

How many are they and how much do they spend?

	Running	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>443,251</b>	<b>5,827,892</b>
- book holiday package	159,842	2,549,012
- do not book holiday package	283,409	3,278,880
- % tourists who book holiday package	36.1%	43.7%
Share of total tourist	7.6%	100%
<b>Expenditure per tourist (€)</b>		
<b>Expenditure per tourist (€)</b>	<b>1,284</b>	<b>1,206</b>
- book holiday package	1,454	1,415
- holiday package	1,154	1,135
- others	300	280
- do not book holiday package	1,189	1,044
- flight	279	248
- accommodation	412	369
- others	498	427
<b>Average length of stay</b>	<b>10.66</b>	<b>9.54</b>
- book holiday package	8.49	8.59
- do not book holiday package	11.89	10.28
<b>Average daily expenditure (€)</b>	<b>142.0</b>	<b>144.0</b>
- book holiday package	178.9	172.8
- do not book holiday package	121.2	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>569</b>	<b>7,028</b>
- book holiday package	232	3,606
- do not book holiday package	337	3,422

Importance of each factor in the destination choice

	Running	Total
Climate	75.9%	76.0%
Sea	50.6%	52.0%
Tranquility	45.4%	48.5%
Beaches	44.8%	44.6%
Safety	44.2%	49.0%
Landscapes	40.8%	39.1%
European belonging	40.0%	40.2%
Environment	36.9%	34.7%
Accommodation supply	33.7%	37.8%
Price	31.2%	32.4%
Effortless trip	29.4%	34.9%
Fun possibilities	26.1%	22.4%
Gastronomy	25.4%	27.9%
Authenticity	25.0%	24.4%
Hiking trail network	18.0%	12.1%
Exoticism	16.3%	14.5%
Historical heritage	9.9%	9.1%
Culture	9.5%	8.7%
Nightlife	7.8%	8.4%
Shopping	7.0%	8.8%

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.

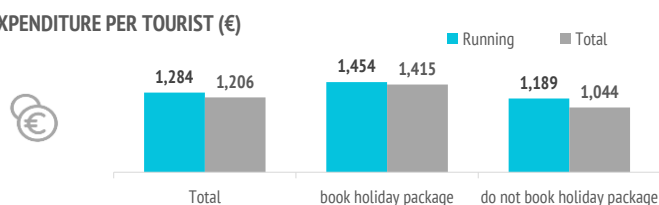
What is the main motivation for their holidays?

	Running	Total
Rest	44.3%	50.7%
Enjoy family time	17.7%	14.0%
Have fun	8.8%	7.3%
Explore the destination	22.7%	23.3%
Practice their hobbies	3.8%	2.6%
Other reasons	2.7%	2.1%

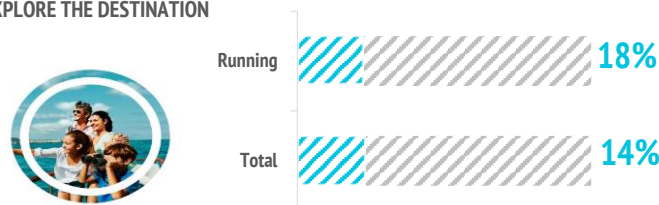
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?\*

	Running	Total
Didn't have holidays	33.7%	35.7%
Canary Islands	20.0%	17.6%
Other destination	46.3%	46.8%

What other destinations do they consider for this trip?\*

	Running	Total
None	27.7%	29.4%
Canary Islands (other island)	25.3%	25.4%
Other destination	47.1%	45.1%

\*Percentage of valid answers

How far in advance do they book their trip?

	Running	Total
The same day	1.0%	1.0%
Between 1 and 30 days	45.0%	42.5%
Between 1 and 2 months	25.9%	26.7%
Between 3 and 6 months	17.9%	18.7%
More than 6 months	10.1%	11.1%

% TOURISTS BOOKING WITH LESS THAN 1 MONTH IN ADVANCE

RUNNING  
46%



TOTAL  
43%

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 running.

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?

	Running	Total
Previous visits to the Canary Islands	48.1%	45.7%
Friends or relatives	34.0%	30.9%
Internet or social media	56.6%	53.5%
Mass Media	2.3%	2.3%
Travel guides and magazines	7.2%	7.0%
Travel Blogs or Forums	8.8%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	14.5%	19.4%
Public administrations or similar	3.4%	1.9%
Others	2.8%	2.9%

\* Multi-choise question

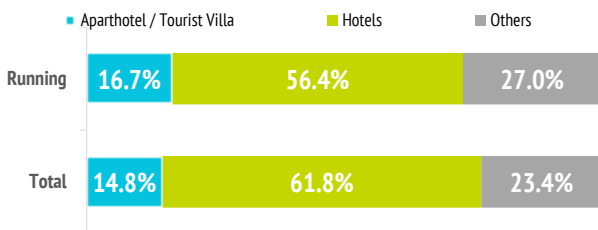
With whom did they book their flight and accommodation?

