Canary Islands LATITUDE OF LIFE

How many are they and how much do they spend? 👤€

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**2,734**	**2,057**	**3,789**	**5,822**	**146**
Tourist arrivals > 15 years old (EGT) (*)	**2,378**	**1,823**	**3,353**	**5,083**	**132**
- book holiday package (*)	997	1,155	1,674	2,225	50
- do not book holiday package (*)	1,380	668	1,679	2,858	82
- % tourists who book holiday package	41.9%	63.4%	49.9%	43.8%	38.2%

(*) Thousands of tourists

TOURISTS

LZ	FUE	GC	TFE	LP
2,734,246	2,057,495	3,788,611	5,821,643	146,284

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	42%
Fuerteventura	63%
Gran Canaria	50%
Tenerife	44%
La Palma	38%
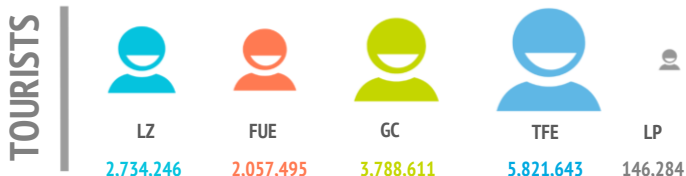
	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,260**	**1,291**	**1,349**	**1,330**	**1,089**
- book holiday package	1,453	1,378	1,560	1,520	1,289
- holiday package	1,205	1,235	1,282	1,219	1,051
- others	248	143	278	302	238
- do not book holiday package	1,119	1,141	1,139	1,181	965
- flight	289	293	323	320	267
- accommodation	414	468	375	405	341
- others	417	380	441	456	357
Average lenght of stay	**8.69**	**9.37**	**9.74**	**9.09**	**8.79**
- book holiday package	8.10	8.87	8.79	8.11	8.62
- do not book holiday package	9.11	10.24	10.68	9.85	8.89
Average daily expenditure (€)	**160.7**	**149.2**	**159.1**	**166.3**	**138.1**
- book holiday package	188.9	163.2	187.4	196.5	158.9
- do not book holiday package	140.3	124.9	130.9	142.9	125.2
Total turnover (> 15 years old) (€m)	**2,994**	**2,354**	**4,523**	**6,758**	**144**
- book holiday package	1,449	1,592	2,611	3,382	65
- do not book holiday package	1,545	762	1,911	3,376	79

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	33.5%	28.6%	32.4%	31.9%	19.7%
Canary Islands	20.2%	20.5%	23.0%	18.9%	18.0%
Other destination	46.4%	50.9%	44.5%	49.3%	62.3%

What other destinations do they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None	27.3%	23.7%	30.3%	29.2%	31.1%
Canary Islands (other island)	25.4%	27.1%	25.8%	22.5%	24.4%
Other destination	47.3%	49.2%	43.9%	48.3%	44.5%

*Percentage of valid answers

Importance of each factor in the destination choice 👤?

	LZ	FUE	GC	TFE	LP
Climate	74.4%	75.6%	77.8%	73.8%	59.9%
Safety	54.8%	54.0%	49.9%	50.0%	42.7%
Tranquility	48.6%	53.0%	45.8%	43.4%	54.6%
Sea	40.5%	61.7%	49.7%	40.8%	34.8%
Accommodation supply	44.8%	42.9%	41.5%	40.9%	27.1%
Beaches	34.1%	59.0%	45.3%	31.6%	17.4%
Effortless trip	39.8%	41.4%	36.7%	36.0%	27.1%
European belonging	34.9%	38.3%	38.7%	35.3%	31.4%
Price	38.0%	37.6%	33.7%	35.9%	27.4%
Landscapes	32.0%	29.2%	31.2%	37.5%	66.0%
Environment	35.3%	29.3%	29.3%	35.8%	48.6%
Gastronomy	27.0%	23.5%	28.0%	26.6%	24.5%
Fun possibilities	20.6%	21.0%	24.6%	25.1%	12.3%
Authenticity	24.0%	21.1%	21.6%	22.0%	36.6%
Exoticism	10.5%	11.0%	12.5%	12.3%	15.8%
Hiking trail network	6.9%	6.6%	10.2%	11.8%	37.2%
Shopping	7.6%	7.9%	11.2%	9.2%	3.1%
Culture	10.4%	6.4%	9.4%	9.1%	7.3%
Historical heritage	9.6%	5.9%	8.5%	8.6%	10.0%
Nightlife	5.8%	5.2%	11.5%	7.9%	1.2%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very import

