How many are they and how much do they spend?

	Canary Islands
TOURISTS	
Tourist arrivals (FRONTUR)	**14,617,383**
Tourist arrivals > 15 years old (EGT)	**12,832,078**
- book holiday package	6,128,916
- do not book holiday package	6,703,162
- % tourists who book holiday package	47.8%
Children <= 15 years old (FRONTUR - EGT)	**1,785,305**

NUMBER OF TOURISTS BY ISLAND OF STAY

- book holiday package
- do not book holiday package

Island	book holiday package	do not book holiday package
Lanzarote	997,249	1,380,275
Fuerteventura	1,155,039	667,662
Gran Canaria	1,674,202	1,678,618
Tenerife	2,225,064	2,858,019
La Palma	50,425	81,615
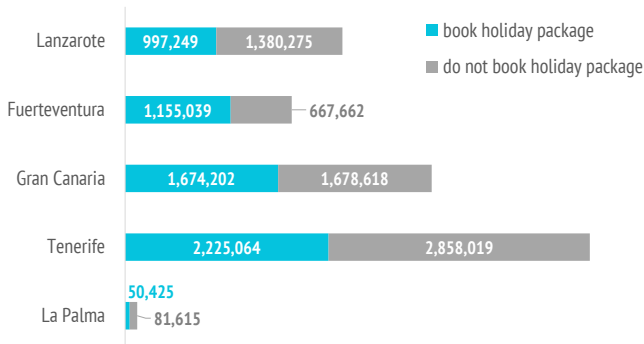
Expenditure per tourist (€)	**1,314**
- book holiday package	1,492
- holiday package	1,236
- others	256
- do not book holiday package	1,152
- flight	311
- accommodation	405
- others	436
Average lenght of stay	**9.24**
- book holiday package	8.45
- do not book holiday package	9.96
Average daily expenditure (€)	**160.5**
- book holiday package	186.1
- do not book holiday package	137.1
Total turnover (> 15 years old) (€m)	**16,863**
- book holiday package	9,143
- do not book holiday package	7,720

Where did they spend their main holiday last year?*
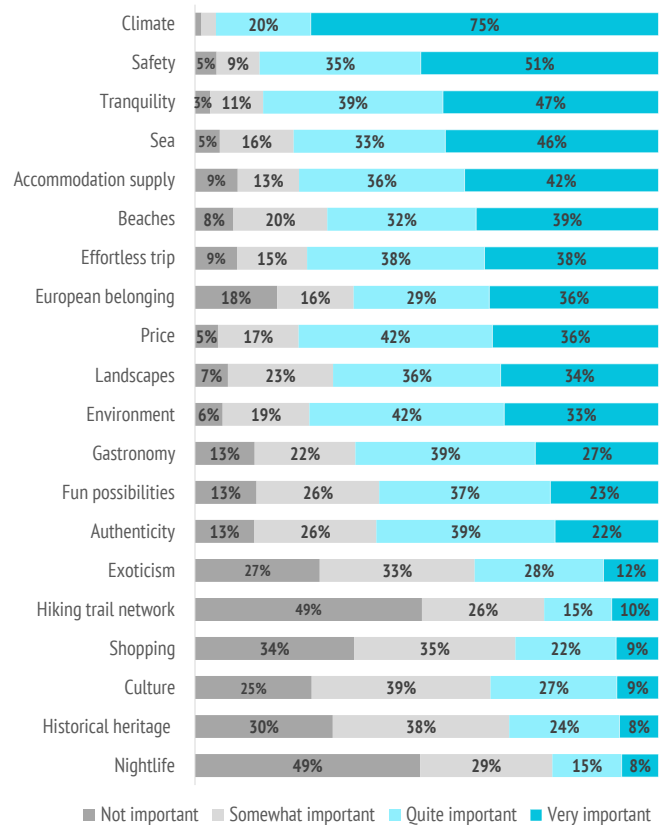
	Canary Islands
Didn't have holidays	31.7%
Canary Islands	20.4%
Other destination	48.0%

