How many are they and how much do they spend?

	Nordics	Germany	UK	Spain	Gran Canaria
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1.24**	**0.84**	**0.94**	**1.16**	**4.19**
Tourist arrivals > 15 years old (EGT) (*)	**0.79**	**0.78**	**0.66**	**0.58**	**3.70**
- book holiday package (*)	0.55	0.53	0.40	0.12	**2.06**
- do not book holiday package (*)	0.24	0.25	0.26	0.45	**1.63**
- % tourists who book holiday package	70.1%	68.2%	60.2%	21.5%	**55.8%**

(*) Million of tourists

TOURISTS

1,239,099	842,803	942,652	1,164,461

● Nordics ● Germany ● UK ● Spanish Mainland

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Nordics	70%
Germany	68%
UK	60%
Spanish Mainland	22%
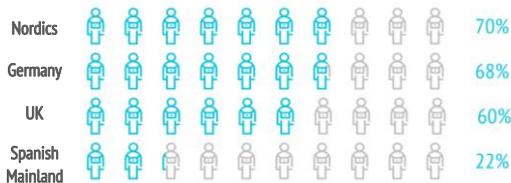
	Nordics	Germany	UK	Spain	Gran Canaria
Expenditure per tourist (€)	**1,365**	**1,271**	**1,134**	**758**	**1,174**
- book holiday package	1,411	1,391	1,281	1,052	**1,344**
- holiday package	1,101	1,154	1,024	805	1,076
- others	309	237	257	247	268
- do not book holiday package	1,256	1,013	911	677	**959**
- flight	409	299	247	169	268
- accommodation	374	352	330	191	313
- others	473	362	334	317	377
Average lenght of stay	**10.00**	**10.75**	**8.39**	**6.86**	**9.30**
- book holiday package	8.97	9.98	8.39	7.23	8.98
- do not book holiday package	12.42	12.38	8.39	6.76	9.70
Average daily expenditure (€)	**154.9**	**133.5**	**144.0**	**128.0**	**141.5**
- book holiday package	170.0	148.7	158.7	156.9	159.7
- do not book holiday package	119.5	100.9	121.8	120.0	118.6
Total turnover (> 15 years old) (€m)	**1,079**	**990**	**747**	**438**	**4,340**
- book holiday package	782	739	508	131	**2,774**
- do not book holiday package	296	251	239	307	**1,566**

AVERAGE LENGHT OF STAY (nights)

Nordics	Germany	UK	Spain
10.00	10.75	8.39	6.86

EXPENDITURE PER TOURIST (€)

Nordics	Germany	UK	Spain
1,365	1,271	1,134	758
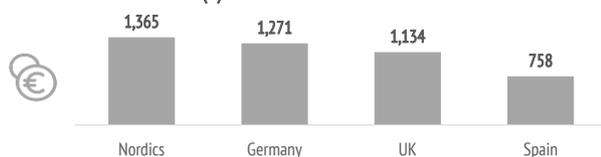
Importance of each factor in the destination choice

	Nordics	Germany	UK	Spain	Gran Canaria
Climate	87.4%	81.2%	84.7%	69.3%	**81.1%**
Safety	40.8%	56.0%	62.7%	31.8%	**48.2%**
Sea	44.6%	61.3%	38.0%	49.4%	**48.0%**
Tranquility	36.1%	48.4%	47.2%	45.8%	**44.9%**
Beaches	38.4%	52.5%	37.1%	48.7%	**44.0%**
Accommodation supply	34.2%	45.1%	55.4%	24.8%	**40.8%**
European belonging	31.0%	43.0%	34.4%	36.3%	**36.6%**
Price	26.6%	27.7%	54.1%	27.8%	**33.8%**
Effortless trip	25.7%	46.1%	43.0%	25.6%	**33.7%**
Landscapes	17.4%	34.9%	24.3%	39.0%	**29.4%**
Environment	22.8%	24.8%	35.6%	34.2%	**28.4%**
Gastronomy	17.6%	25.4%	23.7%	22.9%	**22.8%**
Fun possibilities	13.0%	15.1%	24.8%	24.1%	**19.9%**
Authenticity	7.7%	15.8%	19.2%	23.1%	**16.8%**
Exoticism	6.4%	6.6%	10.0%	12.4%	**10.4%**
Shopping	5.4%	11.3%	11.0%	9.4%	**9.5%**
Nightlife	4.4%	7.1%	13.3%	13.1%	**9.2%**
Hiking trail network	9.8%	10.6%	4.0%	10.6%	**9.1%**
Culture	3.1%	7.5%	9.4%	10.3%	**7.4%**
Historical heritage	3.1%	6.9%	8.4%	12.4%	**7.2%**

