How many are they and how much do they spend?

	Nightlife/...	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,060,649	13,271,035
- book holiday package	1,031,743	7,426,022
- do not book holiday package	1,028,906	5,845,014
- % tourists who book holiday package	50.1%	56.0%
Share of total tourist	15.5%	100%

TOURISTS BY QUARTER: NIGHTLIFE / CONCERTS / SHOWS

■ do not book holiday package ■ book holiday package

	2019Q1	2019Q2	2019Q3	2019Q4
do not book holiday package	295,764	255,048	249,348	228,746
book holiday package	220,956	250,875	317,804	242,108
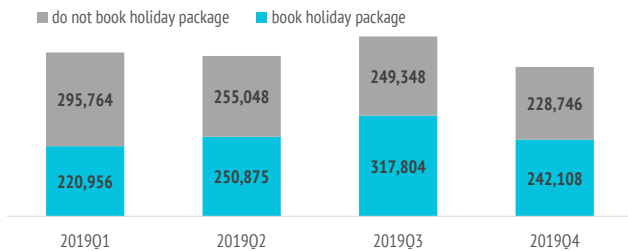
Expenditure per tourist (€)	**1,059**	**1,136**
- book holiday package	1,213	1,268
- holiday package	906	1,031
- others	307	237
- do not book holiday package	904	967
- flight	236	263
- accommodation	270	321
- others	398	383
Average lenght of stay	**9.01**	**9.09**
- book holiday package	8.50	8.64
- do not book holiday package	9.51	9.68
Average daily expenditure (€)	**130.5**	**138.9**
- book holiday package	149.5	155.4
- do not book holiday package	111.4	117.9
Total turnover (> 15 years old) (€m)	**2,182**	**15,070**
- book holiday package	1,252	9,416
- do not book holiday package	930	5,655

AVERAGE LENGHT OF STAY (nights)

■ Nightlife/... ■ Total

	Total	book holiday package	do not book holiday package
Nightlife/...	9.01	8.50	9.51
Total	9.09	8.64	9.68

EXPENDITURE PER TOURIST (€)

■ Nightlife/... ■ Total

	Total	book holiday package	do not book holiday package
Nightlife/...	1,059	1,213	904
Total	1,136	1,268	967

Importance of each factor in the destination choice

	Nightlife/...	Total
Climate	78.6%	78.4%
Safety	55.3%	51.9%
Price	45.2%	37.4%
Tranquility	44.9%	47.6%
Accommodation supply	44.6%	42.9%
Sea	42.5%	44.4%
Beaches	39.7%	37.7%
Effortless trip	36.8%	35.2%
Fun possibilities	36.4%	21.1%
European belonging	35.6%	36.1%
Environment	35.2%	33.2%
Landscapes	29.6%	33.1%
Gastronomy	26.5%	23.2%
Nightlife	26.3%	8.0%
Authenticity	22.4%	20.3%
Shopping	15.7%	9.4%
Exoticism	14.9%	11.4%
Culture	9.9%	8.0%
Historical heritage	8.4%	8.2%
Hiking trail network	7.2%	9.6%

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

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

What is the main motivation for their holidays?

	Nightlife/...	Total
Rest	52.9%	55.5%
Enjoy family time	12.2%	14.4%
Have fun	20.5%	8.6%
Explore the destination	11.4%	17.8%
Practice their hobbies	1.3%	1.9%
Other reasons	1.6%	1.8%

HAVE FUN

Nightlife/... **20.5%**

Total **8.6%**

How far in advance do they book their trip?

	Nightlife/...	Total
The same day	0.7%	0.7%
Between 1 and 30 days	24.0%	23.8%
Between 1 and 2 months	23.2%	22.8%
Between 3 and 6 months	31.8%	32.7%
More than 6 months	20.2%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

NIGHTLIFE / CONCERTS / SHOWS
23.2%

TOTAL
22.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that one of the activities carried out in the Canary Island was nightlife/concerts/shows.

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

Canary Islands
LATITUDE OF LIFE

What channels did they use to get information about the trip?

	Nightlife/...	Total
Previous visits to the Canary Islands	53.6%	51.9%
Friends or relatives	36.2%	27.1%
Internet or social media	55.7%	54.7%
Mass Media	2.0%	1.6%
Travel guides and magazines	6.3%	8.4%
Travel Blogs or Forums	5.9%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	18.8%	22.6%
Public administrations or similar	0.6%	0.4%
Others	3.1%	2.4%

* Multi-choise question

With whom did they book their flight and accommodation?

	Nightlife/...	Total
Flight		
- Directly with the airline	49.5%	42.9%
- Tour Operator or Travel Agency	50.5%	57.1%
Accommodation		
- Directly with the accommodation	34.6%	31.5%
- Tour Operator or Travel Agency	65.4%	68.5%

Where do they stay?

