How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**305.78**	**688.73**	**852.93**	**638.82**	**99.38**
Tourist arrivals > 15 years old (EGT) *(*)*	**274.62**	**607.72**	**778.72**	**578.54**	**92.92**
- book holiday package *(*)*	195.48	527.56	530.96	362.22	49.36
- do not book holiday package *(*)*	79.13	80.16	247.75	216.32	43.56
- % tourists who book holiday package	71.2%	86.8%	68.2%	62.6%	53.1%

(*) Thousands of tourists

TOURISTS

LZ	FUE	GC	TFE	LP
305,775	688,725	852,928	638,815	99,376

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	71%
Fuerteventura	87%
Gran Canaria	68%
Tenerife	63%
La Palma	53%
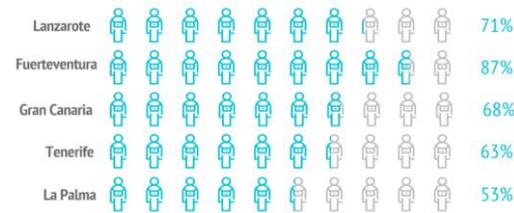
	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,254**	**1,328**	**1,271**	**1,210**	**1,404**
- book holiday package	1,311	1,327	1,391	1,318	1,299
- holiday package	1,097	1,191	1,154	1,085	994
- others	215	135	237	233	305
- do not book holiday package	1,114	1,333	1,013	1,030	1,523
- flight	296	419	299	253	388
- accommodation	348	568	352	268	406
- others	470	345	362	508	728
Average lenght of stay	**10.61**	**10.58**	**10.75**	**10.68**	**11.99**
- book holiday package	9.84	10.40	9.98	10.02	10.92
- do not book holiday package	12.49	11.78	12.38	11.79	13.19
Average daily expenditure (€)	**129.9**	**136.0**	**133.5**	**125.4**	**136.8**
- book holiday package	140.8	136.6	148.7	140.4	127.0
- do not book holiday package	103.0	132.1	100.9	100.3	147.9
Total turnover (> 15 years old) (€m)	**344**	**807**	**990**	**700**	**130**
- book holiday package	256	700	739	477	64
- do not book holiday package	88	107	251	223	66

AVERAGE LENGHT OF STAY (nights)

LZ	FUE	GC	TFE	LP
10.61	10.58	10.75	10.68	11.99

EXPENDITURE PER TOURIST (€)

LZ	FUE	GC	TFE	LP
1,254	1,328	1,271	1,210	1,404

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	76.1%	79.9%	81.2%	75.5%	74.1%
Sea	56.9%	74.3%	61.3%	53.0%	46.5%
Safety	54.7%	60.8%	56.0%	54.2%	47.6%
Tranquility	52.3%	60.2%	48.4%	46.2%	57.5%
Beaches	38.3%	69.9%	52.5%	30.7%	14.3%
Effortless trip	41.4%	47.2%	46.1%	45.7%	36.5%
European belonging	39.2%	45.9%	43.0%	39.1%	34.2%
Accommodation supply	38.7%	46.9%	45.1%	36.6%	27.9%
Landscapes	42.2%	20.8%	34.9%	50.7%	74.4%
Price	25.2%	30.1%	27.7%	29.3%	16.7%
Environment	30.7%	21.4%	24.8%	31.0%	50.5%
Gastronomy	21.7%	20.5%	25.4%	25.3%	17.5%
Authenticity	23.5%	15.9%	15.8%	20.2%	28.8%
Fun possibilities	12.3%	16.9%	15.1%	19.5%	8.2%
Hiking trail network	9.6%	4.6%	10.6%	17.9%	45.4%
Shopping	6.2%	6.9%	11.3%	11.8%	3.8%
Historical heritage	11.1%	5.1%	6.9%	10.4%	8.0%
Culture	9.3%	4.5%	7.5%	9.3%	5.9%
Exoticism	7.8%	5.9%	6.6%	9.4%	5.6%
Nightlife	2.2%	2.6%	7.1%	3.8%	0.3%

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

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

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	38%
Fuerteventura	70%
Gran Canaria	53%
Tenerife	31%
La Palma	14%

