

How many are they and how much do they spend?

	Recommendation	Total
Tourist arrivals (> 16 years old)	4,810,854	13,852,616
Average daily expenditure (€)	137.66	140.18
. in their place of residence	96.54	101.15
. in the Canary Islands	41.12	39.03
Average length of stay	8.68	9.17
Turnover per tourist (€)	1,079	1,155
Total turnover (> 16 years old) (€m)	5,191	15,999
Share of total tourist	35.0%	100%
Share of total turnover	32.4%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.9%	13.5%
- Additional accommodation expenses	6.2%	6.3%

Transport:

- Public transport	15.5%	14.5%
- Taxi	22.5%	21.2%
- Car rental	20.9%	19.4%

Food and drink:

- Food purchases at supermarkets	57.7%	55.0%
- Restaurants	59.1%	57.3%

Souvenirs:

	54.5%	53.3%
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Leisure:

- Organized excursions	19.4%	17.7%
- Leisure, amusement	10.2%	8.4%
- Trip to other islands	2.5%	2.3%
- Sporting activities	6.8%	6.1%
- Cultural activities	4.9%	4.4%
- Discos and disco-pubs	7.7%	6.1%

Others:

- Wellness	4.7%	4.9%
- Medical expenses	3.9%	4.0%
- Other expenses	8.8%	9.6%



+7%
TOURISTS*
4,810,854



+1%
TRAVEL EXPENSES
€1,079



+8%
TURNOVER
€5,191 MILL

What do they book at their place of residence?

	Recommendation	Total
Flight only	11.3%	9.3%
Flight and accommodation (room only)	29.1%	26.9%
Flight and accommodation (B&B)	8.3%	8.3%
Flight and accommodation (half board)	17.3%	19.3%
Flight and accommodation (full board)	3.9%	4.4%
Flight and accommodation (all inclusive)	30.0%	31.9%
% Tourists using low-cost airlines	57.2%	50.8%

Other expenses in their place of residence:

- Car rental	13.2%	12.6%
- Sporting activities	5.2%	5.1%
- Excursions	7.0%	6.2%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

How do they book?

	Recommendation	Total
Accommodation booking		
Tour Operator	38.6%	42.4%
- Tour Operator's website	81.4%	80.6%
Accommodation	16.4%	14.6%
- Accommodation's website	85.0%	84.0%
Travel agency (High street)	17.5%	19.3%
Online Travel Agency (OTA)	19.2%	17.3%
No need to book accommodation	8.3%	6.4%

Flight booking

	Recommendation	Total
Tour Operator	41.0%	44.8%
- Tour Operator's website	79.9%	78.6%
Airline	30.4%	25.8%
- Airline's website	97.7%	97.3%
Travel agency (High street)	16.1%	18.0%
Online Travel Agency (OTA)	12.5%	11.4%

How far in advance do they book their trip?

	Recommendation	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	5.6%	5.9%
Between 8 and 15 days	6.9%	7.4%
Between 16 and 30 days	13.8%	13.4%
Between 31 and 90 days	35.3%	34.6%
More than 90 days	37.8%	38.3%

Who are they?

Gender	Recommendation	Total
Men	47.2%	48.1%
Women	52.8%	51.9%

Age

Average age (tourists > 16 years old)	42.8	46.9
Standard deviation	15.2	15.5

Age range (> 16 years old)

16-24 years old	12.3%	8.4%
25-30 years old	14.2%	10.2%
31-45 years old	31.5%	27.9%
46-60 years old	27.1%	31.7%
Over 60 years old	14.9%	21.8%

Occupation

Business owner or self-employed	24.8%	23.8%
Upper/Middle management employee	35.5%	35.2%
Auxiliary level employee	17.7%	15.3%
Students	7.1%	5.0%
Retired	12.5%	18.6%
Unemployed / unpaid dom. work	2.4%	2.1%

Annual household income level

€12,000 - €24,000	21.0%	17.9%
€24,001 - €36,000	20.3%	19.3%
€36,001 - €48,000	15.9%	16.1%
€48,001 - €60,000	14.2%	15.1%
€60,001 - €72,000	8.4%	9.3%
€72,001 - €84,000	5.6%	6.3%
More than €84,000	14.5%	16.0%

Tourist profile according to aspects motivating the destination choice (2017)

RECOMMENDATION BY FRIENDS OR RELATIVES

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists recommended by friends/relatives	4,810,854	901,704	609,813	1,294,399	1,892,418	77,062
- Share by islands	100%	18.7%	12.7%	26.9%	39.3%	1.6%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists recommended by friends/relatives	35.0%	36.3%	31.6%	33.6%	37.2%	28.0%

Where do they stay?

	Recommendation	Total
5* Hotel	6.3%	6.8%
4* Hotel	34.9%	38.4%
1-2-3* Hotel	14.9%	14.4%
Apartment	34.9%	32.4%
Property (privately-owned, friends, family)	6.0%	4.8%
Others	3.0%	3.2%

Who do they come with?

	Recommendation	Total
Unaccompanied	8.2%	8.7%
Only with partner	42.5%	46.8%
Only with children (under the age of 13)	2.1%	1.7%
Partner + children (under the age of 13)	12.3%	11.9%
Other relatives	7.2%	6.0%
Friends	8.1%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	19.5%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Recommendation	Total
Good or very good (% tourists)	94.6%	94.0%
Average rating (scale 1-10)	8.97	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Recommendation	Total
At least 1 previous visit	61.4%	77.3%
At least 10 previous visits	9.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	34.1%	1,639,980
Germany	18.4%	887,056
Spanish Mainland	11.1%	535,679
Italy	4.5%	214,340
Ireland	3.8%	182,568
France	3.5%	169,823
Sweden	3.5%	167,158
Netherlands	3.3%	160,485
Belgium	2.8%	135,325
Others	14.9%	718,438

Why do they choose the Canary Islands?

Aspects influencing the choice	Recommendation	Total
Climate/sun	89.8%	89.8%
Beaches	36.6%	35.1%
Tranquillity/rest/relaxation	35.9%	37.2%
Scenery	24.7%	22.9%
Visiting new places	19.1%	14.7%
Price	12.8%	12.2%
Security	8.7%	9.7%
Ease of travel	8.4%	8.9%
Suitable destination for children	8.2%	7.6%
Quality of the environment	6.6%	6.5%
Active tourism	5.8%	5.4%
Nightlife/fun	4.9%	3.8%
Theme parks	4.2%	3.1%
Culture	2.9%	2.7%
Shopping	2.6%	2.5%
Nautical activities	2.1%	2.0%

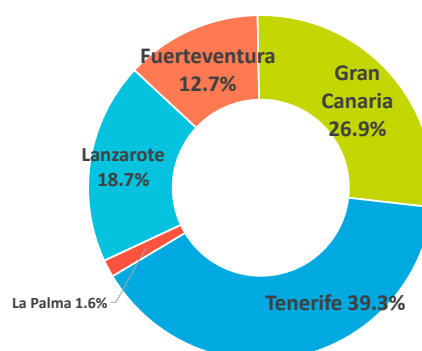
* Multi-choice question

What did motivate them to come?

Prescription sources	Recommendation	Total
Previous visits to the Canary Islands	44.1%	64.9%
Recommendation by friends/relatives	100.0%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	2.7%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	2.9%	7.2%
Recommendation by Travel Agency	6.0%	9.3%
Information obtained via the Internet	17.9%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	1.1%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was recommendation by friends or relatives.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded. (1) Combination of some groups previously analyzed.