How many are they and how much do they spend?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tourist arrivals (FRONTUR)	--	97,922	96,507	111,706	120,064
Tourist arrivals (> 16 years old)	--	82,558	83,364	92,891	95,525
Average daily expenditure (€)	--	135.05	142.65	152.72	154.98
. in their place of residence	--	95.80	106.68	118.21	118.60
. in the Canary Islands	--	39.25	35.96	34.51	36.38
Average lenght of stay	--	8.32	8.00	8.52	7.48
Turnover per tourist (€)	--	1,015	1,093	1,202	1,137
Total turnover (€m)	--	99	105	134	137
Share of annual tourist	--	31.9%	33.8%	33.8%	34.7%
Share of annual turnover	--	30.2%	32.4%	34.3%	33.7%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	--	4.2%	8.5%	5.2%	4.0%
- Additional accommodation expenses	--	2.9%	2.3%	0.8%	2.6%
Transport:					
- Public transport	--	10.7%	15.7%	14.0%	11.3%
- Taxi	--	22.5%	17.9%	18.9%	19.2%
- Car rental	--	12.3%	10.9%	9.0%	15.0%
Food and drink:					
- Food purchases at supermarkets	--	55.9%	56.2%	57.8%	57.0%
- Restaurants	--	58.0%	51.4%	55.8%	57.7%
Souvenirs:	--	49.3%	45.3%	39.0%	42.9%
Leisure:					
- Organized excursions	--	15.6%	13.4%	8.8%	15.0%
- Leisure, amusement	--	7.3%	5.0%	3.5%	5.8%
- Trip to other islands	--	1.4%	0.9%	3.1%	2.9%
- Sporting activities	--	6.3%	5.7%	5.3%	4.9%
- Cultural activities	--	3.1%	3.8%	2.6%	5.0%
- Discos and disco-pubs	--	4.4%	2.8%	2.8%	3.3%
Others:					
- Wellness	--	6.9%	3.0%	2.9%	3.0%
- Medical expenses	--	0.5%	2.8%	2.1%	2.0%
- Other expenses	--	3.6%	7.4%	7.5%	5.5%

TOURIST ARRIVALS
Source: FRONTUR ISTAC

+22.6%

2014Q4	2015Q4	2016Q4	2017Q4
97,922	96,507	111,706	120,064
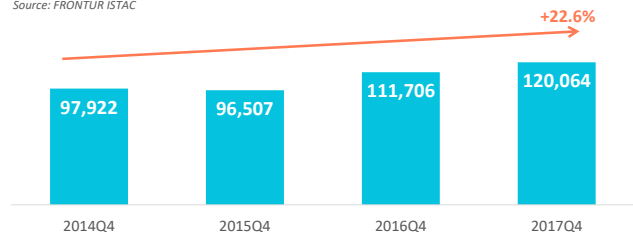
What do they book at their place of residence?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Flight only	--	3.4%	4.2%	2.4%	2.5%
Flight and accommodation (room only)	--	37.8%	33.9%	45.7%	34.9%
Flight and accommodation (B&B)	--	16.5%	9.3%	13.3%	9.1%
Flight and accommodation (half board)	--	4.7%	7.6%	9.1%	10.4%
Flight and accommodation (full board)	--	4.7%	4.0%	2.4%	2.7%
Flight and accommodation (all inclusive)	--	32.9%	41.0%	27.1%	40.4%
% Tourists using low-cost airlines	--	16.3%	24.3%	26.9%	24.6%
Other expenses in their place of residence:					
- Car rental	--	9.8%	6.9%	6.5%	10.3%
- Sporting activities	--	7.2%	8.1%	7.9%	3.4%
- Excursions	--	5.5%	3.2%	8.7%	8.6%
- Trip to other islands	--	4.4%	0.8%	0.8%	0.7%

How do they book?

