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)	**7,339**	**6,948**	**80,633**	**49,635**	**0**
- book holiday package	5,457	6,373	62,651	36,670	0
- do not book holiday package	1,882	574	17,982	12,964	0
- % tourists who book holiday package	74.4%	91.7%	77.7%	73.9%	0.0%

TOURISTS

7,339   6,948   80,633   49,635

● Lanzarote   ● Fuerteventura   ● Gran Canaria   ● Tenerife

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Gran Canaria   78%
Tenerife   74%

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**--**	**--**	**1,722**	**1,587**	**--**
- book holiday package	--	--	1,686	1,654	--
- holiday package	--	--	1,373	1,319	--
- others	--	--	314	334	--
- do not book holiday package	--	--	1,845	1,398	--
- flight	--	--	458	452	--
- accommodation	--	--	692	498	--
- others	--	--	696	447	--
Average lenght of stay	**--**	**--**	**12.01**	**9.48**	**--**
- book holiday package	--	--	8.99	8.69	--
- do not book holiday package	--	--	22.53	11.69	--
Average daily expenditure (€)	**--**	**--**	**192.7**	**193.1**	**--**
- book holiday package	--	--	203.3	209.9	--
- do not book holiday package	--	--	155.9	145.6	--
Total turnover (> 15 years old) (€m)	**--**	**--**	**139**	**79**	**--**
- book holiday package	--	--	106	61	--
- do not book holiday package	--	--	33	18	--

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	--	--	55.6%	49.3%	--
Canary Islands	--	--	19.3%	22.8%	--
Other destination	--	--	25.1%	27.9%	--

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	--	--	25.1%	16.6%	--
Canary Islands (other island)	--	--	18.8%	23.7%	--
Other destination	--	--	56.1%	59.7%	--

*Percentage of valid answers

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	--	--	89.2%	89.5%	--
Sea	--	--	60.0%	61.0%	--
Safety	--	--	43.9%	51.0%	--
European belonging	--	--	43.3%	45.8%	--
Accommodation supply	--	--	41.4%	43.9%	--
Landscapes	--	--	37.0%	47.9%	--
Beaches	--	--	37.3%	33.0%	--
Environment	--	--	31.4%	36.8%	--
Tranquility	--	--	30.7%	32.8%	--
Price	--	--	23.6%	31.7%	--
Hiking trail network	--	--	23.9%	33.1%	--
Gastronomy	--	--	20.5%	23.0%	--
Effortless trip	--	--	14.6%	14.6%	--
Fun possibilities	--	--	9.8%	14.0%	--
Exoticism	--	--	8.7%	10.6%	--
Authenticity	--	--	6.7%	10.0%	--
Shopping	--	--	8.4%	9.1%	--
Historical heritage	--	--	6.7%	8.9%	--
Culture	--	--	6.1%	9.3%	--
Nightlife	--	--	6.6%	6.0%	--

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

Gran Canaria   37%
Tenerife   33%
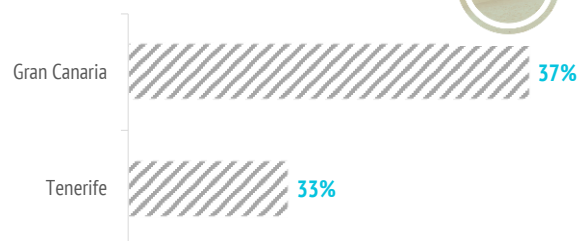
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	--	--	72.9%	68.1%	--
Enjoy family time	--	--	15.9%	22.6%	--
Have fun	--	--	2.4%	3.8%	--
Explore the destination	--	--	4.1%	4.5%	--
Practice their hobbies	--	--	3.2%	0.5%	--
Other reasons	--	--	1.5%	0.5%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	--	--	0.9%	2.0%	--
Between 1 and 30 days	--	--	22.5%	24.6%	--
Between 1 and 2 months	--	--	31.1%	26.1%	--
Between 3 and 6 months	--	--	26.9%	32.4%	--
More than 6 months	--	--	18.7%	15.0%	--

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?

