

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



	UK	Germany	Nordics	Spain	Total
Tourist arrivals (> 16 years old)	4,227,981	2,727,674	1,375,576	1,471,736	13,114,359
Average daily expenditure (€)	133.15	136.43	139.58	131.48	135.94
- in their place of residence	95.75	107.37	101.31	84.74	98.03
- in the Canary Islands	37.40	29.06	38.27	46.73	37.90
Average length of stay	8.81	10.67	10.25	7.48	9.36
Turnover per tourist (€)	1,073	1,306	1,260	828	1,141
Total turnover (> 16 years old) (€m)	4,539	3,561	1,733	1,219	14,957
Turnover: share by source market	30.3%	23.8%	11.6%	8.2%	100%
Tourist arrivals: share by source market	32.2%	20.8%	10.5%	11.2%	100%

Expenditure in the Canary Islands per tourist and trip (€) <sup>(*)</sup>					
<b>Accommodation (**):</b>	44.07	38.73	36.59	51.13	47.11
- Accommodation	37.55	31.39	33.00	43.61	40.52
- Additional accommodation expenses	6.52	7.33	3.59	7.52	6.60
<b>Transport:</b>	19.56	26.76	25.96	34.17	26.01
- Public transport	4.06	3.95	6.93	5.83	5.14
- Taxi	8.56	4.32	9.61	5.16	6.94
- Car rental	6.93	18.49	9.42	23.18	13.93
<b>Food and drink:</b>	156.74	115.69	211.72	118.19	148.33
- Food purchases at supermarkets	69.98	50.93	94.66	40.04	63.46
- Restaurants	86.76	64.76	117.07	78.15	84.87
<b>Souvenirs:</b>	43.17	59.94	49.41	48.59	53.88
<b>Leisure:</b>	30.99	38.43	23.34	34.47	34.52
- Organized excursions	12.80	19.49	7.39	12.72	14.95
- Leisure, amusement	4.40	4.38	2.77	5.82	4.55
- Trip to other islands	1.13	2.01	2.03	2.91	1.85
- Sporting activities	3.59	7.47	4.44	3.44	5.11
- Cultural activities	1.39	2.09	2.27	2.38	2.04
- Discos and disco-pubs	7.67	3.00	4.43	7.20	6.01
<b>Others:</b>	10.72	16.92	14.74	12.02	13.91
- Wellness	2.70	4.26	2.60	2.00	3.23
- Medical expenses	1.60	2.60	1.70	0.67	1.69
- Other expenses	6.41	10.06	10.44	9.35	8.99

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



	UK	Germany	Nordics	Spain	Total
The same day they leave	0.6%	0.3%	0.4%	0.8%	0.6%
Between 2 and 7 days	4.9%	4.4%	7.9%	10.0%	6.3%
Between 8 and 15 days	6.7%	6.2%	8.4%	11.8%	7.9%
Between 16 and 30 days	12.7%	13.6%	15.4%	20.1%	14.7%
Between 31 and 90 days	33.4%	32.6%	34.4%	37.4%	34.3%
More than 90 days	41.7%	42.9%	33.5%	20.0%	36.2%

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



	UK	Germany	Nordics	Spain	Total
Flight only	7.7%	4.9%	6.8%	19.8%	8.8%
Flight and accommodation (room only)	31.3%	13.3%	37.9%	20.1%	25.7%
Flight and accommodation (B&B)	6.7%	4.8%	16.2%	8.7%	8.0%
Flight and accommodation (half board)	16.1%	31.9%	11.8%	20.6%	20.4%
Flight and accommodation (full board)	2.4%	4.5%	3.5%	7.6%	4.3%
Flight and accommodation (all inclusive)	35.8%	40.6%	23.7%	23.1%	32.8%
<b>% Tourists using low-cost airlines</b>	60.2%	29.1%	26.3%	62.1%	48.7%
<b>Other expenses in their place of residence:</b>					
- Car rental	3.5%	14.9%	5.1%	26.0%	11.8%
- Sporting activities	3.9%	9.1%	4.1%	2.4%	5.3%
- Excursions	2.0%	8.8%	3.0%	6.3%	5.7%
- Trip to other islands	0.8%	3.2%	0.4%	2.0%	1.6%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

