Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	**n.a.**	**n.a.**	**n.a.**	**n.a.**	**n.a.**
Tourist arrivals > 15 years old (EGT)	**44,781**	**26,586**	**122,481**	**92,745**	**1,796**
- book holiday package	29,824	25,782	99,479	65,243	1,365
- do not book holiday package	14,957	804	23,002	27,502	431
- % tourists who book holiday package	66.6%	97.0%	81.2%	70.3%	76.0%

TOURISTS

44,781 — 26,586 — 122,481 — 92,745 — 1,796

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife ● La Palma

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	67%
Fuerteventura	97%
Gran Canaria	81%
Tenerife	70%

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,462**	**1,034**	**1,469**	**1,342**	**--**
- book holiday package	1,543	1,039	1,524	1,447	--
- holiday package	1,258	1,330	1,271	1,135	--
- others	285	--	253	311	--
- do not book holiday package	1,301	897	1,229	1,095	--
- flight	337	482	427	363	--
- accommodation	436	339	181	331	--
- others	527	76	621	401	--
Average lenght of stay	**7.95**	**8.20**	**9.09**	**8.00**	**--**
- book holiday package	7.66	8.17	8.10	7.68	--
- do not book holiday package	8.52	9.00	13.40	8.77	--
Average daily expenditure (€)	**193.2**	**123.5**	**180.3**	**179.7**	**--**
- book holiday package	215.9	124.0	195.6	193.7	--
- do not book holiday package	147.8	105.6	114.1	146.6	--
Total turnover (> 15 years old) (€m)	**65**	**27**	**180**	**124**	**--**
- book holiday package	46	27	152	94	--
- do not book holiday package	19	1	28	30	--

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	27.7%	38.8%	41.0%	29.5%	--
Canary Islands	24.7%	18.0%	19.8%	17.0%	--
Other destination	47.5%	43.2%	39.3%	53.5%	--

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	44.4%	29.7%	33.0%	32.6%	--
Canary Islands (other island)	21.4%	32.1%	27.4%	30.8%	--
Other destination	34.1%	38.2%	39.6%	36.6%	--

*Percentage of valid answers

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	60.6%	75.8%	80.7%	77.1%	--
Accommodation supply	40.9%	30.0%	40.8%	30.3%	--
Tranquility	18.9%	30.0%	40.0%	30.0%	--
Sea	27.2%	25.4%	33.9%	32.3%	--
Safety	28.4%	24.5%	38.2%	23.3%	--
European belonging	19.2%	20.8%	34.7%	27.9%	--
Price	21.7%	30.0%	27.3%	28.0%	--
Fun possibilities	53.3%	21.7%	23.1%	16.3%	--
Beaches	16.2%	30.2%	28.8%	21.4%	--
Environment	16.4%	14.9%	24.2%	27.7%	--
Landscapes	14.6%	16.4%	17.8%	27.7%	--
Exoticism	10.7%	12.4%	11.9%	16.8%	--
Gastronomy	9.7%	5.2%	17.3%	12.1%	--
Authenticity	15.1%	10.4%	14.6%	10.4%	--
Hiking trail network	1.7%	6.0%	6.1%	15.0%	--
Effortless trip	4.6%	6.3%	9.4%	4.4%	--
Shopping	1.1%	4.3%	5.8%	6.8%	--
Culture	5.3%	2.2%	1.2%	4.9%	--
Nightlife	1.6%	1.3%	4.9%	0.7%	--
Historical heritage	0.0%	1.4%	3.1%	2.5%	--

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

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

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	16%
Fuerteventura	30%
Gran Canaria	29%
Tenerife	21%
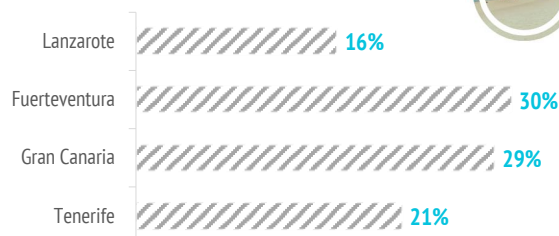
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	36.2%	51.8%	63.7%	53.4%	--
Enjoy family time	36.6%	25.9%	24.8%	25.4%	--
Have fun	6.9%	8.3%	5.2%	3.6%	--
Explore the destination	3.0%	3.4%	4.3%	13.9%	--
Practice their hobbies	14.4%	8.0%	0.8%	3.5%	--
Other reasons	2.9%	2.6%	1.1%	0.1%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	--	1.3%	1.7%	0.6%	--
Between 1 and 30 days	20.0%	39.4%	36.7%	25.3%	--
Between 1 and 2 months	21.1%	29.1%	25.5%	29.2%	--
Between 3 and 6 months	36.1%	26.0%	24.6%	34.4%	--
More than 6 months	22.8%	4.2%	11.6%	10.5%	--