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

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

% TOURISTS WHO CHOOSE BEACHES

Nordics	38%
Germany	53%
UK	37%
Spain	49%

What is the main motivation for their holidays?

	Nordics	Germany	UK	Spain	Gran Canaria
Rest	62.1%	57.3%	69.0%	40.5%	**59.3%**
Enjoy family time	26.8%	8.6%	13.2%	24.9%	**16.3%**
Have fun	3.3%	8.0%	9.4%	11.1%	**7.8%**
Explore the destination	4.7%	21.7%	6.5%	20.3%	**13.3%**
Practice their hobbies	1.7%	2.3%	0.6%	1.6%	**1.5%**
Other reasons	1.4%	2.1%	1.3%	1.6%	**1.7%**

% TOURISTS TRAVELLING TO EXPLORE THE ISLANDS

Nordics	5%
UK	7%
Germany	22%
Spanish Mainland	20%

How far in advance do they book their trip?

	Nordics	Germany	UK	Spain	Gran Canaria
The same day	0.6%	0.8%	0.4%	2.1%	**1.1%**
Between 1 and 30 days	26.3%	22.3%	19.6%	37.5%	**27.2%**
Between 1 and 2 months	24.1%	20.0%	19.9%	29.3%	**23.2%**
Between 3 and 6 months	30.5%	35.4%	32.6%	24.4%	**30.9%**
More than 6 months	18.6%	21.5%	27.4%	6.7%	**17.7%**

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?

	Nordics	Germany	UK	Spain	Gran Canaria
Previous visits to the Canary Islands	65.7%	53.0%	59.0%	37.2%	**52.2%**
Friends or relatives	22.1%	23.6%	25.4%	32.6%	**26.0%**
Internet or social media	50.4%	51.5%	59.9%	43.5%	**51.8%**
Mass Media	1.4%	2.1%	1.2%	0.6%	**1.4%**
Travel guides and magazines	3.5%	11.9%	6.1%	2.8%	**7.1%**
Travel Blogs or Forums	2.8%	4.2%	4.0%	4.9%	**4.2%**
Travel TV Channels	0.2%	1.5%	0.4%	0.3%	**0.7%**
Tour Operator or Travel Agency	23.3%	30.5%	21.3%	13.7%	**22.3%**
Public administrations or similar	0.0%	0.4%	0.3%	0.9%	**0.4%**
Others	1.7%	2.3%	2.2%	3.9%	**2.5%**

* Multi-choise question

With whom did they book their flight and accommodation?

	Nordics	Germany	UK	Spain	Gran Canaria
Flight					
- Directly with the airline	30.5%	31.4%	43.0%	63.2%	**40.8%**
- Tour Operator or Travel Agency	69.5%	68.6%	57.0%	36.8%	**59.2%**
Accommodation					
- Directly with the accommodation	24.1%	21.3%	29.6%	48.6%	**30.3%**
- Tour Operator or Travel Agency	75.9%	78.7%	70.4%	51.4%	**69.7%**

Where do they stay?

	Nordics	Germany	UK	Spain	Gran Canaria
1-2-3* Hotel	18.7%	13.9%	13.7%	14.8%	**15.4%**
4* Hotel	24.1%	38.8%	34.5%	26.3%	**30.8%**
5* Hotel / 5* Luxury Hotel	5.0%	10.3%	7.7%	6.9%	**7.8%**
Aparthotel / Tourist Villa	34.6%	19.6%	27.9%	16.6%	**24.4%**
House/room rented in a private dwelling	4.3%	5.8%	4.7%	7.9%	**6.2%**
Private accommodation (1)	5.1%	6.4%	5.2%	22.0%	**8.4%**
Others (Cottage, cruise, camping,..)	8.2%	5.2%	6.4%	5.6%	**6.9%**

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

What do they book?

