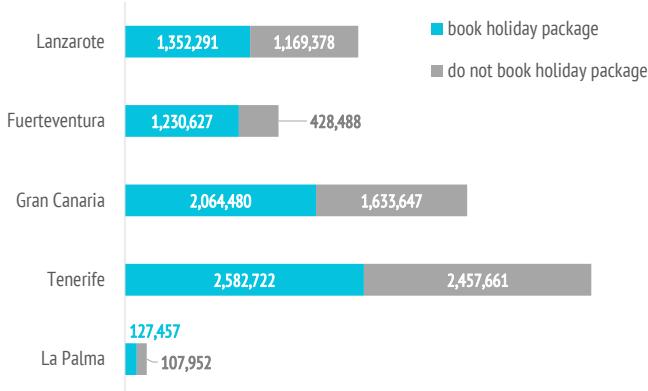


How many are they and how much do they spend?



TOURISTS		Canary Islands
Tourist arrivals (FRONTUR)		15,110,866
Tourist arrivals > 15 years old (EGT)		13,271,035
- book holiday package		7,426,022
- do not book holiday package		5,845,014
- % tourists who book holiday package		56.0%

NUMBER OF TOURISTS BY ISLAND OF STAY



Expenditure per tourist (€)

1,136

- book holiday package	1,268
- holiday package	1,031
- others	237
- do not book holiday package	967
- flight	263
- accommodation	321
- others	383

Average length of stay

9.09

- book holiday package	8.64
- do not book holiday package	9.68

Average daily expenditure (€)

138.9

- book holiday package	155.4
- do not book holiday package	117.9

Total turnover (> 15 years old) (€m)

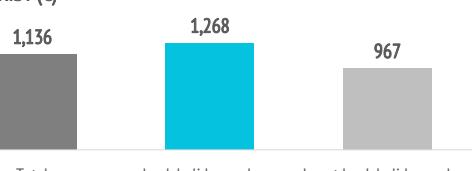
15,070

- book holiday package	9,416
- do not book holiday package	5,655

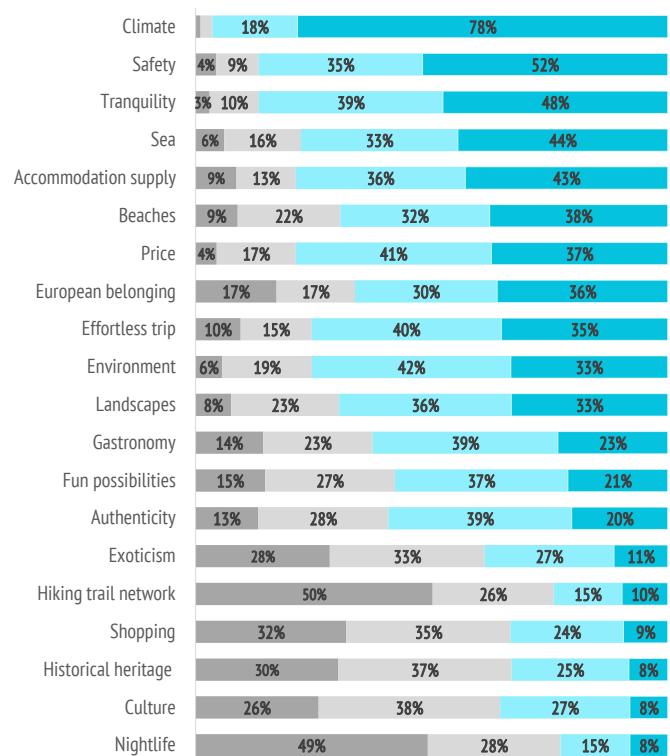
AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



■ Not important ■ Somewhat important ■ Quite important ■ Very important

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

What is the main motivation for their holidays?



	Canary Islands
Rest	55.5%
Enjoy family time	14.4%
Have fun	8.6%
Explore the destination	17.8%
Practice their hobbies	1.9%
Other reasons	1.8%



How far in advance do they book their trip?



	Canary Islands
The same day	0.7%
Between 1 and 30 days	23.8%
Between 1 and 2 months	22.8%
Between 3 and 6 months	32.7%
More than 6 months	20.0%

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

	Canary Islands
Previous visits to the Canary Islands	51.9%
Friends or relatives	27.1%
Internet or social media	54.7%
Mass Media	1.6%
Travel guides and magazines	8.4%
Travel Blogs or Forums	5.7%
Travel TV Channels	0.8%
Tour Operator or Travel Agency	22.6%
Public administrations or similar	0.4%
Others	2.4%

* Multi-choice question

 With whom did they book their flight and accommodation? 