	Running	Total
<b>Flight</b>		
- Directly with the airline	60.1%	52.8%
- Tour Operator or Travel Agency	39.9%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	45.2%	39.9%
- Tour Operator or Travel Agency	54.8%	60.1%

Where do they stay?

	Running	Total
1-2-3* Hotel	11.2%	11.5%
4* Hotel	34.8%	39.4%
5* Hotel / 5* Luxury Hotel	10.4%	10.9%
Aparthotel / Tourist Villa	16.7%	14.8%
House/room rented in a private dwelling	7.4%	6.9%
Private accommodation (1)	11.4%	9.9%
Others (Cottage, cruise, camping,...)	8.2%	6.6%

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



What do they book?

	Running	Total
Room only	33.0%	28.1%
Bed and Breakfast	16.9%	15.3%
Half board	18.5%	19.5%
Full board	3.4%	3.2%
All inclusive	28.2%	33.8%

”  
**33% of tourists book room only**  
 (Canary Islands: 28%)

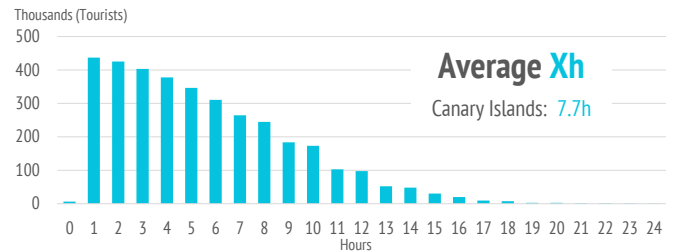
Other expenses

	Running	Total
Restaurants or cafes	73.7%	66.9%
Supermarkets	64.4%	55.6%
Car rental	42.0%	37.3%
Organized excursions	24.2%	23.7%
Taxi, transfer, chauffeur service	41.1%	46.0%
Theme Parks	9.7%	8.6%
Sport activities	13.8%	9.3%
Museums	4.5%	4.7%
Flights between islands	7.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	Running	Total
0 hours	1.4%	2.4%
1 - 2 hours	7.7%	10.0%
3 - 6 hours	31.2%	30.1%
7 - 12 hours	47.9%	47.1%
More than 12 hours	11.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Running	Total
Running	100.0%	7.6%
Walk, wander	86.7%	72.2%
Beach	86.5%	75.1%
Swimming pool, hotel facilities	68.2%	57.5%
Explore the island on their own	67.9%	52.5%
Swim	60.3%	38.8%
Hiking	42.4%	22.5%
Taste Canarian gastronomy	37.0%	30.2%
Other Nature Activities	19.0%	9.5%
Practice other sports	17.2%	5.9%
Nightlife / concerts / shows	16.4%	12.3%
Organized excursions	16.2%	16.0%
Sea excursions / whale watching	16.2%	13.5%
Theme parks	14.9%	12.2%
Museums / exhibitions	14.5%	10.7%
Wineries / markets / popular festivals	13.2%	10.0%
Cycling / Mountain bike	12.7%	4.2%
Beauty and health treatments	9.2%	5.6%
Surf	9.1%	4.8%
Astronomical observation	7.1%	4.2%
Scuba Diving	6.9%	4.2%
Golf	4.3%	2.3%
Windsurf / Kitesurf	3.5%	1.5%

\* Multi-choise question

*Which island do they choose?*

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Running	443,251	94,185	58,778	121,088	161,280	5,039
- Share by islands	100%	21.2%	13.3%	27.3%	36.4%	1.1%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Running	7.6%	9.8%	7.0%	7.8%	7.0%	4.9%

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

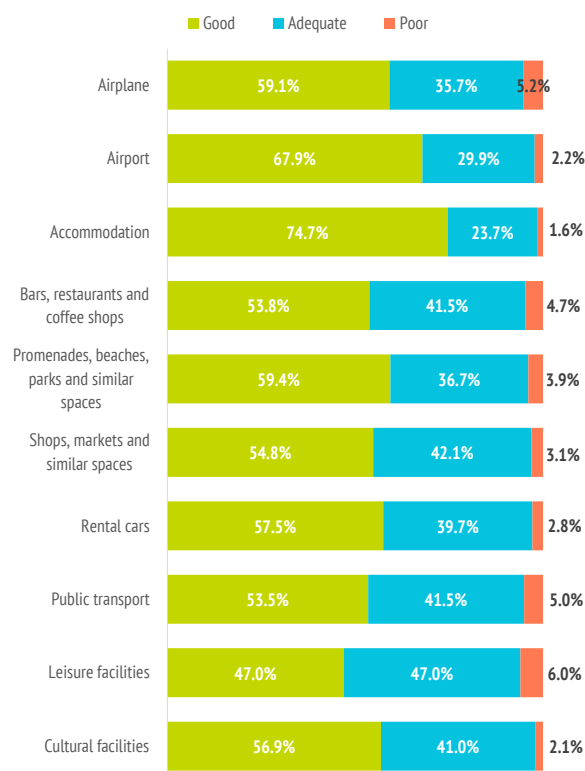
	Running	Total
One island	90.2%	90.9%
Two islands	8.5%	7.8%
Three or more islands	1.3%	1.3%

