

How many are they and how much do they spend?

	Nautical act.	Total
Tourist arrivals (> 16 years old)	283,243	13,852,616
Average daily expenditure (€)	144.61	140.18
. in their place of residence	100.82	101.15
. in the Canary Islands	43.79	39.03
Average length of stay	9.36	9.17
Turnover per tourist (€)	1,233	1,155
Total turnover (> 16 years old) (€m)	349	15,999
Share of total tourist	2.0%	100%
Share of total turnover	2.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	17.7%	13.5%
- Additional accommodation expenses	6.0%	6.3%
Transport:		
- Public transport	15.1%	14.5%
- Taxi	18.7%	21.2%
- Car rental	28.0%	19.4%
Food and drink:		
- Food purchases at supermarkets	58.7%	55.0%
- Restaurants	57.3%	57.3%
Souvenirs:		
	49.0%	53.3%
Leisure:		
- Organized excursions	18.6%	17.7%
- Leisure, amusement	8.0%	8.4%
- Trip to other islands	3.2%	2.3%
- Sporting activities	32.5%	6.1%
- Cultural activities	4.9%	4.4%
- Discos and disco-pubs	8.3%	6.1%
Others:		
- Wellness	6.3%	4.9%
- Medical expenses	5.0%	4.0%
- Other expenses	10.7%	9.6%



-3%
TOURISTS*
283,243



+5%
TRAVEL EXPENSES
€1,233



+2%
TURNOVER
€349 MILL

What do they book at their place of residence?

	Nautical act.	Total
Flight only	11.0%	9.3%
Flight and accommodation (room only)	30.7%	26.9%
Flight and accommodation (B&B)	6.7%	8.3%
Flight and accommodation (half board)	17.9%	19.3%
Flight and accommodation (full board)	7.0%	4.4%
Flight and accommodation (all inclusive)	26.6%	31.9%
% Tourists using low-cost airlines	52.4%	50.8%

Other expenses in their place of residence:

- Car rental	18.7%	12.6%
- Sporting activities	20.8%	5.1%
- Excursions	9.5%	6.2%
- Trip to other islands	3.1%	1.5%

* Tourists over 16 years old.

How do they book?

	Nautical act.	Total
Accommodation booking		
Tour Operator	33.3%	42.4%
- Tour Operator's website	81.7%	80.6%
Accommodation	17.6%	14.6%
- Accommodation's website	88.7%	84.0%
Travel agency (High street)	17.8%	19.3%
Online Travel Agency (OTA)	22.7%	17.3%
No need to book accommodation	8.6%	6.4%

	Nautical act.	Total
Flight booking		
Tour Operator	35.4%	44.8%
- Tour Operator's website	81.4%	78.6%
Airline	31.7%	25.8%
- Airline's website	95.4%	97.3%
Travel agency (High street)	16.1%	18.0%
Online Travel Agency (OTA)	16.8%	11.4%

How far in advance do they book their trip?

	Nautical act.	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	6.9%	5.9%
Between 8 and 15 days	9.5%	7.4%
Between 16 and 30 days	14.1%	13.4%
Between 31 and 90 days	35.2%	34.6%
More than 90 days	33.9%	38.3%

Who are they?

	Nautical act.	Total
Gender		
Men	57.5%	48.1%
Women	42.5%	51.9%

Age

Average age (tourists > 16 years old)	41.8	46.9
Standard deviation	14.1	15.5

Age range (> 16 years old)

16-24 years old	10.5%	8.4%
25-30 years old	16.5%	10.2%
31-45 years old	31.8%	27.9%
46-60 years old	29.8%	31.7%
Over 60 years old	11.4%	21.8%

Occupation

Business owner or self-employed	27.4%	23.8%
Upper/Middle management employee	42.2%	35.2%
Auxiliary level employee	13.5%	15.3%
Students	7.0%	5.0%
Retired	7.0%	18.6%
Unemployed / unpaid dom. work	2.9%	2.1%

Annual household income level

€12,000 - €24,000	14.5%	17.9%
€24,001 - €36,000	18.5%	19.3%
€36,001 - €48,000	16.1%	16.1%
€48,001 - €60,000	14.0%	15.1%
€60,001 - €72,000	10.5%	9.3%
€72,001 - €84,000	4.8%	6.3%
More than €84,000	21.7%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by nautical activities	283,243	37,591	83,071	67,631	88,019	2,773
- Share by islands	100%	13.3%	29.3%	23.9%	31.1%	1.0%
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 motivated by nautical activities	2.0%	1.5%	4.3%	1.7%	1.7%	1.0%

Where do they stay?

	Nautical act.	Total
5* Hotel	4.0%	6.8%
4* Hotel	31.9%	38.4%
1-2-3* Hotel	13.2%	14.4%
Apartment	35.6%	32.4%
Property (privately-owned, friends, family)	6.0%	4.8%
Others	9.3%	3.2%

Who do they come with?

	Nautical act.	Total
Unaccompanied	12.9%	8.7%
Only with partner	36.7%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	10.9%	11.9%
Other relatives	6.1%	6.0%
Friends	10.9%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	20.8%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Nautical act.	Total
Good or very good (% tourists)	95.1%	94.0%
Average rating (scale 1-10)	8.92	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Nautical act.	Total
At least 1 previous visit	71.2%	77.3%
At least 10 previous visits	12.4%	16.9%

Where are they from?

	Share	Absolute
Germany	28.5%	80,749
United Kingdom	16.7%	47,194
Spanish Mainland	10.6%	30,093
Switzerland	7.3%	20,818
France	6.7%	19,089
Netherlands	5.5%	15,486
Belgium	4.0%	11,330
Poland	3.7%	10,596
Italy	3.0%	8,462
Others	13.9%	39,427

Why do they choose the Canary Islands?

Aspects influencing the choice	Nautical act.	Total
Nautical activities	100%	2.0%
Climate/sun	84.3%	89.8%
Beaches	29.4%	35.1%
Tranquility/rest/relaxation	15.3%	37.2%
Scenery	9.2%	22.9%
Active tourism	8.2%	5.4%
Visiting new places	8.1%	14.7%
Price	7.5%	12.2%
Suitable destination for children	5.1%	7.6%
Security	4.6%	9.7%
Ease of travel	4.4%	8.9%
Quality of the environment	3.3%	6.5%
Theme parks	2.3%	3.1%
Nightlife/fun	1.8%	3.8%
Shopping	1.6%	2.5%
Culture	1.0%	2.7%

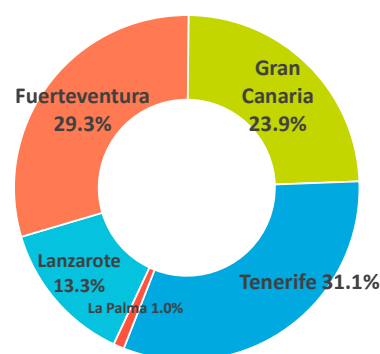
* Multi-choice question

What did motivate them to come?

Prescription sources	Nautical act.	Total
Previous visits to the Canary Islands	59.2%	64.9%
Recommendation by friends/relatives	35.4%	35.0%
The Canary Islands television channel	0.6%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	7.5%	7.2%
Recommendation by Travel Agency	10.7%	9.3%
Information obtained via the Internet	30.0%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	6.7%	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 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.