What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	38.4%	60.7%	57.3%	36.7%	25.5%
Enjoy family time	9.0%	9.6%	8.6%	10.5%	4.3%
Have fun	3.7%	5.3%	8.0%	10.4%	1.9%
Explore the destination	41.8%	16.9%	21.7%	36.8%	58.6%
Practice their hobbies	5.6%	5.0%	2.3%	2.8%	3.0%
Other reasons	1.5%	2.5%	2.1%	2.7%	6.7%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.5%	0.4%	0.8%	0.5%	0.4%
Between 1 and 30 days	20.2%	19.1%	22.3%	23.3%	16.3%
Between 1 and 2 months	22.2%	20.9%	20.0%	22.8%	15.4%
Between 3 and 6 months	34.6%	37.3%	35.4%	34.3%	40.9%
More than 6 months	22.5%	22.3%	21.5%	19.2%	26.9%

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	54.1%	55.2%	53.0%	45.9%	63.4%
Friends or relatives	23.3%	17.0%	23.6%	26.1%	26.5%
Internet or social media	56.5%	50.3%	51.5%	53.9%	56.6%
Mass Media	1.3%	2.1%	2.1%	2.5%	7.1%
Travel guides and magazines	18.4%	9.5%	11.9%	14.6%	37.4%
Travel Blogs or Forums	6.4%	4.0%	4.2%	5.6%	7.8%
Travel TV Channels	1.4%	1.1%	1.5%	1.4%	3.8%
Tour Operator or Travel Agency	33.7%	35.1%	30.5%	27.5%	25.1%
Public administrations or similar	0.3%	0.1%	0.4%	0.4%	0.2%
Others	1.7%	1.5%	2.3%	2.9%	1.5%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	27.1%	17.5%	31.4%	29.8%	40.7%
- Tour Operator or Travel Agency	72.9%	82.5%	68.6%	70.2%	59.3%
Accommodation					
- Directly with the accommodation	17.2%	13.3%	21.3%	18.8%	30.2%
- Tour Operator or Travel Agency	82.8%	86.7%	78.7%	81.2%	69.8%

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	5.5%	20.3%	13.9%	12.5%	6.6%
4* Hotel	52.2%	59.9%	38.8%	44.2%	33.4%
5* Hotel / 5* Luxury Hotel	10.0%	5.1%	10.3%	8.0%	0.0%
Aparthotel / Tourist Villa	13.8%	8.4%	19.6%	14.2%	28.0%
House/room rented in a private dwelling	8.3%	2.2%	5.8%	7.1%	11.4%
Private accommodation (1)	5.7%	2.0%	6.4%	9.3%	6.8%
Others (Cottage, cruise, camping,..)	4.5%	2.1%	5.2%	4.8%	13.8%

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

	Aparthotel / Tourist Villa	Hotels	Others
LZ	13.8%	67.8%	18.4%
FUE	8.4%	85.3%	6.2%
GC	19.6%	63.1%	17.4%
TFE	14.2%	64.6%	21.2%
LP	28.0%	40.0%	32.0%
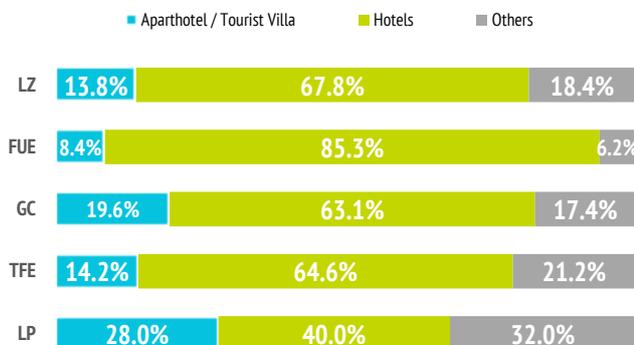
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	18.1%	5.2%	22.4%	17.3%	44.4%
Bed and Breakfast	7.9%	2.1%	8.9%	11.8%	12.7%
Half board	30.6%	22.1%	34.5%	40.1%	33.4%
Full board	1.8%	7.6%	1.8%	1.8%	0.3%
All inclusive	41.6%	63.0%	32.4%	29.0%	9.2%

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	54.1%	33.8%	57.1%	50.8%	80.9%
Supermarkets	56.7%	34.4%	57.4%	49.8%	83.0%
Car rental	46.2%	24.5%	28.9%	34.4%	71.1%
Organized excursions	34.5%	16.0%	23.6%	28.2%	30.1%
Taxi, transfer, chauffeur service	58.4%	65.3%	57.6%	45.8%	33.2%
Theme Parks	3.0%	4.0%	5.3%	11.2%	2.0%
Sport activities	8.6%	7.2%	6.6%	5.0%	6.5%
Museums	21.1%	1.8%	3.7%	3.2%	16.2%
Flights between islands	3.6%	1.9%	3.1%	3.4%	4.3%

