How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	223,664	43,623	27,140	214,101	508,527
Average daily expenditure (€)	134.74	132.32	117.85	145.32	138.09
. in their place of residence	104.19	96.63	87.85	109.39	104.86
. in the Canary Islands	30.56	35.69	30.00	35.93	33.23
Average lenght of stay	11.68	8.64	9.58	8.77	10.08
Turnover per tourist (€)	1,379	1,072	1,056	1,185	1,254
Total turnover (> 16 years old) (€m)	308.4	46.8	28.6	253.7	637.5
Swedish turnover: share by quarter	48.4%	7.3%	4.5%	39.8%	100%
Swedish tourist arrivals: share by quarter	44.0%	8.6%	5.3%	42.1%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Q1	Q2	Q3	Q4	Total
**Accommodation (**):	34.36	33.72	19.38	26.09	30.02
- Accommodation	31.55	33.36	19.27	21.60	26.86
- Additional accommodation expenses	2.81	0.35	0.11	4.48	3.16
Transport:	26.58	8.00	21.77	21.84	22.73
- Public transport	10.77	4.56	9.57	5.31	7.88
- Taxi	4.97	2.50	6.00	8.76	6.41
- Car rental	10.83	0.94	6.20	7.77	8.45
Food and drink:	176.36	147.80	156.43	186.44	177.09
- Food purchases at supermarkets	64.40	74.49	59.80	86.71	74.41
- Restaurants	111.96	73.31	96.62	99.73	102.68
Souvenirs:	40.11	55.38	63.71	36.37	41.10
Leisure:	24.94	25.19	16.10	22.51	23.47
- Organized excursions	6.57	8.45	5.62	10.94	8.52
- Leisure, amusement	2.32	0.89	7.07	1.78	2.22
- Trip to other islands	0.29	0.00	0.00	1.11	0.59
- Sporting activities	5.13	4.22	2.94	4.24	4.56
- Cultural activities	5.40	0.83	0.33	0.65	2.74
- Discos and disco-pubs	5.23	10.81	0.13	3.80	4.83
Others:	12.50	12.30	21.20	9.73	11.78
- Wellness	0.59	0.91	0.13	2.21	1.28
- Medical expenses	2.39	0.00	0.26	3.01	2.33
- Other expenses	9.51	11.39	20.80	4.51	8.17

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.0%	0.0%	0.0%	0.0%
Between 2 and 7 days	4.2%	6.0%	10.6%	8.9%	6.6%
Between 8 and 15 days	10.0%	6.6%	12.0%	6.0%	8.2%
Between 16 and 30 days	17.6%	9.0%	0.0%	12.1%	13.6%
Between 31 and 90 days	32.9%	33.1%	46.9%	37.4%	35.6%
More than 90 days	35.3%	45.3%	30.4%	35.6%	36.0%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	5.3%	13.0%	18.0%	5.8%	6.9%
Flight and accommodation (room only)	29.5%	24.2%	28.9%	33.9%	30.8%
Flight and accommodation (B&B)	17.8%	27.3%	12.8%	17.2%	18.1%
Flight and accommodation (half board)	13.3%	7.3%	7.5%	14.1%	12.8%
Flight and accommodation (full board)	2.9%	5.5%	10.3%	2.1%	3.2%
Flight and accommodation (all inclusive)	31.3%	22.6%	22.5%	26.8%	28.2%
% Tourists using low-cost airlines	25.3%	12.3%	34.8%	19.9%	22.3%
Other expenses in their place of residence:					
- Car rental	3.6%	7.1%	20.6%	7.1%	6.1%
- Sporting activities	1.2%	3.3%	3.2%	2.9%	2.2%
- Excursions	2.3%	1.3%	0.0%	1.1%	1.6%
- Trip to other islands	0.3%	0.0%	0.0%	0.0%	0.1%

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	70.9%	70.9%	65.9%	69.9%	70.3%
- Tour Operator´s website	81.1%	83.6%	100.0%	83.7%	83.1%
Accommodation	10.1%	8.0%	13.5%	13.4%	11.4%
- Accommodation´s website	82.5%	100.0%	64.2%	75.0%	79.0%
Travel agency (High street)	4.2%	9.9%	2.6%	3.9%	4.6%
Online Travel Agency (OTA)	11.3%	0.4%	6.6%	8.4%	8.9%
No need to book accommodation	3.4%	10.9%	11.3%	4.4%	4.9%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	69.3%	73.3%	76.3%	77.1%	73.3%
- Tour Operator´s website	81.0%	87.5%	85.1%	78.3%	80.5%
Airline	15.7%	10.8%	18.4%	13.7%	14.6%
- Airline´s website	92.3%	100.0%	100.0%	92.4%	93.4%
Travel agency (High street)	7.3%	12.0%	1.0%	3.6%	5.9%
Online Travel Agency (OTA)	7.6%	4.0%	4.4%	5.6%	6.3%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	2.5%	3.4%	1.6%	3.0%	2.7%
4* Hotel	36.6%	19.4%	8.0%	30.8%	31.1%
1-2-3* Hotel	18.0%	40.7%	17.9%	12.4%	17.6%
Apartment	39.7%	31.6%	64.9%	49.6%	44.5%
Property (privately-owned, friends, family)	2.4%	5.0%	7.5%	2.8%	3.0%
Others	0.8%	0.0%	0.0%	1.5%	1.0%

