How many are they and how much do they spend?

	1-2-3* Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**1,723,899**	**13,485,651**
- book holiday package	1,263,085	7,848,516
- do not book holiday package	460,814	5,637,135
- % tourists who book holiday package	73.3%	58.2%
Share of total tourist	12.8%	100%

TOURISTS IN 1-2-3* HOTELS

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book	152,236	112,849	83,883	111,846
book	338,448	302,477	324,034	298,125
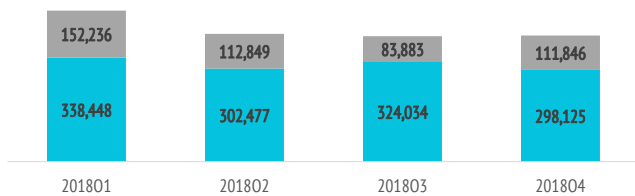
	1-2-3* Hotels	Total
Expenditure per tourist (€)	**1,133**	**1,196**
- book holiday package	1,193	1,309
- holiday package	970	1,064
- others	223	246
- do not book holiday package	970	1,037
- flight	249	288
- accommodation	363	350
- others	359	399
Average lenght of stay	**8.52**	**9.32**
- book holiday package	8.63	8.66
- do not book holiday package	8.21	10.23
Average daily expenditure (€)	**142.8**	**143.6**
- book holiday package	145.5	159.8
- do not book holiday package	135.4	121.0
Total turnover (> 15 years old) (€m)	**1,954**	**16,124**
- book holiday package	1,507	10,277
- do not book holiday package	447	5,848

AVERAGE LENGHT OF STAY (nights)

■ 1-2-3* Hotels ■ Total

	Total	book holiday package	do not book holiday package
1-2-3* Hotels	8.52	8.63	8.21
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ 1-2-3* Hotels ■ Total

	Total	book holiday package	do not book holiday package
1-2-3* Hotels	1,133	1,193	970
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

	1-2-3* Hotels	Total
Climate	78.3%	78.1%
Safety	51.3%	51.4%
Sea	44.0%	43.3%
Tranquility	43.2%	46.2%
Beaches	39.9%	37.1%
Accommodation supply	39.8%	41.7%
Price	38.3%	36.5%
European belonging	35.5%	35.8%
Effortless trip	33.4%	34.8%
Landscapes	30.5%	31.6%
Environment	29.1%	30.6%
Fun possibilities	22.2%	20.7%
Gastronomy	21.0%	22.6%
Authenticity	18.6%	19.1%
Exoticism	10.7%	10.5%
Shopping	10.6%	9.6%
Hiking trail network	8.4%	9.0%
Nightlife	8.2%	7.5%
Culture	7.8%	7.3%
Historical heritage	7.1%	7.1%

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?

	1-2-3* Hotels	Total
Rest	54.4%	55.1%
Enjoy family time	12.8%	14.7%
Have fun	8.8%	7.8%
Explore the destination	20.1%	18.5%
Practice their hobbies	2.1%	1.8%
Other reasons	1.8%	2.1%

EXPLORE THE DESTINATION

1-2-3* Hotels		20.1%
Total		18.5%

How far in advance do they book their trip?

	1-2-3* Hotels	Total
The same day	0.9%	0.7%
Between 1 and 30 days	23.9%	23.2%
Between 1 and 2 months	22.8%	23.0%
Between 3 and 6 months	31.3%	32.4%
More than 6 months	21.1%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

1-2-3* HOTELS	TOTAL
23.9%	23.2%

Picture: Freepik.com

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

	1-2-3* Hotels	Total
Previous visits to the Canary Islands	47.6%	50.9%
Friends or relatives	23.7%	27.8%
Internet or social media	54.7%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	10.2%	9.5%
Travel Blogs or Forums	4.8%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	29.6%	24.7%
Public administrations or similar	0.7%	0.4%
Others	2.1%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation?

