

How many are they and how much do they spend? €



	Internet	Total
Tourist arrivals (> 16 years old)	3,352,048	13,114,359
Average daily expenditure (€)	137.73	135.94
. in their place of residence	99.89	98.03
. in the Canary Islands	37.84	37.90
Average length of stay	8.6	9.4
Turnover per tourist (€)	1,093	1,141
Total turnover (> 16 years old) (€m)	3,664	14,957
Share of total turnover	24.5%	100%
Share of total tourist	25.8%	100%

Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	49.64	47.11
- Accommodation	44.21	40.52
- Additional accommodation expenses	5.43	6.60
Transport:	28.02	26.01
- Public transport	5.86	5.14
- Taxi	6.54	6.94
- Car rental	15.62	13.93
Food and drink:	131.61	148.33
- Food purchases at supermarkets	52.78	63.46
- Restaurants	78.84	84.87
Souvenirs:	44.74	53.88
Leisure:	38.38	34.52
- Organized excursions	17.22	14.95
- Leisure, amusement	5.27	4.55
- Trip to other islands	2.30	1.85
- Sporting activities	5.77	5.11
- Cultural activities	2.67	2.04
- Discos and disco-pubs	5.15	6.01
Others:	11.81	13.91
- Wellness	3.15	3.23
- Medical expenses	1.16	1.69
- Other expenses	7.50	8.99

How far in advance do they book their trip? ✓



	Internet	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.0%	6.3%
Between 8 and 15 days	9.0%	7.9%
Between 16 and 30 days	15.9%	14.7%
Between 31 and 90 days	35.1%	34.3%
More than 90 days	32.4%	36.2%

What do they book at their place of residence? Islas Canarias



	Internet	Total
Flight only	4.2%	8.8%
Flight and accommodation (room only)	26.6%	25.7%
Flight and accommodation (B&B)	10.0%	8.0%
Flight and accommodation (half board)	21.0%	20.4%
Flight and accommodation (full board)	3.7%	4.3%
Flight and accommodation (all inclusive)	34.5%	32.8%
% Tourists using low-cost airlines	52.5%	48.7%
Other expenses in their place of residence:		
- Car rental	13.9%	11.8%
- Sporting activities	5.6%	5.3%
- Excursions	5.8%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book? Islas Canarias



	Internet	Total
Accommodation booking		
Tour Operator	45.1%	42.3%
- Tour Operator's website	88.3%	78.8%
Accommodation	14.4%	14.7%
- Accommodation's website	90.3%	83.5%
Travel agency (High street)	11.8%	20.5%
Online Travel Agency (OTA)	27.3%	16.5%
No need to book accommodation	1.3%	6.0%

Flight booking

	Internet	Total
Tour Operator	46.6%	44.6%
- Tour Operator's website	87.2%	76.3%
Airline	24.6%	24.8%
- Airline's website	97.5%	96.2%
Travel agency (High street)	10.6%	19.1%
Online Travel Agency (OTA)	18.1%	11.5%

Where do they stay? 🏠

	Internet	Total
5* Hotel	7.4%	7.1%
4* Hotel	40.7%	39.6%
1-2-3* Hotel	15.3%	14.6%
Apartment	34.0%	31.5%
Property (privately-owned, friends, family)	0.8%	4.6%
Others	1.7%	2.6%

Who are they? 👁️



	Internet	Total
Gender		
Percentage of men	50.0%	48.5%
Percentage of women	50.0%	51.5%

	Internet	Total
Age		
Average age (tourists > 16 years old)	43.0	46.3
Standard deviation	14.6	15.3

	Internet	Total
Age range (> 16 years old)		
16-24 years old	10.7%	8.2%
25-30 years old	14.4%	11.1%
31-45 years old	31.5%	29.1%
46-60 years old	29.8%	30.9%
Over 60 years old	13.5%	20.7%

	Internet	Total
Occupation		
Business owner or self-employed	20.9%	23.1%
Upper/Middle management employee	40.8%	36.1%
Auxiliary level employee	16.7%	15.5%
Students	7.1%	5.1%
Retired	12.4%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%