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? 🔍

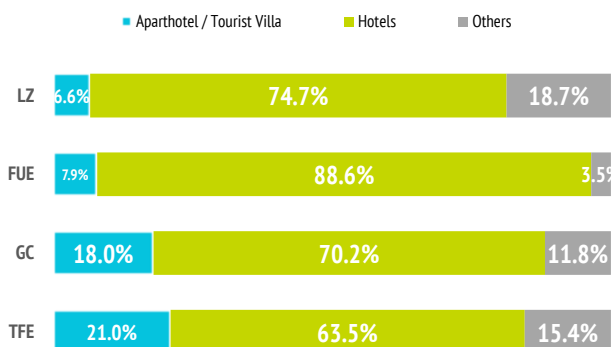|	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	52.4%	43.4%	54.3%	55.4%	--
Friends or relatives	24.5%	16.3%	21.4%	22.6%	--
Internet or social media	48.6%	58.4%	49.5%	47.5%	--
Mass Media	0.5%	1.7%	0.6%	2.9%	--
Travel guides and magazines	2.3%	2.5%	2.5%	3.5%	--
Travel Blogs or Forums	5.8%	3.5%	2.3%	4.0%	--
Travel TV Channels	0.0%	0.0%	0.0%	1.0%	--
Tour Operator or Travel Agency	30.1%	38.6%	36.5%	30.6%	--
Public administrations or similar	1.2%	0.0%	1.4%	5.1%	--
Others	2.8%	1.4%	0.9%	1.5%	--

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	48.0%	4.7%	17.4%	21.5%	--
- Tour Operator or Travel Agency	52.0%	95.3%	82.6%	78.5%	--
Accommodation					
- Directly with the accommodation	34.2%	3.2%	14.7%	20.0%	--
- Tour Operator or Travel Agency	65.8%	96.8%	85.3%	80.0%	--

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	52.4%	21.2%	23.3%	10.1%	--
4* Hotel	15.4%	66.5%	43.4%	47.9%	--
5* Hotel / 5* Luxury Hotel	6.9%	1.0%	3.6%	5.5%	--
Aparthotel / Tourist Villa	6.6%	7.9%	18.0%	21.0%	--
House/room rented in a private dwelling	2.1%	3.1%	0.2%	6.5%	--
Private accommodation (1)	--	0.5%	5.2%	4.8%	--
Others (Cottage, cruise, camping,..)	16.6%	--	6.4%	4.0%	--

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel/Tourist Villa	Hotels	Others
LZ	6.6%	74.7%	18.7%
FUE	7.9%	88.6%	3.5%
GC	18.0%	70.2%	11.8%
TFE	21.0%	63.5%	15.4%

What do they book? 🍽

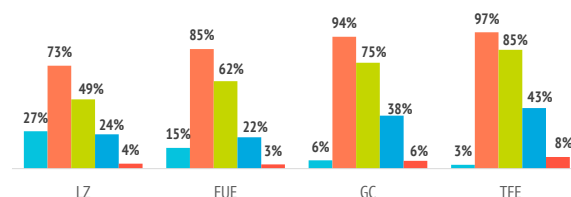|	LZ	FUE	GC	TFE	LP
Room only	44.3%	10.9%	27.9%	22.8%	--
Bed and Breakfast	5.4%	9.2%	16.4%	26.3%	--
Half board	22.3%	25.4%	10.2%	17.0%	--
Full board	8.9%	14.0%	3.1%	2.1%	--
All inclusive	19.2%	40.5%	42.4%	31.9%	--

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	77.9%	31.8%	58.6%	68.2%	--
Supermarkets	57.6%	36.0%	46.0%	49.7%	--
Car rental	32.6%	13.6%	11.8%	31.4%	--
Organized excursions	15.5%	11.1%	11.2%	20.4%	--
Taxi, transfer, chauffeur service	57.9%	58.2%	69.3%	65.3%	--
Theme Parks	6.4%	1.6%	4.1%	8.6%	--
Sport activities	15.8%	12.7%	3.8%	5.5%	--
Museums	10.4%	0.8%	1.7%	2.5%	--
Flights between islands	1.5%	2.9%	0.9%	2.6%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	26.7%	14.8%	6.0%	2.8%	--
1 - 2 hours	24.0%	22.9%	18.6%	12.6%	--
3 - 6 hours	24.9%	40.0%	37.6%	41.5%	--
7 - 12 hours	20.9%	19.4%	32.3%	34.9%	--
More than 12 hours	3.5%	3.0%	5.6%	8.3%	--