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	63.3%	65.1%	--
Friends or relatives	--	--	29.3%	24.8%	--
Internet or social media	--	--	59.8%	61.8%	--
Mass Media	--	--	0.8%	3.3%	--
Travel guides and magazines	--	--	4.1%	2.0%	--
Travel Blogs or Forums	--	--	8.1%	7.1%	--
Travel TV Channels	--	--	0.0%	1.3%	--
Tour Operator or Travel Agency	--	--	31.8%	39.3%	--
Public administrations or similar	--	--	0.4%	0.4%	--
Others	--	--	1.0%	0.4%	--

Multi-choise question

With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	--	--	23.5%	20.1%	--
- Tour Operator or Travel Agency	--	--	76.5%	79.9%	--
Accommodation					
- Directly with the accommodation	--	--	20.7%	17.8%	--
- Tour Operator or Travel Agency	--	--	79.3%	82.2%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	--	18.0%	9.1%	--
4* Hotel	--	--	28.5%	35.9%	--
5* Hotel / 5* Luxury Hotel	--	--	5.7%	5.3%	--
Aparthotel / Tourist Villa	--	--	15.5%	17.8%	--
House/room rented in a private dwelling	--	--	1.2%	1.2%	--
Private accommodation (1)	--	--	4.0%	3.9%	--
Others (Cottage, cruise, camping,..)	--	--	27.1%	26.8%	--

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

GC	15.5%	52.2%	32.3%
TFE	17.8%	50.3%	31.9%
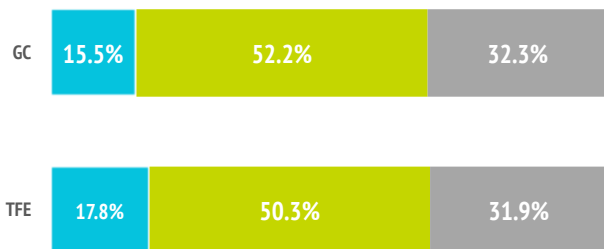
What do they book?

	LZ	FUE	GC	TFE	LP
Room only	--	--	36.3%	23.1%	--
Bed and Breakfast	--	--	27.4%	31.4%	--
Half board	--	--	10.7%	16.1%	--
Full board	--	--	10.3%	8.3%	--
All inclusive	--	--	15.3%	21.1%	--

Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	--	71.8%	68.4%	--
Supermarkets	--	--	75.3%	67.7%	--
Car rental	--	--	18.0%	30.4%	--
Organized excursions	--	--	11.7%	27.6%	--
Taxi, transfer, chauffeur service	--	--	78.4%	72.3%	--
Theme Parks	--	--	6.6%	20.3%	--
Sport activities	--	--	6.5%	5.4%	--
Museums	--	--	7.6%	5.3%	--
Flights between islands	--	--	0.7%	4.4%	--

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	--	0.5%	0.8%	--
1 - 2 hours	--	--	14.9%	7.9%	--
3 - 6 hours	--	--	40.7%	41.9%	--
7 - 12 hours	--	--	38.7%	44.4%	--
More than 12 hours	--	--	5.1%	5.0%	--

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

	GC	TFE
0 hours	1%	1%
More than 1 hour	99%	99%
More than 3 hours	85%	91%
More than 7 hours	44%	49%
More than 12 hours	5%	5%
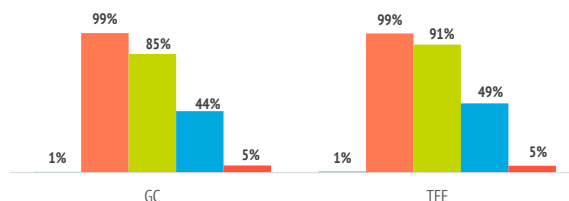
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	--	--	85.2%	93.4%	--
Swimming pool, hotel facilities	--	--	70.4%	83.4%	--
Beach	--	--	66.2%	68.2%	--
Explore the island on their own	--	--	47.0%	60.5%	--
Swim	--	--	27.9%	23.9%	--
Astronomical observation	--	--	25.1%	18.5%	--
Taste Canarian gastronomy	--	--	21.7%	13.6%	--
Theme parks	--	--	12.4%	24.8%	--
Nightlife / concerts / shows	--	--	17.5%	12.0%	--
Hiking	--	--	14.3%	12.7%	--
Organized excursions	--	--	10.6%	17.7%	--
Museums / exhibitions	--	--	16.0%	8.5%	--
Running	--	--	9.5%	9.4%	--
Wineries / markets / popular festiv	--	--	11.8%	4.2%	--
Sea excursions / whale watching	--	--	10.7%	8.6%	--
Beauty and health treatments	--	--	5.2%	14.3%	--
Other Nature Activities	--	--	6.7%	7.3%	--
Practice other sports	--	--	4.7%	6.3%	--
Golf	--	--	5.2%	4.0%	--
Cycling / Mountain bike	--	--	3.0%	2.3%	--
Scuba Diving	--	--	1.6%	1.7%	--
Surf	--	--	1.4%	1.6%	--
Windsurf / Kitesurf	--	--	0.0%	0.0%	--

Multi-choise question

Which island do they choose?

