NIGHTLIFE / CONCERTS / SHOWS

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Nightlife	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	714,231	5,827,892
- book holiday package	294,682	2,549,012
- do not book holiday package	419,550	3,278,880
- % tourists who book holiday package	41.3%	43.7%
Share of total tourist	12.3%	100%
Expenditure per tourist (€)	**1,112**	**1,206**
- book holiday package	1,308	1,415
- holiday package	954	1,135
- others	355	280
- do not book holiday package	975	1,044
- flight	202	248
- accommodation	343	369
- others	430	427
Average lenght of stay	**9.02**	**9.54**
- book holiday package	8.40	8.59
- do not book holiday package	9.45	10.28
Average daily expenditure (€)	**136.4**	**144.0**
- book holiday package	160.8	172.8
- do not book holiday package	119.4	121.6
Total turnover (> 15 years old) (€m)	**795**	**7,028**
- book holiday package	386	3,606
- do not book holiday package	409	3,422

AVERAGE LENGHT OF STAY (nights)

■ Nightlife   ■ Total

	Total	book holiday package	do not book holiday package
Nightlife	9.02	8.40	9.45
Total	9.54	8.59	10.28

EXPENDITURE PER TOURIST (€)

■ Nightlife   ■ Total

	Total	book holiday package	do not book holiday package
Nightlife	1,112	1,308	975
Total	1,206	1,415	1,044

Where did they spend their main holiday last year?*

	Nightlife	Total
Didn't have holidays	38.0%	35.7%
Canary Islands	18.5%	17.6%
Other destination	43.5%	46.8%

What other destinations do they consider for this trip?*

	Nightlife	Total
None	26.4%	29.4%
Canary Islands (other island)	24.3%	25.4%
Other destination	49.3%	45.1%

*Percentage of valid answers

Importance of each factor in the destination choice

	Nightlife	Total
Climate	77.4%	76.0%
Safety	50.3%	49.0%
Sea	49.3%	52.0%
Beaches	47.8%	44.6%
Tranquility	43.0%	48.5%
Fun possibilities	40.1%	22.4%
Accommodation supply	38.6%	37.8%
Effortless trip	38.1%	34.9%
European belonging	37.6%	40.2%
Price	37.5%	32.4%
Landscapes	34.5%	39.1%
Environment	33.0%	34.7%
Gastronomy	29.5%	27.9%
Nightlife	28.7%	8.4%
Authenticity	25.7%	24.4%
Exoticism	16.5%	14.5%
Shopping	14.8%	8.8%
Culture	11.2%	8.7%
Historical heritage	8.8%	9.1%
Hiking trail network	8.7%	12.1%

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	48.6%	50.7%
Enjoy family time	10.5%	14.0%
Have fun	20.3%	7.3%
Explore the destination	17.3%	23.3%
Practice their hobbies	1.6%	2.6%
Other reasons	1.7%	2.1%

HAVE FUN

Nightlife **20.3%**

Total **7.3%**

How far in advance do they book their trip?

	Nightlife	Total
The same day	1.3%	1.0%
Between 1 and 30 days	42.0%	42.5%
Between 1 and 2 months	26.1%	26.7%
Between 3 and 6 months	19.2%	18.7%
More than 6 months	11.4%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

NIGHTLIFE 19.2%   **TOTAL** 18.7%

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.

NIGHTLIFE / CONCERTS / SHOWS

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

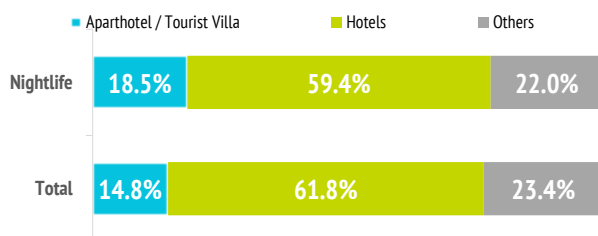|	Nightlife	Total
Previous visits to the Canary Islands	50.1%	45.7%
Friends or relatives	41.2%	30.9%
Internet or social media	55.4%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	5.2%	7.0%
Travel Blogs or Forums	7.6%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	15.7%	19.4%
Public administrations or similar	2.7%	1.9%
Others	2.5%	2.9%

Multi-choise question

With whom did they book their flight and accommodation? 👁

	Nightlife	Total
Flight		
- Directly with the airline	56.6%	52.8%
- Tour Operator or Travel Agency	43.4%	47.2%
Accommodation		
- Directly with the accommodation	42.1%	39.9%
- Tour Operator or Travel Agency	57.9%	60.1%