Accommodation booking	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tour Operator	--	86.1%	81.2%	73.6%	86.2%
- Tour Operator´s website		82.7%	88.4%	84.0%	89.2%
Accommodation	--	3.4%	2.8%	6.0%	4.5%
- Accommodation´s website		63.6%	83.0%	68.9%	62.5%
Travel agency (High street)	--	2.8%	2.5%	1.2%	2.8%
Online Travel Agency (OTA)	--	5.1%	10.9%	16.6%	5.3%
No need to book accommodation	--	2.7%	2.6%	2.6%	1.1%

Flight booking	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tour Operator	--	86.3%	81.6%	73.9%	85.2%
- Tour Operator´s website		80.7%	91.0%	93.1%	87.2%
Airline	--	5.4%	7.2%	8.5%	5.7%
- Airline´s website		93.3%	84.6%	66.5%	100.0%
Travel agency (High street)	--	3.0%	2.8%	4.9%	2.4%
Online Travel Agency (OTA)	--	5.2%	8.4%	12.7%	6.7%

How far in advance do they book their trip?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
The same day they leave	--	0.0%	0.0%	1.8%	0.8%
Between 2 and 7 days	--	17.5%	9.4%	8.5%	9.7%
Between 8 and 15 days	--	9.4%	7.7%	5.4%	8.4%
Between 16 and 30 days	--	9.6%	14.5%	17.1%	11.6%
Between 31 and 90 days	--	36.4%	41.1%	34.2%	39.6%
More than 90 days	--	27.0%	27.3%	33.0%	29.9%

Who are they?

Gender	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Men	--	52.7%	54.8%	61.1%	53.5%
Women	--	47.3%	45.2%	38.9%	46.5%
Age					
Average age (tourists > 16 years old)	--	49.1	49.2	48.6	51.0
Standard deviation	--	14.7	14.4	13.3	14.8
Age range (> 16 years old)					
16-24 years old	--	8.2%	6.2%	6.5%	5.9%
25-30 years old	--	4.1%	8.3%	8.2%	4.4%
31-45 years old	--	27.9%	25.0%	18.5%	26.3%
46-60 years old	--	34.9%	35.9%	48.9%	30.9%
Over 60 years old	--	24.9%	24.6%	17.8%	32.6%
Occupation					
Business owner or self-employed	--	21.6%	21.1%	20.9%	16.8%
Upper/Middle management employee	--	39.0%	38.3%	51.2%	36.2%
Auxiliary level employee	--	15.3%	11.0%	12.3%	10.1%
Students	--	4.0%	9.4%	7.8%	5.3%
Retired	--	18.7%	19.9%	7.1%	28.9%
Unemployed / unpaid dom. work	--	1.4%	0.3%	0.8%	2.6%
Annual household income level					
€12,000 - €24,000	--	6.5%	7.3%	11.3%	10.6%
€24,001 - €36,000	--	9.5%	11.1%	5.4%	10.0%
€36,001 - €48,000	--	12.1%	12.6%	6.4%	10.4%
€48,001 - €60,000	--	15.0%	15.7%	9.3%	16.5%
€60,001 - €72,000	--	8.4%	13.2%	9.8%	13.8%
€72,001 - €84,000	--	9.2%	6.1%	18.8%	8.8%
More than €84,000	--	39.3%	34.0%	39.0%	30.0%

Which island do they choose?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	--	7,176	8,890	6,376	11,819
- Fuerteventura	--	6,392	8,733	6,775	8,574
- Gran Canaria	--	41,757	43,832	33,167	49,085
- Tenerife	--	26,015	21,407	45,602	22,208
- La Palma	--	192	174	0	3,453

Share (%)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	--	8.8%	10.7%	6.9%	12.4%
- Fuerteventura	--	7.8%	10.5%	7.4%	9.0%
- Gran Canaria	--	51.2%	52.8%	36.1%	51.6%
- Tenerife	--	31.9%	25.8%	49.6%	23.3%
- La Palma	--	0.2%	0.2%	0.0%	3.6%

Where do they stay?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
5* Hotel	--	2.1%	3.4%	1.5%	1.6%
4* Hotel	--	29.2%	26.4%	32.4%	25.8%
1-2-3* Hotel	--	25.6%	25.2%	17.6%	22.9%
Apartment	--	38.5%	41.9%	48.5%	48.9%
Property (privately-owned, friends, family)	--	2.3%	2.3%	0.0%	0.5%
Others	--	2.3%	0.9%	0.0%	0.4%

Who do they come with?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Unaccompanied	--	7.6%	7.4%	5.4%	9.5%
Only with partner	--	53.5%	34.2%	39.7%	40.6%
Only with children (under the age of 13)	--	1.4%	1.5%	1.3%	1.7%
Partner + children (under the age of 13)	--	7.5%	12.5%	8.6%	10.9%
Other relatives	--	6.8%	12.2%	7.2%	4.9%
Friends	--	4.9%	2.8%	4.0%	5.9%
Work colleagues	--	0.0%	0.0%	0.0%	0.0%
Other combinations [1]	--	18.4%	29.4%	33.8%	26.5%

* 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)	--	91.5%	92.7%	82.8%	92.0%
Average rating (scale 1-10)	--	8.80	8.96	8.50	8.87

How many are loyal to the Canary Islands?

