

Profile of tourist visiting more than one island during the trip Canary Islands (2017)

How many are they and how much do they spend?



	More than one island	Canary Islands
Tourist arrivals (> 16 years old)	1,485,320	13,852,616
Average daily expenditure (€)	147.29	140.18
. in their place of residence	106.45	101.15
. in the Canary Islands	40.84	39.03
Average length of stay	10.41	9.17
Turnover per tourist (€)	1,324	1,155
Total turnover (€m)	1,967	15,999
Share of total tourist	10.7%	100%
Share of total turnover	12.3%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.6%	13.5%
- Additional accommodation expenses	6.3%	6.3%

Transport:

- Public transport	15.9%	14.5%
- Taxi	18.9%	21.2%
- Car rental	21.7%	19.4%

Food and drink:

- Food purchases at supermarkets	48.9%	55.0%
- Restaurants	53.6%	57.3%

Souvenirs:

	56.1%	53.3%
--	-------	-------

Leisure:

- Organized excursions	24.4%	17.7%
- Leisure, amusement	8.2%	8.4%
- Trip to other islands	21.1%	2.3%
- Sporting activities	7.5%	6.1%
- Cultural activities	6.3%	4.4%
- Discos and disco-pubs	6.7%	6.1%

Others:

- Wellness	5.3%	4.9%
- Medical expenses	4.5%	4.0%
- Other expenses	10.4%	9.6%



+6%
TOURISTS*
1,485,320



-1%
TRAVEL EXPENSES
€1,324



+4%
TURNOVER
€1,967 MILL

What do they book at their place of residence?



	More than one island	Canary Islands
Flight only	9.6%	9.3%
Flight and accommodation (room only)	23.6%	26.9%
Flight and accommodation (B&B)	6.6%	8.3%
Flight and accommodation (half board)	16.4%	19.3%
Flight and accommodation (full board)	8.8%	4.4%
Flight and accommodation (all inclusive)	35.0%	31.9%
% Tourists using low-cost airlines	48.1%	50.8%

Other expenses in their place of residence:

- Car rental	17.1%	12.6%
- Sporting activities	7.4%	5.1%
- Excursions	12.3%	6.2%
- Trip to other islands	14.4%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	More than one island	Canary Islands
Tour Operator	41.1%	42.4%
- Tour Operator's website	76.0%	80.6%
Accommodation	14.5%	14.6%
- Accommodation's website	81.0%	84.0%
Travel agency (High street)	21.0%	19.3%
Online Travel Agency (OTA)	17.6%	17.3%
No need to book accommodation	5.9%	6.4%

Flight booking	More than one island	Canary Islands
Tour Operator	43.8%	44.8%
- Tour Operator's website	74.0%	78.6%
Airline	24.7%	25.8%
- Airline's website	95.8%	97.3%
Travel agency (High street)	20.3%	18.0%
Online Travel Agency (OTA)	11.1%	11.4%

How far in advance do they book their trip?



	More than one island	Canary Islands
The same day they leave	0.9%	0.5%
Between 2 and 7 days	6.3%	5.9%
Between 8 and 15 days	8.1%	7.4%
Between 16 and 30 days	13.0%	13.4%
Between 31 and 90 days	34.3%	34.6%
More than 90 days	37.3%	38.3%

Who are they?



Gender	More than one island	Canary Islands
Men	49.9%	48.1%
Women	50.1%	51.9%

Age

Average age (tourists > 16 years old)	47.7	46.9
Standard deviation	15.5	15.5

Age range (> 16 years old)

16-24 years old	7.7%	8.4%
25-30 years old	10.1%	10.2%
31-45 years old	26.0%	27.9%
46-60 years old	32.8%	31.7%
Over 60 years old	23.4%	21.8%

Occupation

Business owner or self-employed	24.0%	23.8%
Upper/Middle management employee	34.8%	35.2%
Auxiliary level employee	15.1%	15.3%
Students	5.2%	5.0%
Retired	19.1%	18.6%
Unemployed / unpaid dom. work	1.8%	2.1%

