

Profile of tourist visiting the Canary Islands (2017)

ITALY



How many are they and how much do they spend?



	Italy	All markets
Tourist arrivals (FRONTUR)	532,836	15,975,507
Tourist arrivals (> 16 years old)	478,241	13,852,616
Average daily expenditure (€)	137.46	140.18
. in their place of residence	94.43	101.15
. in the Canary Islands	43.03	39.03
Average length of stay	9.48	9.17
Turnover per tourist (€)	1,124	1,155
Total turnover (€m)	599	18,450
Share of total tourist	3.3%	100%
Share of total turnover	3.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	18.2%	13.5%
- Additional accommodation expenses	5.7%	6.3%

Transport:

- Public transport	12.9%	14.5%
- Taxi	12.9%	21.2%
- Car rental	28.7%	19.4%

Food and drink:

- Food purchases at supermarkets	49.3%	55.0%
- Restaurants	56.4%	57.3%

Souvenirs:

	58.7%	53.3%
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Leisure:

- Organized excursions	18.2%	17.7%
- Leisure, amusement	9.2%	8.4%
- Trip to other islands	4.2%	2.3%
- Sporting activities	6.0%	6.1%
- Cultural activities	4.6%	4.4%
- Discos and disco-pubs	8.5%	6.1%

Others:

- Wellness	3.6%	4.9%
- Medical expenses	2.6%	4.0%
- Other expenses	9.3%	9.6%



+13%
TOURISTS
532,836



0%
TRAVEL EXPENSES
€1,124



+13%
TURNOVER
€599 MILL

What do they book at their place of residence?



	Italy	All markets
Flight only	17.0%	9.3%
Flight and accommodation (room only)	29.1%	26.9%
Flight and accommodation (B&B)	4.5%	8.3%
Flight and accommodation (half board)	13.5%	19.3%
Flight and accommodation (full board)	10.2%	4.4%
Flight and accommodation (all inclusive)	25.6%	31.9%
% Tourists using low-cost airlines	72.4%	50.8%

Other expenses in their place of residence:

- Car rental	22.1%	12.6%
- Sporting activities	3.1%	5.1%
- Excursions	6.3%	6.2%
- Trip to other islands	1.7%	1.5%

How do they book?



	Italy	All markets
Accommodation booking		
Tour Operator	26.3%	42.4%
- Tour Operator's website	71.4%	80.6%
Accommodation	18.5%	14.6%
- Accommodation's website	86.7%	84.0%
Travel agency (High street)	22.7%	19.3%
Online Travel Agency (OTA)	23.4%	17.3%
No need to book accommodation	9.2%	6.4%

	Italy	All markets
Flight booking		
Tour Operator	27.8%	44.8%
- Tour Operator's website	68.7%	78.6%
Airline	38.8%	25.8%
- Airline's website	98.1%	97.3%
Travel agency (High street)	21.2%	18.0%
Online Travel Agency (OTA)	12.1%	11.4%

How far in advance do they book their trip?



	Italy	All markets
The same day they leave	0.3%	0.5%
Between 2 and 7 days	6.3%	5.9%
Between 8 and 15 days	9.2%	7.4%
Between 16 and 30 days	17.5%	13.4%
Between 31 and 90 days	40.8%	34.6%
More than 90 days	26.0%	38.3%

Who are they?



	Italy	All markets
Gender		
Men	53.7%	48.1%
Women	46.3%	51.9%

Age

Average age (tourists > 16 years old)	44.1	46.9
Standard deviation	14.9	15.5

Age range (> 16 years old)

16-24 years old	9.8%	8.4%
25-30 years old	13.8%	10.2%
31-45 years old	30.7%	27.9%
46-60 years old	30.2%	31.7%
Over 60 years old	15.6%	21.8%

Occupation

Business owner or self-employed	26.3%	23.8%
Upper/Middle management employee	34.0%	35.2%
Auxiliary level employee	18.0%	15.3%
Students	6.0%	5.0%
Retired	11.5%	18.6%
Unemployed / unpaid dom. work	4.2%	2.1%