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	34%
Fuerteventura	59%
Gran Canaria	45%
Tenerife	32%
La Palma	17%
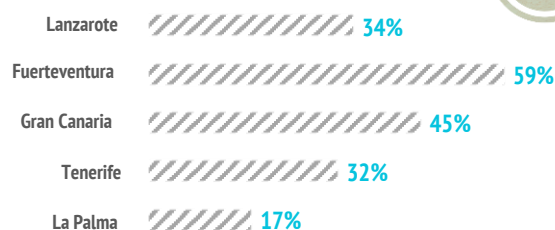
What is the main motivation for their holidays? ⚲

	LZ	FUE	GC	TFE	LP
Rest	52.5%	55.0%	55.2%	47.3%	24.7%
Enjoy family time	14.2%	12.8%	17.9%	17.2%	10.2%
Have fun	7.0%	8.7%	9.0%	9.0%	6.2%
Explore the destination	22.2%	17.6%	14.7%	22.9%	53.8%
Practice their hobbies	2.2%	3.3%	1.1%	1.7%	2.6%
Other reasons	2.0%	2.5%	2.2%	2.0%	2.5%

How far in advance do they book their trip? 📅

	LZ	FUE	GC	TFE	LP
The same day	0.4%	0.8%	1.0%	0.7%	1.4%
Between 1 and 30 days	25.3%	30.6%	32.1%	25.1%	33.0%
Between 1 and 2 months	23.9%	24.9%	25.4%	25.8%	30.2%
Between 3 and 6 months	29.0%	28.7%	26.7%	30.2%	25.8%
More than 6 months	21.3%	15.0%	14.8%	18.3%	9.5%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

What channels did they use to get information about the trip? 🔍

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	55.9%	45.4%	48.7%	49.4%	40.5%
Friends or relatives	29.8%	23.6%	28.7%	34.2%	27.7%
Internet or social media	60.2%	56.2%	48.3%	54.4%	62.8%
Mass Media	1.8%	2.1%	1.6%	2.3%	4.3%
Travel guides and magazines	7.5%	6.5%	5.8%	7.6%	13.5%
Travel Blogs or Forums	8.0%	6.5%	4.6%	7.8%	14.3%
Travel TV Channels	0.7%	1.0%	0.6%	0.7%	3.4%
Tour Operator or Travel Agency	20.7%	24.8%	19.9%	19.8%	17.3%
Public administrations or similar	1.8%	0.7%	0.8%	1.6%	3.8%
Others	2.6%	1.9%	3.7%	3.5%	3.0%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	56.8%	38.3%	46.3%	53.4%	53.0%
- Tour Operator or Travel Agency	43.2%	61.7%	53.7%	46.6%	47.0%
Accommodation					
- Directly with the accommodation	41.8%	28.2%	33.6%	39.1%	40.5%
- Tour Operator or Travel Agency	58.2%	71.8%	66.4%	60.9%	59.5%

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	9.3%	14.8%	14.3%	8.2%	3.1%
4* Hotel	34.6%	53.1%	35.3%	38.3%	58.5%
5* Hotel / 5* Luxury Hotel	12.5%	4.7%	9.5%	12.7%	0.0%
Aparthotel / Tourist Villa	21.9%	8.9%	15.0%	15.3%	23.0%
House/room rented in a private dwelling	7.8%	6.0%	5.9%	8.2%	4.3%
Private accommodation (1)	6.3%	6.2%	10.8%	9.5%	5.9%
Others (Cottage, cruise, camping,..)	7.7%	6.2%	9.1%	7.9%	5.3%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