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.4%	4.8%	1.2%	0.5%	0.0%
1 - 2 hours	8.7%	15.7%	10.3%	5.3%	2.3%
3 - 6 hours	41.4%	39.7%	38.8%	34.0%	29.2%
7 - 12 hours	46.2%	36.3%	45.3%	54.8%	64.0%
More than 12 hours	3.3%	3.6%	4.4%	5.4%	4.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours
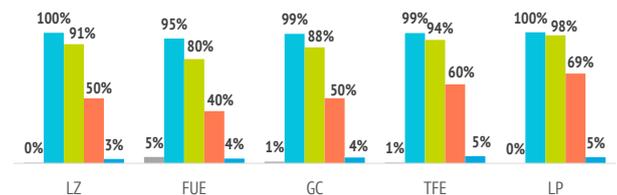
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	80.3%	83.9%	81.7%	68.6%	67.4%
Walk, wander	58.9%	42.0%	49.8%	60.7%	85.0%
Explore the island on their own	67.0%	36.8%	48.3%	58.8%	78.3%
Swimming pool, hotel facilities	42.3%	42.9%	42.9%	38.4%	26.7%
Taste Canarian gastronomy	35.9%	17.3%	30.1%	33.0%	48.3%
Organized excursions	21.2%	13.4%	19.0%	24.2%	16.4%
Sport activities	20.2%	21.1%	15.6%	17.1%	10.6%
Activities at sea	17.5%	17.2%	15.1%	13.4%	22.1%
Nature activities	16.4%	10.7%	12.6%	18.2%	31.6%
Theme parks	6.0%	7.3%	9.7%	27.9%	1.1%
Wineries / markets / popular festivals	31.0%	6.1%	10.5%	10.6%	22.9%
Sea excursions / whale watching	7.3%	7.7%	12.3%	18.1%	15.8%
Museums / exhibitions	33.4%	4.9%	8.2%	7.7%	22.6%
Nightlife / concerts / shows	5.3%	4.2%	15.2%	8.6%	3.1%
Astronomical observation	4.6%	4.6%	3.3%	7.1%	17.7%
Beauty and health treatments	4.3%	4.3%	4.7%	4.3%	3.4%

* Multi-choise question

CANARY ISLANDS

Which island do they choose?

Lanzarote 11.8%
La Palma 4.0%
Fuerteventura 26.1%
Tenerife 24.8%
Gran Canaria 33.4%
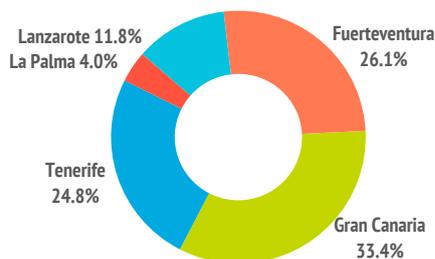
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	92.8%	92.8%	93.5%	91.1%	93.3%
Two islands	6.3%	5.4%	4.6%	7.6%	4.6%
Three or more islands	0.9%	1.8%	1.9%	1.3%	2.1%

% TOURISTS VISITNG MORE THAN ONE ISLAND

Lanzarote 7.2%
Tenerife 8.9%
Fuerteventura 7.2%
La Palma 6.7%
Gran Canaria 6.5%

Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	18.5%	18.1%	15.2%	15.8%	11.1%
- Flights	16.3%	15.0%	12.3%	12.6%	9.8%
- Accommodation	23.7%	23.1%	18.4%	19.0%	15.1%
- Transport	15.2%	13.7%	17.1%	16.4%	18.3%
- Restaurants	22.3%	17.7%	24.3%	25.8%	30.1%
- Excursions	36.5%	26.7%	28.9%	31.7%	33.7%
- Activities	37.8%	27.8%	31.1%	33.4%	36.5%
Book or purchase					
- Tourist package	41.4%	49.8%	41.4%	41.6%	32.7%
- Flights	48.3%	40.8%	53.8%	54.5%	62.0%
- Accommodation	38.7%	33.6%	41.0%	41.7%	54.4%
- Transport	36.1%	29.5%	31.0%	36.1%	47.7%
- Restaurants	7.6%	6.2%	5.5%	7.9%	9.6%
- Excursions	10.9%	9.8%	8.9%	15.5%	13.7%
- Activities	9.1%	10.5%	9.4%	15.1%	12.2%

* Multi-choise question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**6.6%**	**10.5%**	**6.5%**	**6.9%**	**8.9%**
Used the Internet	**93.4%**	**89.5%**	**93.5%**	**93.1%**	**91.1%**
- Own Internet connection	32.6%	29.0%	32.4%	37.0%	31.4%
- Free Wifi connection	49.4%	45.3%	46.7%	40.8%	48.6%
Applications*					
- Search for locations or maps	68.7%	50.6%	61.9%	68.5%	77.5%
- Search for destination info	52.9%	41.0%	46.6%	51.6%	59.1%
- Share pictures or trip videos	56.5%	56.3%	55.1%	54.0%	48.4%
- Download tourist apps	10.2%	8.9%	5.7%	7.7%	6.3%
- Others	22.5%	26.2%	24.9%	17.9%	17.3%

* Multi-choise question

Which is the most visited place in each island?