Fuerteventura 4.8%
Lanzarote 5.1%
Gran Canaria 55.8%
Tenerife 34.3%
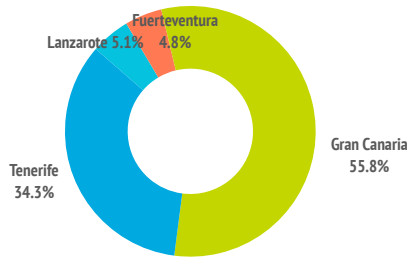
How many islands do they visit during their trip?

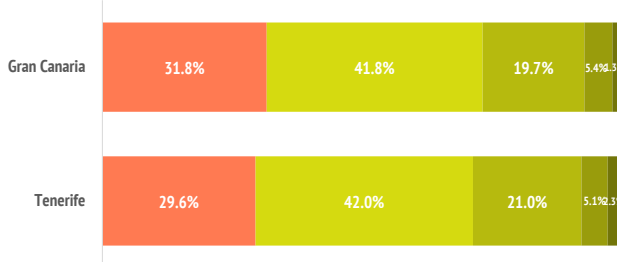|	LZ	FUE	GC	TFE	LP
One island	--	--	98.1%	92.3%	--
Two islands	--	--	1.9%	6.2%	--
Three or more islands	--	--	--	1.5%	--

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

Gran Canaria	24.6%	17.0%	58.4%
Tenerife	18.6%	16.8%	64.7%
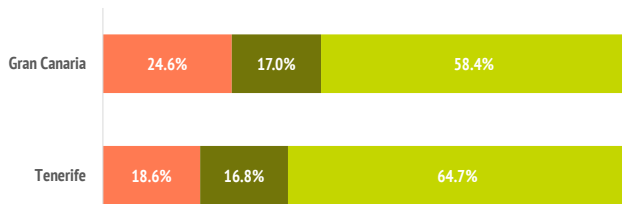
Would they be willing to spend more on travel to reduce their carbon footprint?

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

Gran Canaria	31.8%	41.8%	19.7%	5.4%	1.3%
Tenerife	29.6%	42.0%	21.0%	5.1%	2.3%

Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	--	--	8.48	8.44	--
Tolerance towards tourism	--	--	8.78	8.79	--
Cleanliness of the island	--	--	8.60	8.53	--
Air quality	--	--	8.69	8.91	--
Rational water consumption	--	--	7.93	8.16	--
Energy saving	--	--	7.66	7.82	--
Use of renewable energy	--	--	7.87	7.70	--
Recycling	--	--	8.11	8.06	--
Easy to get around by public transport	--	--	8.03	7.60	--
Overcrowding in tourist areas	--	--	7.40	7.20	--
Supply of local products	--	--	7.65	7.48	--

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

Which is the most visited place on each island?

GRAN CANARIA

Las Palmas de Gran Canaria	44%
Dunas de Maspalomas	42%
Puerto de Mogán	31%
El interior (cumbres)	21%
El Norte	13%
Roque Nublo	11%

TENERIFE

Parque Nacional del Teide	42%
Santa Cruz (capital de la isla)	36%
La Laguna (Ciudad Patrimonio de la Humanidad)	19%
La Orotava	14%
Barranco de Masca	12%
Garachico	12%
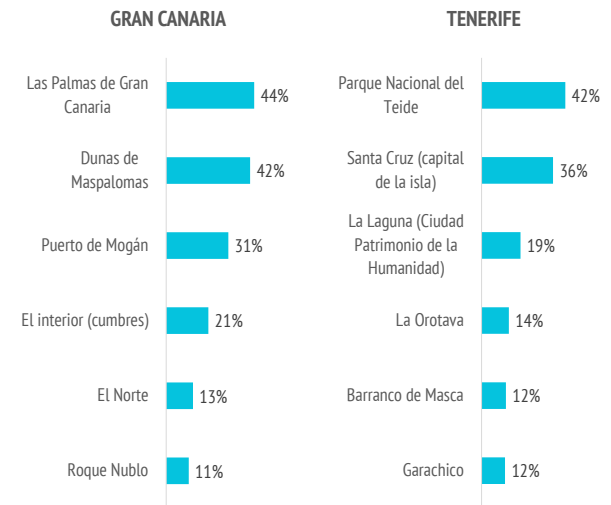
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	--	--	8.73	8.75	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	--	--	1.1%	0.7%	--
Lived up to expectations	--	--	64.7%	58.3%	--
Better or much better than expected	--	--	34.2%	41.0%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	--	--	8.52	8.47	--
Recommend visiting the Canary Island	--	--	8.83	8.71	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	--	81.2%	72.3%	--
At least 10 previous visits	--	--	21.7%	6.8%	--
Repeat tourists	--	--	83.1%	80.2%	--
At least 10 previous visits	--	--	28.9%	19.6%	--