### How do they book?



	UK	Germany	Nordics	Spain	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	52.8%	40.0%	67.6%	12.3%	42.3%
- Tour Operator's website	82.9%	60.4%	88.7%	78.7%	78.8%
<b>Accommodation</b>	17.4%	5.3%	10.4%	21.0%	14.7%
- Accommodation's website	84.9%	75.5%	73.6%	81.9%	83.5%
<b>Travel agency (High street)</b>	10.5%	35.2%	6.1%	28.2%	20.5%
<b>Online Travel Agency (OTA)</b>	13.7%	16.3%	11.0%	22.5%	16.5%
<b>No need to book accommodation</b>	5.6%	3.2%	4.9%	16.0%	6.0%

	UK	Germany	Nordics	Spain	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	54.1%	41.4%	70.3%	17.5%	44.6%
- Tour Operator's website	82.0%	55.5%	87.2%	77.8%	76.3%
<b>Airline</b>	28.1%	9.8%	15.0%	40.0%	24.8%
- Airline's website	96.8%	91.8%	94.2%	97.9%	96.2%
<b>Travel agency (High street)</b>	9.3%	32.9%	6.2%	28.0%	19.1%
<b>Online Travel Agency (OTA)</b>	8.5%	15.8%	8.6%	14.6%	11.5%

### Where do they stay?



	UK	Germany	Nordics	Spain	Total
5* Hotel	8.9%	4.4%	4.9%	8.6%	7.1%
4* Hotel	38.6%	47.9%	28.3%	38.0%	39.6%
1-2-3* Hotel	10.9%	17.9%	18.0%	14.2%	14.6%
Apartment	35.9%	21.9%	44.6%	22.8%	31.5%
Property (privately-owned, friends, family)	3.6%	2.8%	2.8%	14.0%	4.6%
Others	2.2%	5.0%	1.4%	2.4%	2.6%

### Who are they?



	UK	Germany	Nordics	Spain	Total
<b>Gender</b>					
Percentage of men	43.7%	49.7%	49.0%	53.0%	48.5%
Percentage of women	56.3%	50.3%	51.0%	47.0%	51.5%
<b>Age</b>					
Average age (tourists > 16 years old)	47.2	47.6	51.1	41.2	46.3
Standard deviation	15.4	15.8	15.3	12.9	15.3

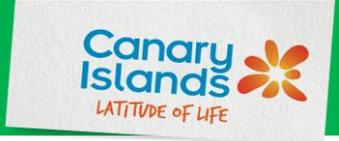
Age range (> 16 years old)					
16-24 years old	8.2%	8.3%	5.8%	7.9%	8.2%
25-30 years old	9.7%	11.1%	6.5%	14.6%	11.1%
31-45 years old	27.6%	23.5%	22.9%	44.1%	29.1%
46-60 years old	31.8%	34.1%	32.2%	24.2%	30.9%
Over 60 years old	22.6%	23.0%	32.6%	9.2%	20.7%

Occupation					
Business owner or self-employed	31.8%	13.9%	15.1%	20.0%	23.1%
Upper/Middle management employee	25.4%	48.0%	36.8%	36.3%	36.1%
Auxiliary level employee	15.3%	11.9%	18.0%	26.2%	15.5%
Students	3.6%	5.9%	5.3%	6.0%	5.1%
Retired	21.8%	18.8%	23.7%	7.8%	18.0%
Unemployed / unpaid dom. work	2.1%	1.5%	1.1%	3.7%	2.2%

Annual household income level					
€12,000 - €24,000	16.9%	13.8%	8.6%	29.1%	17.8%
€24,001 - €36,000	20.2%	17.6%	11.7%	27.1%	19.4%
€36,001 - €48,000	17.1%	17.8%	18.0%	16.6%	16.9%
€48,001 - €60,000	14.4%	16.8%	16.7%	11.4%	14.6%
€60,001 - €72,000	9.3%	10.3%	12.7%	6.2%	9.5%
€72,001 - €84,000	6.2%	6.1%	9.3%	3.2%	6.0%
More than €84,000	15.8%	17.6%	23.1%	6.4%	15.8%

