How many are they and how much do they spend?

	5*-5*L Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**921,529**	**13,485,651**
- book holiday package	559,241	7,848,516
- do not book holiday package	362,288	5,637,135
- % tourists who book holiday package	60.7%	58.2%
Share of total tourist	6.8%	100%

TOURISTS IN 5* HOTELS AND 5* LUXURY HOTELS

■ do not book holiday package   ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	117,465	128,145	138,744	174,886
book holiday package	203,470	222,385	220,610	275,064
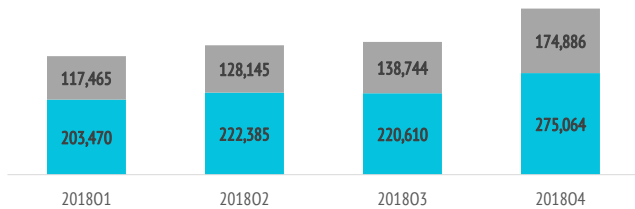
	5*-5*L Hotels	Total
Expenditure per tourist (€)	**1,685**	**1,196**
- book holiday package	1,733	1,309
- holiday package	1,434	1,064
- others	299	246
- do not book holiday package	1,611	1,037
- flight	356	288
- accommodation	835	350
- others	419	399
Average lenght of stay	**7.92**	**9.32**
- book holiday package	8.02	8.66
- do not book holiday package	7.77	10.23
Average daily expenditure (€)	**223.7**	**143.6**
- book holiday package	226.1	159.8
- do not book holiday package	219.9	121.0
Total turnover (> 15 years old) (€m)	**1,553**	**16,124**
- book holiday package	969	10,277
- do not book holiday package	584	5,848

AVERAGE LENGHT OF STAY (nights)

■ 5*-5*L Hotels   ■ Total

	Total	book holiday package	do not book holiday package
5*-5*L Hotels	7.92	8.02	7.77
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ 5*-5*L Hotels   ■ Total

	Total	book holiday package	do not book holiday package
5*-5*L Hotels	1,685	1,733	1,611
Total	1,196	1,309	1,037
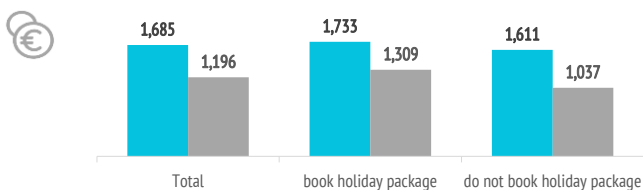
Importance of each factor in the destination choice

	5*-5*L Hotels	Total
Climate	83.0%	78.1%
Safety	56.6%	51.4%
Accommodation supply	56.6%	41.7%
Tranquility	53.5%	46.2%
Effortless trip	41.3%	34.8%
European belonging	39.6%	35.8%
Sea	37.6%	43.3%
Price	33.0%	36.5%
Beaches	29.9%	37.1%
Environment	29.5%	30.6%
Gastronomy	28.2%	22.6%
Landscapes	25.9%	31.6%
Fun possibilities	21.4%	20.7%
Authenticity	19.4%	19.1%
Exoticism	9.9%	10.5%
Shopping	9.2%	9.6%
Historical heritage	6.5%	7.1%
Culture	6.4%	7.3%
Nightlife	5.7%	7.5%
Hiking trail network	5.6%	9.0%

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?

	5*-5*L Hotels	Total
Rest	65.0%	55.1%
Enjoy family time	13.7%	14.7%
Have fun	6.6%	7.8%
Explore the destination	12.1%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	1.5%	2.1%

REST

5°-5°L Hotels   65.0%

Total   55.1%

How far in advance do they book their trip?

