How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	778	730	732	884	3,124
Tourist arrivals (> 16 years old) (thousands)	721	646	620	824	2,810
Average daily expenditure (€)	143.69	133.24	131.63	148.90	140.16
. in their place of residence	113.38	102.50	104.33	118.90	110.50
. in the Canary Islands	30.30	30.74	27.30	30.00	29.65
Average lenght of stay	10.92	10.51	10.32	10.09	10.45
Turnover per tourist (€)	1,384	1,257	1,245	1,382	1,324
Total turnover (€m)	1,078	918	911	1,221	4,135
Tourist arrivals: share by quarter	24.9%	23.4%	23.4%	28.3%	100%
Turnover: share by quarter	26.1%	22.2%	22.0%	29.5%	100%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	12.0%	9.6%	7.8%	9.6%	9.8%
- Additional accommodation expenses	5.7%	6.2%	7.2%	5.3%	6.0%
Transport:					
- Public transport	15.9%	11.3%	12.7%	12.2%	13.1%
- Taxi	13.7%	12.5%	13.9%	12.5%	13.1%
- Car rental	23.8%	21.1%	22.9%	23.2%	22.8%
Food and drink:					
- Food purchases at supermarkets	46.2%	45.4%	50.9%	48.1%	47.6%
- Restaurants	48.9%	50.4%	47.3%	51.8%	49.8%
Souvenirs:	49.1%	53.1%	60.9%	50.5%	53.0%
Leisure:					
- Organized excursions	14.8%	18.3%	27.4%	19.9%	19.9%
- Leisure, amusement	5.9%	6.9%	10.3%	8.4%	7.8%
- Trip to other islands	2.5%	1.3%	2.4%	1.8%	2.0%
- Sporting activities	5.6%	6.8%	8.1%	7.8%	7.1%
- Cultural activities	5.0%	4.5%	4.0%	5.8%	4.9%
- Discos and disco-pubs	3.1%	4.0%	4.1%	2.6%	3.4%
Others:					
- Wellness	6.7%	5.8%	6.4%	5.5%	6.1%
- Medical expenses	5.6%	4.4%	5.6%	4.4%	5.0%
- Other expenses	10.8%	14.0%	12.9%	9.6%	11.7%

2017

+3%
TOURISTS
3,124,223

+1%
TRAVEL EXPENSES
€1,324

+5%
TURNOVER
€4,135 MILL

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	7.6%	5.4%	5.7%	5.1%	5.9%
Flight and accommodation (room only)	15.9%	13.9%	9.5%	15.0%	13.8%
Flight and accommodation (B&B)	6.5%	5.0%	5.1%	6.2%	5.8%
Flight and accommodation (half board)	29.1%	31.5%	28.4%	28.3%	29.3%
Flight and accommodation (full board)	4.6%	4.0%	3.2%	5.4%	4.4%
Flight and accommodation (all inclusive)	36.3%	40.1%	48.1%	40.1%	40.9%
% Tourists using low-cost airlines	36.1%	30.6%	29.5%	35.0%	33.0%
Other expenses in their place of residence:					
- Car rental	18.8%	16.3%	13.6%	18.7%	17.0%
- Sporting activities	8.3%	7.6%	8.8%	8.7%	8.4%
- Excursions	8.2%	9.5%	10.5%	9.5%	9.4%
- Trip to other islands	3.6%	2.3%	1.7%	3.0%	2.7%

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	39.6%	42.1%	37.3%	38.6%	**39.4%**
- Tour Operator´s website	61.5%	69.3%	64.0%	65.2%	65.0%
Accommodation	9.0%	4.8%	4.0%	5.5%	**5.9%**
- Accommodation´s website	76.8%	80.9%	78.2%	77.6%	78.0%
Travel agency (High street)	28.9%	31.0%	38.0%	34.1%	**33.0%**
Online Travel Agency (OTA)	18.0%	17.6%	15.9%	17.7%	**17.3%**
No need to book accommodation	4.6%	4.4%	4.9%	4.1%	**4.5%**

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	40.9%	42.3%	40.9%	40.0%	**41.0%**
- Tour Operator´s website	56.0%	63.1%	61.5%	59.0%	59.8%
Airline	15.4%	9.3%	7.9%	12.9%	**11.6%**
- Airline´s website	96.3%	93.5%	93.8%	94.2%	94.7%
Travel agency (High street)	26.8%	29.7%	35.4%	31.3%	**30.7%**
Online Travel Agency (OTA)	16.9%	18.7%	15.7%	15.8%	**16.7%**

