

Nautical activities

How many are they and how much do they spend?

How do they book?

	Nautical act.	Total
Tourist arrivals (> 16 years old)	291,568	13,114,359
Average daily expenditure (€)	139.62	135.94
. in their place of residence	98.85	98.03
. in the Canary Islands	40.76	37.90
Average length of stay	9.4	9.4
Turnover per tourist (€)	1,173	1,141
Total turnover (> 16 years old) (€m)	342	14,957
Share of total turnover	2.3%	100%
Share of total tourist	2.2%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation ^(**):	46.42	47.11
- Accommodation	42.17	40.52
- Additional accommodation expenses	4.25	6.60
Transport:	30.12	26.01
- Public transport	6.05	5.14
- Taxi	5.19	6.94
- Car rental	18.88	13.93
Food and drink:	131.70	148.33
- Food purchases at supermarkets	60.15	63.46
- Restaurants	71.55	84.87
Souvenirs:	41.51	53.88
Leisure:	83.44	34.52
- Organized excursions	17.02	14.95
- Leisure, amusement	5.35	4.55
- Trip to other islands	2.17	1.85
- Sporting activities	48.56	5.11
- Cultural activities	2.86	2.04
- Discos and disco-pubs	7.48	6.01
Others:	16.98	13.91
- Wellness	4.67	3.23
- Medical expenses	2.01	1.69
- Other expenses	10.30	8.99

	Nautical act.	Total
Accommodation booking		
Tour Operator	33.6%	42.3%
- Tour Operator's website	77.5%	78.8%
Accommodation	20.7%	14.7%
- Accommodation's website	83.9%	83.5%
Travel agency (High street)	17.5%	20.5%
Online Travel Agency (OTA)	21.3%	16.5%
No need to book accommodation	6.9%	6.0%

	Nautical act.	Total
Flight booking		
Tour Operator	35.1%	44.6%
- Tour Operator's website	76.5%	76.3%
Airline	28.9%	24.8%
- Airline's website	97.1%	96.2%
Travel agency (High street)	17.8%	19.1%
Online Travel Agency (OTA)	18.3%	11.5%

Where do they stay?

	Nautical act.	Total
5* Hotel	5.3%	7.1%
4* Hotel	33.0%	39.6%
1-2-3* Hotel	18.4%	14.6%
Apartment	31.8%	31.5%
Property (privately-owned, friends, family)	5.8%	4.6%
Others	5.7%	2.6%

Who are they?

	Nautical act.	Total
Gender		
Percentage of men	58.2%	48.5%
Percentage of women	41.8%	51.5%

	Nautical act.	Total
Age		
Average age (tourists > 16 years old)	39.4	46.3
Standard deviation	13.2	15.3

	Nautical act.	Total
Age range (> 16 years old)		
16-24 years old	13.4%	8.2%
25-30 years old	17.7%	11.1%
31-45 years old	36.5%	29.1%
46-60 years old	25.5%	30.9%
Over 60 years old	6.9%	20.7%

	Nautical act.	Total
Occupation		
Business owner or self-employed	24.2%	23.1%
Upper/Middle management employee	42.1%	36.1%
Auxiliary level employee	12.9%	15.5%
Students	13.4%	5.1%
Retired	4.8%	18.0%
Unemployed / unpaid dom. work	2.6%	2.2%

	Nautical act.	Total
Annual household income level		
€12,000 - €24,000	14.7%	17.8%
€24,001 - €36,000	14.3%	19.4%
€36,001 - €48,000	18.1%	16.9%
€48,001 - €60,000	15.3%	14.6%
€60,001 - €72,000	9.9%	9.5%
€72,001 - €84,000	6.0%	6.0%
More than €84,000	21.6%	15.8%

How far in advance do they book their trip?

	Nautical act.	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	8.0%	6.3%
Between 8 and 15 days	8.9%	7.9%
Between 16 and 30 days	17.7%	14.7%
Between 31 and 90 days	33.3%	34.3%
More than 90 days	31.5%	36.2%

What do they book at their place of residence?

	Nautical act.	Total
Flight only	11.5%	8.8%
Flight and accommodation (room only)	25.6%	25.7%
Flight and accommodation (B&B)	6.7%	8.0%
Flight and accommodation (half board)	19.3%	20.4%
Flight and accommodation (full board)	4.2%	4.3%
Flight and accommodation (all inclusive)	32.7%	32.8%
% Tourists using low-cost airlines	54.5%	48.7%
Other expenses in their place of residence:		
- Car rental	18.1%	11.8%
- Sporting activities	23.3%	5.3%
- Excursions	8.1%	5.7%
- Trip to other islands	2.5%	1.6%

(*) 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.

