How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**2.91**	**1.89**	**4.19**	**5.73**	**0.26**
Tourist arrivals > 15 years old (EGT) (*)	**2.52**	**1.66**	**3.70**	**5.04**	**0.24**
- book holiday package (*)	1.35	1.23	2.06	2.58	0.13
- do not book holiday package (*)	1.17	0.43	1.63	2.46	0.11
- % tourists who book holiday package	53.6%	74.2%	55.8%	51.2%	54.1%

(*) Million of tourists

TOURIST

LZ	FUE	GC	TFE	LP
2.91M	1.89M	4.19M	5.73M	0.26M

% TOURISTS WHO BOOK HOLIDAY

Lanzarote	54%
Fuerteventura	74%
Gran Canaria	56%
Tenerife	51%
La Palma	54%
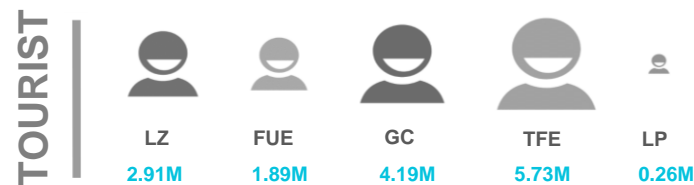
	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,089**	**1,169**	**1,174**	**1,114**	**1,205**
- book holiday package	1,200	1,214	1,344	1,268	1,197
- holiday package	982	1,055	1,076	1,008	949
- others	218	159	268	260	249
- do not book holiday package	962	1,040	959	952	1,213
- flight	258	294	268	254	329
- accommodation	348	410	313	295	372
- others	356	336	377	404	513
Average lenght of stay	**8.75**	**9.27**	**9.30**	**8.97**	**10.42**
- book holiday package	8.36	9.06	8.98	8.25	9.48
- do not book holiday package	9.21	9.87	9.70	9.71	11.53
Average daily expenditure (€)	**135.3**	**136.6**	**141.5**	**139.8**	**131.4**
- book holiday package	150.6	141.2	159.7	162.0	133.5
- do not book holiday package	117.6	123.2	118.6	116.5	128.9
Total turnover (> 15 years old) (€m)	**2,747**	**1,940**	**4,340**	**5,615**	**284**
- book holiday package	1,622	1,495	2,774	3,274	153
- do not book holiday package	1,125	446	1,566	2,341	131

AVERAGE LENGHT OF STAY (nights)
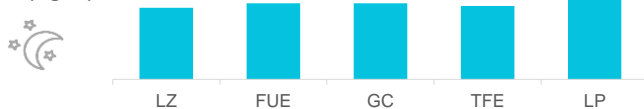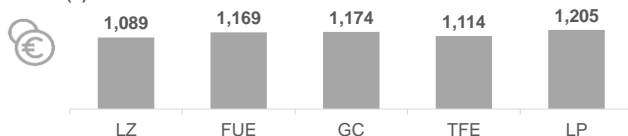
LZ	FUE	GC	TFE	LP
8.75	9.27	9.30	8.97	10.42

EXPENDITURE PER TOURIST (€)

LZ	FUE	GC	TFE	LP
1,089	1,169	1,174	1,114	1,205

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	77.5%	79.1%	81.1%	77.4%	69.8%
Safety	55.7%	56.0%	48.2%	52.0%	42.6%
Tranquility	49.8%	56.1%	44.9%	45.3%	54.8%
Accommodation supply	47.6%	46.0%	40.8%	42.0%	28.4%
Sea	39.4%	60.1%	48.0%	39.5%	38.8%
Price	41.2%	38.0%	33.8%	38.8%	23.3%
Landscapes	32.0%	27.0%	29.4%	36.2%	67.4%
Environment	35.8%	29.3%	28.4%	35.7%	50.2%
European belonging	34.5%	40.5%	36.6%	35.5%	30.5%
Effortless trip	37.5%	39.7%	33.7%	34.3%	26.2%
Beaches	32.0%	58.4%	44.0%	30.8%	14.6%
Fun possibilities	17.9%	17.9%	19.9%	25.5%	11.1%
Gastronomy	24.0%	21.6%	22.8%	24.0%	18.9%
Authenticity	23.3%	19.9%	16.8%	21.0%	29.9%
Exoticism	10.1%	10.5%	10.4%	13.1%	10.7%
Shopping	7.7%	7.9%	9.5%	11.1%	3.3%
Hiking trail network	6.7%	6.7%	9.1%	10.7%	38.9%
Nightlife	5.5%	4.9%	9.2%	9.9%	1.2%
Historical heritage	9.2%	5.9%	7.2%	9.2%	7.9%
Culture	9.2%	5.9%	7.4%	8.7%	5.5%

