How many are they and how much do they spend?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tourist arrivals (FRONTUR)	82,819	86,944	97,690	99,840	99,246
Tourist arrivals (> 16 years old)	72,034	74,073	85,016	93,957	95,039
Average daily expenditure (€)	147.21	137.59	146.37	160.07	152.45
. in their place of residence	109.40	94.82	106.93	121.64	110.90
. in the Canary Islands	37.81	42.77	39.44	38.43	41.55
Average lenght of stay	10.24	9.74	8.83	9.42	9.00
Turnover per tourist (€)	1,231	1,125	1,154	1,267	1,160
Total turnover (€m)	102	98	113	127	115
Share of annual tourist	26.9%	26.7%	26.7%	25.3%	24.1%
Share of annual turnover	26.6%	25.4%	25.2%	26.0%	22.4%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	14.6%	14.6%	16.3%	15.1%	12.8%
- Additional accommodation expenses	6.1%	4.5%	6.9%	5.4%	10.8%
Transport:					
- Public transport	16.5%	15.0%	16.1%	15.1%	17.1%
- Taxi	19.8%	22.2%	19.1%	20.5%	19.3%
- Car rental	22.6%	21.2%	17.7%	22.5%	22.7%
Food and drink:					
- Food purchases at supermarkets	49.8%	52.5%	45.9%	45.4%	50.7%
- Restaurants	49.6%	50.1%	48.6%	52.2%	50.6%
Souvenirs:	59.0%	54.4%	55.7%	56.5%	50.6%
Leisure:					
- Organized excursions	19.5%	12.2%	15.2%	15.6%	14.7%
- Leisure, amusement	4.4%	3.8%	3.2%	5.1%	6.7%
- Trip to other islands	3.4%	3.0%	1.2%	1.3%	1.2%
- Sporting activities	6.5%	6.5%	4.2%	5.3%	7.8%
- Cultural activities	3.7%	4.4%	2.8%	4.9%	3.5%
- Discos and disco-pubs	4.0%	2.5%	5.3%	2.4%	1.1%
Others:					
- Wellness	8.7%	5.2%	5.0%	4.4%	5.3%
- Medical expenses	3.5%	6.0%	4.5%	5.4%	5.6%
- Other expenses	10.3%	9.2%	8.9%	7.8%	9.7%

TOURIST ARRIVALS
Source: FRONTUR ISTAC

+19.8%

2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
82,819	86,944	97,690	99,840	99,246
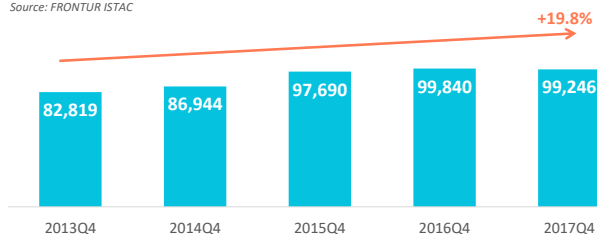
What do they book at their place of residence?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Flight only	16.6%	20.4%	15.2%	11.8%	19.3%
Flight and accommodation (room only)	15.6%	20.3%	13.4%	18.4%	17.6%
Flight and accommodation (B&B)	4.3%	4.7%	6.6%	7.9%	6.7%
Flight and accommodation (half board)	26.4%	22.2%	31.0%	28.3%	18.6%
Flight and accommodation (full board)	2.5%	3.4%	5.2%	4.6%	3.8%
Flight and accommodation (all inclusive)	34.7%	29.0%	28.6%	29.0%	34.1%
% Tourists using low-cost airlines	22.6%	37.9%	33.0%	29.8%	27.2%
Other expenses in their place of residence:					
- Car rental	13.9%	15.3%	15.3%	12.7%	17.3%
- Sporting activities	4.3%	2.4%	4.7%	5.0%	2.6%
- Excursions	3.2%	7.0%	5.7%	6.4%	5.3%
- Trip to other islands	1.2%	1.0%	0.8%	0.9%	0.0%

How do they book?

Accommodation booking	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tour Operator	38.5%	38.8%	44.1%	42.4%	36.7%
- Tour Operator´s website	66.6%	73.9%	67.4%	63.0%	74.7%
Accommodation	16.6%	24.7%	14.3%	19.2%	18.0%
- Accommodation´s website	80.9%	82.4%	85.2%	87.8%	81.5%
Travel agency (High street)	22.0%	11.3%	19.8%	19.6%	21.4%
Online Travel Agency (OTA)	10.2%	10.4%	11.8%	12.8%	10.7%
No need to book accommodation	12.6%	14.7%	10.0%	6.1%	13.3%