	1-2-3* Hotels	Total
Flight		
- Directly with the airline	26.8%	39.5%
- Tour Operator or Travel Agency	73.2%	60.5%
Accommodation		
- Directly with the accommodation	21.0%	28.8%
- Tour Operator or Travel Agency	79.0%	71.2%

Where do they stay?

	1-2-3* Hotels	Total
1-2-3* Hotel	100.0%	12.8%
4* Hotel	--	37.7%
5* Hotel / 5* Luxury Hotel	--	6.8%
Aparthotel / Tourist Villa	--	23.6%
House/room rented in a private dwelling	--	5.3%
Private accommodation (1)	--	7.0%
Others (Cottage, cruise, camping,..)	--	6.8%

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

What do they book?

	1-2-3* Hotels	Total
Room only	18.4%	28.8%
Bed and Breakfast	13.1%	11.7%
Half board	20.4%	22.4%
Full board	4.1%	3.0%
All inclusive	44.1%	34.1%

■ 1-2-3* Hotels   ■ Total

Room only: 18.4% / 28.8%
Bed and Breakfast: 13.1% / 11.7%
Half board: 20.4% / 22.4%
Full board: 4.1% / 3.0%
All inclusive: 44.1% / 34.1%
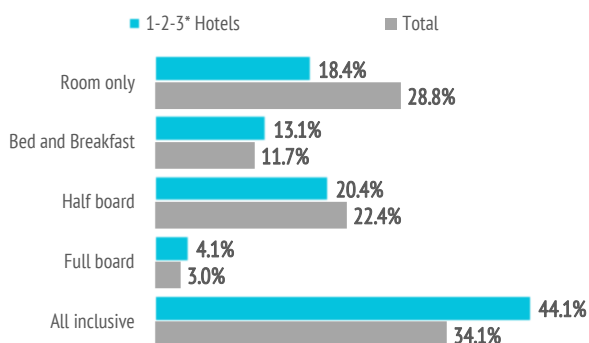
Other expenses

	1-2-3* Hotels	Total
Restaurants or cafes	56.6%	63.2%
Supermarkets	50.4%	55.9%
Car rental	23.5%	26.6%
Organized excursions	23.8%	21.8%
Taxi, transfer, chauffeur service	59.3%	51.7%
Theme Parks	8.7%	8.8%
Sport activities	5.7%	6.4%
Museums	4.6%	5.0%
Flights between islands	5.0%	4.8%

Activities in the Canary Islands

Outdoor time per day	1-2-3* Hotels	Total
0 hours	2.6%	2.2%
1 - 2 hours	10.5%	10.0%
3 - 6 hours	32.0%	32.6%
7 - 12 hours	44.5%	46.5%
More than 12 hours	10.4%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 7.4h
Canary Islands: 7.4h

Hours
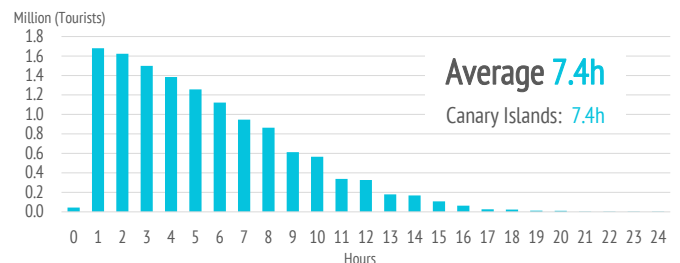
Activities in the Canary Islands	1-2-3* Hotels	Total
Beach	70.5%	68.0%
Walk, wander	69.1%	71.0%
Swimming pool, hotel facilities	58.6%	58.9%
Explore the island on their own	45.9%	46.5%
Taste Canarian gastronomy	23.1%	25.4%
Organized excursions	21.4%	17.9%
Nightlife / concerts / shows	16.2%	15.5%
Theme parks	16.0%	15.5%
Sport activities	13.9%	14.3%
Sea excursions / whale watching	12.3%	11.3%
Wineries / markets / popular festivals	11.0%	12.0%
Nature activities	10.3%	10.0%
Activities at sea	10.0%	9.8%
Museums / exhibitions	9.1%	9.8%
Beauty and health treatments	5.2%	5.7%
Astronomical observation	3.1%	3.4%