	Canary Islands
<u>Flight</u>	
- Directly with the airline	42.9%
- Tour Operator or Travel Agency	57.1%
<u>Accommodation</u>	
- Directly with the accommodation	31.5%
- Tour Operator or Travel Agency	68.5%

 Where do they stay? 

	Canary Islands
1-2-3* Hotel	11.5%
4* Hotel	37.6%
5* Hotel / 5* Luxury Hotel	9.0%
Aparthotel / Tourist Villa	22.5%
House/room rented in a private dwelling	5.9%
Private accommodation ⁽¹⁾	7.2%
Others (Cottage, cruise, camping,..)	6.3%

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

 **58.1% Hotels**
 **22.5% Aparthotel / Tourist Villa**
 **19.4% Others**

 What do they book? 

	Canary Islands
Room only	27.9%
Bed and Breakfast	12.4%
Half board	21.2%
Full board	3.6%
All inclusive	34.9%

”

34.9% of tourists book all inclusive.

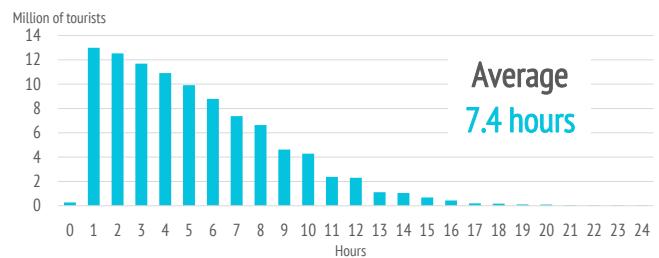
 Other expenses 

	Canarias
Restaurants or cafes	59.1%
Supermarkets	52.1%
Car rental	26.3%
Organized excursions	20.6%
Taxi, transfer, chauffeur service	50.0%
Theme Parks	7.5%
Sport activities	5.7%
Museums	4.6%
Flights between islands	4.4%

 Activities in the Canary Islands 

	Canary Islands
Outdoor time per day	
0 hours	2.1%
1 - 2 hours	9.8%
3 - 6 hours	32.6%
7 - 12 hours	47.1%
More than 12 hours	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Canary Islands
Activities in the Canary Islands	
Walk, wander	69.8%
Beach	66.3%
Swimming pool, hotel facilities	58.2%
Explore the island on their own	45.2%
Taste Canarian gastronomy	24.2%
Organized excursions	16.9%
Nightlife / concerts / shows	15.5%
Theme parks	14.1%
Sport activities	13.4%
Wineries / markets / popular festivals	11.6%
Sea excursions / whale watching	11.1%
Nature activities	10.4%
Museums / exhibitions	10.1%
Activities at sea	10.0%
Beauty and health treatments	5.4%
Astronomical observation	3.5%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Canary Islands
Lanzarote	2,521,668
Fuerteventura	1,659,115
Gran Canaria	3,698,127
Tenerife	5,040,382
La Palma	235,409
El Hierro/La Gomera	63,132

How many islands do they visit during their trip?

	Canary Islands
One island	91.4%
Two islands	7.2%
Three or more islands	1.4%

Internet usage during their trip

	Canary Islands
Research	
- Tourist package	14.8%
- Flights	13.0%
- Accommodation	16.9%
- Transport	15.7%
- Restaurants	28.4%
- Excursions	26.2%
- Activities	30.1%
Book or purchase	
- Tourist package	39.4%
- Flights	66.7%
- Accommodation	57.3%
- Transport	47.6%
- Restaurants	12.1%
- Excursions	13.0%
- Activities	14.7%

* Multi-choice question

Internet usage in the Canary Islands

	Canary Islands
Did not use the Internet	8.3%
Used the Internet	91.7%
- Own Internet connection	37.4%
- Free Wifi connection	39.5%
Applications*	
- Search for locations or maps	61.7%
- Search for destination info	44.8%
- Share pictures or trip videos	56.0%
- Download tourist apps	7.0%
- Others	22.6%

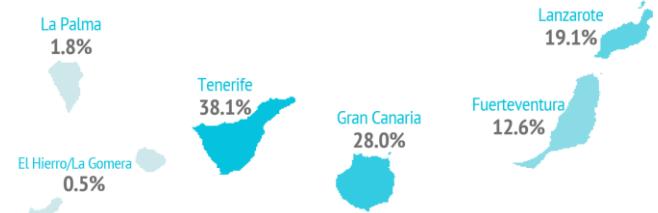
* Multi-choice question

,,

56% of tourists share pictures or trip videos



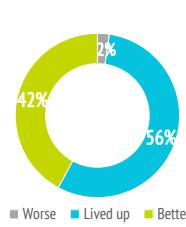
% TOURIST BY ISLAND OF STAY



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Canary Islands
Average rating	8.70
Experience in the Canary Islands	
Worse or much worse than expected	2.3%
Lived up to expectations	55.6%
Better or much better than expected	42.1%