Flight booking	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tour Operator	52.1%	53.2%	50.3%	56.2%	44.6%
- Tour Operator´s website	62.0%	79.1%	65.7%	60.8%	72.8%
Airline	21.2%	28.2%	25.2%	23.3%	29.1%
- Airline´s website	98.6%	100.0%	95.0%	99.1%	97.3%
Travel agency (High street)	20.4%	11.0%	17.7%	13.7%	20.6%
Online Travel Agency (OTA)	6.3%	7.5%	6.8%	6.8%	5.7%

How far in advance do they book their trip?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
The same day they leave	0.3%	0.4%	1.0%	0.5%	0.0%
Between 2 and 7 days	8.1%	9.3%	6.4%	5.8%	3.9%
Between 8 and 15 days	8.4%	7.8%	4.0%	3.1%	8.6%
Between 16 and 30 days	13.7%	18.4%	15.2%	16.9%	11.7%
Between 31 and 90 days	33.6%	35.9%	39.8%	36.9%	38.6%
More than 90 days	35.9%	28.2%	33.5%	36.9%	37.1%

Who are they?

Gender	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Men	48.8%	53.5%	55.9%	55.3%	55.7%
Women	51.2%	46.5%	44.1%	44.7%	44.3%
Age					
Average age (tourists > 16 years old)	46.2	49.0	49.2	50.2	50.7
Standard deviation	12.9	14.1	13.7	13.8	13.7
Age range (> 16 years old)					
16-24 years old	3.9%	3.3%	4.2%	3.9%	3.4%
25-30 years old	11.2%	10.5%	7.2%	6.3%	4.0%
31-45 years old	32.4%	25.0%	23.4%	27.9%	26.4%
46-60 years old	38.4%	38.6%	44.5%	38.9%	42.1%
Over 60 years old	14.1%	22.5%	20.7%	23.0%	24.1%
Occupation					
Business owner or self-employed	19.1%	21.5%	22.0%	22.0%	26.0%
Upper/Middle management employee	44.4%	33.1%	38.6%	39.4%	33.0%
Auxiliary level employee	14.7%	14.4%	14.4%	14.3%	13.8%
Students	2.3%	3.2%	1.4%	1.5%	1.1%
Retired	14.9%	26.1%	21.7%	21.4%	25.0%
Unemployed / unpaid dom. work	4.6%	1.6%	1.9%	1.4%	1.0%
Annual household income level					
€12,000 - €24,000	16.7%	11.9%	16.4%	13.9%	15.4%
€24,001 - €36,000	25.5%	22.3%	25.1%	20.7%	19.8%
€36,001 - €48,000	16.1%	23.1%	19.2%	15.8%	14.8%
€48,001 - €60,000	19.8%	18.3%	17.6%	16.1%	16.9%
€60,001 - €72,000	8.7%	5.7%	8.0%	13.2%	10.2%
€72,001 - €84,000	5.9%	3.1%	4.2%	6.7%	6.9%
More than €84,000	7.3%	15.6%	9.5%	13.6%	15.9%

Which island do they choose?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	6,273	7,721	8,692	9,924	11,223
- Fuerteventura	2,966	2,245	4,507	4,032	3,158
- Gran Canaria	20,071	19,843	22,686	26,143	25,891
- Tenerife	40,945	42,253	45,952	51,009	51,313
- La Palma	1,418	1,012	2,168	2,145	1,439

Share (%)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	8.8%	10.6%	10.3%	10.6%	12.1%
- Fuerteventura	4.1%	3.1%	5.4%	4.3%	3.4%
- Gran Canaria	28.0%	27.2%	27.0%	28.0%	27.8%
- Tenerife	57.1%	57.8%	54.7%	54.7%	55.2%
- La Palma	2.0%	1.4%	2.6%	2.3%	1.5%

Where do they stay?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
5* Hotel	11.9%	11.8%	14.9%	10.1%	7.3%
4* Hotel	49.3%	41.6%	49.0%	48.4%	41.9%
1-2-3* Hotel	9.0%	8.0%	8.4%	13.8%	12.1%
Apartment	18.9%	23.7%	16.6%	22.4%	26.9%
Property (privately-owned, friends, family)	8.2%	11.2%	10.0%	4.5%	9.5%
Others	2.6%	3.7%	1.1%	0.8%	2.3%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Climate/sun	96.1%	98.4%	96.2%	97.5%	96.4%
Tranquillity/rest/relaxation	45.2%	45.7%	47.4%	45.6%	45.3%
Scenery	27.4%	30.0%	36.1%	27.9%	22.1%
Beaches	24.0%	21.4%	21.3%	19.4%	20.6%
Security	5.2%	5.4%	12.4%	16.1%	14.0%
Visiting new places	16.8%	12.4%	7.7%	9.2%	13.9%
Quality of the environment	8.9%	7.3%	10.7%	7.2%	10.0%
Active tourism	6.8%	6.8%	4.6%	5.2%	9.3%
Suitable destination for children	5.9%	3.6%	3.6%	5.4%	7.9%
Price	9.9%	11.2%	9.6%	9.2%	7.3%
Shopping	9.2%	6.6%	6.0%	6.0%	5.8%
Ease of travel	1.4%	2.6%	2.0%	3.6%	3.9%
Nautical activities	3.0%	2.2%	2.4%	2.9%	3.7%
Golf	0.0%	2.1%	1.2%	0.9%	2.7%
Theme parks	1.2%	1.7%	0.3%	0.9%	2.5%
Health-related tourism	1.7%	0.3%	1.5%	0.3%	1.5%