Where do they stay? 🛏

	Nightlife	Total
1-2-3* Hotel	15.7%	11.5%
4* Hotel	35.7%	39.4%
5* Hotel / 5* Luxury Hotel	8.0%	10.9%
Aparthotel / Tourist Villa	18.5%	14.8%
House/room rented in a private dwelling	5.4%	6.9%
Private accommodation (1)	9.6%	9.9%
Others (Cottage, cruise, camping,..)	7.0%	6.6%

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

Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Nightlife	18.5%	59.4%	22.0%
Total	14.8%	61.8%	23.4%

What do they book? 🍽

	Nightlife	Total
Room only	33.8%	28.1%
Bed and Breakfast	15.8%	15.3%
Half board	17.2%	19.5%
Full board	2.8%	3.2%
All inclusive	30.4%	33.8%

33.8% of tourists book room only

(Canary Islands: 28.1%)

Other expenses 📍

	Nightlife	Total
Restaurants or cafes	74.1%	66.9%
Supermarkets	60.5%	55.6%
Car rental	29.0%	37.3%
Organized excursions	25.8%	23.7%
Taxi, transfer, chauffeur service	54.2%	46.0%
Theme Parks	12.7%	8.6%
Sport activities	13.0%	9.3%
Museums	3.7%	4.7%
Flights between islands	5.8%	6.3%

Activities in the Canary Islands 🏃

Outdoor time per day	Nightlife	Total
0 hours	0.9%	2.4%
1 - 2 hours	5.3%	10.0%
3 - 6 hours	27.8%	30.1%
7 - 12 hours	49.4%	47.1%
More than 12 hours	16.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 8,8h

Canary Islands: 7.7h

Hours
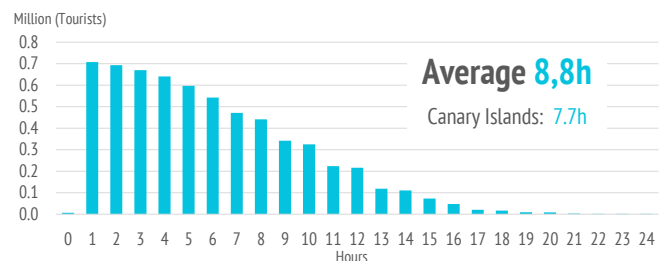
Activities in the Canary Islands	Nightlife	Total
Nightlife / concerts / shows	100.0%	12.3%
Beach	85.9%	75.1%
Walk, wander	83.3%	72.2%
Swimming pool, hotel facilities	67.5%	57.5%
Explore the island on their own	56.7%	52.5%
Swim	54.2%	38.8%
Taste Canarian gastronomy	38.4%	30.2%
Hiking	21.4%	22.5%
Organized excursions	20.5%	16.0%
Theme parks	20.1%	12.2%
Sea excursions / whale watching	18.7%	13.5%
Wineries / markets / popular festivals	13.9%	10.0%
Museums / exhibitions	11.3%	10.7%
Other Nature Activities	11.2%	9.5%
Beauty and health treatments	10.6%	5.6%
Running	10.2%	7.6%
Practice other sports	8.0%	5.9%
Surf	7.7%	4.8%
Astronomical observation	5.9%	4.2%
Scuba Diving	5.8%	4.2%
Cycling / Mountain bike	4.5%	4.2%
Golf	3.5%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

Multi-choise question

NIGHTLIFE / CONCERTS / SHOWS

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Nightlife / concerts / shows	714,231	116,941	64,159	259,831	269,416	2,093
- Share by islands	100%	16.4%	9.0%	36.4%	37.7%	0.3%
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%
% Nightlife / concerts / shows	12.3%	12.1%	7.6%	16.8%	11.6%	2.0%

How many islands do they visit during their trip?

	Nightlife	Total
One island	92.2%	90.9%
Two islands	7.0%	7.8%
Three or more islands	0.8%	1.3%

Health safety

Planning the trip: Importance	Nightlife	Total
Average rating (scale 0-10)	7.78	7.99

During the stay: Rate	Nightlife	Total
Average rating (scale 0-10)	8.30	8.42

% TOURISTS BY ISLAND OF STAY

HEALTH SAFETY MEASURES (RATE)
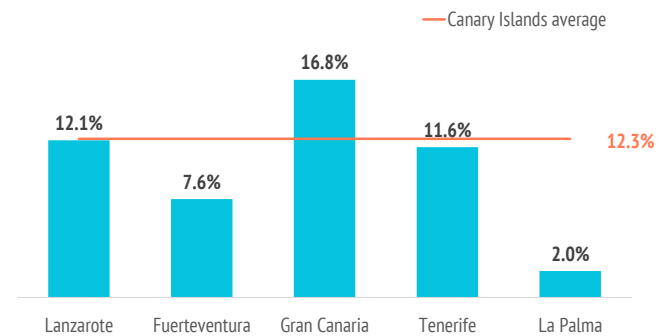
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nightlife	Total
Average rating	8.86	8.86