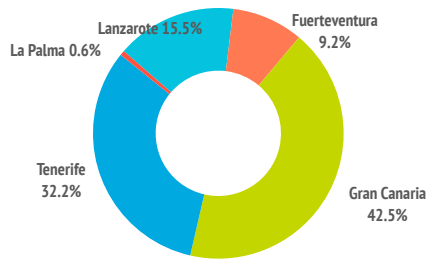■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

	LZ	FUE	GC	TFE
0 hours	27%	15%	6%	3%
More than 1 hour	73%	85%	94%	97%
More than 3 hours	49%	62%	75%	85%
More than 7 hours	24%	22%	38%	43%
More than 12 hours	4%	3%	6%	8%

Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	53.3%	70.2%	76.7%	78.5%	--
Swimming pool, hotel facilities	80.7%	77.1%	70.0%	64.1%	--
Beach	41.5%	59.4%	63.0%	47.6%	--
Explore the island on their own	46.8%	46.4%	55.1%	55.0%	--
Taste Canarian gastronomy	19.1%	12.2%	18.3%	20.3%	--
Hiking	16.7%	24.0%	11.6%	16.1%	--
Organized excursions	18.6%	4.9%	11.0%	14.8%	--
Running	25.6%	16.6%	9.4%	5.5%	--
Nightlife / concerts / shows	12.6%	1.6%	16.1%	4.5%	--
Practice other sports	33.6%	21.6%	3.3%	2.9%	--
Sea excursions / whale watching	2.1%	5.8%	11.0%	10.4%	--
Swim	17.5%	11.6%	9.7%	1.6%	--
Theme parks	6.6%	1.6%	7.4%	11.2%	--
Beauty and health treatments	8.2%	5.0%	9.9%	2.5%	--
Museums / exhibitions	11.2%	0.7%	4.6%	6.1%	--
Wineries / markets / popular festiv	11.3%	2.5%	6.8%	2.3%	--
Cycling / Mountain bike	19.2%	10.1%	0.6%	0.4%	--
Windsurf / Kitesurf	22.4%	0.9%	1.2%	0.1%	--
Other Nature Activities	1.8%	9.5%	2.1%	5.4%	--
Astronomical observation	2.5%	3.1%	4.9%	2.4%	--
Surf	12.1%	5.4%	1.9%	0.2%	--
Scuba Diving	8.9%	0.0%	1.0%	1.7%	--
Golf	4.5%	3.4%	1.2%	2.6%	--

* Multi-choise question

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

- Lanzarote 15.5%
- Fuerteventura 9.2%
- La Palma 0.6%
- Tenerife 32.2%
- Gran Canaria 42.5%

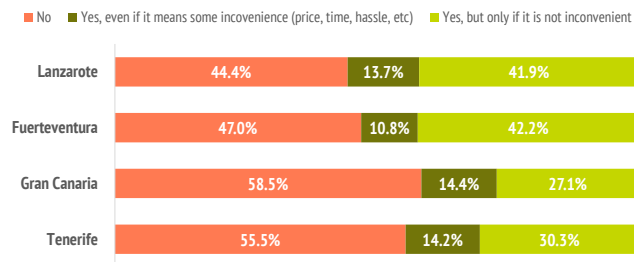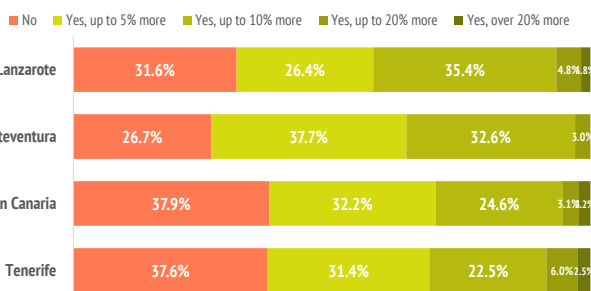## How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	95.6%	98.7%	96.3%	96.6%	--
Two islands	4.4%	1.3%	3.7%	3.3%	--
Three or more islands	--	--	--	0.1%	--

Sustainable destination

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

- No
- Yes, even if it means some incovenience (price, time, hassle, etc)
- Yes, but only if it is not inconvenient

Island	No	Yes, even if...	Yes, but only...
Lanzarote	44.4%	13.7%	41.9%
Fuerteventura	47.0%	10.8%	42.2%
Gran Canaria	58.5%	14.4%	27.1%
Tenerife	55.5%	14.2%	30.3%

Would they be willing to spend more on travel to reduce their carbon footprint?