Nautical activities

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by nautical activities	291,568	38,997	102,209	56,502	90,602	1,727
- Share by islands	100%	13.4%	35.1%	19.4%	31.1%	0.6%
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 motivated by nautical activities	2.2%	1.7%	5.3%	1.5%	1.9%	0.8%

Who do they come with?



Why do they choose the Canary Islands?



	Nautical act.	Total
Unaccompanied	17.7%	9.1%
Only with partner	36.4%	47.6%
Only with children (under the age of 13)	2.4%	1.5%
Partner + children (under the age of 13)	8.6%	11.8%
Other relatives	6.2%	6.0%
Friends	7.8%	6.1%
Work colleagues	0.6%	0.3%
Other combinations ⁽¹⁾	20.2%	17.5%

Aspects influencing the choice	Nautical act.	Total
Nautical activities	100.0%	2.2%
Climate/sun	81.6%	89.8%
Beaches	32.8%	34.5%
Tranquillity/rest/relaxation	17.5%	36.6%
Scenery	9.1%	21.9%
Price	8.3%	12.7%
Visiting new places	7.5%	14.6%
Security	6.7%	11.1%
Active tourism	6.6%	5.1%
Ease of travel	5.1%	8.9%
Suitable destination for children	2.8%	7.5%
Theme parks	2.0%	3.0%
Quality of the environment	1.9%	6.5%
Nightlife/fun	1.8%	3.8%
Shopping	1.3%	2.6%
Culture	1.0%	2.6%

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

How do they rate the destination?



Impression of their stay	Nautical act.	Total
Good or very good (% tourists)	94.7%	94.1%
Average rating (scale 1-10)	8.76	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Nautical act.	Total
Repeat tourists	68.9%	77.3%
In love (at least 10 previous visits)	12.6%	16.1%

What did motivate them to come?

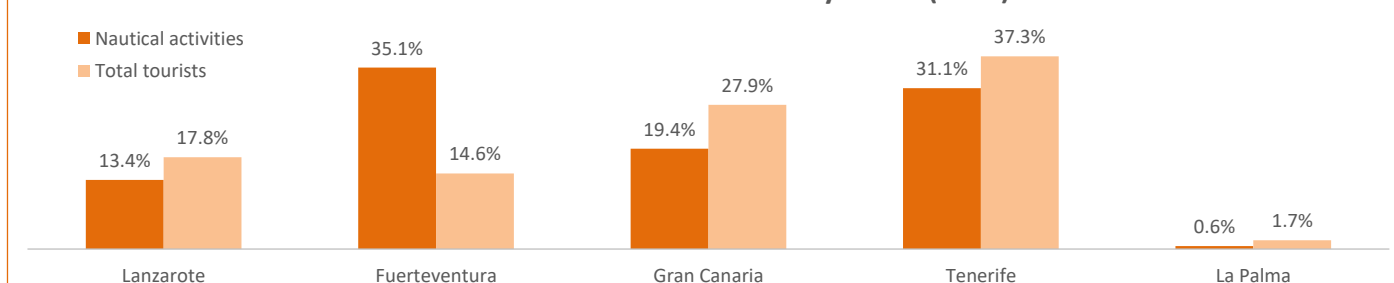


Where are they from?	Share	Absolute
Germany	28.8%	84,101
United Kingdom	14.3%	41,739
Spanish Mainland	12.5%	36,522
France	9.0%	26,136
Netherlands	4.3%	12,513
Switzerland	3.9%	11,348
Belgium	3.5%	10,256
Norway	3.4%	9,981
Finland	2.9%	8,554
Austria	2.7%	7,905

Aspects motivating the choice	Nautical act.	Total
Previous visits to the Canary Islands	57.5%	64.1%
Recommendation by friends or relatives	34.6%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	1.4%	0.8%
Information in the press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	1.9%	0.5%
Tour Operator's brochure or catalogue	5.7%	8.0%
Recommendation by Travel Agency	9.8%	9.7%
Information obtained via the Internet	32.2%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	6.1%	6.1%

* Multi-choice question

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 three aspects of choice was nautical activities.

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.