How many are they and how much do they spend?

	Nightlife/fun	Total
Tourist arrivals (> 16 years old)	500,686	13,114,359
Average daily expenditure (€)	143.14	135.94
. in their place of residence	88.01	98.03
. in the Canary Islands	55.12	37.90
Average lenght of stay	8.2	9.4
Turnover per tourist (€)	1,078	1,141
Total turnover (> 16 years old) (€m)	540	14,957
Share of total turnover	3.6%	100%
Share of total tourist	3.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	65.80	47.11
- Accommodation	58.70	40.52
- Additional accommodation expenses	7.10	6.60
Transport:	25.20	26.01
- Public transport	5.88	5.14
- Taxi	13.60	6.94
- Car rental	5.72	13.93
Food and drink:	196.19	148.33
- Food purchases at supermarkets	86.05	63.46
- Restaurants	110.14	84.87
Souvenirs:	51.67	53.88
Leisure:	67.53	34.52
- Organized excursions	12.60	14.95
- Leisure, amusement	4.08	4.55
- Trip to other islands	1.20	1.85
- Sporting activities	3.77	5.11
- Cultural activities	1.11	2.04
- Discos and disco-pubs	44.77	6.01
Others:	11.37	13.91
- Wellness	2.45	3.23
- Medical expenses	0.96	1.69
- Other expenses	7.97	8.99

How far in advance do they book their trip?

	Nightlife/fun	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	6.7%	6.3%
Between 8 and 15 days	7.9%	7.9%
Between 16 and 30 days	14.3%	14.7%
Between 31 and 90 days	32.9%	34.3%
More than 90 days	37.5%	36.2%

What do they book at their place of residence?

	Nightlife/fun	Total
Flight only	10.1%	8.8%
Flight and accommodation (room only)	43.3%	25.7%
Flight and accommodation (B&B)	7.4%	8.0%
Flight and accommodation (half board)	13.7%	20.4%
Flight and accommodation (full board)	2.0%	4.3%
Flight and accommodation (all inclusive)	23.4%	32.8%
% Tourists using low-cost airlines	62.1%	48.7%
Other expenses in their place of residence:		
- Car rental	5.3%	11.8%
- Sporting activities	3.5%	5.3%
- Excursions	3.7%	5.7%
- Trip to other islands	0.6%	1.6%

How do they book?

Accommodation booking

	Nightlife/fun	Total
Tour Operator	42.0%	42.3%
- Tour Operator´s website	84.1%	78.8%
Accommodation	22.2%	14.7%
- Accommodation´s website	85.9%	83.5%
Travel agency (High street)	10.7%	20.5%
Online Travel Agency (OTA)	18.6%	16.5%
No need to book accommodation	6.5%	6.0%

Flight booking

	Nightlife/fun	Total
Tour Operator	46.1%	44.6%
- Tour Operator´s website	84.9%	76.3%
Airline	33.0%	24.8%
- Airline´s website	97.3%	96.2%
Travel agency (High street)	9.2%	19.1%
Online Travel Agency (OTA)	11.7%	11.5%

Where do they stay?

	Nightlife/fun	Total
5* Hotel	4.1%	7.1%
4* Hotel	24.9%	39.6%
1-2-3* Hotel	16.6%	14.6%
Apartment	47.9%	31.5%
Property (privately-owned, friends, family)	4.6%	4.6%
Others	1.9%	2.6%

Who are they?

Gender	Nightlife/fun	Total
Percentage of men	60.0%	48.5%
Percentage of women	40.0%	51.5%
Age		
Average age (tourists > 16 years old)	39.1	46.3
Standard deviation	15.1	15.3
Age range (> 16 years old)		
16-24 years old	20.8%	8.2%
25-30 years old	17.0%	11.1%
31-45 years old	27.0%	29.1%
46-60 years old	25.4%	30.9%
Over 60 years old	9.8%	20.7%
Occupation		
Business owner or self-employed	26.3%	23.1%
Upper/Middle management employee	32.7%	36.1%
Auxiliary level employee	20.3%	15.5%
Students	9.3%	5.1%
Retired	9.5%	18.0%
Unemployed / unpaid dom. work	1.9%	2.2%
Annual household income level		
€12,000 - €24,000	21.9%	17.8%
€24,001 - €36,000	22.3%	19.4%
€36,001 - €48,000	18.7%	16.9%
€48,001 - €60,000	11.6%	14.6%
€60,001 - €72,000	9.0%	9.5%
€72,001 - €84,000	4.5%	6.0%
More than €84,000	12.1%	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.