What other destinations do they consider for this trip?*

	Canary Islands
None	28.3%
Canary Islands (other island)	24.6%
Other destination	47.1%

*Percentage of valid answers

Importance of each factor in the destination choice

Factor	Not important	Somewhat important	Quite important	Very important
Climate		20%		75%
Safety	5%	9%	35%	51%
Tranquility	3%	11%	39%	47%
Sea	5%	16%	33%	46%
Accommodation supply	9%	13%	36%	42%
Beaches	8%	20%	32%	39%
Effortless trip	9%	15%	38%	38%
European belonging	18%	16%	29%	36%
Price	5%	17%	42%	36%
Landscapes	7%	23%	36%	34%
Environment	6%	19%	42%	33%
Gastronomy	13%	22%	39%	27%
Fun possibilities	13%	26%	37%	23%
Authenticity	13%	26%	39%	22%
Exoticism	27%	33%	28%	12%
Hiking trail network	49%	26%	15%	10%
Shopping	34%	35%	22%	9%
Culture	25%	39%	27%	9%
Historical heritage	30%	38%	24%	8%
Nightlife	49%	29%	15%	8%

■ 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	51.1%
Enjoy family time	16.1%
Have fun	8.5%
Explore the destination	20.3%
Practice their hobbies	1.9%
Other reasons	2.1%

REST **51.1%** EXPLORE **20.3%** FAMILY **16.1%**

How far in advance do they book their trip?

	Canary Islands
The same day	0.7%
Between 1 and 30 days	27.8%
Between 1 and 2 months	25.3%
Between 3 and 6 months	28.8%
More than 6 months	17.4%

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	49.8%
Friends or relatives	30.4%
Internet or social media	54.2%
Mass Media	2.0%
Travel guides and magazines	7.0%
Travel Blogs or Forums	6.9%
Travel TV Channels	0.8%
Tour Operator or Travel Agency	20.7%
Public administrations or similar	1.3%
Others	3.2%

* Multi-choise question

With whom did they book their flight and accommodation?

	Canary Islands
Flight	
- Directly with the airline	50.0%
- Tour Operator or Travel Agency	50.0%
Accommodation	
- Directly with the accommodation	36.6%
- Tour Operator or Travel Agency	63.4%

Where do they stay?

	Canary Islands
1-2-3* Hotel	10.9%
4* Hotel	39.0%
5* Hotel / 5* Luxury Hotel	10.5%
Aparthotel / Tourist Villa	15.6%
House/room rented in a private dwelling	7.2%
Private accommodation [1]	8.7%
Others (Cottage, cruise, camping,..)	8.1%

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

H 60.4% **Hotels**

15.6% **Aparthotel / Tourist Villa**

24% **Others**

What do they book?

	Canary Islands
Room only	28.5%
Bed and Breakfast	13.9%
Half board	19.1%
Full board	3.5%
All inclusive	34.9%

34.9% of tourists book all inclusive.

Other expenses

	Canarias
Restaurants or cafes	66.4%
Supermarkets	55.9%
Car rental	32.0%
Organized excursions	23.6%
Taxi, transfer, chauffeur service	51.8%
Theme Parks	10.9%
Sport activities	7.9%
Museums	5.2%
Flights between islands	5.0%

Activities in the Canary Islands

Outdoor time per day	Canary Islands
0 hours	2.5%
1 - 2 hours	10.7%
3 - 6 hours	32.7%
7 - 12 hours	45.1%
More than 12 hours	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million of tourists