* Multi-choise question

	1-2-3* HOTELS	TOTAL	
BEACH	70.5%	68.0%	
ORGANIZED EXCURSIONS	21.4%	17.9%	

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 1-2-3* Hotels	1,723,899	234,254	308,213	646,825	503,487	25,758
- Share by islands	100%	13.6%	17.9%	37.5%	29.2%	1.5%
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%
% Tourists in 1-2-3* Hotels	13.0%	9.6%	16.8%	17.5%	10.3%	10.5%

How many islands do they visit during their trip?

	1-2-3* Hotels	Total
One island	90.9%	90.9%
Two islands	8.0%	7.7%
Three or more islands	1.1%	1.4%

Internet usage during their trip

	1-2-3* Hotels	Total
Research		
- Tourist package	15.6%	15.4%
- Flights	13.3%	13.0%
- Accommodation	18.1%	17.7%
- Transport	16.5%	15.6%
- Restaurants	24.0%	27.0%
- Excursions	27.7%	26.3%
- Activities	31.4%	31.0%
Book or purchase		
- Tourist package	43.1%	38.1%
- Flights	57.7%	64.4%
- Accommodation	54.6%	54.5%
- Transport	42.3%	44.7%
- Restaurants	10.0%	10.5%
- Excursions	11.4%	11.4%
- Activities	11.5%	12.5%

* Multi-choise question

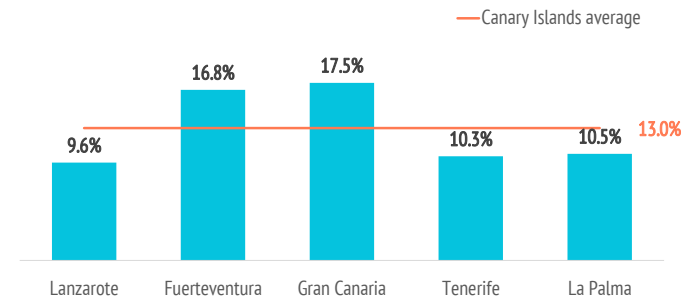| Internet usage in the Canary Islands	1-2-3* Hotels	Total
Did not use the Internet	**12.2%**	**9.8%**
Used the Internet	**87.8%**	**90.2%**
- Own Internet connection	36.0%	36.5%
- Free Wifi connection	38.7%	41.1%
Applications*		
- Search for locations or maps	60.1%	60.7%
- Search for destination info	43.0%	44.7%
- Share pictures or trip videos	55.3%	55.6%
- Download tourist apps	6.2%	6.5%
- Others	24.1%	23.9%

* Multi-choise question

"

55.3% of tourists share pictures or trip videos during their stay in the Canary Islands
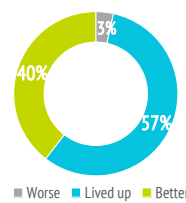
(Canary Islands: 55.6%)

% TOURISTS BY ISLANDS

—— Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
9.6%	16.8%	17.5%	10.3%	10.5%

13.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	1-2-3* Hotels	Total
Average rating	8.48	8.58

Experience in the Canary Islands	1-2-3* Hotels	Total
Worse or much worse than expected	3.5%	2.9%
Lived up to expectations	57.0%	57.4%
Better or much better than expected	39.6%	39.7%

Future intentions (scale 1-10)	1-2-3* Hotels	Total
Return to the Canary Islands	8.48	8.60
Recommend visiting the Canary Islands	8.75	8.86