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

Island	No	up to 5%	up to 10%	up to 20%	over 20%
Lanzarote	31.6%	26.4%	35.4%	4.8%	1.8%
Fuerteventura	26.7%	37.7%	32.6%	3.0%	
Gran Canaria	37.9%	32.2%	24.6%	3.1%	2.2%
Tenerife	37.6%	31.4%	22.5%	6.0%	2.5%

Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	7.48	7.65	8.13	7.51	--
Tolerance towards tourism	7.98	8.24	8.67	8.53	--
Cleanliness of the island	8.24	8.27	8.50	8.63	--
Air quality	7.83	8.35	8.33	8.57	--
Rational water consumption	6.70	7.26	7.46	6.96	--
Energy saving	6.38	6.81	6.83	6.30	--
Use of renewable energy	6.75	7.20	7.29	6.62	--
Recycling	6.68	7.15	7.03	6.58	--
Easy to get around by public transport	6.35	6.36	7.24	6.69	--
Overcrowding in tourist areas	6.05	6.21	6.69	6.67	--
Supply of local products	6.82	6.30	6.77	6.54	--

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

Which is the most visited place on each island?

LANZAROTE

23% ARRECIFE

FUERTEVENTURA

20% PLAYAS DE JANDÍA

GRAN CANARIA

43% PUERTO DE MOGÁN

TENERIFE

34% PARQUE NACIONAL DEL TEIDE

The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.76	8.72	8.76	8.80	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.0%	3.5%	2.7%	1.4%	--
Lived up to expectations	70.2%	63.5%	64.7%	62.1%	--
Better or much better than expected	29.8%	33.0%	32.6%	36.5%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.92	8.92	8.92	8.96	--
Recommend visiting the Canary Island	8.99	8.91	9.04	9.12	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	76.5%	59.5%	71.9%	71.2%	--
At least 10 previous visits	9.1%	1.5%	17.4%	11.0%	--
Repeat tourists	84.8%	71.0%	74.7%	74.3%	--
At least 10 previous visits	23.9%	19.5%	23.4%	20.4%	--

REPEAT TOURIST OF EACH ISLAND

 76.5% Lanzarote
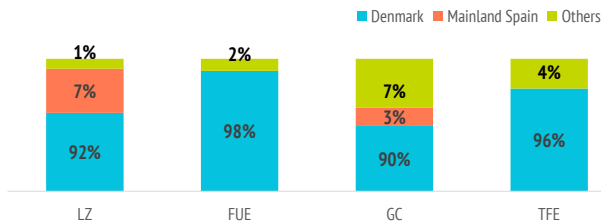
 71.9% Gran Canaria

 59.5% Fuerteventura

 71.2% Tenerife

Where does the flight come from? 🌐

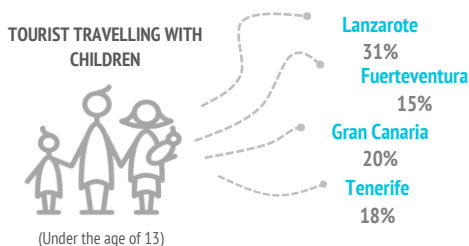|	LZ	FUE	GC	TFE	LP
Denmark	91.8%	98.2%	89.9%	95.5%	--
Mainland Spain	6.7%	--	2.8%	--	--
Germany	--	0.4%	2.2%	1.2%	--
Switzerland	--	--	2.1%	0.8%	--
Sweden	--	--	1.2%	--	--
Norway	--	--	1.1%	--	--
Portugal	--	--	--	1.3%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

■ Denmark ■ Mainland Spain ■ Others

	LZ	FUE	GC	TFE
Others	1%	2%	7%	4%
Mainland Spain	7%		3%	
Denmark	92%	98%	90%	96%

Who do they come with? 👫

	LZ	FUE	GC	TFE	LP
Unaccompanied	2.7%	7.9%	11.2%	9.4%	--
Only with partner	31.1%	51.1%	43.3%	51.1%	--
Only with children (< 13 years old)	8.3%	9.6%	4.4%	5.7%	--
Partner + children (< 13 years old)	4.7%	1.8%	8.2%	6.3%	--
Other relatives	16.4%	6.7%	11.8%	9.1%	--
Friends	7.4%	7.5%	5.6%	2.8%	--
Work colleagues	0.0%	0.0%	0.5%	0.4%	--
Organized trip	0.0%	0.0%	1.0%	0.5%	--
Other combinations [1]	29.4%	15.3%	14.0%	14.7%	--