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	32%
Fuerteventura	58%
Gran Canaria	44%
Tenerife	31%
La Palma	15%
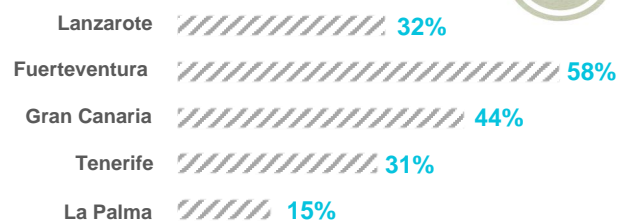
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	56.3%	62.0%	59.3%	51.7%	31.8%
Enjoy family time	13.2%	10.9%	16.3%	15.4%	7.6%
Have fun	5.9%	5.2%	7.8%	12.0%	3.2%
Explore the destination	20.8%	16.6%	13.3%	17.8%	49.7%
Practice their hobbies	2.3%	3.4%	1.5%	1.2%	3.4%
Other reasons	1.5%	1.9%	1.7%	1.8%	4.2%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.4%	0.5%	1.1%	0.7%	0.6%
Between 1 and 30 days	20.6%	22.3%	27.2%	23.6%	24.3%
Between 1 and 2 months	22.8%	23.0%	23.2%	22.5%	21.4%
Between 3 and 6 months	34.1%	34.4%	30.9%	32.5%	35.9%
More than 6 months	22.2%	19.9%	17.7%	20.6%	17.8%

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.

Canary Islands
LATITUDE OF LIFE

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	58.4%	51.9%	52.2%	48.5%	53.4%
Friends or relatives	27.2%	20.4%	26.0%	30.3%	24.7%
Internet or social media	61.3%	53.5%	51.8%	53.4%	64.5%
Mass Media	1.5%	1.7%	1.4%	1.7%	4.2%
Travel guides and magazines	10.2%	8.5%	7.1%	7.4%	25.1%
Travel Blogs or Forums	6.8%	5.3%	4.2%	6.1%	9.6%
Travel TV Channels	0.7%	0.9%	0.7%	0.8%	2.1%
Tour Operator or Travel Agency	23.1%	28.7%	22.3%	20.2%	25.0%
Public administrations or similar	0.4%	0.3%	0.4%	0.4%	0.7%
Others	2.1%	1.5%	2.5%	2.8%	1.3%

* Multi-choise question

With whom did they book their flight and accommodation 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	46.5%	30.0%	40.8%	47.1%	40.5%
- Tour Operator or Travel Agency	53.5%	70.0%	59.2%	52.9%	59.5%
Accommodation					
- Directly with the accommodation	34.5%	22.5%	30.3%	34.1%	31.7%
- Tour Operator or Travel Agency	65.5%	77.5%	69.7%	65.9%	68.3%

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	6.3%	17.2%	15.4%	9.7%	9.1%
4* Hotel	39.2%	53.5%	30.8%	36.6%	47.3%
5* Hotel / 5* Luxury Hotel	9.6%	4.6%	7.8%	11.6%	0.0%
Aparthotel / Tourist Villa	27.3%	14.3%	24.4%	21.7%	19.3%
House/room rented in a private dwelling	6.3%	3.0%	6.2%	6.2%	8.6%
Private accommodation (1)	5.2%	4.1%	8.4%	8.5%	6.5%
Others (Cottage, cruise, camping,..)	6.1%	3.2%	6.9%	5.7%	9.1%

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

What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	29.1%	12.8%	33.9%	27.9%	36.2%
Bed and Breakfast	10.9%	4.5%	14.1%	14.9%	11.7%
Half board	19.4%	18.8%	20.3%	23.4%	27.2%
Full board	3.1%	6.7%	2.4%	3.4%	0.7%
All inclusive	37.5%	57.1%	29.3%	30.3%	24.1%

