

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT IN THE CANARY ISLANDS (2018)

NIGHTLIFE / CONCERTS / SHOWS

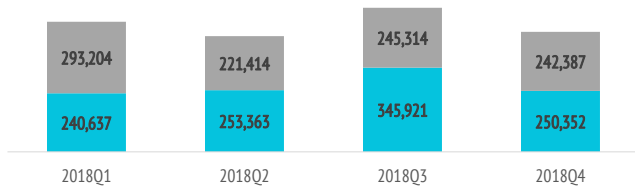
How many are they and how much do they spend?



	Nightlife/...	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,092,594	13,485,651
- book holiday package	1,090,274	7,848,516
- do not book holiday package	1,002,320	5,637,135
- % tourists who book holiday package	52.1%	58.2%
Share of total tourist	15.5%	100%

TOURISTS BY QUARTER: NIGHTLIFE / CONCERTS / SHOWS

■ do not book holiday package ■ book holiday package



	Nightlife/...	Total
Expenditure per tourist (€)		
- book holiday package	1,240	1,309
- holiday package	933	1,064
- others	306	246
- do not book holiday package	1,001	1,037
- flight	262	288
- accommodation	306	350
- others	433	399
Average length of stay		
- book holiday package	8.56	8.66
- do not book holiday package	10.70	10.23
Average daily expenditure (€)		
- book holiday package	151.1	159.8
- do not book holiday package	116.7	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,352	10,277
- do not book holiday package	1,003	5,848

AVERAGE LENGTH OF STAY (nights)

■ Nightlife/... ■ Total



EXPENDITURE PER TOURIST (€)

■ Nightlife/... ■ Total



Importance of each factor in the destination choice



	Nightlife/...	Total
Climate	78.5%	78.1%
Safety	53.4%	51.4%
Price	44.6%	36.5%
Accommodation supply	43.1%	41.7%
Sea	42.6%	43.3%
Tranquility	41.9%	46.2%
Beaches	41.1%	37.1%
Effortless trip	36.8%	34.8%
Fun possibilities	35.4%	20.7%
European belonging	34.4%	35.8%
Environment	31.3%	30.6%
Landscapes	27.4%	31.6%
Gastronomy	27.0%	22.6%
Nightlife	25.2%	7.5%
Authenticity	20.6%	19.1%
Shopping	16.1%	9.6%
Exoticism	13.4%	10.5%
Culture	9.0%	7.3%
Historical heritage	7.3%	7.1%
Hiking trail network	6.4%	9.0%

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	54.2%	55.1%
Enjoy family time	11.5%	14.7%
Have fun	18.3%	7.8%
Explore the destination	12.7%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	2.1%	2.1%



How far in advance do they book their trip?



	Nightlife/...	Total
The same day	1.1%	0.7%
Between 1 and 30 days	23.7%	23.2%
Between 1 and 2 months	22.4%	23.0%
Between 3 and 6 months	31.8%	32.4%
More than 6 months	20.9%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

NIGHTLIFE / CONCERTS / SHOWS
23.7%



TOTAL
23.2%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. 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.

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

	Nightlife/...	Total
Previous visits to the Canary Islands	51.5%	50.9%
Friends or relatives	36.3%	27.8%
Internet or social media	56.6%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	7.3%	9.5%
Travel Blogs or Forums	5.3%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	22.2%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.7%	2.3%

* Multi-choice question

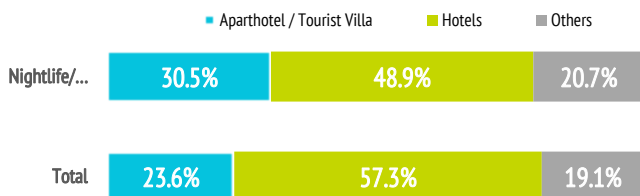
With whom did they book their flight and accommodation?

	Nightlife/...	Total
Flight		
- Directly with the airline	45.4%	39.5%
- Tour Operator or Travel Agency	54.6%	60.5%
Accommodation		
- Directly with the accommodation	31.4%	28.8%
- Tour Operator or Travel Agency	68.6%	71.2%

Where do they stay?

	Nightlife/...	Total
1-2-3* Hotel	13.3%	12.8%
4* Hotel	30.6%	37.7%
5* Hotel / 5* Luxury Hotel	5.0%	6.8%
Aparthotel / Tourist Villa	30.5%	23.6%
House/room rented in a private dwelling	4.8%	5.3%
Private accommodation (1)	9.2%	7.0%
Others (Cottage, cruise, camping,...)	6.6%	6.8%

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



What do they book?