Experience in the Canary Islands	Nightlife	Total
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	45.4%	51.4%
Better or much better than expected	51.3%	45.9%

Future intentions (scale 1-10)	Nightlife	Total
Return to the Canary Islands	8.90	8.86
Recommend visiting the Canary Islands	9.13	9.10
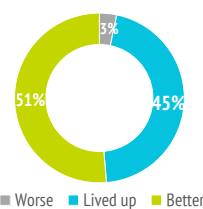
8.90/10
Return to the Canary Islands

9.13/10
Recommend visiting the Canary Islands

Experience in the Canary Islands

How many are loyal to the Canary Islands?

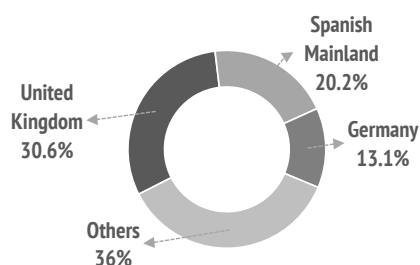|	Nightlife	Total
Repeat tourists	**69.4%**	**68.0%**
Repeat tourists (last 5 years)	63.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	14.7%	15.0%
At least 10 previous visits	**17.7%**	**18.3%**

Where are they from? 🌐

	%	Absolute
United Kingdom	30.6%	218,446
Spanish Mainland	20.2%	143,995
Germany	13.1%	93,254
France	6.2%	43,926
Ireland	5.2%	37,302
Netherlands	4.5%	32,192
Italy	4.0%	28,808
Sweden	1.8%	13,073
Norway	1.8%	12,687
Belgium	1.7%	12,489
Poland	1.7%	11,977
Finland	1.4%	9,797
Denmark	1.2%	8,688
Switzerland	1.1%	8,080
Czech Republic	0.8%	5,390
Portugal	0.6%	4,587
Iceland	0.6%	4,242
Others	3.5%	25,300

Spanish Mainland 20.2%
United Kingdom 30.6%
Germany 13.1%
Others 36%

Who do they come with? 👪

	Nightlife	Total
Unaccompanied	16.4%	13.5%
Only with partner	42.5%	48.2%
Only with children (< 13 years old)	1.7%	3.9%
Partner + children (< 13 years old)	1.8%	4.9%
Other relatives	8.6%	8.4%
Friends	18.4%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	9.9%	11.5%
(1) Different situations have been isolated		
Tourists with children	**6.2%**	**12.5%**
- Between 0 and 2 years old	0.5%	1.2%
- Between 3 and 12 years old	5.2%	10.2%
- Between 0 -2 and 3-12 years	0.5%	1.0%
Tourists without children	**93.8%**	**87.5%**
Group composition:		
- 1 person	20.8%	16.5%
- 2 people	54.4%	56.7%
- 3 people	9.8%	10.7%
- 4 or 5 people	12.3%	13.6%
- 6 or more people	2.8%	2.5%
Average group size:	**2.30**	**2.37**

*People who share the main expenses of the trip

Who are they? 🧍

	Nightlife	Total
Gender		
Men	56.9%	49.6%
Women	43.1%	50.4%
Age		
Average age (tourist > 15 years old)	36.6	43.3
Standard deviation	14.4	15.6
Age range (> 15 years old)		
16 - 24 years old	25.2%	11.9%
25 - 30 years old	19.1%	14.8%
31 - 45 years old	29.8%	30.2%
46 - 60 years old	17.6%	26.6%
Over 60 years old	8.3%	16.4%
Occupation		
Salaried worker	61.7%	57.8%
Self-employed	9.9%	11.1%
Unemployed	2.1%	1.7%
Business owner	8.9%	10.0%
Student	9.3%	5.9%
Retired	7.0%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	20.7%	16.1%
€25,000 - €49,999	38.7%	37.0%
€50,000 - €74,999	20.9%	23.4%
More than €74,999	19.7%	23.5%
Education level		
No studies	3.3%	2.2%
Primary education	2.2%	2.2%
Secondary education	18.7%	18.8%
Higher education	75.8%	76.9%

3 IN 10 TOURISTS ARE **BRITISH**

37 YEARS OLD AVERAGE AGE

18% WITH **FRIENDS**

Pictures: Freepik.com

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