Canary Islands — LATITUDE OF LIFE

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

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**340**	**158**	**537**	**814**	**62**
Tourist arrivals > 15 years old (EGT) *(*)*	**299**	**143**	**488**	**716**	**56**
- book holiday package *(*)*	53	29	71	132	12
- do not book holiday package *(*)*	246	113	418	584	45
- % tourists who book holiday package	17.7%	20.5%	14.5%	18.4%	20.7%

(*) Thousands of tourists

TOURISTS

299,451 · 142,565 · 488,286 · 715,863 · 56,196

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

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	18%
Fuerteventura	20%
Gran Canaria	14%
Tenerife	18%
La Palma	21%

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**924**	**925**	**811**	**860**	**792**
- book holiday package	1,131	1,028	1,153	1,106	1,016
- holiday package	871	855	904	836	754
- others	260	173	249	270	262
- do not book holiday package	880	899	753	804	734
- flight	202	204	205	220	184
- accommodation	340	421	245	271	268
- others	337	274	303	312	282
Average lenght of stay	**7.24**	**7.68**	**7.13**	**6.74**	**5.99**
- book holiday package	6.45	7.03	7.12	6.38	6.20
- do not book holiday package	7.41	7.84	7.14	6.82	5.94
Average daily expenditure (€)	**142.9**	**131.0**	**132.9**	**144.0**	**136.1**
- book holiday package	184.5	157.4	176.5	180.0	164.8
- do not book holiday package	133.9	124.2	125.5	135.9	128.6
Total turnover (> 15 years old) (€m)	**277**	**132**	**396**	**615**	**45**
- book holiday package	60	30	82	146	12
- do not book holiday package	217	102	315	470	33

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	10.3%	10.8%	10.4%	11.2%	8.2%
Canary Islands	15.3%	20.6%	25.4%	16.7%	14.1%
Other destination	74.4%	68.7%	64.2%	72.2%	77.7%

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	29.0%	27.9%	40.6%	37.5%	44.2%
Canary Islands (other island)	23.2%	26.5%	25.6%	20.2%	19.4%
Other destination	47.8%	45.6%	33.8%	42.3%	36.3%

*Percentage of valid answers

Importance of each factor in the destination choice 👥?

	LZ	FUE	GC	TFE	LP
Climate	61.8%	65.5%	67.5%	59.1%	47.5%
Landscapes	54.9%	47.8%	42.6%	54.3%	74.3%
Tranquility	53.4%	58.0%	51.3%	47.8%	55.2%
Sea	43.7%	64.2%	47.9%	39.5%	31.8%
Environment	45.4%	36.2%	34.8%	45.2%	63.7%
Beaches	39.5%	68.5%	45.9%	33.9%	18.6%
Safety	36.8%	36.1%	41.2%	37.3%	38.8%
European belonging	35.8%	39.3%	39.3%	38.2%	25.9%
Authenticity	36.7%	30.8%	29.8%	31.2%	40.8%
Price	27.0%	31.0%	31.2%	29.3%	25.1%
Gastronomy	27.2%	26.0%	29.7%	30.3%	23.9%
Effortless trip	24.5%	26.6%	31.1%	24.8%	20.1%
Accommodation supply	26.5%	27.7%	27.8%	26.0%	20.2%
Fun possibilities	17.4%	17.2%	27.1%	27.8%	11.2%
Exoticism	20.3%	17.8%	15.5%	16.9%	20.8%
Historical heritage	18.2%	10.6%	14.6%	16.5%	12.8%
Hiking trail network	10.0%	12.4%	12.8%	15.0%	36.4%
Culture	12.7%	7.5%	12.3%	12.1%	7.9%
Nightlife	4.2%	5.4%	12.2%	8.2%	1.3%
Shopping	4.0%	5.7%	9.9%	7.1%	1.5%