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**30.7%**	**14.7%**	**19.8%**	**17.5%**	**--**
- Between 0 and 2 years old	6.8%	1.9%	1.0%	2.5%	--
- Between 3 and 12 years old	20.3%	11.6%	15.2%	14.0%	--
- Between 0 -2 and 3-12 years	3.5%	1.1%	3.5%	1.0%	--
Tourists without children	**69.3%**	**85.3%**	**80.2%**	**82.5%**	**--**
Group composition:					
- 1 person	4.8%	10.0%	13.1%	11.7%	--
- 2 people	40.7%	60.6%	55.9%	58.9%	--
- 3 people	14.2%	8.1%	7.5%	12.6%	--
- 4 or 5 people	21.3%	15.5%	15.0%	11.3%	--
- 6 or more people	19.0%	5.9%	8.5%	5.5%	--
Average group size:	**3.63**	**2.71**	**2.73**	**2.72**	**--**

*People who share the main expenses of the trip

TOURIST TRAVELLING WITH CHILDREN
(Under the age of 13)

Lanzarote 31%
Fuerteventura 15%
Gran Canaria 20%
Tenerife 18%

Who are they? 👤

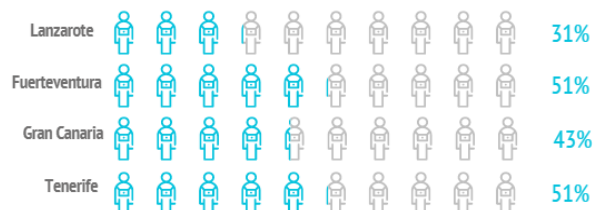|	LZ	FUE	GC	TFE	LP
Gender					
Men	57.8%	52.5%	44.6%	50.3%	--
Women	42.2%	47.5%	55.4%	49.7%	--
Age					
Average age (tourist > 15 years old)	47.6	49.8	49.3	50.4	--
Standard deviation	16.3	17.2	17.0	16.6	--
Age range (> 15 years old)					
16 - 24 years old	8.6%	9.0%	10.2%	10.6%	--
25 - 30 years old	12.3%	9.5%	8.2%	5.1%	--
31 - 45 years old	23.9%	18.2%	22.9%	20.2%	--
46 - 60 years old	29.3%	32.5%	26.7%	32.9%	--
Over 60 years old	25.9%	30.7%	32.1%	31.2%	--
Occupation					
Salaried worker	51.2%	51.6%	51.6%	54.1%	--
Self-employed	15.8%	5.0%	8.5%	10.8%	--
Unemployed	0.0%	0.5%	2.6%	1.9%	--
Business owner	8.2%	8.2%	9.4%	10.1%	--
Student	9.3%	1.9%	4.2%	1.9%	--
Retired	14.7%	32.4%	23.5%	20.5%	--
Unpaid domestic work	0.0%	0.4%	0.0%	0.0%	--
Others	0.7%	0.0%	0.2%	0.7%	--
Annual household income level					
Less than €25,000	11.8%	7.5%	8.9%	5.7%	--
€25,000 - €49,999	11.5%	13.4%	22.7%	25.1%	--
€50,000 - €74,999	23.4%	39.3%	35.3%	30.5%	--
More than €74,999	53.3%	39.7%	33.1%	38.7%	--
Education level					
No studies	0.0%	0.0%	1.5%	2.8%	--
Primary education	0.0%	8.2%	3.5%	0.8%	--
Secondary education	8.8%	7.8%	11.2%	10.4%	--
Higher education	91.2%	83.9%	83.8%	86.1%	--

AVERAGE AGE (> 15 years old)

Lanzarote	48
Fuerteventura	50
Gran Canaria	49
Tenerife	50
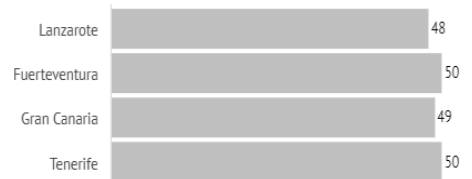
% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
53%	40%	33%	39%
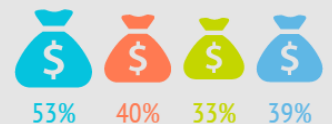
% OF TOURISTS TRAVEL ONLY WITH PARTNER

Lanzarote	31%
Fuerteventura	51%
Gran Canaria	43%
Tenerife	51%

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.