How many are they and how much do they spend?

	4* Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,110,866**
Tourist arrivals > 15 years old (EGT)	**4,993,847**	**13,271,035**
- book holiday package	3,807,519	7,426,022
- do not book holiday package	1,186,329	5,845,014
- % tourists who book holiday package	76.2%	56.0%
Share of total tourist	37.6%	100%

TOURISTS IN 4* HOTELS

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	283,564	308,455	281,368	312,941
book holiday package	946,580	893,309	945,666	1,021,964
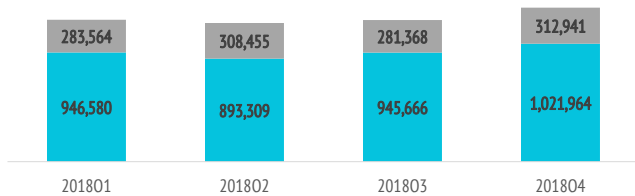
	4* Hotels	Total
Expenditure per tourist (€)	**1,189**	**1,136**
- book holiday package	1,253	1,268
- holiday package	1,055	1,031
- others	198	237
- do not book holiday package	983	967
- flight	251	263
- accommodation	446	321
- others	285	383
Average lenght of stay	**8.29**	**9.09**
- book holiday package	8.54	8.64
- do not book holiday package	7.49	9.68
Average daily expenditure (€)	**151.0**	**138.9**
- book holiday package	153.9	155.4
- do not book holiday package	141.7	117.9
Total turnover (> 15 years old) (€m)	**5,936**	**15,070**
- book holiday package	4,770	9,416
- do not book holiday package	1,166	5,655

AVERAGE LENGHT OF STAY (nights)

■ 4* Hotels ■ Total

	Total	book holiday package	do not book holiday package
4* Hotels	8.29	8.54	7.49
Total	9.09	8.64	9.68

EXPENDITURE PER TOURIST (€)

■ 4* Hotels ■ Total

	Total	book holiday package	do not book holiday package
4* Hotels	1,189	1,253	983
Total	1,136	1,268	967

Importance of each factor in the destination choice

	4* Hotels	Total
Climate	80.0%	78.4%
Safety	55.6%	51.9%
Accommodation supply	50.5%	42.9%
Tranquility	50.1%	47.6%
Sea	45.0%	44.4%
Price	38.2%	37.4%
European belonging	38.2%	36.1%
Beaches	37.8%	37.7%
Effortless trip	37.4%	35.2%
Environment	31.7%	33.2%
Landscapes	31.1%	33.1%
Gastronomy	22.1%	23.2%
Fun possibilities	20.3%	21.1%
Authenticity	19.4%	20.3%
Exoticism	10.7%	11.4%
Shopping	9.0%	9.4%
Hiking trail network	7.8%	9.6%
Historical heritage	7.7%	8.2%
Culture	7.5%	8.0%
Nightlife	6.2%	8.0%

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?

	4* Hotels	Total
Rest	59.7%	55.5%
Enjoy family time	11.6%	14.4%
Have fun	7.6%	8.6%
Explore the destination	18.5%	17.8%
Practice their hobbies	1.4%	1.9%
Other reasons	1.2%	1.8%

REST

4* Hotels — 59.7%

Total — 55.5%

How far in advance do they book their trip?

	4* Hotels	Total
The same day	0.5%	0.7%
Between 1 and 30 days	23.7%	23.8%
Between 1 and 2 months	23.3%	22.8%
Between 3 and 6 months	33.9%	32.7%
More than 6 months	18.7%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

4* HOTELS
33.9%

TOTAL
32.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 4* hotel.

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

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

	4* Hotels	Total
Previous visits to the Canary Islands	50.0%	51.9%
Friends or relatives	21.3%	27.1%
Internet or social media	55.8%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	9.2%	8.4%
Travel Blogs or Forums	5.3%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	32.0%	22.6%
Public administrations or similar	0.4%	0.4%
Others	1.8%	2.4%

* Multi-choise question

With whom did they book their flight and accommodation?

	4* Hotels	Total
Flight		
- Directly with the airline	25.6%	42.9%
- Tour Operator or Travel Agency	74.4%	57.1%
Accommodation		
- Directly with the accommodation	21.1%	31.5%
- Tour Operator or Travel Agency	78.9%	68.5%

Where do they stay?

	4* Hotels	Total
1-2-3* Hotel	--	11.5%
4* Hotel	100.0%	37.6%
5* Hotel / 5* Luxury Hotel	--	9.0%
Aparthotel / Tourist Villa	--	22.5%
House/room rented in a private dwelling	--	5.9%
Private accommodation (1)	--	7.2%
Others (Cottage, cruise, camping,..)	--	6.3%

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

What do they book?