ALL INCLUSIVE

34.9% Islas Canarias

29.3% Gran Canaria

37.5% Lanzarote

30.3% Tenerife

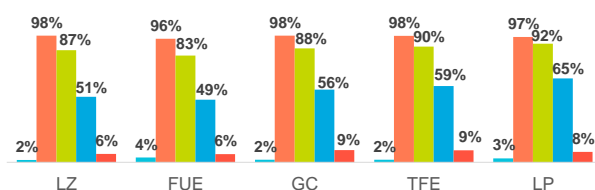**57.1%** Fuerteventura

24.1% La Palma

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	62.7%	41.7%	64.4%	58.4%	76.0%
Supermarkets	56.1%	40.0%	59.3%	48.2%	71.4%
Car rental	31.9%	26.0%	23.3%	24.1%	64.6%
Organized excursions	27.5%	15.6%	17.9%	20.1%	30.0%
Taxi, transfer, chauffeur service	54.4%	56.6%	54.0%	43.4%	34.6%
Theme Parks	5.3%	4.6%	5.6%	11.3%	2.2%
Sport activities	6.8%	7.0%	5.7%	4.6%	5.6%
Museums	12.3%	2.0%	3.4%	2.2%	14.6%
Flights between islands	6.4%	4.4%	3.5%	3.7%	5.0%

Activities in the Canary Islands 🚶✝

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.7%	4.2%	1.7%	1.7%	2.7%
1 - 2 hours	11.2%	13.0%	9.9%	8.5%	5.2%
3 - 6 hours	36.2%	34.3%	32.1%	30.6%	26.9%
7 - 12 hours	44.5%	42.4%	46.9%	49.8%	57.1%
More than 12 hours	6.4%	6.3%	9.5%	9.3%	8.1%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 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	87%	83%	88%	90%	92%
More than 7 hours	51%	49%	56%	59%	65%
More than 12 hours	6%	6%	9%	9%	8%

Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	76.9%	58.4%	67.0%	71.6%	79.3%
Beach	64.7%	76.8%	71.6%	60.5%	58.3%
Swimming pool, hotel facilities	63.5%	53.5%	56.5%	59.9%	43.3%
Explore the island on their own	48.7%	40.4%	42.5%	45.4%	75.4%
Taste Canarian gastronomy	28.0%	18.1%	22.2%	24.8%	39.3%
Theme parks	8.6%	7.5%	9.8%	23.1%	1.8%
Organized excursions	19.2%	14.7%	13.1%	19.0%	17.5%
Nightlife / concerts / shows	13.6%	8.5%	18.0%	17.8%	4.6%
Sea excursions / whale watching	6.5%	7.0%	10.7%	14.9%	14.9%
Sport activities	14.4%	17.5%	12.4%	12.4%	14.6%
Nature activities	8.6%	9.0%	8.6%	11.6%	35.1%
Activities at sea	9.9%	12.3%	9.4%	9.4%	15.0%
Wineries / markets / popular festi	20.3%	7.7%	10.2%	9.2%	18.4%
Museums / exhibitions	20.3%	5.5%	8.5%	7.2%	22.1%
Beauty and health treatments	5.6%	4.7%	5.6%	5.6%	3.6%
Astronomical observation	2.0%	2.8%	2.8%	4.4%	15.4%

* Multi-choise question

CANARY ISLANDS

Beauty and health treatments
Nightlife / concerts / shows
Taste Canarian gastronomy
Nature activities   Sport activities
Sea excursions / whale watching   Beach
Walk, wander   Theme parks
Activities at sea   Swimming pool
Explore the island on their own
Organized excursions
Museums / exhibitions   Wineries / markets / popular festivals

Which island do they choose?