	5*-5*L Hotels	Total
The same day	0.4%	0.7%
Between 1 and 30 days	23.4%	23.2%
Between 1 and 2 months	22.1%	23.0%
Between 3 and 6 months	34.5%	32.4%
More than 6 months	19.5%	20.7%

% TOURISTS BOOKING MORE BETWEEN 3 AND 6 MONTHS IN ADVANCE

5°-5°L HOTELS   34.5%   TOTAL   32.4%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who stayed in a 5 hotel and 5* Luxury 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? Q

	5*-5*L Hotels	Total
Previous visits to the Canary Islands	51.3%	50.9%
Friends or relatives	23.9%	27.8%
Internet or social media	57.7%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	8.5%	9.5%
Travel Blogs or Forums	6.1%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	25.6%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.2%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	5*-5*L Hotels	Total
Flight		
- Directly with the airline	39.1%	39.5%
- Tour Operator or Travel Agency	60.9%	60.5%
Accommodation		
- Directly with the accommodation	34.1%	28.8%
- Tour Operator or Travel Agency	65.9%	71.2%

Where do they stay? 🛏

	5*-5*L Hotels	Total
1-2-3* Hotel	--	12.8%
4* Hotel	--	37.7%
5* Hotel / 5* Luxury Hotel	100.0%	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? 🍽

	5*-5*L Hotels	Total
Room only	3.3%	28.8%
Bed and Breakfast	31.3%	11.7%
Half board	39.2%	22.4%
Full board	4.8%	3.0%
All inclusive	21.4%	34.1%

■ 5*-5*L Hotels ■ Total

Room only: 3.3% / 28.8%
Bed and Breakfast: 31.3% / 11.7%
Half board: 39.2% / 22.4%
Full board: 4.8% / 3.0%
All inclusive: 21.4% / 34.1%
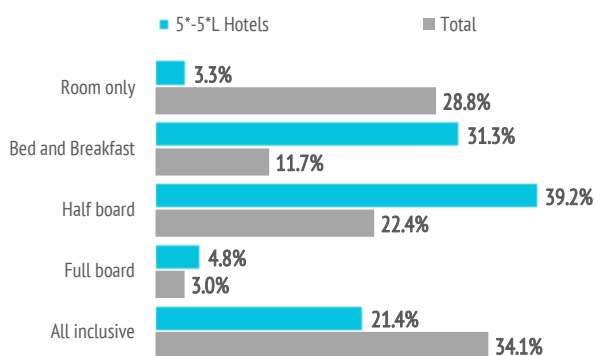
Other expenses 📍

	5*-5*L Hotels	Total
Restaurants or cafes	65.8%	63.2%
Supermarkets	41.1%	55.9%
Car rental	25.2%	26.6%
Organized excursions	19.6%	21.8%
Taxi, transfer, chauffeur service	54.3%	51.7%
Theme Parks	7.5%	8.8%
Sport activities	6.1%	6.4%
Museums	4.9%	5.0%
Flights between islands	4.2%	4.8%

Activities in the Canary Islands 🚶🏻

Outdoor time per day	5*-5*L Hotels	Total
0 hours	4.5%	2.2%
1 - 2 hours	18.5%	10.0%
3 - 6 hours	37.7%	32.6%
7 - 12 hours	33.6%	46.5%
More than 12 hours	5.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 6h
Canary Islands: 7.4h

Hours
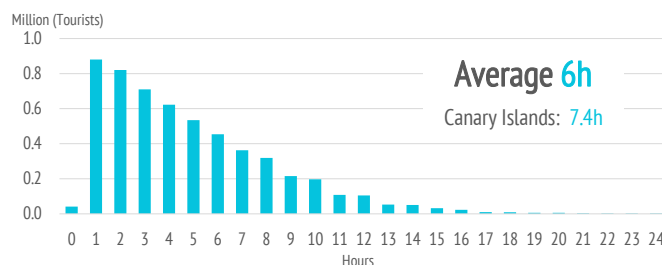
Activities in the Canary Islands	5*-5*L Hotels	Total
Swimming pool, hotel facilities	74.2%	58.9%
Walk, wander	65.4%	71.0%
Beach	57.2%	68.0%
Explore the island on their own	38.2%	46.5%
Taste Canarian gastronomy	22.0%	25.4%
Sport activities	16.6%	14.3%
Organized excursions	14.9%	17.9%
Theme parks	12.6%	15.5%
Nightlife / concerts / shows	11.2%	15.5%
Beauty and health treatments	9.8%	5.7%
Sea excursions / whale watching	9.2%	11.3%
Wineries / markets / popular festivals	8.8%	12.0%
Museums / exhibitions	8.6%	9.8%
Nature activities	7.8%	10.0%
Activities at sea	7.7%	9.8%
Astronomical observation	3.0%	3.4%

