

How many are they and how much do they spend?



	Apartments	Total
Tourist arrivals (> 16 years old)	4,125,083	13,114,359
Average daily expenditure (€)	117.51	135.94
. in their place of residence	75.41	98.03
. in the Canary Islands	42.10	37.90
Average length of stay	10.2	9.4
Turnover per tourist (€)	1,075	1,141
Total turnover (> 16 years old) (€m)	4,433	14,957
Share of total turnover	29.6%	100%
Share of total tourist	31.5%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Apartments	Total
Accommodation (**):	55.08	47.11
- Accommodation	50.18	40.52
- Additional accommodation expenses	4.91	6.60
Transport:	31.97	26.01
- Public transport	6.88	5.14
- Taxi	8.03	6.94
- Car rental	17.06	13.93
Food and drink:	214.53	148.33
- Food purchases at supermarkets	99.02	63.46
- Restaurants	115.51	84.87
Souvenirs:	44.70	53.88
Leisure:	35.13	34.52
- Organized excursions	12.95	14.95
- Leisure, amusement	4.79	4.55
- Trip to other islands	1.80	1.85
- Sporting activities	5.35	5.11
- Cultural activities	2.35	2.04
- Discos and disco-pubs	7.89	6.01
Others:	12.82	13.91
- Wellness	2.07	3.23
- Medical expenses	2.12	1.69
- Other expenses	8.63	8.99

How far in advance do they book their trip?



	Apartments	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	5.6%	6.3%
Between 8 and 15 days	6.9%	7.9%
Between 16 and 30 days	13.5%	14.7%
Between 31 and 90 days	34.4%	34.3%
More than 90 days	39.0%	36.2%

What do they book at their place of residence?



	Apartments	Total
Flight only	7.4%	8.8%
Flight and accommodation (room only)	60.3%	25.7%
Flight and accommodation (B&B)	6.1%	8.0%
Flight and accommodation (half board)	7.6%	20.4%
Flight and accommodation (full board)	2.1%	4.3%
Flight and accommodation (all inclusive)	16.5%	32.8%
% Tourists using low-cost airlines	57.6%	48.7%
Other expenses in their place of residence:		
- Car rental	14.9%	11.8%
- Sporting activities	3.4%	5.3%
- Excursions	5.6%	5.7%
- Trip to other islands	1.3%	1.6%

How do they book?



	Apartments	Total
Accommodation booking		
Tour Operator	38.1%	42.3%
- Tour Operator's website	84.8%	78.8%
Accommodation	21.9%	14.7%
- Accommodation's website	81.6%	83.5%
Travel agency (High street)	13.0%	20.5%
Online Travel Agency (OTA)	23.3%	16.5%
No need to book accommodation	3.7%	6.0%

Flight booking

	Apartments	Total
Tour Operator	40.7%	44.6%
- Tour Operator's website	83.1%	76.3%
Airline	34.5%	24.8%
- Airline's website	97.4%	96.2%
Travel agency (High street)	12.1%	19.1%
Online Travel Agency (OTA)	12.6%	11.5%

Where do they stay?



	Apartments	Total
5* Hotel	--	7.1%
4* Hotel	--	39.6%
1-2-3* Hotel	--	14.6%
Apartment	100.0%	31.5%
Property (privately-owned, friends, family)	--	4.6%
Others	--	2.6%

Who are they?



	Apartments	Total
Gender		
Percentage of men	47.6%	48.5%
Percentage of women	52.4%	51.5%

	Apartments	Total
Age		
Average age (tourists > 16 years old)	46.5	46.3
Standard deviation	15.1	15.3

	Apartments	Total
Age range (> 16 years old)		
16-24 years old	7.6%	8.2%
25-30 years old	10.6%	11.1%
31-45 years old	29.4%	29.1%
46-60 years old	31.9%	30.9%
Over 60 years old	20.5%	20.7%

	Apartments	Total
Occupation		
Business owner or self-employed	22.4%	23.1%
Upper/Middle management employee	35.2%	36.1%
Auxiliary level employee	16.5%	15.5%
Students	5.3%	5.1%
Retired	18.3%	18.0%
Unemployed / unpaid dom. work	2.4%	2.2%