	Nordics	Germany	UK	Spain	Gran Canaria
Room only	44.8%	22.4%	33.4%	39.3%	**33.9%**
Bed and Breakfast	17.6%	8.9%	10.4%	22.1%	**14.1%**
Half board	12.1%	34.5%	15.7%	16.3%	**20.3%**
Full board	2.1%	1.8%	2.0%	4.1%	**2.4%**
All inclusive	23.4%	32.4%	38.5%	18.2%	**29.3%**

29.3% of tourists book all inclusive.

23% Nordics
39% UK
32% Germany
18% Spanish Mainland

Other expenses

	Nordics	Germany	UK	Spain	Gran Canaria
Restaurants or cafes	70.4%	57.1%	63.0%	71.0%	**64.4%**
Supermarkets	65.6%	57.4%	59.1%	53.4%	**59.3%**
Car rental	15.2%	28.9%	11.0%	34.9%	**23.3%**
Organized excursions	13.0%	23.6%	17.3%	11.9%	**17.9%**
Taxi, transfer, chauffeur service	63.8%	57.6%	61.7%	27.6%	**54.0%**
Theme Parks	4.7%	5.3%	7.2%	3.1%	**5.6%**
Sport activities	4.2%	6.6%	7.1%	3.9%	**5.7%**
Museums	2.0%	3.7%	2.5%	4.7%	**3.4%**
Flights between islands	1.8%	3.1%	3.2%	4.3%	**3.5%**

Activities in the Canary Islands

Outdoor time per day	Nordics	Germany	UK	Spain	Gran Canaria
0 hours	2.1%	1.2%	2.7%	0.9%	**1.7%**
1 - 2 hours	11.4%	10.3%	16.0%	3.2%	**9.9%**
3 - 6 hours	35.2%	38.8%	35.0%	17.3%	**32.1%**
7 - 12 hours	44.8%	45.3%	40.4%	56.8%	**46.9%**
More than 12 hours	6.5%	4.4%	5.8%	21.8%	**9.5%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Legend: 0 hours; More than 1 hour; More than 3 hours; More than 7 hours; More than 12 hours

Nórdicos: 2%, 98%, 86%, 51%, 6%
Alemania: 1%, 99%, 88%, 50%, 4%
UK: 3%, 97%, 81%, 46%, 6%
Península: 1%, 99%, 96%, 79%, 22%
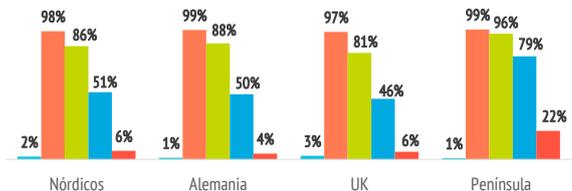
Activities in the Canary Islands	Nordics	Germany	UK	Spain	Gran Canaria
Beach	66.1%	81.7%	69.1%	66.6%	**71.6%**
Walk, wander	77.7%	49.8%	72.5%	68.0%	**67.0%**
Swimming pool, hotel facilities	68.8%	42.9%	72.9%	38.6%	**56.5%**
Explore the island on their own	40.7%	48.3%	33.1%	46.3%	**42.5%**
Taste Canarian gastronomy	14.9%	30.1%	17.5%	32.6%	**22.2%**
Nightlife / concerts / shows	13.2%	15.2%	25.8%	20.1%	**18.0%**
Organized excursions	9.3%	19.0%	13.7%	6.3%	**13.1%**
Sport activities	10.4%	15.6%	10.9%	9.6%	**12.4%**
Sea excursions / whale watching	7.2%	12.3%	15.1%	6.2%	**10.7%**
Wineries / markets / popular festivals	12.4%	10.5%	7.7%	11.9%	**10.2%**
Theme parks	7.1%	9.7%	12.5%	5.2%	**9.8%**
Activities at sea	4.3%	15.1%	9.7%	7.7%	**9.4%**
Nature activities	6.8%	12.6%	4.5%	7.5%	**8.6%**
Museums / exhibitions	5.1%	8.2%	7.6%	11.1%	**8.5%**
Beauty and health treatments	7.0%	4.7%	6.1%	4.3%	**5.6%**
Astronomical observation	3.9%	3.3%	1.3%	2.9%	**2.8%**

* Multi-choise question

Swimming pool · Beach · Walk · Explore the island · Taste Canarian gastronomy · Nightlife · Sea excursions · Organized excursions · Activities at sea · Wineries/markets · Nature activities · Sport activities · Theme parks · Museums · Beauty and health treatments · Astronomical observation

Which places do they visit in Lanzarote?