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	46.9%	44.9%	45.4%	49.6%	47.8%
Percentage of women	53.1%	55.1%	54.6%	50.4%	52.2%
Age					
Average age (tourists > 16 years old)	52.9	51.5	46.8	52.6	52.3
Standard deviation	14.1	15.5	14.8	15.1	14.7
Age range (> 16 years old)					
16-24 years old	3.7%	6.8%	10.7%	4.7%	4.7%
25-30 years old	3.4%	7.1%	5.3%	5.0%	4.5%
31-45 years old	25.2%	14.3%	28.1%	24.0%	23.9%
46-60 years old	32.9%	43.3%	32.5%	28.0%	31.7%
Over 60 years old	34.9%	28.5%	23.5%	38.2%	35.1%
Occupation					
Business owner or self-employed	14.7%	9.7%	11.1%	15.2%	14.3%
Upper/Middle management employee	37.6%	28.5%	45.6%	34.1%	35.7%
Auxiliary level employee	17.6%	30.4%	23.7%	17.3%	18.8%
Students	2.2%	2.3%	3.3%	4.3%	3.2%
Retired	27.4%	29.1%	10.9%	28.9%	27.4%
Unemployed / unpaid dom. work	0.5%	0.0%	5.4%	0.3%	0.6%
Annual household income level					
€12,000 - €24,000	6.7%	0.0%	10.4%	10.2%	7.9%
€24,001 - €36,000	13.0%	11.2%	22.2%	16.1%	14.7%
€36,001 - €48,000	24.0%	21.0%	13.6%	20.7%	21.7%
€48,001 - €60,000	13.7%	47.6%	17.8%	19.1%	19.0%
€60,001 - €72,000	12.6%	0.0%	9.3%	12.8%	11.5%
€72,001 - €84,000	10.7%	4.3%	14.0%	5.2%	7.9%
More than €84,000	19.4%	15.8%	12.7%	16.0%	17.2%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	19,490	5,433	0	12,640	37,564
- Fuerteventura	12,937	0	0	14,417	27,354
- Gran Canaria	108,481	30,651	21,731	146,729	307,592
- Tenerife	81,824	6,607	5,409	40,068	133,909
- La Palma	274	162	0	246	682

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8.7%	12.7%	0.0%	5.9%	7.4%
- Fuerteventura	5.8%	0.0%	0.0%	6.7%	5.4%
- Gran Canaria	48.6%	71.5%	80.1%	68.5%	60.7%
- Tenerife	36.7%	15.4%	19.9%	18.7%	26.4%
- La Palma	0.1%	0.4%	0.0%	0.1%	0.1%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	6.0%	16.8%	5.4%	6.6%	7.1%
Only with partner	44.7%	46.6%	44.4%	38.8%	42.4%
Only with children (under the age of 13)	1.7%	4.2%	2.7%	1.8%	2.0%
Partner + children (under the age of 13)	9.8%	0.7%	14.6%	13.3%	10.7%
Other relatives	6.7%	1.9%	9.9%	9.1%	7.5%
Friends	7.4%	5.8%	1.6%	4.0%	5.6%
Work colleagues	0.3%	0.0%	1.6%	0.3%	0.4%
Other combinations [1]	23.4%	24.0%	19.8%	26.2%	24.4%

* Multi-choise question (different situations have been isolated)

How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.3%	97.2%	92.3%	92.2%	93.1%
Average rating (scale 1-10)	8.97	9.36	8.60	8.76	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	88.9%	83.3%	71.6%	80.8%	84.1%
In love (at least 10 previous visits)	12.2%	4.9%	12.9%	19.0%	14.5%

Where does the flight come from?