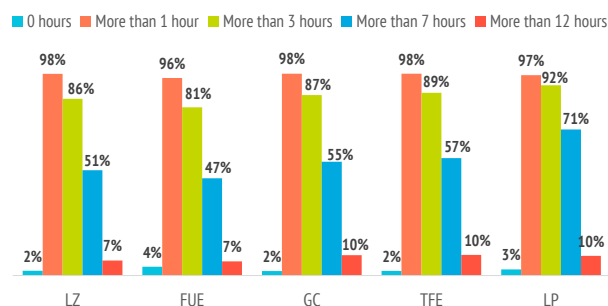Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
LZ	21.9%	56.4%	21.7%
FUE	8.9%	72.7%	18.4%
GC	15.0%	59.1%	25.9%
TFE	15.3%	59.2%	25.5%
LP	23.0%	61.5%	15.5%
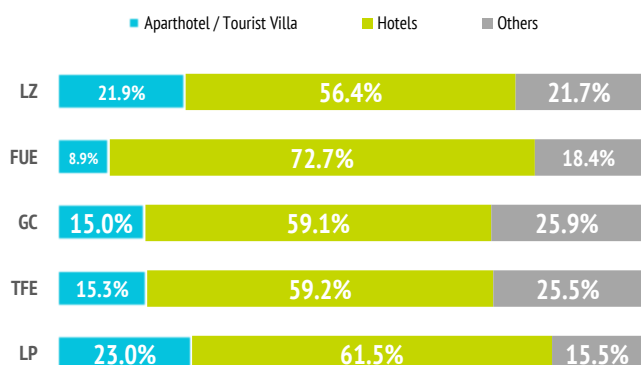
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	33.0%	17.2%	31.1%	28.6%	29.6%
Bed and Breakfast	11.3%	5.9%	15.6%	17.1%	19.7%
Half board	17.0%	14.5%	18.2%	22.3%	31.6%
Full board	2.5%	5.1%	3.4%	3.5%	1.6%
All inclusive	36.2%	57.4%	31.7%	28.4%	17.5%

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	71.1%	46.7%	65.9%	71.4%	75.1%
Supermarkets	60.8%	46.6%	56.2%	56.5%	66.9%
Car rental	35.5%	27.9%	21.6%	37.5%	71.5%
Organized excursions	25.6%	18.5%	15.9%	29.5%	26.9%
Taxi, transfer, chauffeur service	50.6%	55.0%	54.3%	50.2%	27.0%
Theme Parks	6.5%	3.3%	5.6%	19.4%	2.0%
Sport activities	8.2%	8.7%	5.8%	8.9%	6.1%
Museums	13.1%	1.9%	3.8%	3.6%	8.7%
Flights between islands	7.2%	5.7%	3.3%	4.4%	7.4%

Activities in the Canary Islands 🚶🏋

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	2.3%	4.3%	2.2%	2.3%	2.9%
1 - 2 hours	12.1%	14.2%	10.4%	9.2%	4.9%
3 - 6 hours	34.6%	34.4%	32.3%	31.7%	21.4%
7 - 12 hours	43.8%	40.2%	45.3%	46.9%	61.2%
More than 12 hours	7.2%	6.9%	9.8%	10.0%	9.5%

Legend: ■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

	LZ	FUE	GC	TFE	LP
0 hours	2%	4%	2%	2%	3%
More than 1 hour	98%	96%	98%	98%	97%
More than 3 hours	86%	81%	87%	89%	92%
More than 7 hours	51%	47%	55%	57%	71%
More than 12 hours	7%	7%	10%	10%	10%

Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	79.4%	62.9%	67.4%	79.3%	76.5%
Beach	70.8%	82.2%	72.6%	67.3%	60.6%
Swimming pool, hotel facilities	65.5%	58.5%	56.6%	63.8%	43.6%
Explore the island on their own	50.1%	45.0%	44.8%	51.0%	73.8%
Taste Canarian gastronomy	29.5%	20.5%	23.3%	30.2%	41.1%
Hiking	16.3%	15.6%	17.2%	20.4%	50.0%
Organized excursions	18.5%	15.2%	11.4%	21.4%	19.7%
Nightlife / concerts / shows	13.4%	10.2%	18.0%	16.6%	3.1%
Theme parks	8.8%	6.6%	9.4%	23.5%	1.9%
Sea excursions / whale watching	7.5%	11.5%	9.9%	17.5%	9.8%
Wineries / markets / popular festiv	19.0%	7.0%	9.2%	8.5%	18.5%
Swim	10.2%	10.0%	10.7%	9.8%	4.7%
Museums / exhibitions	19.1%	4.7%	9.6%	7.6%	18.6%
Other Nature Activities	8.3%	7.0%	6.8%	8.9%	17.6%
Running	7.9%	4.9%	6.4%	5.1%	5.2%
Beauty and health treatments	5.2%	4.7%	6.2%	6.6%	3.4%
Practice other sports	5.1%	5.8%	4.4%	4.5%	3.0%
Astronomical observation	1.9%	4.0%	3.2%	4.3%	16.7%
Cycling / Mountain bike	7.4%	3.8%	2.5%	1.7%	2.7%
Surf	2.9%	6.4%	2.7%	2.5%	0.4%
Scuba Diving	3.8%	2.9%	2.5%	3.0%	4.0%
Golf	1.7%	1.9%	2.1%	2.5%	0.1%
Windsurf / Kitesurf	1.5%	2.7%	0.7%	0.9%	0.1%