* Multi-choise question

Who do they come with?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Unaccompanied	8.2%	9.4%	11.4%	10.1%	8.7%
Only with partner	56.0%	58.0%	53.6%	45.8%	51.4%
Only with children (under the age of 13)	1.0%	0.8%	1.9%	0.3%	2.3%
Partner + children (under the age of 13)	11.6%	7.0%	10.0%	11.4%	9.8%
Other relatives	3.8%	4.7%	3.7%	3.5%	2.3%
Friends	5.9%	5.4%	5.2%	6.4%	4.3%
Work colleagues	1.0%	1.0%	0.5%	0.0%	0.5%
Other combinations [1]	12.6%	13.7%	13.8%	22.5%	20.7%

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

How do they rate the Canary Islands?

Impression of their stay	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Good or very good (% tourists)	97.0%	95.3%	95.7%	97.1%	96.4%
Average rating (scale 1-10)	9.03	8.91	8.91	9.05	9.03

What did motivate them to come?

Prescription sources	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Previous visits to the Canary Islands	65.6%	70.4%	65.8%	68.2%	61.1%
Recommendation by friends/relatives	37.5%	36.5%	34.5%	32.8%	39.8%
The Canary Islands television channel	0.4%	0.0%	0.0%	1.2%	0.0%
Other television or radio channels	0.9%	0.4%	0.6%	0.6%	0.0%
Information in press/magazines/books	4.7%	5.9%	5.7%	3.8%	1.4%
Attendance at a tourism fair	1.1%	0.4%	0.7%	0.7%	0.0%
Tour Operator's brochure or catalogue	12.1%	9.5%	11.6%	10.6%	9.3%
Recommendation by Travel Agency	9.8%	6.7%	8.1%	12.1%	14.8%
Information obtained via the Internet	16.8%	19.9%	17.8%	18.9%	14.7%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.7%
Others	8.5%	5.1%	3.3%	2.2%	3.8%

* Multi-choise question

How many are loyal to the Canary Islands?

Repeat tourists	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
At least 1 previous visit	77.1%	78.0%	78.1%	80.7%	77.1%
At least 10 previous visits	18.2%	21.9%	16.5%	18.4%	18.0%

Where does the flight come from?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Belgium	86.4%	90.4%	86.8%	88.0%	84.7%
Spanish Mainland	8.6%	1.1%	5.4%	6.5%	5.7%
Netherlands	1.9%	3.2%	3.2%	1.6%	5.0%
Germany	2.3%	3.8%	3.0%	1.9%	2.7%
France	0.0%	0.3%	0.3%	1.1%	1.1%
Norway	0.0%	0.3%	0.0%	0.0%	0.0%
United Kingdom	0.0%	0.0%	0.4%	0.3%	0.0%
Others	0.8%	0.9%	0.9%	0.6%	0.9%

Tourist arrivals by islands

Legend: 2013Q4, 2014Q4, 2015Q4, 2016Q4, 2017Q4

Lanzarote: 6,273 / 7,721 / 8,692 / 9,924 / 11,223
Fuerteventura: 2,966 / 2,245 / 4,507 / 4,032 / 3,158
Gran Canaria: 20,071 / 19,843 / 22,686 / 26,143 / 25,891
Tenerife: 40,945 / 42,253 / 45,952 / 51,009 / 51,313
La Palma: 1,418 / 1,012 / 2,168 / 2,145 / 1,439
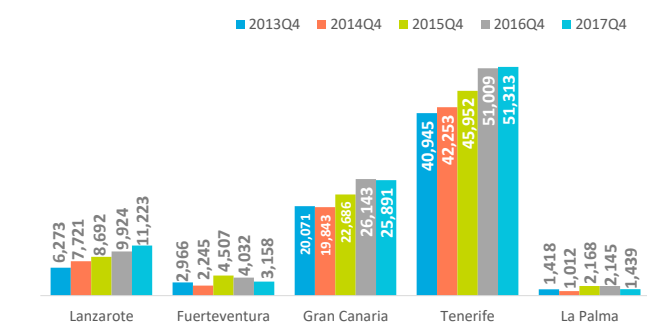
Tourists over 16 years old.

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.