Future intentions (scale 1-10)	Canary Islands
Return to the Canary Islands	8.73
Recommend visiting the Canary Islands	8.95



8.73/10

8.95/10

Experience in the Canary Islands

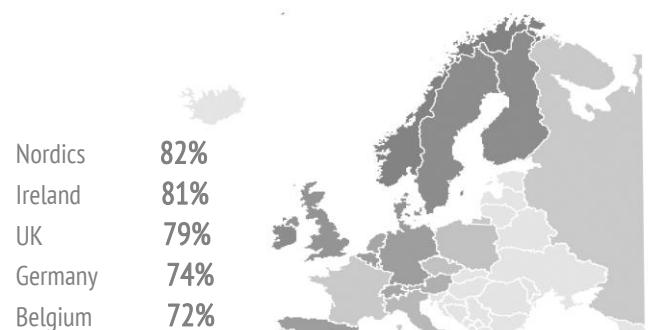
Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

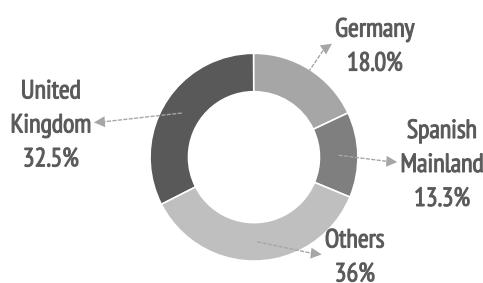
	Canary Islands
Repeat tourists	72.2%
Repeat tourists (last 5 years)	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.5%
At least 10 previous visits	18.6%

TOP 5: % REPEAT TOURISTS BY MARKETS



Where are they from?

	%	Absolute
United Kingdom	32.5%	4,307,184
Germany	18.0%	2,393,984
Spanish Mainland	13.3%	1,762,374
Netherlands	3.9%	521,016
France	3.9%	512,684
Ireland	3.7%	487,270
Sweden	3.4%	456,879
Italy	3.1%	415,838
Norway	2.8%	371,536
Belgium	2.7%	356,117
Poland	2.2%	292,805
Denmark	1.9%	246,025
Switzerland	1.8%	233,521
Finland	1.6%	212,465
Austria	0.6%	82,938
Russia	0.6%	73,583
Czech Republic	0.5%	66,980
Others	3.6%	477,836

Who do they come with?

	Canary Islands
Unaccompanied	9.6%
Only with partner	48.1%
Only with children (under the age of 13)	5.6%
Partner + children (under the age of 13)	6.5%
Other relatives	9.3%
Friends	6.4%
Work colleagues	0.5%
Organized trip	0.3%
Other combinations ⁽¹⁾	13.7%
<i>(1) Different situations have been isolated</i>	
Tourists with children	17.7%
- Between 0 and 2 years old	1.6%
- Between 3 and 12 years old	14.8%
- Between 0-2 and 3-12 years old	1.4%
Tourists without children	82.3%
Group composition:	
- 1 person	13.2%
- 2 people	55.1%
- 3 people	12.0%
- 4 or 5 people	16.3%
- 6 or more people	3.5%
Average group size:	2.54

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.

Who are they?

	Canarias
Gender	
Men	48.6%
Women	51.4%
Age	
Average age (tourist > 15 years old)	47.1
Standard deviation	15.4
Age range (> 15 years old)	
16 - 24 years old	7.3%
25 - 30 years old	10.9%
31 - 45 years old	28.0%
46 - 60 years old	31.8%
Over 60 years old	22.1%
Occupation	
Salaried worker	55.0%
Self-employed	11.5%
Unemployed	1.1%
Business owner	9.4%
Student	3.5%
Retired	17.9%
Unpaid domestic work	0.8%
Others	0.8%
Annual household income level	
Less than €25,000	17.5%
€25,000 - €49,999	37.5%
€50,000 - €74,999	22.8%
More than €74,999	22.2%
Education level	
No studies	5.0%
Primary education	2.6%
Secondary education	23.6%
Higher education	68.9%



**3 IN 10 TOURISTS ARE
BRITISH**

47 YEARS OLD
AVERAGE AGE

48%
ONLY WITH
PARTNER



Pictures: Freepik.com