* Multi-choise question

Canary Islands LATITUDE OF LIFE

Which island do they choose?

- Lanzarote 18.6%
- La Palma 1.0%
- Fuerteventura 14.3%
- Tenerife 39.8%
- Gran Canaria 26.3%
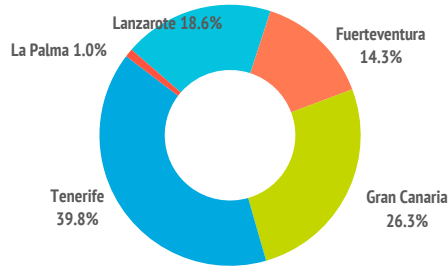
How many islands do they visit during their trip?

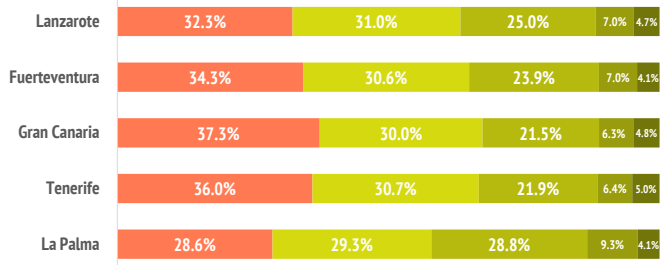|	LZ	FUE	GC	TFE	LP
One island	93.3%	91.3%	93.5%	93.4%	78.6%
Two islands	6.1%	7.6%	5.5%	5.7%	18.0%
Three or more islands	0.6%	1.1%	1.0%	0.9%	3.4%

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

- ■ No
- ■ Yes, even if it means some incovenience (price, time, hassle, etc)
- ■ Yes, but only if it is not inconvenient

	No	Yes, even if	Yes, but only
Lanzarote	34.0%	21.2%	44.8%
Fuerteventura	38.6%	21.1%	40.3%
Gran Canaria	38.5%	20.8%	40.8%
Tenerife	34.7%	22.1%	43.2%
La Palma	36.2%	21.3%	42.5%
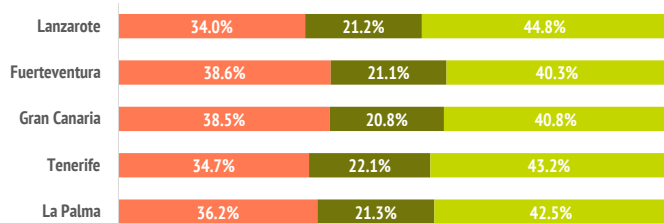
Would they be willing to spend more on travel to reduce their carbon footprint?

- ■ No
- ■ Yes, up to 5% more
- ■ Yes, up to 10% more
- ■ Yes, up to 20% more
- ■ Yes, over 20% more

	No	up to 5%	up to 10%	up to 20%	over 20%
Lanzarote	32.3%	31.0%	25.0%	7.0%	4.7%
Fuerteventura	34.3%	30.6%	23.9%	7.0%	4.1%
Gran Canaria	37.3%	30.0%	21.5%	6.3%	4.8%
Tenerife	36.0%	30.7%	21.9%	6.4%	5.0%
La Palma	28.6%	29.3%	28.8%	9.3%	4.1%

Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	8.14	7.92	8.05	8.11	8.31
Tolerance towards tourism	8.66	8.57	8.58	8.54	8.76
Cleanliness of the island	8.73	8.22	8.05	8.28	8.56
Air quality	8.71	8.62	8.31	8.44	8.84
Rational water consumption	7.66	7.35	7.38	7.46	7.76
Energy saving	7.11	6.86	6.91	6.90	7.13
Use of renewable energy	7.09	6.99	7.21	6.91	6.71
Recycling	7.35	7.09	7.04	7.14	6.82
Easy to get around by public transport	7.42	6.86	7.58	7.38	7.10
Overcrowding in tourist areas	6.67	6.38	6.65	6.75	6.60
Supply of local products	7.25	6.93	7.08	7.20	7.43

Scale 0 - 10 (0 = Not important and 10 = Very important)

Which is the most visited place on each island?