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

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

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	39%
Fuerteventura	69%
Gran Canaria	46%
Tenerife	34%
La Palma	19%
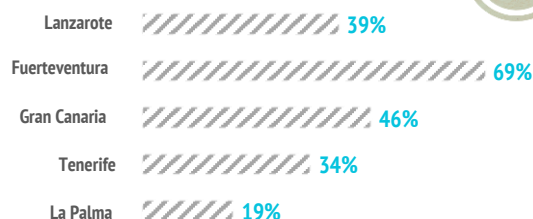
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	26.6%	41.1%	35.8%	23.8%	14.3%
Enjoy family time	14.6%	10.9%	27.2%	25.1%	9.1%
Have fun	4.4%	7.6%	10.5%	9.3%	6.4%
Explore the destination	50.3%	36.2%	23.3%	37.9%	66.2%
Practice their hobbies	3.0%	2.3%	1.1%	1.3%	3.4%
Other reasons	1.2%	1.9%	2.1%	2.6%	0.7%

How far in advance do they book their trip? 📅

	LZ	FUE	GC	TFE	LP
The same day	0.7%	0.3%	1.3%	1.1%	3.0%
Between 1 and 30 days	33.0%	32.1%	39.6%	30.7%	39.5%
Between 1 and 2 months	33.4%	32.6%	32.0%	34.3%	33.3%
Between 3 and 6 months	26.8%	29.5%	22.0%	27.4%	21.8%
More than 6 months	6.0%	5.5%	5.0%	6.5%	2.4%

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	35.2%	35.3%	36.8%	32.6%	28.6%
Friends or relatives	37.8%	31.6%	36.9%	40.6%	29.6%
Internet or social media	63.7%	57.7%	42.8%	52.9%	57.6%
Mass Media	1.1%	1.7%	0.8%	0.9%	3.2%
Travel guides and magazines	4.3%	3.9%	3.0%	3.6%	5.5%
Travel Blogs or Forums	15.2%	12.2%	5.9%	11.7%	16.7%
Travel TV Channels	0.9%	0.4%	0.2%	0.4%	0.9%
Tour Operator or Travel Agency	10.0%	8.8%	9.9%	11.3%	14.6%
Public administrations or similar	1.9%	0.3%	0.8%	1.4%	6.2%
Others	3.0%	2.9%	6.2%	4.5%	3.6%

Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	71.9%	71.2%	70.6%	66.5%	62.6%
- Tour Operator or Travel Agency	28.1%	28.8%	29.4%	33.5%	37.4%
Accommodation					
- Directly with the accommodation	53.8%	56.2%	55.4%	50.1%	47.8%
- Tour Operator or Travel Agency	46.2%	43.8%	44.6%	49.9%	52.2%

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	8.0%	14.1%	14.0%	9.9%	2.7%
4* Hotel	34.1%	47.6%	31.5%	38.5%	71.2%
5* Hotel / 5* Luxury Hotel	11.5%	3.4%	7.7%	10.2%	-
Aparthotel / Tourist Villa	21.3%	13.5%	13.0%	13.5%	18.0%
House/room rented in a private dwelling	9.7%	6.9%	5.8%	6.6%	2.2%
Private accommodation (1)	8.4%	9.5%	23.8%	17.9%	3.0%
Others (Cottage, cruise, camping,..)	7.0%	5.1%	4.2%	3.4%	3.0%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

LZ	21.3%	53.5%	25.2%
FUE	13.5%	65.0%	21.5%
GC	13.0%	53.3%	33.7%
TFE	13.5%	58.5%	28.0%
LP	18.0%	73.9%	8.2%
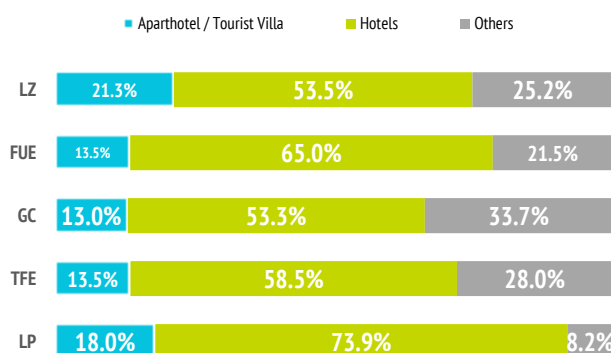
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	36.1%	25.0%	36.9%	29.3%	23.2%
Bed and Breakfast	13.7%	10.8%	22.9%	20.3%	27.0%
Half board	20.6%	18.6%	16.6%	25.1%	44.4%
Full board	3.4%	4.7%	5.3%	5.6%	0.5%
All inclusive	26.2%	40.9%	18.2%	19.7%	4.9%