	Nordics	Germany	UK	Spain	Gran Canaria
Dunas de Maspalomas	28.9%	65.8%	38.8%	52.9%	**49.3%**
Las Palmas de Gran Canaria	29.4%	49.1%	30.9%	68.3%	**45.6%**
Puerto de Mogán	35.6%	41.8%	40.7%	41.6%	**40.7%**
El interio (cumbres)	10.3%	31.9%	11.4%	20.8%	**20.3%**
El Norte	9.0%	23.3%	8.6%	31.9%	**18.6%**
Roque Nublo	5.3%	20.8%	5.2%	19.4%	**13.9%**
Agaete	5.9%	17.4%	5.0%	24.9%	**13.4%**
Teror	5.2%	15.0%	4.8%	21.3%	**12.4%**
Barranco de Guayadeque	2.0%	9.3%	2.1%	13.3%	**6.8%**

"

5 in 10 tourists in Gran Canaria visit
Maspalomas Dunes nature reserve

Internet usage during their trip

	Nordics	Germany	UK	Spain	Gran Canaria
Research					
- Tourist package	7.7%	15.2%	15.3%	8.6%	**12.6%**
- Flights	7.1%	12.3%	17.7%	7.5%	**11.6%**
- Accommodation	8.1%	18.4%	21.3%	9.7%	**15.1%**
- Transport	11.2%	17.1%	18.2%	13.5%	**15.6%**
- Restaurants	25.2%	24.3%	29.5%	27.7%	**26.2%**
- Excursions	22.1%	28.9%	23.7%	19.0%	**24.4%**
- Activities	24.8%	31.1%	30.8%	23.1%	**28.4%**
Book or purchase					
- Tourist package	53.8%	41.4%	43.9%	18.4%	**40.6%**
- Flights	78.3%	53.8%	67.7%	74.8%	**67.9%**
- Accommodation	68.4%	41.0%	59.6%	58.7%	**57.2%**
- Transport	59.1%	31.0%	51.7%	45.5%	**46.4%**
- Restaurants	15.7%	5.5%	11.7%	13.1%	**11.6%**
- Excursions	11.1%	8.9%	9.5%	9.9%	**10.2%**
- Activities	13.0%	9.4%	12.7%	12.2%	**12.1%**

* Multi-choise question

Internet usage in the Canary Islands	Nordics	Germany	UK	Spain	Gran Canaria
Did not use the Internet	**6.8%**	**6.5%**	**9.0%**	**9.1%**	**7.6%**
Used the Internet	**93.2%**	**93.5%**	**91.0%**	**90.9%**	**92.4%**
- Own Internet connection	34.8%	32.4%	31.2%	59.7%	**37.6%**
- Free Wifi connection	42.5%	46.7%	44.9%	16.4%	**39.3%**
Applications*					
- Search for locations or maps	54.6%	61.9%	53.4%	67.6%	**60.3%**
- Search for destination info	49.2%	46.6%	42.9%	35.8%	**43.9%**
- Share pictures or trip videos	52.2%	55.1%	54.8%	48.0%	**53.9%**
- Download tourist apps	8.7%	5.7%	5.3%	5.1%	**6.5%**
- Others	32.8%	24.9%	25.6%	21.3%	**25.2%**

* Multi-choise question

How many islands do they visit during their trip?