	Nightlife/...	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	31.4%	37.6%
5* Hotel / 5* Luxury Hotel	6.2%	9.0%
Aparthotel / Tourist Villa	29.6%	22.5%
House/room rented in a private dwelling	5.7%	5.9%
Private accommodation (1)	9.6%	7.2%
Others (Cottage, cruise, camping,..)	5.5%	6.3%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Nightlife/...	29.6%	49.5%	20.9%
Total	22.5%	58.1%	19.4%
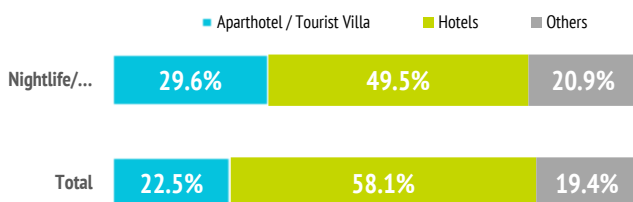
What do they book?

	Nightlife/...	Total
Room only	37.0%	27.9%
Bed and Breakfast	13.3%	12.4%
Half board	18.4%	21.2%
Full board	2.2%	3.6%
All inclusive	29.1%	34.9%

"
37% of tourists book room only.
(Canary Islands: 27.9%)

Other expenses

	Nightlife/...	Total
Restaurants or cafes	66.7%	59.1%
Supermarkets	58.3%	52.1%
Car rental	19.2%	26.3%
Organized excursions	19.9%	20.6%
Taxi, transfer, chauffeur service	52.6%	50.0%
Theme Parks	9.1%	7.5%
Sport activities	7.4%	5.7%
Museums	3.2%	4.6%
Flights between islands	5.0%	4.4%

Activities in the Canary Islands

Outdoor time per day	Nightlife/...	Total
0 hours	0.9%	2.1%
1 - 2 hours	6.1%	9.8%
3 - 6 hours	29.0%	32.6%
7 - 12 hours	51.0%	47.1%
More than 12 hours	13.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 8.4h
Canary Islands: 7.4h

Hours
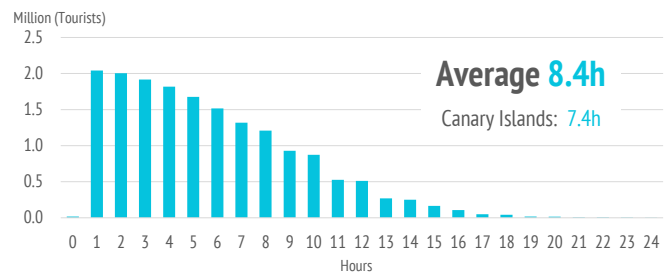
Activities in the Canary Islands	Nightlife/...	Total
Nightlife / concerts / shows	100%	15.5%
Walk, wander	82.0%	69.8%
Beach	75.9%	66.3%
Swimming pool, hotel facilities	70.2%	58.2%
Explore the island on their own	48.8%	45.2%
Taste Canarian gastronomy	33.5%	24.2%
Theme parks	21.0%	14.1%
Organized excursions	19.1%	16.9%
Sport activities	18.6%	13.4%
Wineries / markets / popular festivals	16.2%	11.6%
Sea excursions / whale watching	15.5%	11.1%
Activities at sea	13.4%	10.0%
Museums / exhibitions	10.3%	10.1%
Beauty and health treatments	10.0%	5.4%
Nature activities	9.3%	10.4%
Astronomical observation	4.5%	3.5%

* Multi-choise question

	NIGHTLIFE / CONCERTS / SHOWS	TOTAL
WALK / WANDER	82.0%	69.8%
SWIMMING POOL / HOTEL FACILITIES	70.2%	58.2%

Which island do they choose?

Tourist ≥ 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Nightlife / concerts / shows	2,060,649	342,835	140,521	664,061	895,525	10,915
- Share by islands	100%	16.6%	6.8%	32.2%	43.5%	0.8%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Nightlife / concerts / shows	15.5%	13.6%	8.5%	18.0%	17.8%	4.6%

How many islands do they visit during their trip?

	Nightlife/...	Total
One island	91.7%	91.4%
Two islands	7.3%	7.2%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Nightlife/...	Total
Research		
- Tourist package	15.2%	14.8%
- Flights	14.3%	13.0%
- Accommodation	17.1%	16.9%
- Transport	18.2%	15.7%
- Restaurants	33.6%	28.4%
- Excursions	27.4%	26.2%
- Activities	33.0%	30.1%
Book or purchase		
- Tourist package	36.3%	39.4%
- Flights	70.6%	66.7%
- Accommodation	59.1%	57.3%
- Transport	45.3%	47.6%
- Restaurants	14.4%	12.1%
- Excursions	13.8%	13.0%
- Activities	16.7%	14.7%