Annual household income level

€12,000 - €24,000	32.6%	17.9%
€24,001 - €36,000	24.8%	19.3%
€36,001 - €48,000	16.5%	16.1%
€48,001 - €60,000	11.0%	15.1%
€60,001 - €72,000	5.1%	9.3%
€72,001 - €84,000	2.6%	6.3%
More than €84,000	7.5%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Italy	All markets
- Lanzarote	67,985	2,488,213
- Fuerteventura	99,660	1,938,908
- Gran Canaria	98,240	3,900,824
- Tenerife	205,717	5,144,415
- La Palma	5,970	277,952

Share (%)	Italy	All markets
- Lanzarote	14.2%	18.1%
- Fuerteventura	20.9%	14.1%
- Gran Canaria	20.6%	28.4%
- Tenerife	43.1%	37.4%
- La Palma	1.2%	2.0%

Where do they stay?



	Italy	All markets
5* Hotel	4.7%	6.8%
4* Hotel	36.8%	38.4%
1-2-3* Hotel	14.0%	14.4%
Apartment	33.1%	32.4%
Property (privately-owned, friends, family)	7.8%	4.8%
Others	3.6%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Italy	All markets
Climate/sun	83.0%	89.8%
Beaches	38.5%	35.1%
Tranquillity/rest/relaxation	32.2%	37.2%
Scenery	28.6%	22.9%
Visiting new places	18.8%	14.7%
Price	14.6%	12.2%
Quality of the environment	12.3%	6.5%
Security	9.3%	9.7%
Active tourism	6.9%	5.4%
Suitable destination for children	3.0%	7.6%
Ease of travel	2.9%	8.9%
Nightlife/fun	2.8%	3.8%
Theme parks	2.2%	3.1%
Culture	1.8%	2.7%
Nautical activities	1.8%	2.0%
Security against natural catastrophes	1.0%	0.7%

* Multi-choice question

Who do they come with?



	Italy	All markets
Unaccompanied	11.1%	8.7%
Only with partner	45.7%	46.8%
Only with children (under the age of 13)	1.2%	1.7%
Partner + children (under the age of 13)	8.7%	11.9%
Other relatives	6.1%	6.0%
Friends	10.8%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	15.9%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Italy	All markets
Good or very good (% tourists)	93.1%	94.0%
Average rating (scale 1-10)	8.71	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Italy	All markets
At least 1 previous visit	53.4%	77.3%
At least 10 previous visits	5.9%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Italy	75.5%	361,170
Spanish Mainland	20.0%	95,863
Germany	1.6%	7,739
Switzerland	1.1%	5,069
United Kingdom	0.7%	3,214
Belgium	0.4%	1,745
Ireland	0.2%	1,162
Austria	0.1%	415
Sweden	0.1%	393
Others	0.3%	1,470

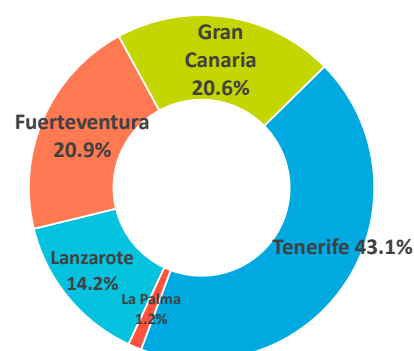
What did motivate them to come?



Prescription sources	Italy	All markets
Previous visits to the Canary Islands	43.6%	64.9%
Recommendation by friends/relatives	45.5%	35.0%
The Canary Islands television channel	0.9%	0.4%
Other television or radio channels	1.6%	1.0%
Information in press/magazines/books	9.2%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	6.0%	7.2%
Recommendation by Travel Agency	15.2%	9.3%
Information obtained via the Internet	31.0%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	3.0%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.