	Nordics	Germany	UK	Spain	Gran Canaria
One island	96.8%	93.5%	95.3%	89.9%	**93.1%**
Two islands	2.9%	4.6%	4.2%	9.0%	**5.8%**
Three or more islands	0.4%	1.9%	0.5%	1.0%	**1.1%**

SHARE OF TOURISTS BY SOURCE MARKET

21.1%
17.8%
15.6%
24.1%
21.4%
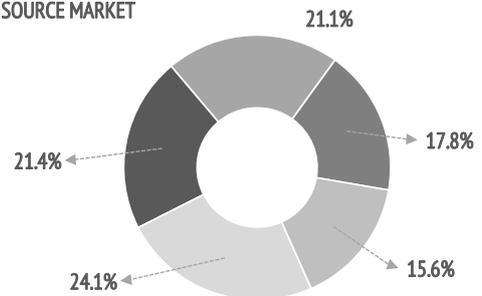
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nordics	Germany	UK	Spain	Gran Canaria
Average rating	8.55	8.64	8.85	8.58	**8.64**

Experience in the Canary Islands	Nordics	Germany	UK	Spain	Gran Canaria
Worse or much worse than expected	2.1%	1.3%	2.0%	3.2%	**2.2%**
Lived up to expectations	64.8%	56.8%	53.4%	56.2%	**57.7%**
Better or much better than expected	33.1%	41.8%	44.7%	40.6%	**40.1%**

Future intentions (scale 1-10)	Nordics	Germany	UK	Spain	Gran Canaria
Return to the Canary Islands	8.58	8.73	8.88	8.89	**8.69**
Recommend visiting the Canary Islands	8.78	8.97	9.04	8.99	**8.89**

How many are loyal to the Canary Islands?

	Nordics	Germany	UK	Spain	Gran Canaria
Gran Canaria: Repeat tourists	80.7%	68.3%	65.4%	66.6%	**67.3%**
Gran Canaria: At least 10 previous visits	21.4%	14.2%	11.1%	15.8%	**14.5%**
Canary Islands: Repeat tourists	84.6%	75.1%	76.0%	74.3%	**74.4%**
Canary Islands: At least 10 previous visits	30.0%	22.7%	19.3%	24.3%	**22.2%**

TOP 5: % REPEAT TOURISTS BY MARKETS

Nordics	**81%**
Ireland	**71%**
Germany	**68%**
Spanish M.	**67%**
UK	**65%**

Where does the flight come from? 🌐

	Nordics	Germany	UK	Spain	Gran Canaria
Germany	0.7%	91.1%	0.2%	0.2%	**20.9%**
Spanish Mainland	0.4%	2.9%	1.4%	99.1%	**19.7%**
United Kingdom	0.1%	0.4%	97.0%	0.2%	**17.7%**
Norway	35.0%	0.2%	0.3%	0.0%	**7.7%**
Sweden	33.7%	0.0%	0.0%	0.0%	**7.2%**
Netherlands	0.2%	0.4%	0.1%	0.0%	**5.1%**
Denmark	16.3%	0.2%	0.0%	0.0%	**3.6%**
Finland	12.8%	0.0%	0.0%	0.0%	**2.9%**
Switzerland	0.0%	2.4%	0.0%	0.0%	**2.7%**
Belgium	0.0%	0.2%	0.0%	0.0%	**2.3%**
Italy	0.1%	0.0%	0.0%	0.0%	**1.7%**
Ireland	0.0%	0.0%	0.7%	0.0%	**1.7%**
Poland	0.0%	0.1%	0.0%	0.0%	**1.6%**
Portugal	0.5%	1.4%	0.2%	0.2%	**1.2%**
Others	0.1%	0.6%	0.1%	0.3%	**3.9%**