LANZAROTE 49% MONTAÑA DEL FUEGO

FUERTEVENTURA 47% PLAYAS DE JANDÍA

GRAN CANARIA 66% DUNAS DE MASPALOMAS

TENERIFE 57% PARQUE NACIONAL DEL TEIDE

LA PALMA 76% LOS LLANOS DE ARIDANE

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	8.72	8.63	8.64	8.57	8.81

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.7%	0.7%	1.3%	2.4%	0.8%
Lived up to expectations	51.7%	58.0%	56.8%	54.3%	54.9%
Better or much better than expected	47.5%	41.3%	41.8%	43.4%	44.3%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.82	8.72	8.73	8.56	8.87
Recommend visiting the Canary Island	9.06	8.93	8.97	8.88	9.27

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	68.5%	68.7%	68.3%	60.6%	76.3%
At least 10 previous visits	8.1%	10.8%	14.2%	8.2%	8.4%
Repeat tourists	75.5%	75.7%	75.1%	66.9%	83.1%
At least 10 previous visits	19.5%	19.8%	22.7%	16.1%	21.5%

REPEAT TOURIST OF EACH ISLAND

68.3% Gran Canaria
68.5% Lanzarote
60.6% Tenerife
68.7% Fuerteventura
76.3% La Palma
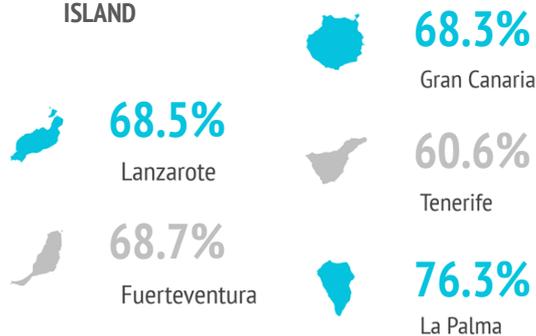
Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Germany	95.1%	95.9%	91.1%	92.6%	84.0%
Spanish Mainland	0.5%	1.0%	2.9%	3.6%	13.9%
Switzerland	1.7%	1.6%	2.4%	2.5%	2.0%
Portugal	0.0%	0.0%	1.4%	0.1%	0.0%
Luxembourg	0.6%	0.3%	0.4%	0.5%	0.0%
Netherlands	0.9%	0.3%	0.4%	0.1%	0.0%
Austria	0.1%	0.7%	0.2%	0.1%	0.0%
Belgium	0.4%	0.1%	0.2%	0.1%	0.2%
United Kingdom	0.3%	0.0%	0.4%	0.0%	0.0%
Denmark	0.0%	0.0%	0.2%	0.2%	0.0%
Norway	0.1%	0.1%	0.2%	0.0%	0.0%
Poland	0.1%	0.0%	0.1%	0.1%	0.0%
France	0.0%	0.1%	0.1%	0.0%	0.0%
Italy	0.0%	0.1%	0.0%	0.0%	0.0%
Czech Republic	0.2%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.1%	0.0%

Who do they come with? 👪

	LZ	FUE	GC	TFE	LP
Unaccompanied	7.6%	8.2%	12.2%	11.6%	10.2%
Only with partner	51.6%	54.2%	52.3%	51.7%	61.9%
Only with children (< 13 years old)	6.3%	7.0%	4.1%	4.8%	2.2%
Partner + children (< 13 years old)	7.4%	5.5%	4.9%	4.8%	4.4%
Other relatives	6.8%	4.6%	5.6%	6.3%	3.5%
Friends	4.2%	3.6%	7.8%	6.6%	5.4%
Work colleagues	0.0%	0.2%	0.2%	0.8%	0.1%
Organized trip	0.3%	0.4%	0.4%	0.3%	0.7%
Other combinations [1]	15.9%	16.4%	12.4%	13.0%	11.6%