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	72.2%	62.0%	72.4%	79.0%	83.0%
Supermarkets	58.1%	52.9%	52.6%	47.4%	59.5%
Car rental	69.0%	59.4%	33.3%	59.6%	81.2%
Organized excursions	49.6%	23.4%	11.8%	29.1%	27.7%
Taxi, transfer, chauffeur service	18.3%	20.1%	26.5%	19.0%	15.0%
Theme Parks	4.6%	3.2%	4.2%	23.1%	2.4%
Sport activities	6.6%	6.9%	3.6%	4.8%	3.3%
Museums	22.5%	3.9%	5.3%	5.7%	10.6%
Flights between islands	14.6%	11.3%	4.6%	5.6%	8.2%

Activities in the Canary Islands 🚶🎣

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.5%	2.2%	0.5%	0.5%	0.0%
1 - 2 hours	3.9%	6.3%	3.5%	3.6%	0.2%
3 - 6 hours	18.3%	21.2%	18.5%	16.1%	8.8%
7 - 12 hours	62.4%	56.8%	56.6%	58.6%	77.4%
More than 12 hours	14.9%	13.5%	20.9%	21.1%	13.5%

■ 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	0%	2%	0%	0%	0%
More than 1 hour	100%	98%	100%	100%	100%
More than 3 hours	96%	92%	96%	96%	100%
More than 7 hours	77%	70%	78%	80%	91%
More than 12 hours	15%	14%	21%	21%	14%
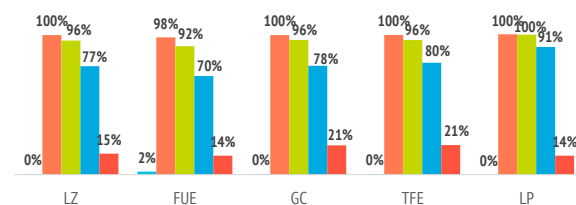
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	83.6%	70.7%	70.6%	81.2%	73.6%
Beach	80.4%	86.7%	70.3%	70.9%	57.6%
Explore the island on their own	79.5%	66.8%	50.4%	68.0%	81.1%
Swimming pool, hotel facilities	56.8%	58.3%	39.7%	51.7%	42.7%
Taste Canarian gastronomy	49.6%	33.3%	34.5%	49.2%	47.7%
Hiking	27.4%	23.4%	15.3%	26.3%	53.2%
Museums / exhibitions	37.5%	9.5%	12.8%	13.2%	18.5%
Wineries / markets / popular festiv	39.3%	10.0%	11.1%	13.4%	14.5%
Organized excursions	28.0%	11.9%	6.7%	17.8%	22.8%
Theme parks	6.4%	4.6%	7.3%	28.7%	2.2%
Nightlife / concerts / shows	11.1%	10.2%	17.3%	17.1%	3.6%
Other Nature Activities	16.3%	11.3%	7.5%	14.6%	18.3%
Sea excursions / whale watching	8.5%	14.1%	4.4%	15.4%	11.1%
Practice other sports	5.7%	4.9%	5.5%	5.9%	2.2%
Running	7.0%	4.4%	5.6%	4.9%	4.8%
Astronomical observation	3.0%	3.7%	3.6%	5.3%	18.4%
Beauty and health treatments	5.6%	4.9%	4.4%	3.7%	1.5%
Swim	3.4%	3.0%	3.8%	3.7%	2.7%
Scuba Diving	4.6%	4.2%	1.8%	3.2%	1.8%
Surf	3.3%	5.9%	3.2%	2.0%	0.1%
Cycling / Mountain bike	6.4%	1.3%	1.6%	0.6%	0.9%
Golf	0.5%	0.4%	1.0%	0.9%	0.1%
Windsurf / Kitesurf	0.4%	1.1%	0.5%	0.5%	0.1%