* Multi-choise question

	5*-5*L HOTELS	TOTAL
SWIMMING POOL / HOTEL FACILITIES	74.2%	58.9%
BEAUTY AND HEALTH TREATMENTS	9.8%	5.7%

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 5*-5*L hotels	921,529	173,921	46,585	226,025	474,925	--
- Share by islands	100%	18.9%	5.1%	24.5%	51.5%	--
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 5*-5*L hotels	7.0%	7.2%	2.5%	6.1%	9.7%	--

How many islands do they visit during their trip?

	5*-5*L Hotels	Total
One island	92.1%	90.9%
Two islands	6.8%	7.7%
Three or more islands	1.1%	1.4%

Internet usage during their trip

	5*-5*L Hotels	Total
Research		
- Tourist package	16.9%	15.4%
- Flights	15.7%	13.0%
- Accommodation	20.6%	17.7%
- Transport	15.7%	15.6%
- Restaurants	29.6%	27.0%
- Excursions	26.7%	26.3%
- Activities	32.1%	31.0%
Book or purchase		
- Tourist package	41.7%	38.1%
- Flights	63.7%	64.4%
- Accommodation	60.3%	54.5%
- Transport	47.1%	44.7%
- Restaurants	13.8%	10.5%
- Excursions	13.0%	11.4%
- Activities	13.5%	12.5%

* Multi-choise question

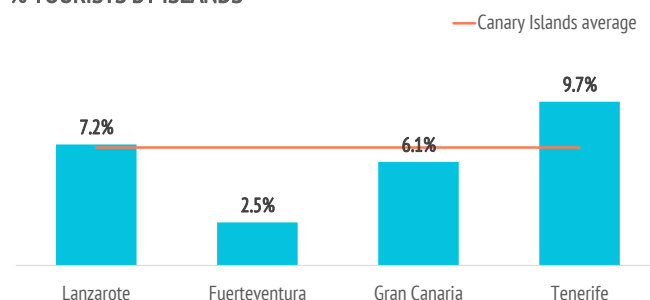| Internet usage in the Canary Islands	5*-5*L Hotels	Total
Did not use the Internet	**7.3%**	**9.8%**
Used the Internet	**92.7%**	**90.2%**
- Own Internet connection	24.8%	36.5%
- Free Wifi connection	54.5%	41.1%
Applications*		
- Search for locations or maps	61.2%	60.7%
- Search for destination info	47.1%	44.7%
- Share pictures or trip videos	55.2%	55.6%
- Download tourist apps	8.2%	6.5%
- Others	23.6%	23.9%

* Multi-choise question

> **47.1%** of tourists search for destination info during their stay in the Canary Islands

(Canary Islands: 44.7%)

Picture: Freepik.com

% TOURISTS BY ISLANDS

—Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
7.2%	2.5%	6.1%	9.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	5*-5*L Hotels	Total
Average rating	8.70	8.58

Experience in the Canary Islands	5*-5*L Hotels	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	55.5%	57.4%
Better or much better than expected	41.6%	39.7%

Future intentions (scale 1-10)	5*-5*L Hotels	Total
Return to the Canary Islands	8.62	8.60
Recommend visiting the Canary Islands	8.85	8.86