Who are they? 🧍

	Nordics	Germany	UK	Spain	Gran Canaria
Gender					
Men	46.2%	54.6%	46.6%	56.7%	**51.4%**
Women	53.8%	45.4%	53.4%	43.3%	**48.6%**
Age					
Average age (tourist > 15 years old)	53.3	47.6	46.5	42.5	**47.2**
Standard deviation	15.2	16.0	15.0	13.3	**15.5**
Age range (> 15 years old)					
16 - 24 years old	5.6%	8.7%	8.2%	7.8%	**8.0%**
25 - 30 years old	4.7%	10.8%	10.0%	14.9%	**10.2%**
31 - 45 years old	19.1%	24.5%	28.9%	37.0%	**27.4%**
46 - 60 years old	33.3%	32.9%	32.9%	29.8%	**32.1%**
Over 60 years old	37.3%	23.1%	20.0%	10.4%	**22.3%**
Occupation					
Salaried worker	44.6%	56.3%	59.3%	61.2%	**53.9%**
Self-employed	6.7%	10.7%	11.8%	12.8%	**11.2%**
Unemployed	0.8%	0.6%	1.2%	2.6%	**1.2%**
Business owner	12.3%	11.8%	5.2%	8.9%	**10.7%**
Student	2.9%	3.9%	2.4%	5.0%	**3.8%**
Retired	31.6%	15.2%	18.5%	8.2%	**17.8%**
Unpaid domestic work	0.3%	0.3%	0.7%	0.5%	**0.5%**
Others	0.8%	1.3%	0.9%	0.8%	**0.9%**
Annual household income level					
Less than €25,000	6.9%	11.7%	17.8%	26.9%	**16.2%**
€25,000 - €49,999	25.8%	37.6%	37.4%	43.5%	**35.8%**
€50,000 - €74,999	32.3%	26.6%	20.8%	17.4%	**24.3%**
More than €74,999	35.0%	24.1%	24.1%	12.2%	**23.7%**
Education level	0.0%	0.0%	0.0%	0.0%	**0.0%**
No studies	1.0%	0.9%	14.7%	0.2%	**3.3%**
Primary education	5.1%	3.6%	0.9%	3.6%	**3.2%**
Secondary education	33.6%	27.7%	17.0%	18.7%	**26.0%**
Higher education	60.3%	67.8%	67.3%	77.5%	**67.5%**

Who do they come with? 👪

	Nordics	Germany	UK	Spain	Gran Canaria
Unaccompanied	9.0%	12.2%	9.9%	28.8%	**14.0%**
Only with partner	47.2%	52.3%	48.2%	34.0%	**46.1%**
Only with children (< 13 years old)	5.8%	4.1%	5.6%	4.2%	**5.2%**
Partner + children (< 13 years old)	5.5%	4.9%	7.1%	4.7%	**5.4%**
Other relatives	7.5%	5.6%	11.2%	6.7%	**7.9%**
Friends	6.5%	7.8%	5.6%	9.4%	**7.3%**
Work colleagues	0.3%	0.2%	0.2%	3.4%	**0.9%**
Organized trip	0.3%	0.4%	0.1%	0.2%	**0.3%**
Other combinations (1)	17.9%	12.4%	12.1%	8.6%	**12.9%**
(1) Different situations have been isolated					
Tourists with children	**16.8%**	**11.4%**	**20.1%**	**11.2%**	**15.3%**
- Between 0 and 2 years old	1.2%	1.3%	1.1%	1.3%	**1.3%**
- Between 3 and 12 years old	14.4%	9.4%	17.6%	9.1%	**12.9%**
- Between 0 -2 and 3-12 years old	1.2%	0.7%	1.5%	0.8%	**1.1%**
Tourists without children	**83.2%**	**88.6%**	**79.9%**	**88.8%**	**84.7%**
Group composition:					
- 1 person	11.4%	13.9%	12.5%	32.9%	**16.7%**
- 2 people	57.2%	61.8%	52.7%	42.8%	**54.1%**
- 3 people	9.6%	12.0%	12.4%	11.1%	**11.6%**
- 4 or 5 people	17.7%	10.4%	18.3%	11.3%	**14.5%**
- 6 or more people	4.1%	1.9%	4.1%	1.9%	**3.1%**
Average group size:	**2.62**	**2.30**	**2.61**	**2.13**	**2.43**

AVERAGE AGE (> 15 years olf)

Nordics	53.3
Germany	47.6
UK	46.5
Spain	42.5

% OF TOURISTS WITH INCOMES OVER €74,999

- 🔵 Nordics   🟡 UK
- 🟠 Germany   ⚫ Spanish Mainland

Nordics	Germany	UK	Spanish Mainland
35%	24%	24%	12%

TOURIST TRAVELLING WITH CHILDREN

- Nordics 16.8%
- Germany 11.4%
- UK 20.1%
- Spanish Mainland 11.2%

(Under the age of 13)
Gran Canaria: 15.3%)

% OF TOURISTS TRAVELLING ONLY WITH PARTNER

Nordics	47%
Germany	52%
UK	48%
Spanish Mainland	34%