Average 7.3 hours
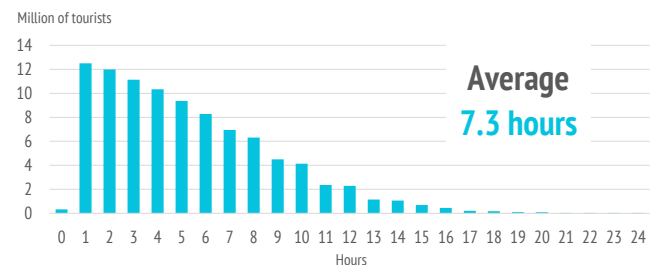
Activities in the Canary Islands	Canary Islands
Walk, wander	73.8%
Beach	71.3%
Swimming pool, hotel facilities	61.1%
Explore the island on their own	48.7%
Taste Canarian gastronomy	27.0%
Hiking	18.5%
Organized excursions	17.4%
Nightlife / concerts / shows	15.3%
Theme parks	14.4%
Sea excursions / whale watching	12.7%
Wineries / markets / popular festivals	10.6%
Swim	10.1%
Museums / exhibitions	10.0%
Other Nature Activities	8.1%
Running	5.9%
Beauty and health treatments	5.9%
Practice other sports	4.7%
Astronomical observation	3.7%
Cycling / Mountain bike	3.3%
Surf	3.1%
Scuba Diving	3.0%
Golf	2.1%
Windsurf / Kitesurf	1.2%

* Multi-choise question

Canary
Islands
LATITUDE OF LIFE

Which island do they choose?

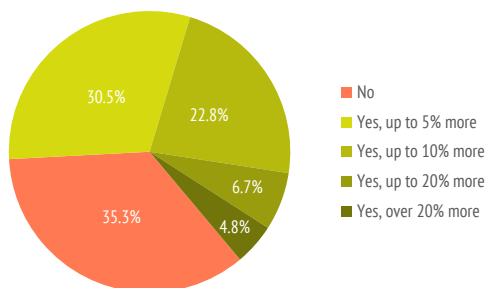| Tourists (> 15 years old)	Canary Islands
Lanzarote	2,377,525
Fuerteventura	1,822,701
Gran Canaria	3,352,820
Tenerife	5,083,082
La Palma	132,040
El Hierro/La Gomera	38,844

How many islands do they visit during their trip?

	Canary Islands
One island	92.6%
Two islands	6.3%
Three or more islands	1.1%

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

36.1% No

42.4%

21.5%

- No
- Yes, even if it means some incovenience (price, time, hassle, etc)
- Yes, but only if it is not inconvenient
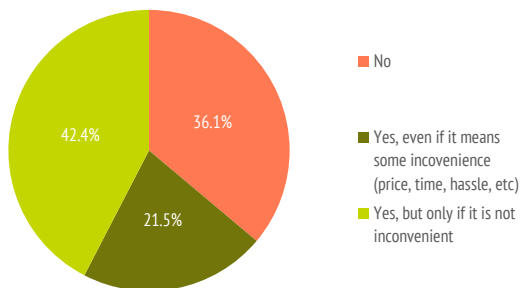
Would they be willing to spend more on travel to reduce their carbon footprint?

30.5%

22.8%

6.7%

35.3%

4.8%

- No
- Yes, up to 5% more
- Yes, up to 10% more
- Yes, up to 20% more
- Yes, over 20% more

Perception during their stay*	Canary Islands
Quality of life on the island	8.08
Tolerance towards tourism	8.58
Cleanliness of the island	8.30
Air quality	8.49
Rational water consumption	7.46
Energy saving	6.93
Use of renewable energy	7.03
Recycling	7.14
Easy to get around by public transport	7.36
Overcrowding in tourist areas	6.65
Supply of local products	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

% TOURIST BY ISLAND OF STAY

La Palma 1%

Lanzarote 19%

Tenerife 40%

Fuerteventura 14%

Gran Canaria 26%

El Hierro/La Gomera 0.3%
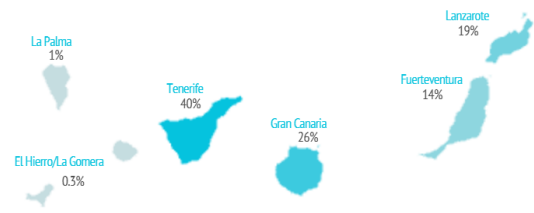
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Canary Islands
Average rating	8.85