Worse 3% ▪ Lived up 56% ▪ Better 42%

8.62/10

Experience in the Canary

8.85/10
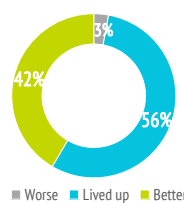
Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

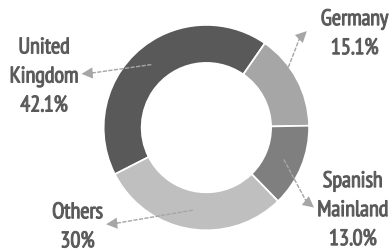|	5*-5*L Hotels	Total
Repeat tourists	**71.3%**	**71.0%**
Repeat tourists (last 5 years)	62.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	15.8%	18.4%
At least 10 previous visits	**15.4%**	**17.8%**

Where are they from? 🌐

	%	Absolute
United Kingdom	42.1%	388,378
Germany	15.1%	138,808
Spanish Mainland	13.0%	119,824
Belgium	4.0%	36,814
Ireland	3.6%	32,799
Switzerland	3.5%	32,626
France	3.2%	29,409
Italy	2.4%	22,514
Netherlands	2.1%	19,117
Sweden	1.7%	15,802
Norway	1.6%	15,140
Austria	1.0%	9,030
Denmark	0.9%	8,528
Finland	0.9%	8,032
Russia	0.8%	6,966
Poland	0.6%	5,496
Czech Republic	0.2%	1,446
Others	3.3%	30,798

Germany
15.1%

United
Kingdom
42.1%

Others
30%

Spanish
Mainland
13.0%

Who do they come with? 👪

	5*-5*L Hotels	Total
Unaccompanied	4.0%	8.9%
Only with partner	51.3%	47.4%
Only with children (< 13 years old)	7.6%	5.9%
Partner + children (< 13 years old)	9.2%	7.2%
Other relatives	9.6%	9.0%
Friends	3.6%	6.3%
Work colleagues	0.9%	0.5%
Organized trip	0.3%	0.2%
Other combinations [1]	13.5%	14.6%
(1) Different situations have been isolated		
Tourists with children	**24.0%**	**19.3%**
- Between 0 and 2 years old	2.7%	1.8%
- Between 3 and 12 years old	18.6%	15.8%
- Between 0 -2 and 3-12 years	2.7%	1.6%
Tourists without children	**76.0%**	**80.7%**
Group composition:		
- 1 person	6.7%	12.4%
- 2 people	56.9%	54.1%
- 3 people	14.0%	12.6%
- 4 or 5 people	19.2%	17.1%
- 6 or more people	3.3%	3.8%
Average group size:	**2.68**	**2.58**

Who are they? 👤

	5*-5*L Hotels	Total
Gender		
Men	50.8%	48.2%
Women	49.2%	51.8%
Age		
Average age (tourist > 15 years old)	46.4	46.7
Standard deviation	14.4	15.3
Age range (> 15 years old)		
16 - 24 years old	5.5%	7.7%
25 - 30 years old	9.8%	10.8%
31 - 45 years old	33.5%	28.6%
46 - 60 years old	33.4%	31.3%
Over 60 years old	17.8%	21.5%
Occupation		
Salaried worker	54.5%	55.5%
Self-employed	13.0%	11.0%
Unemployed	0.8%	1.1%
Business owner	13.7%	9.2%
Student	2.6%	4.2%
Retired	13.8%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	9.5%	17.0%
€25,000 - €49,999	27.8%	36.5%
€50,000 - €74,999	24.8%	25.0%
More than €74,999	37.9%	21.5%
Education level		
No studies	5.7%	4.8%
Primary education	1.5%	2.8%
Secondary education	16.6%	23.1%
Higher education	76.3%	69.3%

4 IN 10 TOURISTS ARE
BRITISH

46 YEARS OLD
AVERAGE AGE

51% ONLY WITH
PARTNER

Pictures: Freepik.com