Ten main origin markets	Q1	Q2	Q3	Q4	Total
Sweden	82.8%	82.6%	67.2%	82.0%	81.6%
Norway	7.1%	1.5%	5.3%	5.8%	6.0%
Denmark	1.9%	4.1%	17.0%	6.7%	4.9%
United Kingdom	3.9%	0.9%	6.4%	1.1%	2.6%
Spanish Mainland	1.3%	8.6%	2.0%	2.4%	2.4%
Germany	2.3%	2.2%	0.0%	0.9%	1.6%
Belgium	0.0%	0.0%	2.1%	0.7%	0.4%
Ireland	0.5%	0.0%	0.0%	0.0%	0.2%
Switzerland	0.2%	0.0%	0.0%	0.2%	0.2%
Italy	0.0%	0.0%	0.0%	0.3%	0.1%
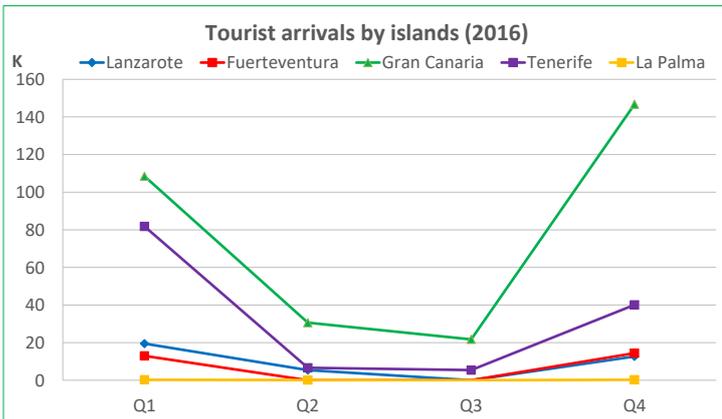
Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	97.3%	88.6%	94.3%	95.7%	95.7%
Tranquillity/rest/relaxation	54.0%	53.6%	41.7%	51.5%	52.3%
Beaches	29.0%	34.6%	38.4%	42.0%	35.4%
Security	10.0%	14.0%	19.1%	13.0%	12.1%
Suitable destination for children	12.8%	14.5%	7.2%	7.9%	10.6%
Visiting new places	13.9%	7.8%	12.2%	7.4%	10.6%
Scenery	9.7%	21.0%	4.2%	8.2%	9.7%
Price	9.4%	5.2%	16.6%	10.1%	9.7%
Ease of travel	8.5%	0.0%	0.0%	7.4%	6.9%
Active tourism	10.5%	5.7%	1.2%	2.8%	6.4%
Quality of the environment	7.7%	4.1%	3.2%	3.2%	5.3%
Shopping	3.7%	6.1%	7.9%	3.4%	4.0%
Culture	2.6%	0.0%	1.4%	1.4%	1.8%
Golf	1.0%	4.5%	1.8%	2.1%	1.8%
Nightlife/fun	0.5%	0.0%	0.0%	3.5%	1.7%
Security against natural catastrophes	0.8%	0.0%	9.4%	1.7%	1.6%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	76.8%	71.2%	68.4%	70.2%	73.1%
Recommendation by friends or relatives	28.6%	32.2%	35.2%	30.5%	30.0%
The Canary Islands television channel	0.6%	0.0%	0.0%	0.0%	0.3%
Other television or radio channels	0.0%	1.2%	1.8%	0.2%	0.3%
Information in the press/magazines/books	3.7%	0.9%	3.8%	3.6%	3.4%
Attendance at a tourism fair	0.0%	0.0%	0.0%	0.2%	0.1%
Tour Operator's brochure or catalogue	10.6%	10.3%	6.0%	8.5%	9.4%
Recommendation by Travel Agency	3.3%	13.6%	10.3%	7.9%	6.5%
Information obtained via the Internet	28.5%	30.9%	41.0%	30.0%	30.0%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	4.0%	9.0%	2.1%	3.4%	4.1%

* Multi-choise question

Tourist arrivals by islands (2016)

Share of tourists by quarter of trip (2016)
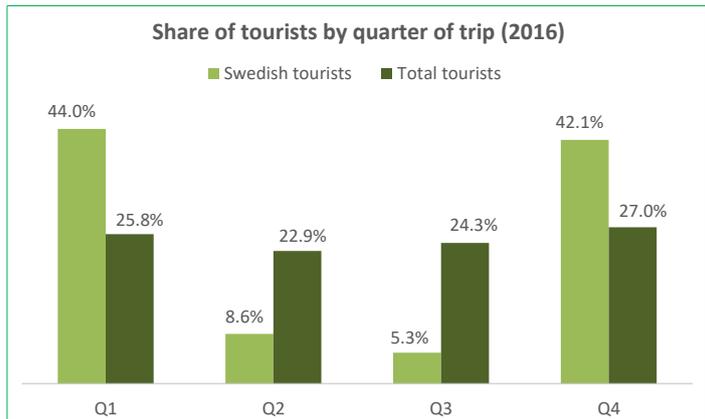
Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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