Repeat tourists	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
At least 1 previous visit	--	85.2%	84.4%	83.9%	85.4%
At least 10 previous visits	--	13.7%	19.3%	17.7%	18.4%

Where does the flight come from?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Denmark	--	94.6%	95.0%	82.1%	95.9%
Spanish Mainland	--	1.0%	0.4%	8.2%	1.8%
Germany	--	1.4%	2.3%	7.1%	1.0%
Netherlands	--	0.0%	0.0%	0.0%	0.2%
Belgium	--	0.0%	0.0%	0.5%	0.0%
Italy	--	0.0%	0.3%	0.0%	0.0%
Norway	--	1.7%	1.3%	0.0%	0.0%
United Kingdom	--	0.9%	0.3%	0.0%	0.0%
Sweden	--	0.3%	0.3%	0.0%	0.0%
Others	--	0.0%	0.0%	2.1%	1.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Climate/sun	--	92.7%	97.4%	94.6%	96.0%
Tranquillity/rest/relaxation	--	42.6%	53.3%	50.3%	56.0%
Beaches	--	24.1%	29.5%	18.6%	32.5%
Scenery	--	16.5%	19.6%	14.8%	18.8%
Price	--	22.9%	19.3%	16.4%	16.3%
Suitable destination for children	--	6.2%	13.3%	5.6%	12.6%
Visiting new places	--	5.8%	5.6%	17.1%	8.9%
Security	--	4.6%	11.2%	7.8%	8.8%
Active tourism	--	4.5%	4.2%	6.7%	4.1%
Culture	--	3.3%	2.6%	1.9%	2.7%
Quality of the environment	--	0.4%	3.4%	4.8%	2.1%
Shopping	--	2.8%	2.0%	5.2%	2.0%
Nightlife/fun	--	3.9%	3.1%	3.2%	1.6%
Health-related tourism	--	2.8%	1.8%	0.0%	1.6%
Ease of travel	--	3.0%	0.6%	4.0%	1.5%
Theme parks	--	0.8%	0.4%	0.6%	0.7%

* Multi-choise question

What did motivate them to come?

Prescription sources	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Previous visits to the Canary Islands	--	69.2%	73.4%	69.4%	71.3%
Recommendation by friends/relatives	--	29.4%	22.7%	26.6%	26.9%
The Canary Islands television channel	--	0.8%	0.7%	0.0%	0.0%
Other television or radio channels	--	0.2%	0.5%	0.0%	0.0%
Information in press/magazines/books	--	3.0%	1.3%	3.9%	1.3%
Attendance at a tourism fair	--	0.4%	0.4%	0.0%	1.4%
Tour Operator's brochure or catalogue	--	5.9%	9.2%	4.5%	7.5%
Recommendation by Travel Agency	--	4.2%	3.6%	1.8%	2.6%
Information obtained via the Internet	--	26.0%	34.8%	35.7%	40.8%
Senior Tourism programme	--	0.0%	0.4%	0.0%	0.5%
Others	--	9.3%	2.7%	2.2%	1.3%

* Multi-choise question

Tourist arrivals by islands

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

Lanzarote: 7,176 / 8,890 / 6,376 / 11,819
Fuerteventura: 6,392 / 8,733 / 6,775 / 8,574
Gran Canaria: 41,757 / 43,832 / 33,167 / 49,085
Tenerife: 26,015 / 21,407 / 45,602 / 22,208
La Palma: 192 / 174 / 0 / 3,453
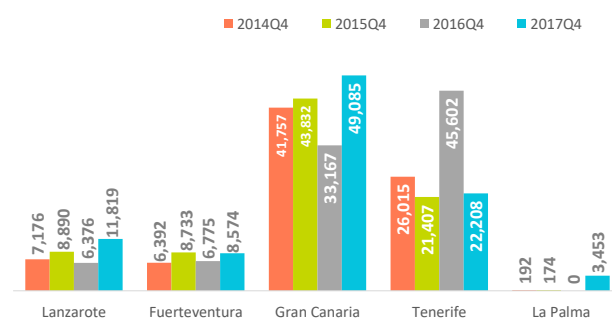
Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed. The information of 2013 is not shown due to sample failure.

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