Multi-choise question

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

La Palma 3.3%
Lanzarote 17.6%
Fuerteventura 8.4%
Gran Canaria 28.7%
Tenerife 42.1%
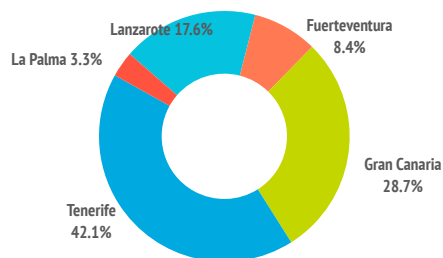
How many islands do they visit during their trip?

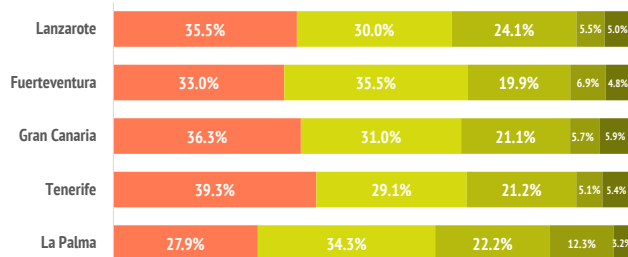|	LZ	FUE	GC	TFE	LP
One island	89.4%	89.0%	90.6%	90.0%	72.8%
Two islands	9.4%	8.6%	7.7%	8.8%	23.2%
Three or more islands	1.2%	2.3%	1.8%	1.2%	4.0%

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

Island	No	Yes, even if...	Yes, but only if...
Lanzarote	35.1%	20.3%	44.6%
Fuerteventura	32.5%	24.0%	43.5%
Gran Canaria	35.1%	23.2%	41.7%
Tenerife	34.7%	21.8%	43.5%
La Palma	29.2%	26.1%	44.7%
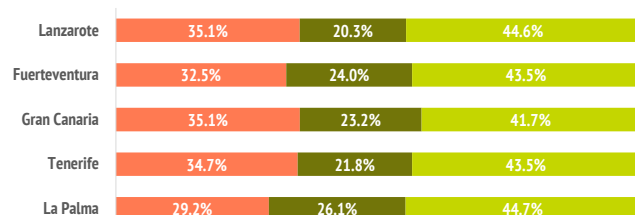
Would they be willing to spend more on travel to reduce their carbon footprint?

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

Island	No	up to 5%	up to 10%	up to 20%	over 20%
Lanzarote	35.5%	30.0%	24.1%	5.5%	5.0%
Fuerteventura	33.0%	35.5%	19.9%	6.9%	4.8%
Gran Canaria	36.3%	31.0%	21.1%	5.7%	5.9%
Tenerife	39.3%	29.1%	21.2%	5.1%	5.4%
La Palma	27.9%	34.3%	22.2%	12.3%	3.2%

Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	8.23	8.18	8.19	8.32	8.50
Tolerance towards tourism	8.88	8.69	8.75	8.80	8.98
Cleanliness of the island	8.66	8.23	7.77	8.19	8.69
Air quality	8.69	8.64	8.23	8.54	8.98
Rational water consumption	7.62	7.60	7.36	7.48	8.05
Energy saving	7.18	7.20	6.92	6.93	7.52
Use of renewable energy	6.99	7.25	7.11	6.84	7.15
Recycling	7.06	7.14	6.87	6.92	7.25
Easy to get around by public transport	6.71	6.26	7.26	6.96	7.03
Overcrowding in tourist areas	7.21	6.97	7.14	7.24	7.49
Supply of local products	7.58	7.19	7.39	7.57	7.40

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

Which is the most visited place on each island?

