

How many are they and how much do they spend?

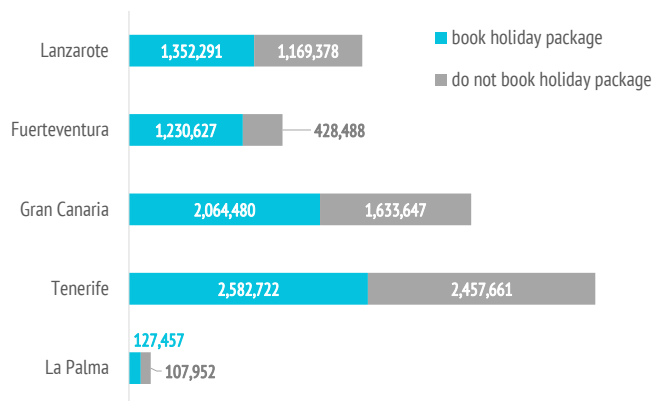


Canary Islands

TOURISTS

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 (€)

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

Average length of stay	9.09
- book holiday package	8.64
- do not book holiday package	9.68

Average daily expenditure (€)

Average daily expenditure (€)	138.9
- book holiday package	155.4
- do not book holiday package	117.9

Total turnover (> 15 years old) (€m)

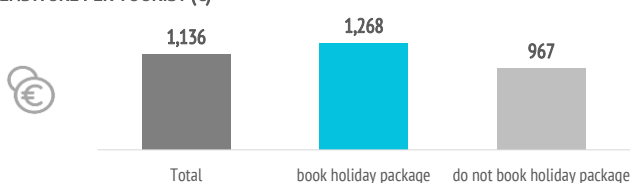
Total turnover (> 15 years old) (€m)	15,070
- book holiday package	9,416
- do not book holiday package	5,655

AVERAGE LENGTH OF STAY

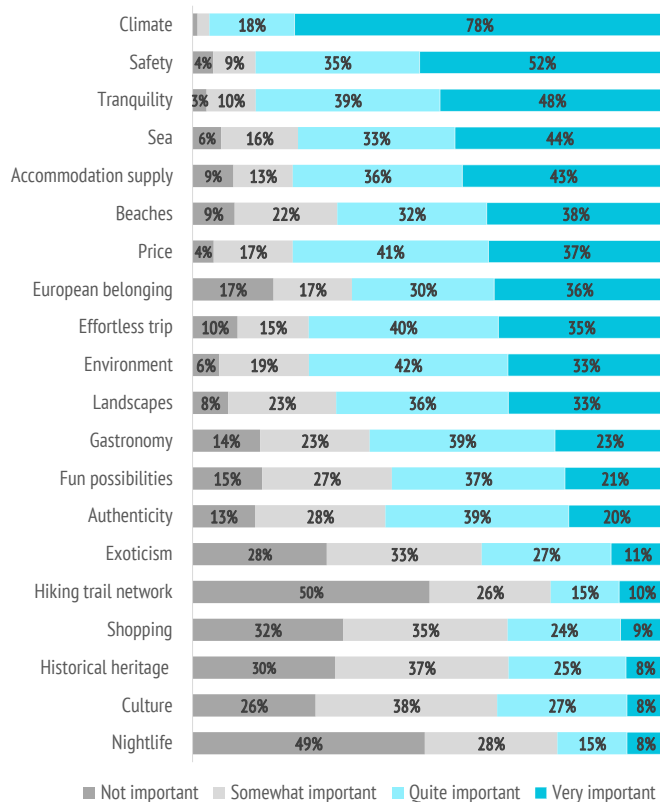
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



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%

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? 🔍

	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-choise question

With whom did they book their flight and accommodation? 👁

	Canary Islands
Flight	
- Directly with the airline	42.9%
- Tour Operator or Travel Agency	57.1%
Accommodation	
- 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.

H 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.

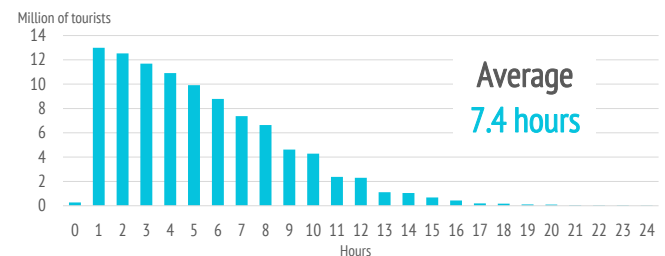
Other expenses 📍

	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



Activities in the Canary Islands	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-choise 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-chose 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%

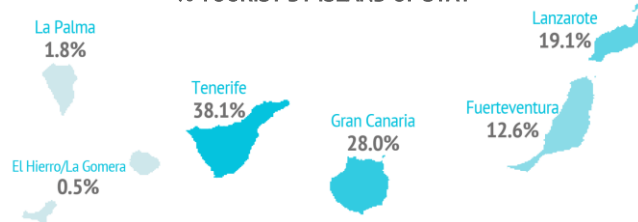
* Multi-chose question

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56% of tourists share pictures or trip videos



% TOURIST BY ISLAND OF STAY



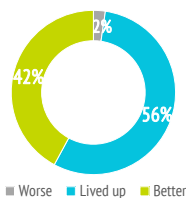
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Canary Islands
Average rating	8.70

Experience in the Canary Islands	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



Experience in the Canary Islands



8.73/10

Return to the Canary Islands



8.95/10

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

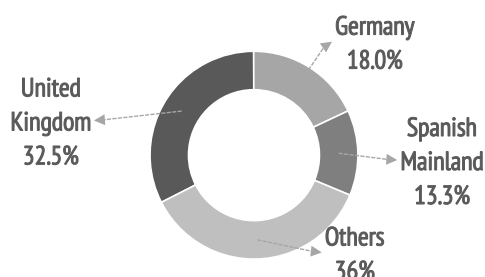
Nordics	82%
Ireland	81%
UK	79%
Germany	74%
Belgium	72%



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