- Lanzarote 19.2%
- Fuerteventura 12.6%
- La Palma 1.8%
- Tenerife 38.3%
- Gran Canaria 28.1%
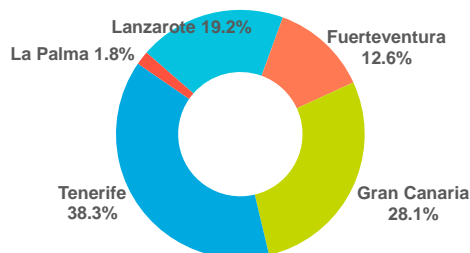
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	91.8%	90.2%	93.1%	92.0%	90.3%
Two islands	7.5%	8.6%	5.8%	7.2%	6.9%
Three or more islands	0.7%	1.2%	1.1%	0.9%	2.8%

% TOURISTS VISITNG MORE THAN ONE ISLAND

- Lanzarote 8.2%
- Tenerife 8.0%
- Fuerteventura 9.8%
- La Palma 9.7%
- Gran Canaria 6.9%
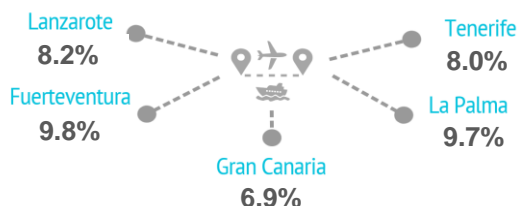
Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	15.5%	16.4%	12.6%	15.6%	11.4%
- Flights	13.4%	13.3%	11.6%	13.9%	10.8%
- Accommodation	17.4%	19.0%	15.1%	17.5%	14.9%
- Transport	15.0%	13.4%	15.6%	16.9%	15.4%
- Restaurants	30.8%	23.5%	26.2%	30.2%	32.1%
- Excursions	26.9%	25.4%	24.4%	26.8%	36.0%
- Activities	31.8%	28.6%	28.4%	30.4%	39.4%
Book or purchase					
- Tourist package	38.6%	45.2%	40.6%	36.9%	37.9%
- Flights	70.0%	57.1%	67.9%	67.0%	68.3%
- Accommodation	61.7%	50.4%	57.2%	57.0%	61.9%
- Transport	51.6%	44.8%	46.4%	46.9%	54.3%
- Restaurants	11.7%	9.4%	11.6%	13.5%	11.2%
- Excursions	12.0%	10.4%	10.2%	15.9%	15.9%
- Activities	12.9%	12.2%	12.1%	18.3%	13.4%

* Multi-choise question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**7.5%**	**10.4%**	**7.6%**	**8.5%**	**6.7%**
Used the Internet	**92.5%**	**89.6%**	**92.4%**	**91.5%**	**93.3%**
- Own Internet connection	34.1%	33.7%	37.6%	39.7%	41.7%
- Free Wifi connection	46.5%	41.3%	39.3%	35.6%	39.9%
Applications*					
- Search for locations or maps	61.0%	54.7%	60.3%	64.6%	75.2%
- Search for destination info	46.9%	39.1%	43.9%	45.6%	56.1%
- Share pictures or trip videos	57.6%	56.6%	53.9%	56.7%	54.5%
- Download tourist apps	8.3%	7.1%	6.5%	6.7%	6.4%
- Others	24.5%	24.7%	25.2%	19.2%	19.2%

* Multi-choise question

Which is the most visited place in each island?

LANZAROTE

35% MONTAÑA DEL FUEGO

FUERTEVENTURA

37% PLAYAS DE JANDÍA

GRAN CANARIA

49% DUNAS DE MASPALOMAS

TENERIFE

37% PARQUE NACIONAL DEL

LA PALMA

73% SANTA CRUZ DE LA PALMA
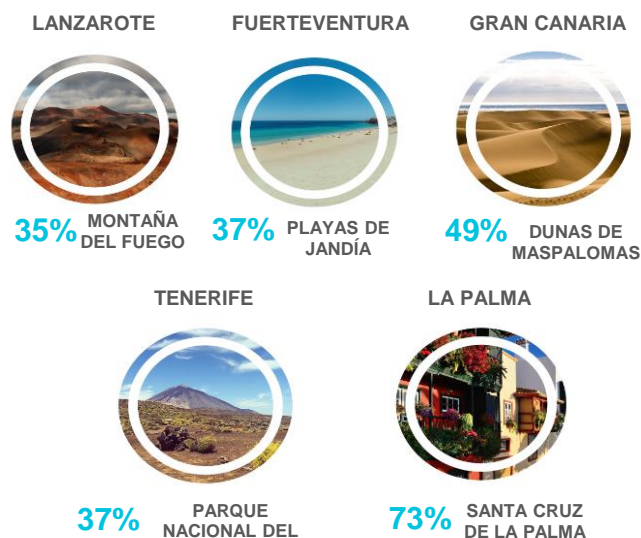
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.85	8.69	8.64	8.66	8.84