LANZAROTE
72% MONTAÑA DE FUEGO / RUTA VOLCANES

FUERTEVENTURA
65% DUNAS DE CORRALEJO E ISLA DE LOBOS

GRAN CANARIA
68% LAS PALMAS DE GRAN CANARIA

TENERIFE
57% PARQUE NACIONAL DEL TEIDE

LA PALMA
90% 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	8.93	8.77	8.74	8.79	9.11

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	2.6%	4.7%	3.2%	3.7%	1.4%
Lived up to expectations	50.3%	54.1%	54.0%	50.4%	44.0%
Better or much better than expected	47.1%	41.2%	42.8%	45.9%	54.7%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.09	9.09	9.11	8.99	9.35
Recommend visiting the Canary Island	9.31	9.21	9.18	9.18	9.45

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	64.3%	62.5%	69.3%	57.6%	65.6%
At least 10 previous visits	2.6%	3.2%	15.5%	9.9%	1.0%
Repeat tourists	72.3%	75.0%	77.0%	60.8%	78.7%
At least 10 previous visits	11.0%	10.8%	24.8%	15.5%	14.1%

REPEAT TOURIST OF EACH ISLAND

69.3% Gran Canaria
64.3% Lanzarote
57.6% Tenerife
62.5% Fuerteventura
65.6% La Palma

Canary Islands
LATITUDE OF LIFE

Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Mainland Spain	99.3%	99.9%	99.5%	99.7%	100.0%
Portugal	-	-	0.0%	0.2%	-
Belgium	-	-	0.2%	0.0%	-
France	0.1%	0.1%	0.1%	0.0%	-
United Kingdom	0.1%	-	-	0.1%	0.0%
Germany	0.1%	-	0.1%	-	-
Netherlands	0.2%	-	-	0.0%	-

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

Legend: ■ Mainland Spain ■ Portugal ■ Others

	LZ	FUE	GC	TFE	LP
Top (Others)	0.7%	0.1%	0.4%	0.1%	
(Portugal)		0.0%		0.2%	
Mainland Spain	99%	100%	100%	100%	100%
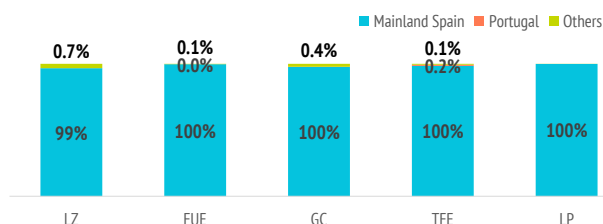
Who do they come with? 👪

	LZ	FUE	GC	TFE	LP
Unaccompanied	7.4%	8.7%	24.9%	15.1%	10.6%
Only with partner	45.1%	53.1%	33.9%	38.8%	54.7%
Only with children (< 13 years old)	6.4%	4.9%	3.6%	4.5%	2.7%
Partner + children (< 13 years old)	10.5%	6.0%	5.0%	11.3%	5.7%
Other relatives	8.4%	8.1%	8.9%	7.5%	5.3%
Friends	7.9%	7.2%	9.5%	8.4%	6.5%
Work colleagues	0.6%	0.7%	4.1%	2.2%	2.9%
Organized trip	0.2%	0.2%	0.2%	0.6%	0.2%
Other combinations [1]	13.5%	11.1%	9.9%	11.7%	11.5%
(1) Different situations have been isolated					
Tourists with children	**21.8%**	**14.6%**	**12.0%**	**20.3%**	**10.8%**
- Between 0 and 2 years old	2.8%	2.4%	1.3%	1.9%	0.1%
- Between 3 and 12 years old	17.6%	10.3%	9.9%	17.3%	10.7%
- Between 0 -2 and 3-12 years	1.3%	1.8%	0.8%	1.1%	0.0%
Tourists without children	**78.2%**	**85.4%**	**88.0%**	**79.7%**	**89.2%**
Group composition:					
- 1 person	9.4%	10.7%	29.2%	18.5%	12.3%
- 2 people	51.5%	59.0%	43.3%	45.1%	61.7%
- 3 people	16.9%	13.2%	12.4%	13.7%	12.1%
- 4 or 5 people	18.5%	13.9%	12.3%	19.0%	12.0%
- 6 or more people	3.7%	3.2%	2.8%	3.8%	2.0%
Average group size:	**2.69**	**2.51**	**2.26**	**2.58**	**2.38**