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**15.7%**	**15.8%**	**11.4%**	**12.0%**	**8.4%**
- Between 0 and 2 years old	2.1%	0.8%	1.3%	1.8%	0.2%
- Between 3 and 12 years old	12.2%	13.9%	9.4%	9.1%	7.8%
- Between 0 -2 and 3-12 years	1.5%	1.1%	0.7%	1.1%	0.4%
Tourists without children	**84.3%**	**84.2%**	**88.6%**	**88.0%**	**91.6%**
Group composition:					
- 1 person	9.6%	10.2%	13.9%	17.7%	12.6%
- 2 people	61.0%	62.4%	61.8%	58.9%	68.1%
- 3 people	14.4%	11.8%	12.0%	11.1%	10.0%
- 4 or 5 people	13.7%	13.5%	10.4%	11.4%	8.5%
- 6 or more people	1.3%	2.0%	1.9%	0.9%	0.8%
Average group size:	**2.41**	**2.42**	**2.30**	**2.23**	**2.19**

TOURIST TRAVELLING WITH CHILDREN

Lanzarote 15.7%
Fuerteventura 15.8%
Gran Canaria 11.4%
Tenerife 12.0%
La Palma 8.4%

(Under the age of 13)
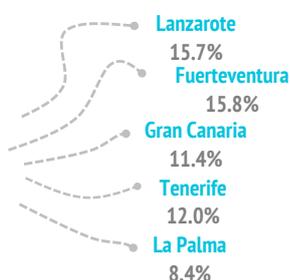
Who are they? 🧍

	LZ	FUE	GC	TFE	LP
Gender					
Men	53.9%	52.0%	54.6%	50.4%	55.0%
Women	46.1%	48.0%	45.4%	49.6%	45.0%
Age					
Average age (tourist > 15 years old)	49.7	50.1	47.6	45.6	54.1
Standard deviation	15.3	15.6	16.0	15.6	13.4
Age range (> 15 years old)					
16 - 24 years old	4.8%	6.1%	8.7%	8.6%	2.0%
25 - 30 years old	9.4%	8.4%	10.8%	13.7%	4.0%
31 - 45 years old	23.5%	22.6%	24.5%	26.7%	16.6%
46 - 60 years old	36.4%	35.6%	32.9%	32.0%	45.2%
Over 60 years old	25.9%	27.3%	23.1%	18.9%	32.2%
Occupation					
Salaried worker	54.4%	57.0%	56.3%	59.6%	51.8%
Self-employed	11.5%	9.1%	10.7%	9.7%	10.2%
Unemployed	0.4%	0.2%	0.6%	0.3%	0.2%
Business owner	10.9%	12.6%	11.8%	11.0%	11.8%
Student	3.3%	2.3%	3.9%	4.2%	2.2%
Retired	17.4%	17.0%	15.2%	13.6%	23.1%
Unpaid domestic work	0.6%	0.7%	0.3%	0.6%	0.2%
Others	1.4%	1.0%	1.3%	0.9%	0.4%
Annual household income level					
Less than €25,000	9.7%	9.5%	11.7%	12.8%	8.8%
€25,000 - €49,999	34.6%	38.6%	37.6%	39.0%	33.7%
€50,000 - €74,999	29.2%	26.3%	26.6%	25.6%	29.5%
More than €74,999	26.4%	25.7%	24.1%	22.5%	28.0%
Education level					
No studies	0.3%	0.5%	0.9%	0.5%	0.0%
Primary education	3.4%	4.2%	3.6%	4.1%	3.0%
Secondary education	24.5%	25.4%	27.7%	26.6%	20.5%
Higher education	71.8%	69.8%	67.8%	68.8%	76.5%

AVERAGE AGE (> 15 years olf)

Lanzarote	49.7
Fuerteventura	50.1
Gran Canaria	47.6
Tenerife	45.6
La Palma	54.1

% OF TOURISTS WITH INCOMES OVER €74,999

- Lanzarote 26%
- Fuerteventura 26%
- Gran Canaria 24%
- Tenerife 22%
- La Palma 28%
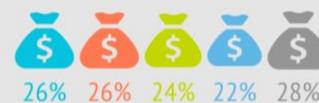
% OF TOURISTS TRAVELLING ONLY WITH PARTNER

Lanzarote	52%
Fuerteventura	54%
Gran Canaria	52%
Tenerife	52%
La Palma	62%
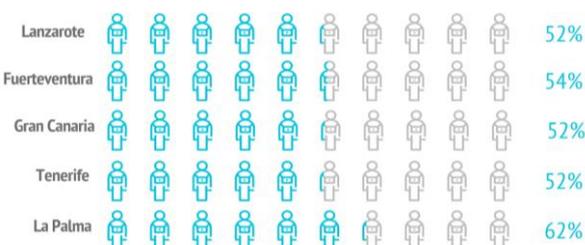
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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