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	1.8%	2.1%	2.2%	2.8%	1.9%
Lived up to expectations	55.4%	56.5%	57.7%	54.1%	51.5%
Better or much better than expected	42.9%	41.3%	40.1%	43.1%	46.6%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.88	8.74	8.69	8.68	8.86
Recommend visiting the Canary Islan	9.09	8.94	8.89	8.92	9.20

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	69.6%	62.2%	67.3%	62.4%	69.7%
At least 10 previous visits	10.8%	7.3%	14.5%	9.1%	5.1%
Repeat tourists	76.8%	72.0%	74.4%	68.1%	80.3%
At least 10 previous visits	20.2%	16.5%	22.2%	15.8%	19.3%

REPEAT TOURIST OF EACH ISLAND

- **69.6%** Lanzarote
- **62.2%** Fuerteventura
- **67.3%** Gran Canaria
- **62.4%** Tenerife
- **69.7%** La Palma
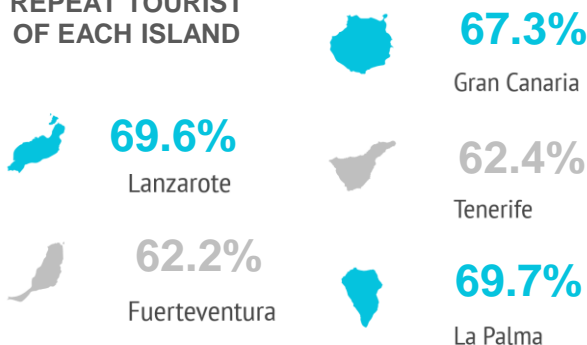
TOURIST PROFILE BY ISLAND OF STAY
2019

Canary Islands
LATITUDE OF LIFE

Where are they from? 🌐

	LZ	FUE	GC	TFE	LP
United Kingdom	48.2%	25.3%	17.8%	39.1%	10.1%
Germany	10.9%	36.6%	21.1%	11.5%	39.5%
Spanish Mainland	10.3%	8.4%	15.6%	14.4%	20.1%
Netherlands	3.3%	2.6%	5.6%	3.2%	8.6%
France	5.2%	5.9%	2.2%	3.8%	3.3%
Ireland	10.1%	1.9%	1.7%	2.7%	0.0%
Sweden	0.9%	1.8%	7.9%	2.0%	3.2%
Italy	2.4%	4.7%	2.4%	3.7%	0.8%
Norway	0.7%	0.4%	7.5%	1.4%	0.0%
Belgium	1.8%	0.8%	2.5%	3.9%	3.2%
Poland	1.2%	3.8%	2.0%	2.3%	2.2%
Denmark	1.0%	1.5%	3.1%	1.5%	2.9%
Switzerland	1.5%	1.9%	2.3%	1.3%	3.5%
Finland	0.5%	0.5%	2.9%	1.6%	0.1%
Austria	0.2%	0.9%	0.7%	0.6%	1.2%
Russia	0.1%	0.0%	0.3%	1.2%	0.1%
Czech Republic	0.4%	1.1%	0.5%	0.4%	0.1%
Others	1.3%	1.7%	3.9%	5.3%	1.2%

Who do they come with? 🚶

	LZ	FUE	GC	TFE	LP
Unaccompanied	5.5%	8.1%	14.0%	8.9%	9.4%
Only with partner	49.5%	50.8%	46.1%	47.4%	58.2%
Only with children (< 13 years old)	4.9%	6.0%	5.2%	6.3%	3.4%
Partner + children (< 13 years old)	7.5%	6.6%	5.4%	6.8%	5.7%
Other relatives	11.9%	8.0%	7.9%	9.7%	5.0%
Friends	5.8%	4.9%	7.3%	6.6%	5.0%
Work colleagues	0.1%	0.2%	0.9%	0.6%	0.4%
Organized trip	0.2%	0.3%	0.3%	0.3%	0.4%
Other combinations (1)	14.7%	15.0%	12.9%	13.5%	12.5%