	4* Hotels	Total
Room only	4.6%	27.9%
Bed and Breakfast	10.6%	12.4%
Half board	30.7%	21.2%
Full board	4.0%	3.6%
All inclusive	50.0%	34.9%

■ 4* Hotels   ■ Total

	4* Hotels	Total
Room only	4.6%	27.9%
Bed and Breakfast	10.6%	12.4%
Half board	30.7%	21.2%
Full board	4.0%	3.6%
All inclusive	50.0%	34.9%
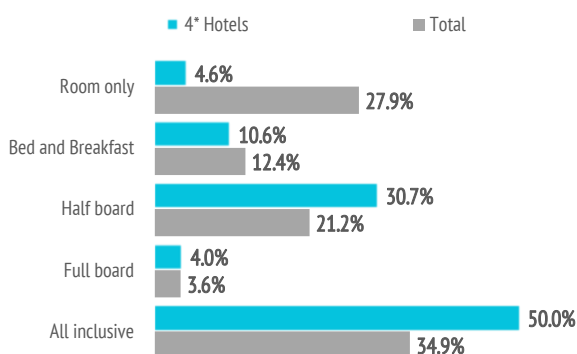
Other expenses

	4* Hotels	Total
Restaurants or cafes	47.1%	59.1%
Supermarkets	37.6%	52.1%
Car rental	23.4%	26.3%
Organized excursions	23.7%	20.6%
Taxi, transfer, chauffeur service	61.9%	50.0%
Theme Parks	7.5%	7.5%
Sport activities	4.9%	5.7%
Museums	3.8%	4.6%
Flights between islands	3.4%	4.4%

Activities in the Canary Islands

Outdoor time per day	4* Hotels	Total
0 hours	2.7%	2.1%
1 - 2 hours	14.6%	9.8%
3 - 6 hours	36.7%	32.6%
7 - 12 hours	39.7%	47.1%
More than 12 hours	6.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 6.6h
Canary Islands: 7.4h

Hours
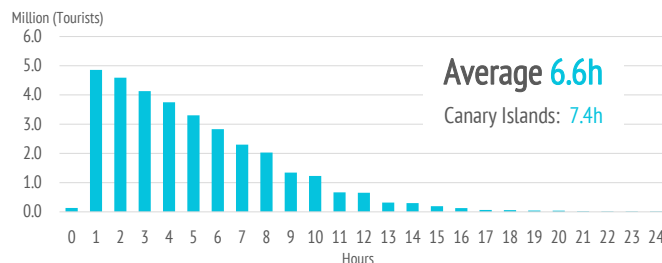
Activities in the Canary Islands	4* Hotels	Total
Walk, wander	67.9%	69.8%
Swimming pool, hotel facilities	66.4%	58.2%
Beach	65.3%	66.3%
Explore the island on their own	41.6%	45.2%
Organized excursions	21.3%	16.9%
Taste Canarian gastronomy	18.9%	24.2%
Theme parks	14.5%	14.1%
Nightlife / concerts / shows	13.0%	15.5%
Sport activities	12.5%	13.4%
Sea excursions / whale watching	11.8%	11.1%
Wineries / markets / popular festivals	10.2%	11.6%
Activities at sea	9.4%	10.0%
Nature activities	9.1%	10.4%
Museums / exhibitions	8.9%	10.1%
Beauty and health treatments	5.9%	5.4%
Astronomical observation	3.3%	3.5%

* Multi-choise question

	4* HOTELS	TOTAL
SWIMMING POOL / HOTEL FACILITIES	66.4%	58.2%
ORGANIZED EXCURSIONS	21.3%	16.9%

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 4* hotels	4,993,847	988,257	888,228	1,140,449	1,846,051	111,403
- Share by islands	100%	19.8%	17.8%	22.8%	37.0%	2.2%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists in 4* hotels	37.6%	39.2%	53.5%	30.8%	36.6%	47.3%

How many islands do they visit during their trip?

	4* Hotels	Total
One island	92.3%	91.4%
Two islands	6.8%	7.2%
Three or more islands	0.9%	1.4%

Internet usage during their trip

	4* Hotels	Total
Research		
- Tourist package	17.0%	14.8%
- Flights	15.8%	13.0%
- Accommodation	21.5%	16.9%
- Transport	16.7%	15.7%
- Restaurants	25.3%	28.4%
- Excursions	27.8%	26.2%
- Activities	30.9%	30.1%
Book or purchase		
- Tourist package	46.5%	39.4%
- Flights	55.1%	66.7%
- Accommodation	52.7%	57.3%
- Transport	43.1%	47.6%
- Restaurants	10.5%	12.1%
- Excursions	13.2%	13.0%
- Activities	13.3%	14.7%

* Multi-choise question

Internet usage in the Canary Islands	4* Hotels	Total
Did not use the Internet	**9.1%**	**8.3%**
Used the Internet	**90.9%**	**91.7%**
- Own Internet connection	31.5%	37.4%
- Free Wifi connection	44.7%	39.5%
Applications*		
- Search for locations or maps	58.5%	61.7%
- Search for destination info	42.4%	44.8%
- Share pictures or trip videos	56.2%	56.0%
- Download tourist apps	6.7%	7.0%
- Others	23.8%	22.6%