* Multi-choise question

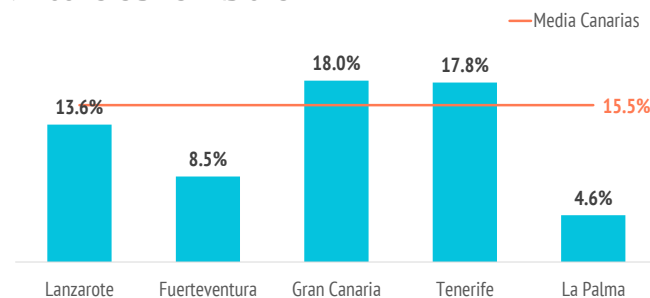| Internet usage in the Canary Islands	Nightlife/...	Total
Did not use the Internet	**6.2%**	**8.3%**
Used the Internet	**93.8%**	**91.7%**
- Own Internet connection	45.2%	37.4%
- Free Wifi connection	34.2%	39.5%
Applications*		
- Search for locations or maps	63.3%	61.7%
- Search for destination info	47.9%	44.8%
- Share pictures or trip videos	62.9%	56.0%
- Download tourist apps	7.9%	7.0%
- Others	21.8%	22.6%

* Multi-choise question

62.9% of tourists share pictures or trip videos during their stay in the Canary Islands
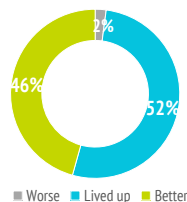
(Canary Islands: 56%)

% TOURISTS BY ISLAND OF STAY

— Media Canarias

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
13.6%	8.5%	18.0%	17.8%	4.6%

15.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nightlife/...	Total
Average rating	8.78	8.70

Experience in the Canary Islands	Nightlife/...	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	52.2%	55.6%
Better or much better than expected	45.7%	42.1%

Future intentions (scale 1-10)	Nightlife/...	Total
Return to the Canary Islands	8.90	8.73
Recommend visiting the Canary Islands	9.11	8.95

Worse ▪ Lived up ▪ Better

2% 46% 52%

8.90/10

9.11/10

Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

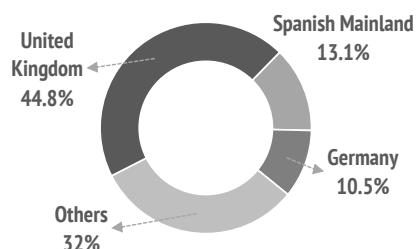|	Nightlife/...	Total
Repeat tourists	**73.5%**	**72.2%**
Repeat tourists (last 5 years)	68.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.0%	19.5%
At least 10 previous visits	**20.3%**	**18.6%**

Canary Islands LATITUDE OF LIFE

Where are they from? 🌐

	%	Absolute
United Kingdom	44.8%	923,750
Spanish Mainland	13.1%	269,100
Germany	10.5%	215,474
Ireland	7.3%	149,467
Netherlands	3.0%	62,790
Italy	2.8%	58,394
Norway	2.5%	50,611
France	2.4%	48,619
Sweden	2.3%	46,659
Switzerland	1.7%	35,428
Finland	1.7%	34,184
Belgium	1.6%	32,527
Poland	1.3%	27,379
Denmark	0.8%	17,324
Portugal	0.5%	10,676
Austria	0.4%	8,399
Czech Republic	0.4%	8,174
Others	3.0%	61,695

United Kingdom 44.8%
Spanish Mainland 13.1%
Germany 10.5%
Others 32%

Who do they come with? 👪

	Nightlife/…	Total
Unaccompanied	12.9%	9.6%
Only with partner	45.3%	48.1%
Only with children (< 13 years old)	2.8%	5.6%
Partner + children (< 13 years old)	2.8%	6.5%
Other relatives	9.7%	9.3%
Friends	13.6%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.2%	0.3%
Other combinations [1]	12.3%	13.7%
(1) Different situations have been isolated		
Tourists with children	**10.0%**	**17.7%**
- Between 0 and 2 years old	0.6%	1.6%
- Between 3 and 12 years old	8.6%	14.8%
- Between 0 -2 and 3-12 years	0.8%	1.4%
Tourists without children	**90.0%**	**82.3%**
Group composition:		
- 1 person	17.9%	13.2%
- 2 people	54.9%	55.1%
- 3 people	9.5%	12.0%
- 4 or 5 people	13.7%	16.3%
- 6 or more people	4.0%	3.5%
Average group size:	**2.43**	**2.54**

Who are they? 👤

	Nightlife/…	Total
Gender		
Men	52.0%	48.6%
Women	48.0%	51.4%
Age		
Average age (tourist > 15 years old)	41.4	47.1
Standard deviation	15.5	15.4
Age range (> 15 years old)		
16 - 24 years old	16.0%	7.3%
25 - 30 years old	16.7%	10.9%
31 - 45 years old	27.4%	28.0%
46 - 60 years old	26.6%	31.8%
Over 60 years old	13.3%	22.1%
Occupation		
Salaried worker	59.1%	55.0%
Self-employed	12.0%	11.5%
Unemployed	1.5%	1.1%
Business owner	8.2%	9.4%
Student	5.5%	3.5%
Retired	12.3%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	22.3%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	21.1%	22.8%
More than €74,999	18.9%	22.2%
Education level		
No studies	7.8%	5.0%
Primary education	2.0%	2.6%
Secondary education	23.4%	23.6%
Higher education	66.7%	68.9%

4 IN 10 TOURISTS ARE **BRITISH**

41 YEARS OLD AVERAGE AGE

45% ONLY WITH PARTNER

Pictures: Freepik.com