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**19.2%**	**18.3%**	**15.3%**	**18.9%**	**11.9%**
- Between 0 and 2 years old	1.7%	1.2%	1.3%	1.9%	0.7%
- Between 3 and 12 years old	16.2%	15.9%	12.9%	15.3%	10.8%
- Between 0 -2 and 3-12 years	1.4%	1.2%	1.1%	1.7%	0.4%
Tourists without children	**80.8%**	**81.7%**	**84.7%**	**81.1%**	**88.1%**
Group composition:					
- 1 person	8.1%	11.2%	16.7%	13.7%	12.5%
- 2 people	56.2%	57.4%	54.1%	53.9%	63.8%
- 3 people	12.5%	12.1%	11.6%	12.0%	11.4%
- 4 or 5 people	18.8%	16.2%	14.5%	16.8%	11.0%
- 6 or more people	4.5%	3.2%	3.1%	3.7%	1.4%
Average group size:	**2.70**	**2.55**	**2.43**	**2.54**	**2.30**
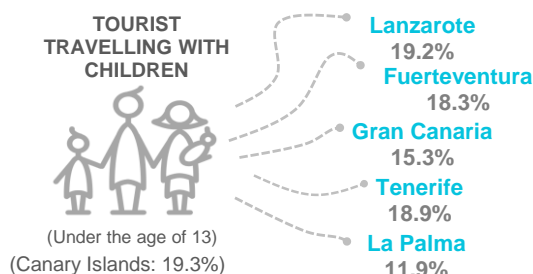
Who are they? 🧍

	LZ	FUE	GC	TFE	LP
Gender					
Men	47.2%	49.1%	51.4%	47.0%	52.5%
Women	52.8%	50.9%	48.6%	53.0%	47.5%
Age					
Average age (tourist > 15 years old)	49.5	49.2	47.2	44.9	51.5
Standard deviation	15.4	15.2	15.5	15.2	13.9
Age range (> 15 years old)					
16 - 24 years old	5.5%	5.4%	8.0%	8.4%	3.2%
25 - 30 years old	8.7%	8.7%	10.2%	13.5%	6.0%
31 - 45 years old	25.8%	26.2%	27.4%	30.5%	22.1%
46 - 60 years old	32.7%	33.9%	32.1%	29.8%	40.9%
Over 60 years old	27.3%	25.7%	22.3%	17.8%	27.7%
Occupation					
Salaried worker	53.4%	54.4%	53.9%	57.0%	54.6%
Self-employed	11.8%	11.1%	11.2%	11.9%	10.6%
Unemployed	0.7%	0.9%	1.2%	1.4%	1.1%
Business owner	7.4%	10.0%	10.7%	9.1%	9.7%
Student	2.9%	2.9%	3.8%	3.7%	2.7%
Retired	21.9%	19.3%	17.8%	15.3%	20.4%
Unpaid domestic work	1.0%	0.9%	0.5%	0.8%	0.4%
Others	0.8%	0.6%	0.9%	0.8%	0.4%
Annual household income level					
Less than €25,000	15.6%	15.6%	16.2%	20.4%	11.4%
€25,000 - €49,999	37.7%	39.9%	35.8%	37.9%	36.5%
€50,000 - €74,999	23.8%	21.9%	24.3%	21.2%	26.7%
More than €74,999	22.9%	22.5%	23.7%	20.5%	25.4%
Education level					
No studies	6.3%	3.5%	3.3%	6.2%	1.0%
Primary education	1.9%	3.3%	3.2%	2.3%	3.1%
Secondary education	21.5%	24.4%	26.0%	22.8%	20.7%
Higher education	70.3%	68.8%	67.5%	68.7%	75.2%

AVERAGE AGE (> 15 years old)

Lanzarote	49.5
Fuerteventura	49.2
Gran Canaria	47.2
Tenerife	44.9
La Palma	51.5

% OF TOURISTS WITH INCOMES OVER

- Lanzarote
- Fuerteventura
- Gran Canaria
- Tenerife
- La Palma

23% 23% 24% 20% 25%

TOURIST TRAVELLING WITH CHILDREN

- Lanzarote 19.2%
- Fuerteventura 18.3%
- Gran Canaria 15.3%
- Tenerife 18.9%
- La Palma 11.9%

(Under the age of 13)
(Canary Islands: 19.3%)

% OF TOURISTS TRAVEL ONLY WITH PARTNER

Lanzarote	50%
Fuerteventura	51%
Gran Canaria	46%
Tenerife	47%
La Palma	58%

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.