	Internet	Total
Annual household income level		
€12,000 - €24,000	18.3%	17.8%
€24,001 - €36,000	18.3%	19.4%
€36,001 - €48,000	16.1%	16.9%
€48,001 - €60,000	14.8%	14.6%
€60,001 - €72,000	9.5%	9.5%
€72,001 - €84,000	6.3%	6.0%
More than €84,000	16.7%	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 informed via the Internet	3,352,048	624,181	572,860	949,223	1,123,224	57,998
- Share by islands	100%	18.6%	17.1%	28.3%	33.5%	1.7%
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 informed via the Internet	25.8%	26.9%	30.1%	26.2%	23.2%	26.3%

Who do they come with?



Why do they choose the Canary Islands?



	Internet	Total
Unaccompanied	6.0%	9.1%
Only with partner	51.6%	47.6%
Only with children (under the age of 13)	1.5%	1.5%
Partner + children (under the age of 13)	12.8%	11.8%
Other relatives	5.5%	6.0%
Friends	6.6%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	15.8%	17.5%

Aspects influencing the choice	Internet	Total
Climate/sun	92.7%	89.8%
Tranquillity/rest/relaxation	37.0%	36.6%
Beaches	35.4%	34.5%
Scenery	22.1%	21.9%
Visiting new places	20.8%	14.6%
Price	18.4%	12.7%
Security	12.0%	11.1%
Ease of travel	10.1%	8.9%
Suitable destination for children	8.2%	7.5%
Active tourism	6.6%	5.1%
Quality of the environment	6.3%	6.5%
Nightlife/fun	3.6%	3.8%
Theme parks	3.0%	3.0%
Nautical activities	2.8%	2.2%
Culture	2.6%	2.6%
Shopping	1.9%	2.6%

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

How do they rate the destination?



Impression of their stay	Internet	Total
Good or very good (% tourists)	94.3%	94.1%
Average rating (scale 1-10)	8.89	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Internet	Total
Repeat tourists	61.9%	77.3%
In love (at least 10 previous visits)	7.6%	16.1%

What did motivate them to come?



Aspects motivating the choice	Internet	Total
Previous visits to the Canary Islands	44.9%	64.1%
Recommendation by friends or relatives	25.1%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	3.2%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	3.6%	8.0%
Recommendation by Travel Agency	3.4%	9.7%
Information obtained via the Internet	100.0%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	1.0%	6.1%

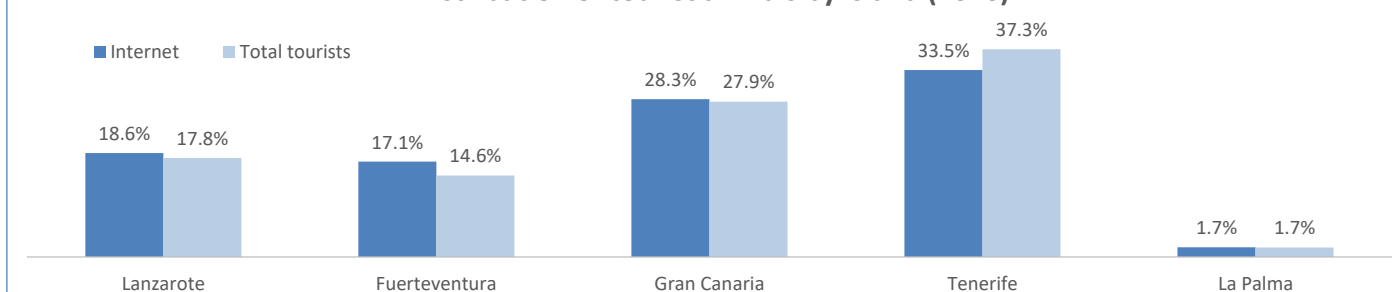
* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	31.5%	1,055,978
Germany	18.3%	614,682
Spanish Mainland	9.0%	300,370
Netherlands	5.5%	183,434
Sweden	4.5%	152,129
Italy	4.0%	135,631
France	4.0%	132,606
Norway	3.0%	101,166
Finland	2.8%	93,279
Ireland	2.5%	84,801

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was information via the Internet.

(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.