	Nightlife/...	Total
Room only	37.0%	28.8%
Bed and Breakfast	12.1%	11.7%
Half board	21.2%	22.4%
Full board	1.9%	3.0%
All inclusive	27.8%	34.1%

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37% of tourists book room only.
(Canary Islands: 28.8%)

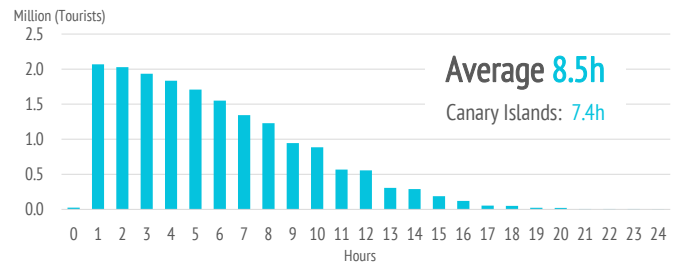
Other expenses

	Nightlife/...	Total
Restaurants or cafes	70.7%	63.2%
Supermarkets	61.5%	55.9%
Car rental	19.4%	26.6%
Organized excursions	20.2%	21.8%
Taxi, transfer, chauffeur service	55.7%	51.7%
Theme Parks	11.5%	8.8%
Sport activities	7.7%	6.4%
Museums	4.0%	5.0%
Flights between islands	5.9%	4.8%

Activities in the Canary Islands

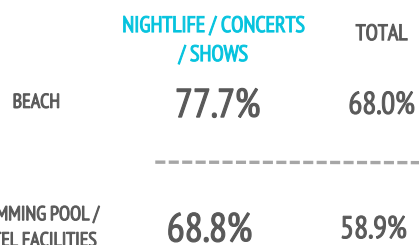
Outdoor time per day	Nightlife/...	Total
0 hours	1.2%	2.2%
1 - 2 hours	6.4%	10.0%
3 - 6 hours	28.2%	32.6%
7 - 12 hours	49.5%	46.5%
More than 12 hours	14.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Nightlife/...	Total
Nightlife / concerts / shows	100.0%	15.5%
Walk, wander	80.0%	71.0%
Beach	77.7%	68.0%
Swimming pool, hotel facilities	68.8%	58.9%
Explore the island on their own	49.2%	46.5%
Taste Canarian gastronomy	34.0%	25.4%
Theme parks	23.6%	15.5%
Organized excursions	20.1%	17.9%
Sport activities	18.0%	14.3%
Wineries / markets / popular festivals	17.1%	12.0%
Sea excursions / whale watching	14.8%	11.3%
Activities at sea	13.2%	9.8%
Beauty and health treatments	10.8%	5.7%
Museums / exhibitions	9.8%	9.8%
Nature activities	9.1%	10.0%
Astronomical observation	5.2%	3.4%

* Multi-choice question



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NIGHTLIFE / CONCERTS / SHOWS

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Nightlife / concerts / shows	2,092,594	319,082	176,658	719,598	860,610	11,030
- Share by islands	100%	15.2%	8.4%	34.4%	41.1%	0.5%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Nightlife / concerts / shows	15.5%	13.0%	9.5%	18.8%	17.2%	4.4%

How many islands do they visit during their trip?

	Nightlife/...	Total
One island	90.5%	90.9%
Two islands	8.2%	7.7%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Nightlife/...	Total
Research		
- Tourist package	15.3%	15.4%
- Flights	13.9%	13.0%
- Accommodation	17.9%	17.7%
- Transport	18.5%	15.6%
- Restaurants	31.0%	27.0%
- Excursions	27.9%	26.3%
- Activities	34.5%	31.0%
Book or purchase		
- Tourist package	35.6%	38.1%
- Flights	67.5%	64.4%
- Accommodation	55.6%	54.5%
- Transport	41.5%	44.7%
- Restaurants	11.5%	10.5%
- Excursions	11.4%	11.4%
- Activities	12.9%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Nightlife/...	Total
Did not use the Internet	8.4%	9.8%
Used the Internet	91.6%	90.2%
- Own Internet connection	43.6%	36.5%
- Free Wifi connection	34.7%	41.1%
Applications*		
- Search for locations or maps	62.8%	60.7%
- Search for destination info	47.6%	44.7%
- Share pictures or trip videos	62.2%	55.6%
- Download tourist apps	7.0%	6.5%
- Others	22.0%	23.9%