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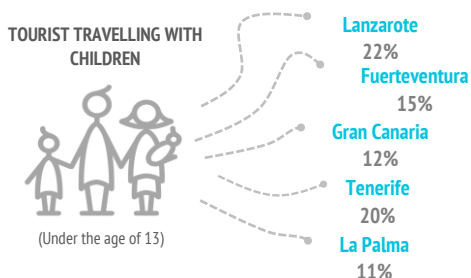
TOURIST TRAVELLING WITH CHILDREN

(Under the age of 13)

- Lanzarote 22%
- Fuerteventura 15%
- Gran Canaria 12%
- Tenerife 20%
- La Palma 11%

Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	52.7%	50.4%	51.7%	54.3%	39.5%
Women	47.3%	49.6%	48.3%	45.7%	60.5%
Age					
Average age (tourist > 15 years old)	41.1	42.2	42.2	38.7	44.5
Standard deviation	13.5	14.4	14.8	13.0	13.1
Age range (> 15 years old)					
16 - 24 years old	10.9%	8.4%	12.4%	14.2%	3.1%
25 - 30 years old	16.5%	17.6%	14.0%	18.5%	16.9%
31 - 45 years old	36.5%	35.7%	33.6%	38.5%	35.1%
46 - 60 years old	26.3%	24.3%	26.3%	22.0%	30.5%
Over 60 years old	9.8%	14.1%	13.6%	6.7%	14.3%
Occupation					
Salaried worker	63.6%	64.1%	60.6%	63.9%	66.8%
Self-employed	11.7%	9.2%	12.4%	10.2%	9.7%
Unemployed	3.1%	3.1%	2.1%	2.7%	5.2%
Business owner	6.4%	9.0%	8.2%	8.8%	5.7%
Student	6.1%	4.9%	7.4%	7.8%	1.8%
Retired	8.0%	8.6%	8.1%	5.6%	9.8%
Unpaid domestic work	0.4%	0.1%	0.4%	0.4%	0.0%
Others	0.7%	1.0%	0.7%	0.7%	0.8%
Annual household income level					
Less than €25,000	21.6%	23.8%	24.2%	26.8%	23.1%
€25,000 - €49,999	46.3%	43.9%	45.8%	45.2%	38.4%
€50,000 - €74,999	20.8%	19.3%	18.4%	17.3%	20.6%
More than €74,999	11.3%	13.0%	11.7%	10.7%	17.8%
Education level					
No studies	0.0%	0.4%	0.4%	0.3%	0.0%
Primary education	2.3%	1.1%	2.6%	2.1%	3.3%
Secondary education	17.1%	18.5%	16.0%	17.5%	22.2%
Higher education	80.6%	80.1%	81.1%	80.2%	74.5%

AVERAGE AGE (> 15 years old)

Lanzarote	41
Fuerteventura	42
Gran Canaria	42
Tenerife	39
La Palma	44

% OF TOURISTS WITH INCOMES OVER €74,999

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

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
11%	13%	12%	11%	18%

% OF TOURISTS TRAVEL ONLY WITH PARTNER

Lanzarote	45%
Fuerteventura	53%
Gran Canaria	34%
Tenerife	39%
La Palma	55%

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.