Nightlife/fun

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by nightlife/fun	500,686	49,269	24,005	188,099	235,180	3,159
- Share by islands	100%	9.8%	4.8%	37.6%	47.0%	0.6%
Total	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 nightlife/fun	3.8%	2.1%	1.3%	5.1%	4.8%	1.4%

Who do they come with?

	Nightlife/fun	Total
Unaccompanied	13.7%	9.1%
Only with partner	38.4%	47.6%
Only with children (under the age of 13)	0.3%	1.5%
Partner + children (under the age of 13)	2.6%	11.8%
Other relatives	6.1%	6.0%
Friends	23.7%	6.1%
Work colleagues	0.3%	0.3%
Other combinations (1)	14.9%	17.5%

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

How do they rate the destination?

Impression of their stay	Nightlife/fun	Total
Good or very good (% tourists)	94.5%	94.1%
Average rating (scale 1-10)	8.95	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Nightlife/fun	Total
Repeat tourists	79.6%	77.3%
In love (at least 10 previous visits)	20.5%	16.1%

Where are they from?

Ten main source markets	Share	Absolute
United Kingdom	53.9%	269,980
Spanish Mainland	8.6%	42,887
Ireland	7.9%	39,643
Germany	6.6%	32,920
Netherlands	4.4%	21,886
Norway	4.1%	20,741
Italy	2.3%	11,735
France	2.1%	10,752
Switzerland	1.9%	9,335
Sweden	1.7%	8,654

Why do they choose the Canary Islands?

Aspects influencing the choice	Nightlife/fun	Total
Nightlife/fun	100.0%	3.8%
Climate/sun	92.7%	89.8%
Beaches	31.0%	34.5%
Tranquillity/rest/relaxation	16.6%	36.6%
Price	14.2%	12.7%
Ease of travel	4.9%	8.9%
Shopping	4.9%	2.6%
Scenery	4.7%	21.9%
Visiting new places	4.5%	14.6%
Theme parks	4.5%	3.0%
Security	3.5%	11.1%
Quality of the environment	3.4%	6.5%
Culture	1.9%	2.6%
Suitable destination for children	1.8%	7.5%
Active tourism	1.7%	5.1%
Nautical activities	1.1%	2.2%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Nightlife/fun	Total
Previous visits to the Canary Islands	68.6%	64.1%
Recommendation by friends or relatives	46.5%	34.5%
The Canary Islands television channel	0.6%	0.3%
Other television or radio channels	0.5%	0.8%
Information in the press/magazines/books	2.4%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	4.7%	8.0%
Recommendation by Travel Agency	6.1%	9.7%
Information obtained via the Internet	24.3%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	3.4%	6.1%

* Multi-choise question

Distribution of tourist arrivals by island (2016)

Legend: Nightlife/fun, Total tourists

- Lanzarote: 9.8% / 17.8%
- Fuerteventura: 4.8% / 14.6%
- Gran Canaria: 37.6% / 27.9%
- Tenerife: 47.0% / 37.3%
- La Palma: 0.6% / 1.7%
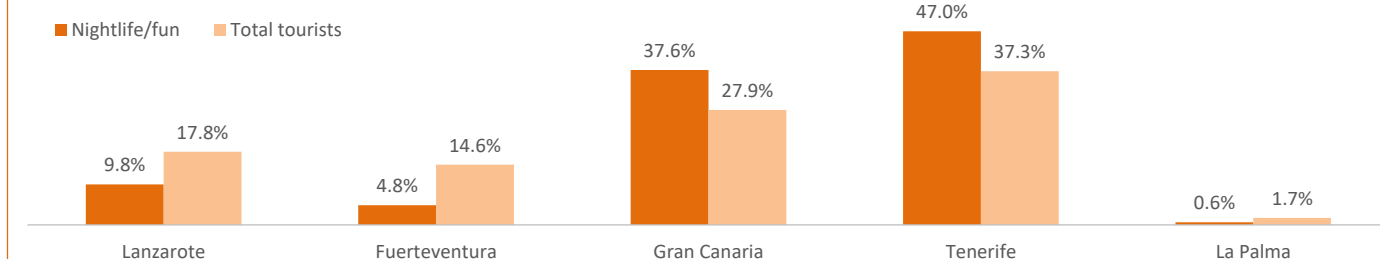
Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was nightlife/fun.

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.