LANZAROTE

34% MONTAÑA DEL FUEGO

FUERTEVENTURA

39% JANDÍA BEACH

GRAN CANARIA

48% MASPALOMAS DUNES

TENERIFE

43% TEIDE NATIONAL PARK

LA PALMA

77% SANTA CRUZ DE LA PALMA

The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.95	8.77	8.79	8.86	9.08

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	2.1%	3.5%	3.0%	2.8%	1.7%
Lived up to expectations	55.2%	56.7%	54.6%	50.9%	50.3%
Better or much better than expected	42.8%	39.9%	42.4%	46.3%	47.9%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.99	8.69	8.77	8.82	9.15
Recommend visiting the Canary Island	9.20	8.96	8.99	9.07	9.37

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	67.8%	59.0%	65.3%	61.8%	63.4%
At least 10 previous visits	11.5%	8.2%	14.8%	9.6%	5.1%
Repeat tourists	75.7%	67.6%	72.1%	66.8%	73.7%
At least 10 previous visits	20.9%	16.4%	22.8%	16.8%	17.4%

REPEAT TOURIST OF EACH ISLAND

- **65.3%** Gran Canaria
- **67.8%** Lanzarote
- **61.8%** Tenerife
- **59%** Fuerteventura
- **63.4%** La Palma

Canary Islands
LATITUDE OF LIFE

Where are they from? 🌐

	LZ	FUE	GC	TFE	LP
United Kingdom	47.2%	28.0%	20.3%	38.5%	8.1%
Germany	8.5%	32.9%	18.9%	10.9%	27.1%
Spanish Mainland	12.6%	7.8%	14.6%	14.1%	42.6%
France	6.8%	6.9%	3.6%	5.5%	2.8%
Netherlands	3.4%	3.1%	7.1%	3.7%	5.6%
Italy	3.4%	6.1%	3.1%	5.0%	0.4%
Ireland	9.5%	1.8%	2.1%	3.1%	0.4%
Belgium	1.9%	0.9%	2.8%	4.1%	2.5%
Noeway	0.3%	0.2%	6.9%	1.1%	0.0%
Denmark	1.9%	1.5%	3.7%	1.8%	1.4%
Sweden	0.3%	0.9%	5.7%	1.0%	0.3%
Poland	0.6%	4.1%	1.8%	1.9%	0.7%
Finland	0.3%	0.4%	2.4%	1.0%	0.0%
Switzerland	0.6%	1.1%	1.3%	1.0%	3.2%
Austria	0.6%	1.1%	1.2%	0.9%	0.8%
Czech Republic	0.3%	1.4%	0.7%	0.9%	0.7%
Portugal	0.2%	0.8%	0.7%	1.1%	0.0%
Others	1.6%	1.0%	3.2%	4.5%	3.5%

Who do they come with? 👪

	LZ	FUE	GC	TFE	LP
Unaccompanied	6.5%	9.2%	15.2%	8.5%	9.9%
Only with partner	45.7%	46.7%	44.0%	47.3%	51.1%
Only with children (< 13 years old)	5.0%	6.9%	4.3%	4.5%	4.7%
Partner + children (< 13 years old)	8.5%	6.3%	5.3%	8.3%	6.4%
Other relatives	11.9%	9.0%	9.1%	10.0%	5.8%
Friends	6.2%	7.3%	8.2%	7.1%	6.7%
Work colleagues	0.2%	0.2%	0.9%	0.6%	1.3%
Organized trip	0.2%	0.3%	0.3%	0.4%	0.3%
Other combinations [1]	15.7%	14.2%	12.7%	13.1%	13.8%