REPEAT TOURIST OF EACH ISLAND

81.2% Gran Canaria

72.3% Tenerife

Canary Islands LATITUDE OF LIFE

Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Finland	--	--	94.5%	94.3%	--
France	--	--	0.2%	4.3%	--
Mainland Spain	--	--	1.3%	0.8%	--
Norway	--	--	1.7%	--	--
Germany	--	--	1.0%	--	--
Sweden	--	--	0.7%	--	--
Denmark	--	--	0.3%	0.1%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

Legend: ■ Finland ■ France ■ Others

- GC: Others 5%, Finland 95%
- TFE: Others 1%, France 4%, Finland 94%
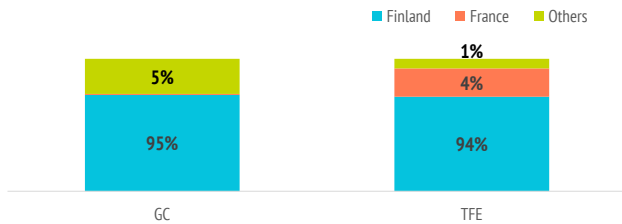
Who do they come with? 👪

	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	10.0%	4.5%	--
Only with partner	--	--	48.4%	46.2%	--
Only with children (< 13 years old)	--	--	5.9%	5.9%	--
Partner + children (< 13 years old)	--	--	4.0%	6.7%	--
Other relatives	--	--	6.8%	11.8%	--
Friends	--	--	7.7%	4.5%	--
Work colleagues	--	--	0.0%	0.0%	--
Organized trip	--	--	0.0%	0.0%	--
Other combinations [1]	--	--	17.3%	20.3%	--

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**--**	**--**	**12.2%**	**18.9%**	**--**
- Between 0 and 2 years old	--	--	0.4%	1.6%	--
- Between 3 and 12 years old	--	--	10.7%	15.9%	--
- Between 0 -2 and 3-12 years	--	--	1.1%	1.4%	--
Tourists without children	**--**	**--**	**87.8%**	**81.1%**	**--**
Group composition:					
- 1 person	--	--	13.3%	4.8%	--
- 2 people	--	--	58.7%	57.9%	--
- 3 people	--	--	11.5%	12.0%	--
- 4 or 5 people	--	--	13.6%	21.3%	--
- 6 or more people	--	--	2.9%	3.9%	--
Average group size:	**--**	**--**	**2.42**	**2.70**	**--**

*People who share the main expenses of the trip

TOURIST TRAVELLING WITH CHILDREN

Gran Canaria 12%
Tenerife 19%

(Under the age of 13)

Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	--	--	42.0%	35.2%	--
Women	--	--	58.0%	64.8%	--
Age					
Average age (tourist > 15 years old)	--	--	52.4	48.9	--
Standard deviation	--	--	17.0	16.7	--
Age range (> 15 years old)					
16 - 24 years old	--	--	9.9%	11.4%	--
25 - 30 years old	--	--	4.7%	6.6%	--
31 - 45 years old	--	--	16.8%	22.8%	--
46 - 60 years old	--	--	30.5%	30.7%	--
Over 60 years old	--	--	38.2%	28.5%	--
Occupation					
Salaried worker	--	--	49.0%	48.5%	--
Self-employed	--	--	5.8%	8.3%	--
Unemployed	--	--	1.3%	2.5%	--
Business owner	--	--	8.3%	7.4%	--
Student	--	--	7.1%	10.5%	--
Retired	--	--	28.5%	22.3%	--
Unpaid domestic work	--	--	0.0%	0.5%	--
Others	--	--	0.0%	0.0%	--
Annual household income level					
Less than €25,000	--	--	7.6%	9.7%	--
€25,000 - €49,999	--	--	32.8%	35.8%	--
€50,000 - €74,999	--	--	27.0%	22.1%	--
More than €74,999	--	--	32.5%	32.4%	--
Education level					
No studies	--	--	0.7%	0.0%	--
Primary education	--	--	7.3%	3.5%	--
Secondary education	--	--	41.7%	38.2%	--
Higher education	--	--	50.4%	58.3%	--

AVERAGE AGE (> 15 years old)
- Gran Canaria: 52
- Tenerife: 49

% OF TOURISTS WITH INCOMES OVER €49,999
- ● Gran Canaria: 60%
- ● Tenerife: 54%

% OF TOURISTS TRAVELING WITH CHILDREN UNDER THE AGE OF 13
- Gran Canaria: 10%
- Tenerife: 13%

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.