	Apartments	Total
Annual household income level		
€12,000 - €24,000	18.8%	17.8%
€24,001 - €36,000	20.3%	19.4%
€36,001 - €48,000	17.0%	16.9%
€48,001 - €60,000	14.8%	14.6%
€60,001 - €72,000	9.2%	9.5%
€72,001 - €84,000	6.1%	6.0%
More than €84,000	13.9%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in apartments	4,125,083	941,984	398,259	1,171,529	1,462,485	96,732
- Share by islands	100%	22.8%	9.7%	28.4%	35.5%	2.3%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists in apartments	31.5%	40.5%	20.8%	32.1%	29.9%	43.7%

Who do they come with?



	Apartments	Total
Unaccompanied	7.5%	9.1%
Only with partner	44.8%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	12.3%	11.8%
Other relatives	6.7%	6.0%
Friends	7.4%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	19.3%	17.5%

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

How do they rate the destination?



Impression of their stay	Apartments	Total
Good or very good (% tourists)	93.8%	94.1%
Average rating (scale 1-10)	8.89	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Apartments	Total
Repeat tourists	79.0%	77.3%
In love (at least 10 previous visits)	18.5%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	36.8%	1,517,052
Germany	14.5%	597,524
Spanish Mainland	8.1%	335,720
Sweden	5.5%	226,404
Ireland	5.4%	221,192
Netherlands	5.1%	209,824
Norway	4.4%	180,761
Italy	3.9%	158,891
France	2.7%	112,709
Denmark	2.5%	104,216

Why do they choose the Canary Islands?



Aspects influencing the choice	Apartments	Total
Climate/sun	91.2%	89.8%
Tranquillity/rest/relaxation	35.1%	36.6%
Beaches	34.8%	34.5%
Scenery	22.3%	21.9%
Price	16.1%	12.7%
Visiting new places	13.6%	14.6%
Security	9.4%	11.1%
Ease of travel	9.0%	8.9%
Suitable destination for children	8.2%	7.5%
Quality of the environment	6.7%	6.5%
Active tourism	6.3%	5.1%
Nightlife/fun	5.8%	3.8%
Theme parks	3.1%	3.0%
Culture	2.8%	2.6%
Shopping	2.7%	2.6%
Nautical activities	2.2%	2.2%

* Multi-choice question

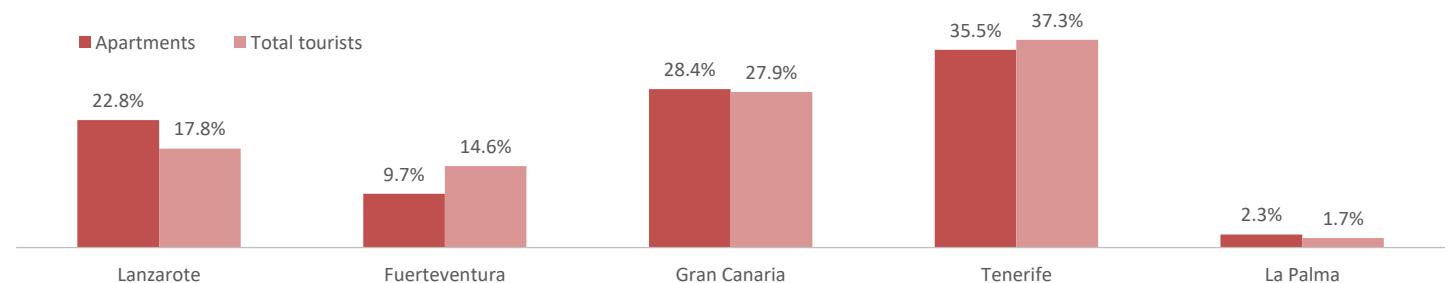
What did motivate them to come?



Aspects motivating the choice	Apartments	Total
Previous visits to the Canary Islands	67.8%	64.1%
Recommendation by friends or relatives	37.9%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	4.1%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	5.3%	8.0%
Recommendation by Travel Agency	5.8%	9.7%
Information obtained via the Internet	27.8%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	5.2%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in an apartment. (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.