

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



	Press & books	Total
Tourist arrivals (> 16 years old)	500,193	13,114,359
Average daily expenditure (€)	141.85	135.94
. in their place of residence	101.20	98.03
. in the Canary Islands	40.64	37.90
Average length of stay	8.9	9.4
Turnover per tourist (€)	1,139	1,141
Total turnover (> 16 years old) (€m)	570	14,957
Share of total turnover	3.8%	100%
Share of total tourist	3.8%	100%

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

	Press & books	Total
Accommodation (**):	59.98	47.11
- Accommodation	52.67	40.52
- Additional accommodation expenses	7.31	6.60
Transport:	34.44	26.01
- Public transport	7.07	5.14
- Taxi	5.21	6.94
- Car rental	22.17	13.93
Food and drink:	138.56	148.33
- Food purchases at supermarkets	56.36	63.46
- Restaurants	82.20	84.87
Souvenirs:	46.47	53.88
Leisure:	37.10	34.52
- Organized excursions	16.79	14.95
- Leisure, amusement	4.96	4.55
- Trip to other islands	3.39	1.85
- Sporting activities	5.50	5.11
- Cultural activities	3.12	2.04
- Discos and disco-pubs	3.33	6.01
Others:	13.06	13.91
- Wellness	3.19	3.23
- Medical expenses	0.94	1.69
- Other expenses	8.93	8.99

How far in advance do they book their trip? ✓



	Press & books	Total
The same day they leave	0.7%	0.6%
Between 2 and 7 days	5.5%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	15.3%	14.7%
Between 31 and 90 days	39.6%	34.3%
More than 90 days	31.9%	36.2%

What do they book at their place of residence?



	Press & books	Total
Flight only	6.5%	8.8%
Flight and accommodation (room only)	27.1%	25.7%
Flight and accommodation (B&B)	9.6%	8.0%
Flight and accommodation (half board)	23.3%	20.4%
Flight and accommodation (full board)	6.6%	4.3%
Flight and accommodation (all inclusive)	27.0%	32.8%
% Tourists using low-cost airlines	52.9%	48.7%
Other expenses in their place of residence:		
- Car rental	19.3%	11.8%
- Sporting activities	5.7%	5.3%
- Excursions	8.0%	5.7%
- Trip to other islands	2.6%	1.6%

How do they book?



	Press & books	Total
Accommodation booking		
Tour Operator	38.6%	42.3%
- Tour Operator's website	72.2%	78.8%
Accommodation	14.7%	14.7%
- Accommodation's website	88.8%	83.5%
Travel agency (High street)	22.3%	20.5%
Online Travel Agency (OTA)	22.4%	16.5%
No need to book accommodation	2.0%	6.0%

Flight booking

	Press & books	Total
Tour Operator		
- Tour Operator's website	71.0%	76.3%
Airline	27.4%	24.8%
- Airline's website	95.4%	96.2%
Travel agency (High street)	19.9%	19.1%
Online Travel Agency (OTA)	12.4%	11.5%

Where do they stay?



	Press & books	Total
5* Hotel	6.4%	7.1%
4* Hotel	38.8%	39.6%
1-2-3* Hotel	16.0%	14.6%
Apartment	33.9%	31.5%
Property (privately-owned, friends, family)	2.0%	4.6%
Others	2.8%	2.6%

Who are they?



	Press & books	Total
Gender		
Percentage of men	50.8%	48.5%
Percentage of women	49.2%	51.5%

	Press & books	Total
Age		
Average age (tourists > 16 years old)	46.2	46.3
Standard deviation	15.5	15.3

	Press & books	Total
Age range (> 16 years old)		
16-24 years old	8.5%	8.2%
25-30 years old	12.3%	11.1%
31-45 years old	27.7%	29.1%
46-60 years old	30.4%	30.9%
Over 60 years old	21.1%	20.7%

	Press & books	Total
Occupation		
Business owner or self-employed	20.6%	23.1%
Upper/Middle management employee	41.6%	36.1%
Auxiliary level employee	13.8%	15.5%
Students	5.0%	5.1%
Retired	17.0%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%

	Press & books	Total
Annual household income level		
€12,000 - €24,000	17.5%	17.8%
€24,001 - €36,000	18.8%	19.4%
€36,001 - €48,000	18.2%	16.9%
€48,001 - €60,000	11.4%	14.6%
€60,001 - €72,000	9.6%	9.5%
€72,001 - €84,000	5.2%	6.0%
More than €84,000	19.3%	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 in press & books	500,193	92,510	69,460	142,131	169,768	15,561
- Share by islands	100%	18.5%	13.9%	28.4%	33.9%	3.1%
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 in press & books	3.8%	4.0%	3.6%	3.9%	3.5%	7.0%

Who do they come with?