* Multi-choice question

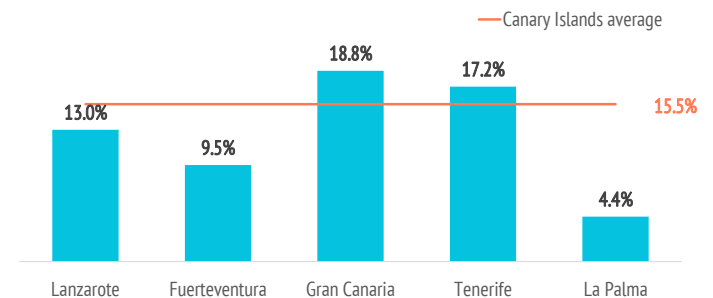


62.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

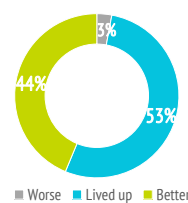


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nightlife/...	Total
Average rating	8.67	8.58

Experience in the Canary Islands	Nightlife/...	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	53.3%	57.4%
Better or much better than expected	43.7%	39.7%

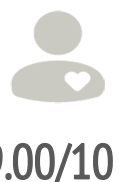
Future intentions (scale 1-10)	Nightlife/...	Total
Return to the Canary Islands	8.80	8.60
Recommend visiting the Canary Islands	9.00	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Nightlife/...	Total
Repeat tourists	70.6%	71.0%
Repeat tourists (last 5 years)	64.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	20.0%	18.4%
At least 10 previous visits	19.0%	17.8%

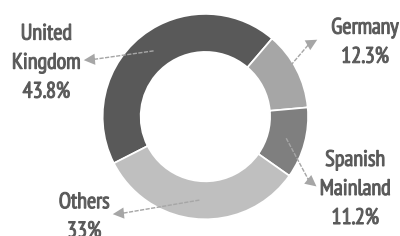
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Where are they from?



	%	Absolute
United Kingdom	43.8%	915,616
Germany	12.3%	257,717
Spanish Mainland	11.2%	234,399
Ireland	6.4%	134,222
Italy	3.6%	76,278
Norway	3.0%	62,850
Netherlands	2.8%	58,818
France	2.5%	53,189
Sweden	2.4%	50,713
Finland	1.7%	36,193
Switzerland	1.7%	35,550
Belgium	1.5%	30,896
Poland	1.3%	27,266
Denmark	0.9%	19,003
Austria	0.6%	11,612
Russia	0.3%	5,652
Czech Republic	0.2%	4,714
Others	3.7%	77,907



Who do they come with?



	Nightlife/...	Total
Unaccompanied	12.4%	8.9%
Only with partner	44.4%	47.4%
Only with children (< 13 years old)	3.0%	5.9%
Partner + children (< 13 years old)	3.4%	7.2%
Other relatives	9.1%	9.0%
Friends	13.7%	6.3%
Work colleagues	0.8%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	13.1%	14.6%

(1) Different situations have been isolated

Tourists with children	10.9%	19.3%
- Between 0 and 2 years old	0.7%	1.8%
- Between 3 and 12 years old	9.3%	15.8%
- Between 0 -2 and 3-12 years	0.9%	1.6%
Tourists without children	89.1%	80.7%
Group composition:		
- 1 person	17.1%	12.4%
- 2 people	54.8%	54.1%
- 3 people	10.0%	12.6%
- 4 or 5 people	14.1%	17.1%
- 6 or more people	3.9%	3.8%
Average group size:	2.44	2.58

Who are they?



	Nightlife/...	Total
Gender		
Men	51.9%	48.2%
Women	48.1%	51.8%
Age		
Average age (tourist > 15 years old)	41.0	46.7
Standard deviation	15.5	15.3
Age range (> 15 years old)		
16 - 24 years old	16.8%	7.7%
25 - 30 years old	16.5%	10.8%
31 - 45 years old	27.3%	28.6%
46 - 60 years old	26.4%	31.3%
Over 60 years old	13.0%	21.5%
Occupation		
Salaried worker	59.4%	55.5%
Self-employed	11.7%	11.0%
Unemployed	1.5%	1.1%
Business owner	8.0%	9.2%
Student	7.2%	4.2%
Retired	10.6%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	22.5%	17.0%
€25,000 - €49,999	38.7%	36.5%
€50,000 - €74,999	21.5%	25.0%
More than €74,999	17.3%	21.5%
Education level		
No studies	7.3%	4.8%
Primary education	2.5%	2.8%
Secondary education	22.4%	23.1%
Higher education	67.8%	69.3%



4 IN 10 TOURISTS ARE
BRITISH

41 YEARS OLD

AVERAGE AGE

**44% ONLY WITH
PARTNER**



Pictures: Freepik.com