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.3%	0.1%	0.3%	0.2%	0.2%
Between 2 and 7 days	4.7%	5.0%	3.9%	3.3%	4.2%
Between 8 and 15 days	6.0%	5.0%	8.1%	5.2%	6.0%
Between 16 and 30 days	15.6%	11.4%	12.3%	9.9%	12.2%
Between 31 and 90 days	35.9%	35.4%	25.9%	31.7%	32.3%
More than 90 days	37.4%	43.1%	49.5%	49.7%	45.0%

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Men	50.2%	49.6%	47.1%	49.6%	**49.2%**
Women	49.8%	50.4%	52.9%	50.4%	**50.8%**
Age					
Average age (tourists > 16 years old)	51.8	49.2	40.9	50.5	**48.4**
Standard deviation	16.0	16.0	14.8	15.2	**16.0**
Age range (> 16 years old)					
16-24 years old	5.5%	7.0%	17.5%	4.4%	**8.2%**
25-30 years old	7.6%	11.0%	14.2%	9.4%	**10.4%**
31-45 years old	18.9%	19.8%	28.0%	21.0%	**21.7%**
46-60 years old	35.9%	35.0%	29.7%	37.5%	**34.8%**
Over 60 years old	32.1%	27.3%	10.7%	27.7%	**25.0%**
Occupation					
Business owner or self-employed	18.2%	11.9%	12.3%	14.3%	**14.3%**
Upper/Middle management employee	40.4%	49.0%	51.1%	48.5%	**47.1%**
Auxiliary level employee	8.1%	11.3%	16.6%	10.0%	**11.3%**
Students	5.9%	4.0%	11.1%	3.9%	**6.0%**
Retired	25.5%	22.5%	7.9%	21.7%	**19.8%**
Unemployed / unpaid dom. work	1.9%	1.3%	1.0%	1.5%	**1.4%**
Annual household income level					
€12,000 - €24,000	14.1%	13.8%	20.2%	10.3%	**14.2%**
€24,001 - €36,000	16.0%	18.0%	17.6%	16.3%	**16.9%**
€36,001 - €48,000	16.1%	17.0%	15.8%	16.3%	**16.3%**
€48,001 - €60,000	15.3%	18.0%	17.5%	17.6%	**17.1%**
€60,001 - €72,000	11.0%	10.6%	9.3%	11.5%	**10.7%**
€72,001 - €84,000	7.5%	7.5%	5.6%	8.3%	**7.3%**
More than €84,000	20.0%	15.2%	13.9%	19.7%	**17.5%**

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	78,313	68,712	65,213	92,661	**304,899**
- Fuerteventura	187,807	189,269	191,782	220,226	**789,085**
- Gran Canaria	224,651	200,557	186,334	254,660	**866,202**
- Tenerife	182,238	157,696	152,315	218,804	**711,052**
- La Palma	29,511	19,479	16,106	27,716	**92,813**

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	11.1%	10.8%	10.7%	11.4%	**11.0%**
- Fuerteventura	26.7%	29.8%	31.3%	27.1%	**28.5%**
- Gran Canaria	32.0%	31.5%	30.5%	31.3%	**31.3%**
- Tenerife	25.9%	24.8%	24.9%	26.9%	**25.7%**
- La Palma	4.2%	3.1%	2.6%	3.4%	**3.4%**

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	5.1%	4.9%	3.6%	4.9%	**4.7%**
4* Hotel	43.4%	47.6%	50.6%	43.8%	**46.1%**
1-2-3* Hotel	15.1%	17.2%	18.7%	16.8%	**16.9%**
Apartment	23.9%	22.5%	20.9%	23.6%	**22.8%**
Property (privately-owned, friends, family)	3.7%	3.3%	4.0%	3.0%	**3.5%**
Others	8.6%	4.5%	2.2%	8.0%	**6.1%**

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.8%	9.7%	6.6%	7.4%	**8.6%**
Only with partner	58.2%	64.0%	46.8%	55.2%	**56.2%**
Only with children (under the age of 13)	0.9%	0.5%	2.0%	1.4%	**1.2%**
Partner + children (under the age of 13)	7.5%	5.3%	14.4%	8.1%	**8.7%**
Other relatives	4.3%	4.2%	4.1%	5.1%	**4.5%**
Friends	5.4%	6.2%	5.0%	5.6%	**5.6%**
Work colleagues	0.3%	0.1%	0.2%	0.2%	**0.2%**
Other combinations [1]	12.6%	10.0%	20.9%	17.2%	**15.2%**