# Tourist profile by source markets (2016)

## Canary Islands: main source markets



### Which island do they choose?



Tourists (> 16 years old)	UK	Germany	Nordics	Spain	Total
- Lanzarote	1,119,206	298,196	89,237	218,286	2,328,674
- Fuerteventura	466,838	784,700	90,008	111,928	1,914,107
- Gran Canaria	662,210	846,822	807,706	484,482	3,654,806
- Tenerife	1,921,177	670,472	382,294	606,002	4,885,901
- La Palma	30,387	81,455	1,605	40,972	221,541

Share (%)	UK	Germany	Nordics	Spain	Total
- Lanzarote	26.6%	11.1%	6.5%	14.9%	17.9%
- Fuerteventura	11.1%	29.3%	6.6%	7.7%	14.7%
- Gran Canaria	15.8%	31.6%	58.9%	33.1%	28.1%
- Tenerife	45.7%	25.0%	27.9%	41.5%	37.6%
- La Palma	0.7%	3.0%	0.1%	2.8%	1.7%

### Who do they come with?



	UK	Germany	Nordics	Spain	Total
Unaccompanied	6.3%	9.3%	8.6%	16.6%	9.1%
Only with partner	47.5%	55.4%	46.5%	39.8%	47.6%
Only with children (under the age of 13)	1.6%	1.1%	1.8%	1.7%	1.5%
Partner + children (under the age of 13)	12.7%	8.8%	9.2%	16.5%	11.8%
Other relatives	6.9%	5.1%	7.6%	4.3%	6.0%
Friends	5.7%	5.8%	5.7%	6.8%	6.1%
Work colleagues	0.2%	0.1%	0.3%	0.9%	0.3%
Other combinations <sup>(1)</sup>	19.1%	14.4%	20.4%	13.5%	17.5%

\* Multi-choice question (different situations have been isolated)

### How do they rate the destination?



Impression of their stay	UK	Germany	Nordics	Spain	Total
Good or very good (% tourists)	94.7%	93.6%	91.2%	94.4%	94.1%
Average rating (scale 1-10)	9.09	8.71	8.75	8.89	8.90

### How many are loyal to the destination?

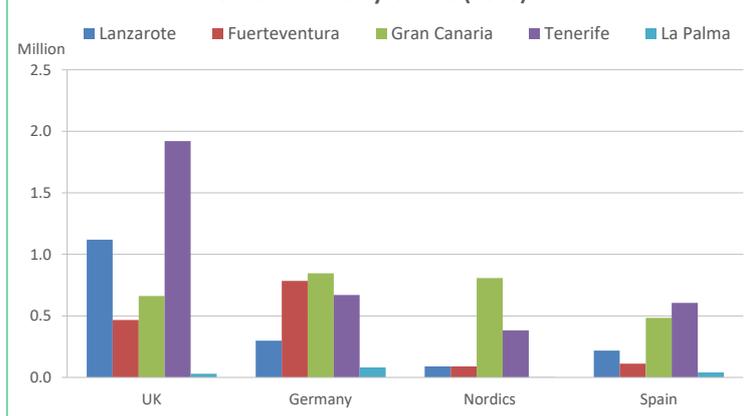
Repeat tourists of the Canary Islands	UK	Germany	Nordics	Spain	Total
Repeat tourists	83.6%	77.6%	86.2%	79.8%	77.3%
In love (at least 10 previous visits)	19.0%	16.4%	17.7%	16.1%	16.1%