*Health safety*

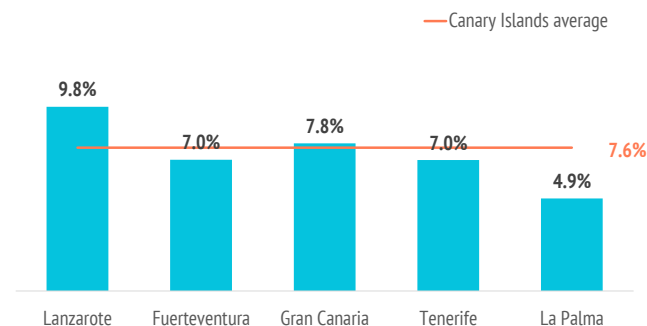
Planning the trip: Importance	Running	Total
Average rating (scale 0-10)	7.82	7.99

During the stay: Rate	Running	Total
Average rating (scale 0-10)	8.40	8.42

**HEALTH SAFETY MEASURES (RATE)**



**% TOURISTS BY ISLAND OF STAY**

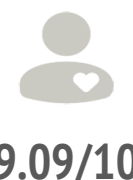
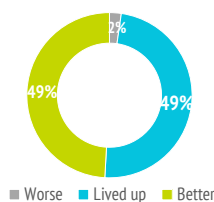


*How do they rate the Canary Islands?*

Satisfaction (scale 0-10)	Running	Total
Average rating	8.87	8.86

Experience in the Canary Islands	Running	Total
Worse or much worse than expected	2.3%	2.7%
Lived up to expectations	48.6%	51.4%
Better or much better than expected	49.1%	45.9%

Future intentions (scale 1-10)	Running	Total
Return to the Canary Islands	8.87	8.86
Recommend visiting the Canary Islands	9.09	9.10



Experience in the Canary Islands

Return to the Canary Islands

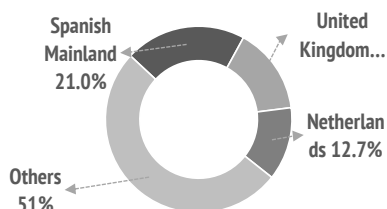
Recommend visiting the Canary Islands

*How many are loyal to the Canary Islands?*

	Running	Total
<b>Repeat tourists</b>	<b>70.3%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	64.6%	61.9%
Repeat tourists (last 5 years) (5 or more visit)	16.7%	15.0%
<b>At least 10 previous visits</b>	<b>18.4%</b>	<b>18.3%</b>

Where are they from?

	%	Absolute
Spanish Mainland	21.0%	93,220
United Kingdom	15.0%	66,462
Netherlands	12.7%	56,247
Germany	9.4%	41,775
France	7.7%	34,273
Italy	5.9%	26,252
Poland	3.9%	17,313
Belgium	3.5%	15,557
Sweden	3.3%	14,673
Denmark	3.0%	13,236
Ireland	2.8%	12,571
Czech Republic	1.8%	8,030
Norway	1.8%	7,894
Switzerland	1.3%	5,873
Finland	1.1%	4,757
Luxembourg	0.7%	3,260
Austria	0.6%	2,698
Others	4.3%	19,159



Who do they come with?

	Running	Total
Unaccompanied	17.0%	13.5%
Only with partner	42.0%	48.2%
Only with children (< 13 years old)	4.3%	3.9%
Partner + children (< 13 years old)	6.1%	4.9%
Other relatives	10.4%	8.4%
Friends	7.3%	8.5%
Work colleagues	0.7%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	12.1%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>15.3%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	13.1%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
<b>Tourists without children</b>	<b>84.7%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	20.2%	16.5%
- 2 people	49.8%	56.7%
- 3 people	10.7%	10.7%
- 4 or 5 people	16.2%	13.6%
- 6 or more people	3.0%	2.5%
<b>Average group size:</b>	<b>2.43</b>	<b>2.37</b>

\*People who share the main expenses of the trip

Who are they?

	Running	Total
<b>Gender</b>		
Men	57.3%	49.6%
Women	42.7%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	39.3	43.3
Standard deviation	13.8	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	15.7%	11.9%
25 - 30 years old	18.0%	14.8%
31 - 45 years old	32.4%	30.2%
46 - 60 years old	25.9%	26.6%
Over 60 years old	8.0%	16.4%
<b>Occupation</b>		
Salaried worker	57.3%	57.8%
Self-employed	12.3%	11.1%
Unemployed	1.7%	1.7%
Business owner	13.4%	10.0%
Student	7.7%	5.9%
Retired	6.4%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.8%	0.9%
<b>Annual household income level</b>		
Less than €25,000	17.2%	16.1%
€25,000 - €49,999	32.3%	37.0%
€50,000 - €74,999	21.6%	23.4%
More than €74,999	28.9%	23.5%
<b>Education level</b>		
No studies	1.2%	2.2%
Primary education	1.5%	2.2%
Secondary education	17.7%	18.8%
Higher education	79.6%	76.9%



Pictures: Freepik.com