* Multi-choise question (different situations have been isolated)

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.7%	94.0%	93.3%	93.5%	**93.4%**
Average rating (scale 1-10)	8.66	8.84	8.76	8.77	**8.76**

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	83.7%	79.2%	67.0%	79.8%	**77.8%**
At least 10 previous visits	21.1%	20.8%	10.2%	18.6%	**17.9%**

Where does the flight come from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Germany	93.7%	94.7%	90.7%	89.8%	**92.1%**
Spanish Mainland	2.9%	2.6%	4.8%	6.2%	**4.2%**
Switzerland	2.6%	1.7%	3.3%	1.7%	**2.3%**
Netherlands	0.0%	0.1%	0.2%	0.7%	**0.3%**
Belgium	0.0%	0.3%	0.1%	0.3%	**0.2%**
United Kingdom	0.2%	0.1%	0.2%	0.0%	**0.1%**
Austria	0.1%	0.1%	0.0%	0.3%	**0.1%**
Poland	0.1%	0.1%	0.0%	0.1%	**0.1%**
France	0.0%	0.0%	0.0%	0.1%	**0.0%**
Others	0.4%	0.2%	0.6%	0.7%	**0.5%**

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	94.7%	93.7%	92.1%	95.5%	**94.1%**
Beaches	37.7%	48.0%	56.3%	46.0%	**46.6%**
Tranquillity/rest/relaxation	41.0%	45.7%	46.8%	44.3%	**44.3%**
Scenery	36.8%	32.2%	24.4%	32.0%	**31.6%**
Security	14.5%	13.9%	13.3%	11.7%	**13.3%**
Visiting new places	12.1%	12.2%	16.1%	12.5%	**13.1%**
Active tourism	9.6%	5.9%	4.6%	8.6%	**7.4%**
Ease of travel	7.7%	5.0%	2.9%	6.7%	**5.7%**
Price	4.0%	5.1%	7.1%	2.9%	**4.6%**
Suitable destination for children	3.8%	3.3%	6.2%	4.5%	**4.4%**
Quality of the environment	4.4%	3.4%	2.6%	3.2%	**3.4%**
Nautical activities	3.0%	2.9%	2.8%	2.9%	**2.9%**
Culture	2.3%	1.4%	2.7%	1.7%	**2.0%**
Theme parks	0.5%	2.0%	2.9%	1.0%	**1.5%**
Rural tourism	1.4%	1.0%	1.3%	1.3%	**1.3%**
Shopping	0.7%	1.4%	1.5%	1.1%	**1.2%**

* Multi-choise question

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	70.9%	67.2%	56.3%	67.6%	**65.9%**
Recommendation by friends/relatives	29.9%	30.1%	35.1%	32.0%	**31.7%**
The Canary Islands television channel	0.7%	0.8%	0.7%	0.4%	**0.7%**
Other television or radio channels	1.4%	1.7%	1.4%	1.8%	**1.6%**
Information in press/magazines/books	3.9%	4.1%	3.5%	3.5%	**3.8%**
Attendance at a tourism fair	0.3%	0.4%	0.7%	0.4%	**0.4%**
Tour Operator's brochure or catalogue	6.8%	7.0%	9.7%	7.5%	**7.7%**
Recommendation by Travel Agency	11.6%	16.1%	24.7%	15.4%	**16.6%**
Information obtained via the Internet	20.4%	24.1%	30.0%	21.3%	**23.6%**
Senior Tourism programme	0.0%	0.1%	0.1%	0.1%	**0.1%**
Others	7.1%	4.6%	2.9%	5.3%	**5.1%**

* Multi-choise question

Share of tourist arrivals by quarters

Legend: Germany / All markets

	2017Q1	2017Q2	2017Q3	2017Q4
Germany	25.6%	23.0%	22.1%	29.3%
All markets	25.5%	23.1%	24.3%	27.1%
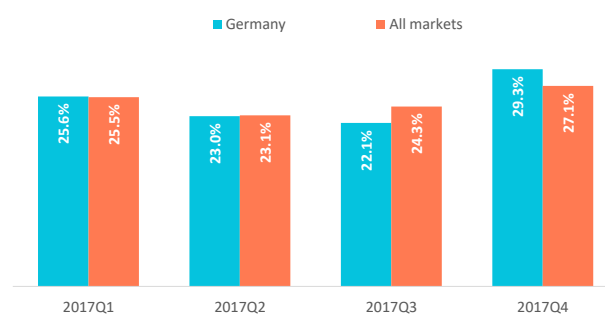
Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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