### Where does the flight come from?



Ten main source markets	UK	Germany	Nordics	Spain	Total
United Kingdom	97.5%	0.1%	2.2%	0.1%	32.1%
Germany	0.1%	93.5%	3.1%	0.0%	22.0%
Spanish Mainland	1.5%	3.4%	2.7%	99.6%	16.5%
Belgium	0.0%	0.2%	0.2%	0.0%	3.4%
Ireland	0.7%	0.0%	0.1%	0.0%	3.3%
Sweden	0.0%	0.0%	30.5%	0.0%	3.2%
Norway	0.0%	0.0%	28.2%	0.0%	3.0%
Italy	0.0%	0.0%	0.2%	0.0%	2.6%
Switzerland	0.0%	2.1%	0.3%	0.0%	2.4%
Netherlands	0.0%	0.0%	0.0%	0.0%	2.1%

### Tourist arrivals by islands (2016)



### Why do they choose the Canary Islands?



Aspects influencing the choice	UK	Germany	Nordics	Spain	Total
Climate/sun	93.1%	93.6%	94.5%	69.7%	89.8%
Tranquility/rest/relaxation	32.6%	43.5%	48.2%	32.6%	36.6%
Beaches	26.3%	46.3%	34.7%	36.3%	34.5%
Scenery	14.8%	30.0%	12.0%	29.2%	21.9%
Visiting new places	13.2%	13.6%	10.3%	19.3%	14.6%
Price	19.2%	5.2%	10.9%	8.7%	12.7%
Security	8.2%	15.7%	13.8%	2.3%	11.1%
Ease of travel	17.0%	5.5%	5.5%	2.0%	8.9%
Suitable destination for children	10.8%	4.2%	8.5%	7.6%	7.5%
Quality of the environment	8.7%	3.4%	3.6%	8.1%	6.5%
Active tourism	2.7%	6.5%	6.7%	4.5%	5.1%
Nightlife/fun	6.4%	1.2%	2.8%	2.9%	3.8%
Theme parks	4.1%	1.8%	0.9%	4.8%	3.0%
Culture	3.7%	2.0%	1.7%	1.8%	2.6%
Shopping	2.6%	1.4%	3.6%	1.6%	2.6%
Nautical activities	1.0%	3.1%	2.0%	2.5%	2.2%

\* Multi-choice question

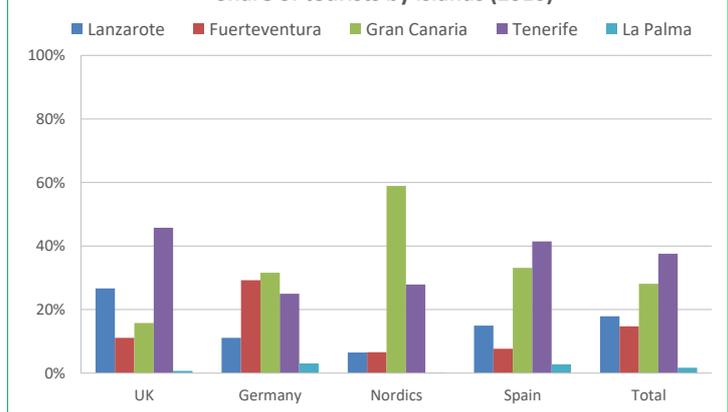
### What did motivate them to come?



Aspects motivating the choice	UK	Germany	Nordics	Spain	Total
Previous visits to the Canary Islands	70.5%	66.0%	73.6%	59.2%	64.1%
Recommendation by friends or relatives	36.3%	30.5%	28.8%	36.3%	34.5%
The Canary Islands television channel	0.2%	0.6%	0.2%	0.2%	0.3%
Other television or radio channels	0.4%	1.4%	0.2%	0.7%	0.8%
Information in the press/magazines/books	2.8%	4.2%	3.3%	3.4%	3.8%
Attendance at a tourism fair	0.3%	0.5%	0.3%	0.3%	0.5%
Tour Operator's brochure or catalogue	8.8%	9.5%	7.6%	1.2%	8.0%
Recommendation by Travel Agency	5.4%	17.9%	4.2%	6.2%	9.7%
Information obtained via the internet	25.1%	22.7%	31.3%	20.8%	25.8%
Senior Tourism programme	0.1%	0.0%	0.0%	1.4%	0.2%
Others	5.7%	5.0%	4.9%	13.2%	6.1%

\* Multi-choice question

### Share of tourists by islands (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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