* Multi-choise question

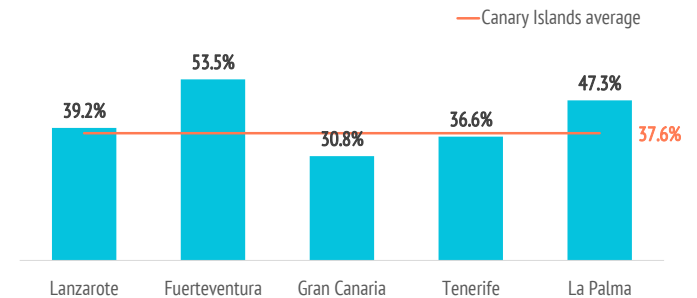> **56.2%** of tourists share pictures or trip videos during their stay in the Canary Islands
>
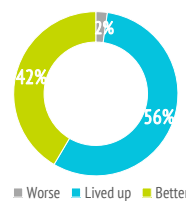> (Canary Islands: 56%)

% TOURISTS BY ISLANDS

—Canary Islands average

39.2%	53.5%	30.8%	36.6%	47.3%
Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma

37.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	4* Hotels	Total
Average rating	8.67	8.70

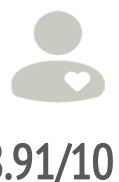| Experience in the Canary Islands	4* Hotels	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	56.2%	55.6%
Better or much better than expected	41.5%	42.1%

Future intentions (scale 1-10)	4* Hotels	Total
Return to the Canary Islands	8.63	8.73
Recommend visiting the Canary Islands	8.91	8.95

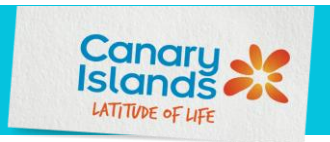Worse Lived up Better

8.63/10
Experience in the Canary

8.91/10
Return to the Canary Islands

Recommend visiting the Canary Islands
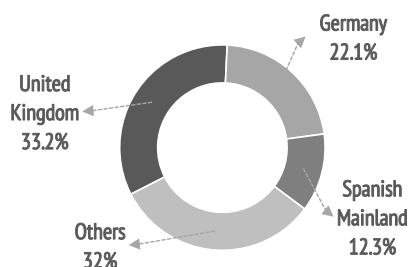
How many are loyal to the Canary Islands?

	4* Hotels	Total
Repeat tourists	**70.4%**	**72.2%**
Repeat tourists (last 5 years)	64.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	15.3%	19.5%
At least 10 previous visits	**14.9%**	**18.6%**

Where are they from? 🌐

	%	Absolute
United Kingdom	33.2%	1,660,452
Germany	22.1%	1,104,664
Spanish Mainland	12.3%	615,863
France	4.3%	216,509
Netherlands	3.7%	182,332
Sweden	3.0%	151,340
Ireland	3.0%	150,855
Poland	2.8%	141,625
Belgium	2.7%	135,908
Italy	2.6%	127,899
Norway	1.7%	83,967
Denmark	1.7%	83,251
Switzerland	1.6%	80,596
Finland	1.2%	58,897
Austria	0.7%	36,205
Portugal	0.6%	29,728
Czech Republic	0.5%	25,955
Others	2.2%	107,803

Germany 22.1%
United Kingdom 33.2%
Others 32%
Spanish Mainland 12.3%

Who do they come with? 👪

	4* Hotels	Total
Unaccompanied	6.2%	9.6%
Only with partner	53.5%	48.1%
Only with children (< 13 years old)	5.5%	5.6%
Partner + children (< 13 years old)	7.2%	6.5%
Other relatives	9.0%	9.3%
Friends	4.8%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.3%	0.3%
Other combinations [1]	0.0%	0.0%
(1) Different situations have been isolated		
Tourists with children	**18.1%**	**17.7%**
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	15.1%	14.8%
- Between 0 -2 and 3-12 years	1.4%	1.4%
Tourists without children	**81.9%**	**82.3%**
Group composition:		
- 1 person	9.4%	13.2%
- 2 people	60.3%	55.1%
- 3 people	11.9%	12.0%
- 4 or 5 people	14.9%	16.3%
- 6 or more people	3.5%	3.5%
Average group size:	**2.54**	**2.54**

Who are they? 👤

	4* Hotels	Total
Gender		
Men	47.9%	48.6%
Women	52.1%	51.4%
Age		
Average age (tourist > 15 years old)	47.9	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	6.7%	7.3%
25 - 30 years old	10.2%	10.9%
31 - 45 years old	26.9%	28.0%
46 - 60 years old	32.9%	31.8%
Over 60 years old	23.3%	22.1%
Occupation		
Salaried worker	56.5%	55.0%
Self-employed	10.5%	11.5%
Unemployed	1.0%	1.1%
Business owner	9.2%	9.4%
Student	2.7%	3.5%
Retired	18.8%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	16.0%	17.5%
€25,000 - €49,999	38.6%	37.5%
€50,000 - €74,999	23.1%	22.8%
More than €74,999	22.3%	22.2%
Education level		
No studies	4.9%	5.0%
Primary education	2.9%	2.6%
Secondary education	25.6%	23.6%
Higher education	66.6%	68.9%

3 IN 10 TOURISTS ARE **BRITISH**

48 YEARS OLD AVERAGE AGE

54% ONLY WITH **PARTNER**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 4 hotel.*

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