Why do they choose the Canary Islands?



	Press & books	Total
Unaccompanied	8.1%	9.1%
Only with partner	51.6%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	10.6%	11.8%
Other relatives	7.2%	6.0%
Friends	5.7%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	15.0%	17.5%

Aspects influencing the choice	Press & books	Total
Climate/sun	89.7%	89.8%
Tranquillity/rest/relaxation	35.1%	36.6%
Scenery	33.4%	21.9%
Beaches	32.7%	34.5%
Visiting new places	24.9%	14.6%
Price	10.6%	12.7%
Security	9.8%	11.1%
Active tourism	9.4%	5.1%
Ease of travel	8.3%	8.9%
Quality of the environment	7.6%	6.5%
Suitable destination for children	5.5%	7.5%
Culture	3.5%	2.6%
Theme parks	3.0%	3.0%
Nightlife/fun	2.4%	3.8%
Nautical activities	2.1%	2.2%
Rural tourism	1.4%	1.0%

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

How do they rate the destination?



Impression of their stay	Press & books	Total
Good or very good (% tourists)	94.2%	94.1%
Average rating (scale 1-10)	8.83	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Press & books	Total
Repeat tourists	52.5%	77.3%
In love (at least 10 previous visits)	7.5%	16.1%

What did motivate them to come?



Aspects motivating the choice	Press & books	Total
Previous visits to the Canary Islands	32.9%	64.1%
Recommendation by friends or relatives	24.2%	34.5%
The Canary Islands television channel	0.5%	0.3%
Other television or radio channels	1.6%	0.8%
Information in the press/magazines/books	100.0%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	3.4%	8.0%
Recommendation by Travel Agency	4.2%	9.7%
Information obtained via the Internet	21.3%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	0.5%	6.1%

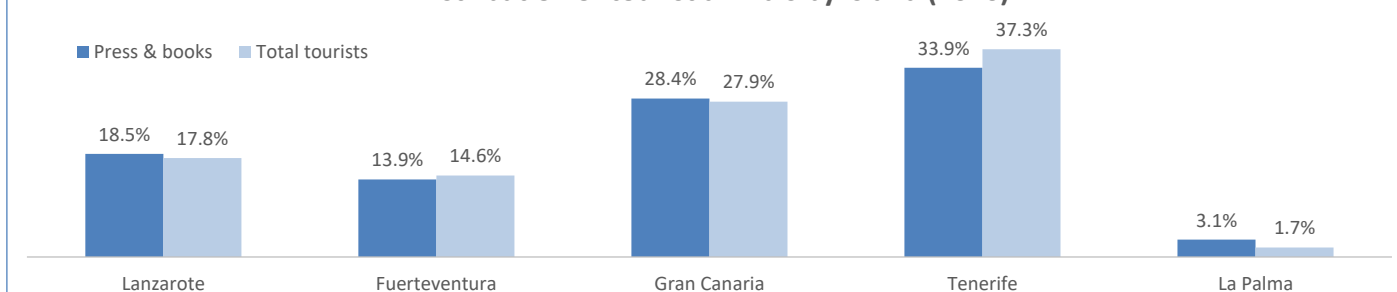
* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	24.0%	119,904
Germany	22.9%	114,590
Spanish Mainland	9.9%	49,319
Italy	7.5%	37,431
Netherlands	5.2%	26,125
France	4.7%	23,545
Sweden	3.5%	17,305
Switzerland	2.7%	13,570
Denmark	2.3%	11,364
Belgium	2.2%	10,920

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 in the press / magazines / books.

(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.