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**22.2%**	**18.6%**	**14.5%**	**18.4%**	**14.2%**
- Between 0 and 2 years old	1.5%	1.6%	1.1%	1.3%	0.4%
- Between 3 and 12 years old	19.4%	15.9%	12.2%	15.8%	13.5%
- Between 0 -2 and 3-12 years	1.3%	1.1%	1.2%	1.3%	0.3%
Tourists without children	**77.8%**	**81.4%**	**85.5%**	**81.6%**	**85.8%**
Group composition:					
- 1 person	9.2%	11.5%	18.3%	10.8%	11.0%
- 2 people	50.8%	55.7%	53.0%	55.0%	58.9%
- 3 people	12.2%	12.9%	10.9%	12.5%	13.1%
- 4 or 5 people	22.2%	16.2%	13.9%	17.9%	14.7%
- 6 or more people	5.7%	3.7%	3.9%	3.7%	2.3%
Average group size:	**2.83**	**2.56**	**2.45**	**2.61**	**2.47**

People who share the main expenses of the trip
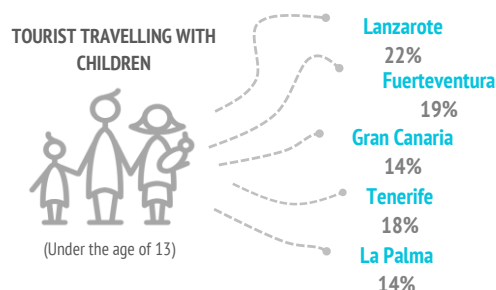
TOURIST TRAVELLING WITH CHILDREN

(Under the age of 13)

Lanzarote 22%
Fuerteventura 19%
Gran Canaria 14%
Tenerife 18%
La Palma 14%

Who are they? 🧍

Gender	LZ	FUE	GC	TFE	LP
Men	51.6%	49.1%	51.6%	44.7%	40.7%
Women	48.4%	50.9%	48.4%	55.3%	59.3%
Age					
Average age (tourist > 15 years old)	47.8	45.7	46.0	44.5	45.9
Standard deviation	15.7	15.9	16.6	15.8	13.7
Age range (> 15 years old)					
16 - 24 years old	8.0%	10.0%	12.1%	10.7%	4.4%
25 - 30 years old	9.4%	12.1%	10.7%	12.9%	12.7%
31 - 45 years old	28.0%	28.4%	27.6%	31.5%	33.8%
46 - 60 years old	29.6%	28.8%	26.6%	25.6%	33.1%
Over 60 years old	25.0%	20.6%	23.0%	19.3%	16.1%
Occupation					
Salaried worker	57.2%	58.4%	55.8%	58.0%	66.0%
Self-employed	10.5%	10.1%	10.9%	11.1%	8.4%
Unemployed	0.8%	0.6%	1.0%	1.1%	2.8%
Business owner	6.8%	8.9%	9.0%	8.2%	7.0%
Student	3.7%	4.5%	5.3%	4.8%	2.6%
Retired	19.7%	16.2%	16.6%	15.2%	11.6%
Unpaid domestic work	0.6%	0.8%	0.4%	0.7%	0.7%
Others	0.6%	0.5%	1.1%	0.8%	0.9%
Annual household income level					
Less than €25,000	12.8%	14.6%	13.9%	15.2%	15.8%
€25,000 - €49,999	32.6%	34.9%	34.0%	35.0%	35.8%
€50,000 - €74,999	26.0%	26.3%	26.1%	24.4%	24.1%
More than €74,999	28.7%	24.2%	26.0%	25.5%	24.3%
Education level					
No studies	4.9%	3.2%	2.5%	3.9%	0.5%
Primary education	1.3%	1.8%	2.4%	1.5%	1.7%
Secondary education	17.6%	20.2%	23.4%	19.4%	19.5%
Higher education	76.2%	74.8%	71.6%	75.2%	78.2%

AVERAGE AGE (> 15 years old)

Lanzarote	47.8
Fuerteventura	45.7
Gran Canaria	46.0
Tenerife	44.5
La Palma	45.9

% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife ● La Palma

💰 29% 💰 24% 💰 26% 💰 25% 💰 24%
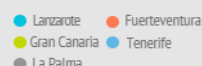
% OF TOURISTS TRAVEL ONLY WITH PARTNER

Lanzarote	46%
Fuerteventura	47%
Gran Canaria	44%
Tenerife	47%
La Palma	51%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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