Experience in the Canary Islands	Canary Islands
Worse or much worse than expected	2.8%
Lived up to expectations	53.5%
Better or much better than expected	43.7%

Future intentions (scale 1-10)	Canary Islands
Return to the Canary Islands	8.82
Recommend visiting the Canary Islands	9.06

3%

44%

53%

- Worse
- Lived up
- Better

8.82/10

9.06/10
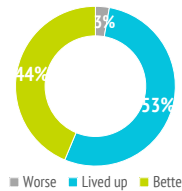
Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Canary Islands
Repeat tourists	**70.1%**
Repeat tourists (last 5 years)	62.7%
Repeat tourists (last 5 years) (5 or more visits)	13.2%
At least 10 previous visits	**19.1%**

## TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	**82%**
Nordics	**80%**
UK	**78%**
Germany	**70%**
S. Mainland	**69%**

Where are they from? 🌐

	%	Absolute
United Kingdom	33.4%	4,287,369
Germany	16.0%	2,054,670
Spanish Mainland	13.3%	1,712,752
France	5.4%	691,181
Netherlands	4.5%	576,741
Italy	4.3%	549,341
Ireland	3.8%	484,590
Belgium	2.9%	370,398
Norway	2.3%	295,928
Denmark	2.3%	290,035
Sweden	2.1%	267,433
Poland	1.9%	249,186
Finland	1.1%	145,210
Switzerland	1.1%	134,911
Austria	1.0%	122,141
Czech Republic	0.8%	102,740
Others	3.9%	497,451

United Kingdom 33.4%
Germany 16.0%
Spanish Mainland 13.3%
Others 37%
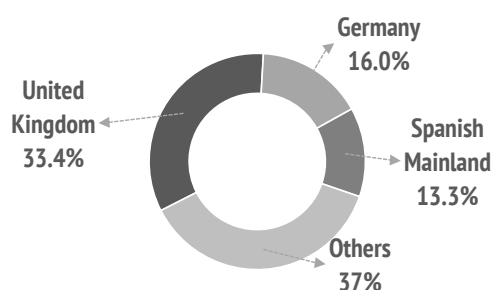
Who do they come with? 👪

	Canary Islands
Unaccompanied	10.0%
Only with partner	46.1%
Only with children (under the age of 13)	4.9%
Partner + children (under the age of 13)	7.3%
Other relatives	9.9%
Friends	7.3%
Work colleagues	0.6%
Organized trip	0.3%
Other combinations [1]	13.7%

(1) Different situations have been isolated

Tourists with children	**18.0%**
- Between 0 and 2 years old	1.3%
- Between 3 and 12 years old	15.5%
- Between 0 -2 and 3-12 years old	1.2%
Tourists without children	**82.0%**
Group composition:	
- 1 person	12.6%
- 2 people	53.9%
- 3 people	12.1%
- 4 or 5 people	17.3%
- 6 or more people	4.1%
Average group size:	**2.60**

People who share the main expenses of the trip

Who are they? 🧍

	Canarias
Gender	
Men	48.4%
Women	51.6%
Age	
Average age (tourist > 15 years old)	45.7
Standard deviation	16.0
Age range (> 15 years old)	
16 - 24 years old	10.4%
25 - 30 years old	11.5%
31 - 45 years old	29.4%
46 - 60 years old	27.2%
Over 60 years old	21.5%
Occupation	
Salaried worker	57.4%
Self-employed	10.8%
Unemployed	1.0%
Business owner	8.3%
Student	4.6%
Retired	16.5%
Unpaid domestic work	0.6%
Others	0.8%
Annual household income level	
Less than €25,000	14.3%
€25,000 - €49,999	34.3%
€50,000 - €74,999	25.4%
More than €74,999	26.0%
Education level	
No studies	3.6%
Primary education	1.7%
Secondary education	20.2%
Higher education	74.5%

3 IN 10 TOURISTS ARE BRITISH

46 YEARS OLD AVERAGE AGE

46 % ONLY WITH PARTNER

Pictures: Freepik.com

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.