Annual household income level

€12,000 - €24,000	20.4%	17.9%
€24,001 - €36,000	20.7%	19.3%
€36,001 - €48,000	16.3%	16.1%
€48,001 - €60,000	14.1%	15.1%
€60,001 - €72,000	8.1%	9.3%
€72,001 - €84,000	5.8%	6.3%
More than €84,000	14.7%	16.0%

Profile of tourist visiting more than one island during the trip Canary Islands (2017)



Tourists visiting other islands by main destination of the trip

	Total (> 1 island)	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma	La Gomera-El Hierro
Number of tourists (> 16 years old)	1,485,320	223,321	270,090	396,515	519,556	33,855	41,985
% over total tourist of each island	10.7%	9.0%	13.9%	10.2%	10.1%	12.2%	41.0%

Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	1,485,320	439,746	275,554	107,817	23,093	4,999

Where do they stay?

	More than one island	Canary Islands
5* Hotel	5.4%	6.8%
4* Hotel	34.3%	38.4%
1-2-3* Hotel	13.7%	14.4%
Apartment	27.9%	32.4%
Property (privately-owned, friends, family)	4.4%	4.8%
Others	14.4%	3.2%

Who do they come with?

	More than one island	Canary Islands
Unaccompanied	10.0%	8.7%
Only with partner	48.8%	46.8%
Only with children (under the age of 13)	1.5%	1.7%
Partner + children (under the age of 13)	8.9%	11.9%
Other relatives	6.2%	6.0%
Friends	5.3%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	18.8%	18.5%

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

How do they rate the Canary Islands?

	More than one island	Canary Islands
Opinion on their stay		
Good or very good (% tourists)	93.7%	94.0%
Average rating (scale 1-10)	8.90	8.92

How many are loyal to the Canary Islands?

	More than one island	Canary Islands
Repeat tourists of the island		
At least 1 previous visit	77.2%	77.3%
At least 10 previous visits	15.1%	16.9%

Where are they from?

Tourists (> 16 years old)	%	Absolute
Germany	26.6%	394,785
United Kingdom	20.8%	308,523
Spanish Mainland	12.3%	183,104
France	5.7%	84,071
Italy	5.3%	78,983
Poland	4.1%	61,011
Belgium	2.8%	41,195
Netherlands	2.8%	40,866
Finland	2.4%	35,416
Others	17.3%	257,366

Why do they choose the Canary Islands?

Aspects influencing the choice	More than one island	Canary Islands
Climate/sun	85.0%	89.8%
Tranquility/rest/relaxation	34.7%	37.2%
Beaches	32.5%	35.1%
Scenery	32.3%	22.9%
Visiting new places	18.3%	14.7%
Price	9.3%	12.2%
Security	8.0%	9.7%
Ease of travel	7.8%	8.9%
Suitable destination for children	7.7%	7.6%
Quality of the environment	6.1%	6.5%
Active tourism	4.5%	5.4%
Nightlife/fun	3.4%	3.8%
Theme parks	2.9%	3.1%
Culture	2.4%	2.7%
Shopping	2.4%	2.5%
Nautical activities	2.2%	2.0%

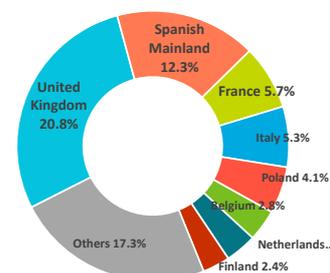
* Multi-choice question

What did motivate them to come?

Prescription sources	More than one island	Canary Islands
Previous visits to the Canary Islands	62.4%	64.9%
Recommendation by friends/relatives	31.5%	35.0%
The Canary Islands television channel	0.7%	0.4%
Other television or radio channels	1.6%	1.0%
Information in press/magazines/books	5.2%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	7.9%	7.2%
Recommendation by Travel Agency	9.8%	9.3%
Information obtained via the Internet	23.0%	25.5%
Senior Tourism programme	0.8%	0.2%
Others	7.2%	5.9%

* Multi-choice question

Share of tourists > 16 years old by source markets



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited at least two islands during his trip. (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.