3%
40%
57%

■ Worse ■ Lived up ■ Better

8.48/10
Experience in
the Canary

8.75/10
Return to the
Canary Islands

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	1-2-3* Hotels	Total
Repeat tourists	**67.9%**	**71.0%**
Repeat tourists (last 5 years)	60.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	15.3%	18.4%
At least 10 previous visits	**14.2%**	**17.8%**

Canary Islands
LATITUDE of LIFE
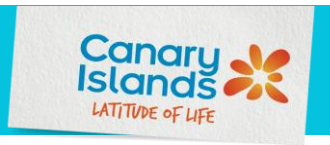
Where are they from? 🌐

	%	Absolute
United Kingdom	26.2%	451,161
Germany	23.4%	402,653
Spanish Mainland	11.0%	188,882
Sweden	5.0%	86,065
France	4.7%	81,121
Netherlands	4.0%	69,607
Denmark	3.9%	68,065
Poland	3.1%	53,947
Noway	2.9%	50,133
Ireland	2.8%	49,072
Italy	2.8%	48,444
Belgium	2.3%	39,555
Switzerland	2.1%	35,769
Finland	1.4%	23,613
Austria	0.7%	11,488
Czech republic	0.7%	11,322
Russia	0.3%	4,489
Others	2.8%	48,513

United Kingdom 26.2%

Germany 23.4%

Spanish Mainland 11.0%

Others 40%
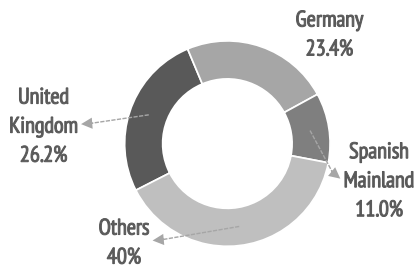
Who do they come with? 👫

	1-2-3* Hotels	Total
Unaccompanied	8.4%	8.9%
Only with partner	47.0%	47.4%
Only with children (< 13 years old)	6.0%	5.9%
Partner + children (< 13 years old)	6.7%	7.2%
Other relatives	9.0%	9.0%
Friends	6.8%	6.3%
Work colleagues	0.7%	0.5%
Organized trip	0.4%	0.2%
Other combinations [1]	15.0%	14.6%
(1) Different situations have been isolated		
Tourists with children	**18.8%**	**19.3%**
- Between 0 and 2 years old	1.4%	1.8%
- Between 3 and 12 years old	15.7%	15.8%
- Between 0 -2 and 3-12 years	1.7%	1.6%
Tourists without children	**81.2%**	**80.7%**
Group composition:		
- 1 person	11.9%	12.4%
- 2 people	55.6%	54.1%
- 3 people	11.9%	12.6%
- 4 or 5 people	16.6%	17.1%
- 6 or more people	4.0%	3.8%
Average group size:	**2.58**	**2.58**

Who are they? 👤

	1-2-3* Hotels	Total
Gender		
Men	48.9%	48.2%
Women	51.1%	51.8%
Age		
Average age (tourist > 15 years old)	46.8	46.7
Standard deviation	15.6	15.3
Age range (> 15 years old)		
16 - 24 years old	8.3%	7.7%
25 - 30 years old	10.5%	10.8%
31 - 45 years old	28.6%	28.6%
46 - 60 years old	30.7%	31.3%
Over 60 years old	21.9%	21.5%
Occupation		
Salaried worker	55.9%	55.5%
Self-employed	10.9%	11.0%
Unemployed	1.0%	1.1%
Business owner	8.8%	9.2%
Student	4.1%	4.2%
Retired	17.9%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.2%	17.0%
€25,000 - €49,999	37.4%	36.5%
€50,000 - €74,999	25.0%	25.0%
More than €74,999	19.4%	21.5%
Education level		
No studies	4.4%	4.8%
Primary education	3.8%	2.8%
Secondary education	26.5%	23.1%
Higher education	65.3%	69.3%

23%

26%

51%

47 YEARS OLD
AVERAGE AGE

47% ONLY WITH **PARTNER**

Pictures: Freepik.com