

How many are they and how much do they spend?



	Nightlife/fun	Total
Tourist arrivals (> 16 years old)	519,973	13,852,616
Average daily expenditure (€)	148.16	140.18
. in their place of residence	90.42	101.15
. in the Canary Islands	57.74	39.03
Average length of stay	8.13	9.17
Turnover per tourist (€)	1,117	1,155
Total turnover (> 16 years old) (€m)	581	15,999
Share of total tourist	3.8%	100%
Share of total turnover	3.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	17.9%	13.5%
- Additional accommodation expenses	6.5%	6.3%

Transport:

- Public transport	16.7%	14.5%
- Taxi	33.9%	21.2%
- Car rental	9.2%	19.4%

Food and drink:

- Food purchases at supermarkets	63.9%	55.0%
- Restaurants	65.6%	57.3%

Souvenirs:

	48.8%	53.3%
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Leisure:

- Organized excursions	13.5%	17.7%
- Leisure, amusement	9.0%	8.4%
- Trip to other islands	1.7%	2.3%
- Sporting activities	5.1%	6.1%
- Cultural activities	2.3%	4.4%
- Discos and disco-pubs	29.2%	6.1%

Others:

- Wellness	4.0%	4.9%
- Medical expenses	3.5%	4.0%
- Other expenses	8.5%	9.6%



+4%
TOURISTS*
519,973



+4%
TRAVEL EXPENSES
€1,117



+8%
TURNOVER
€581 MILL

What do they book at their place of residence?



	Nightlife/fun	Total
Flight only	8.4%	9.3%
Flight and accommodation (room only)	45.5%	26.9%
Flight and accommodation (B&B)	9.6%	8.3%
Flight and accommodation (half board)	12.2%	19.3%
Flight and accommodation (full board)	2.6%	4.4%
Flight and accommodation (all inclusive)	21.7%	31.9%
% Tourists using low-cost airlines	60.8%	50.8%

Other expenses in their place of residence:

- Car rental	5.1%	12.6%
- Sporting activities	2.6%	5.1%
- Excursions	3.6%	6.2%
- Trip to other islands	1.1%	1.5%

* Tourists over 16 years old.

How do they book?



	Nightlife/fun	Total
Accommodation booking		
Tour Operator	42.8%	42.4%
- Tour Operator's website	84.5%	80.6%
Accommodation	18.8%	14.6%
- Accommodation's website	86.2%	84.0%
Travel agency (High street)	11.6%	19.3%
Online Travel Agency (OTA)	19.8%	17.3%
No need to book accommodation	6.9%	6.4%

Flight booking

	Nightlife/fun	Total
Tour Operator	44.5%	44.8%
- Tour Operator's website	85.2%	78.6%
Airline	34.2%	25.8%
- Airline's website	96.1%	97.3%
Travel agency (High street)	11.2%	18.0%
Online Travel Agency (OTA)	10.2%	11.4%

How far in advance do they book their trip?



	Nightlife/fun	Total
The same day they leave	1.1%	0.5%
Between 2 and 7 days	6.4%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	12.5%	13.4%
Between 31 and 90 days	31.9%	34.6%
More than 90 days	41.1%	38.3%

Who are they?



Gender	Nightlife/fun	Total
Men	54.1%	48.1%
Women	45.9%	51.9%

Age

Average age (tourists > 16 years old)	39.8	46.9
Standard deviation	15.1	15.5

Age range (> 16 years old)

16-24 years old	19.8%	8.4%
25-30 years old	15.8%	10.2%
31-45 years old	27.3%	27.9%
46-60 years old	27.3%	31.7%
Over 60 years old	9.7%	21.8%

Occupation

Business owner or self-employed	32.0%	23.8%
Upper/Middle management employee	29.8%	35.2%
Auxiliary level employee	18.6%	15.3%
Students	9.0%	5.0%
Retired	8.4%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

Annual household income level

€12,000 - €24,000	19.9%	17.9%
€24,001 - €36,000	22.6%	19.3%
€36,001 - €48,000	16.7%	16.1%
€48,001 - €60,000	17.0%	15.1%
€60,001 - €72,000	6.3%	9.3%
€72,001 - €84,000	5.1%	6.3%
More than €84,000	12.4%	16.0%

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

NIGHTLIFE / FUN

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by nightlife/fun	519,973	60,686	21,327	194,265	242,678	921
- Share by islands	100%	11.7%	4.1%	37.4%	46.7%	0.2%
Total	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 nightlife/fun	3.8%	2.4%	1.1%	5.0%	4.7%	0.3%

Where do they stay?

	Nightlife/fun	Total
5* Hotel	3.5%	6.8%
4* Hotel	25.8%	38.4%
1-2-3* Hotel	16.6%	14.4%
Apartment	47.5%	32.4%
Property (privately-owned, friends, family)	4.7%	4.8%
Others	2.0%	3.2%

Who do they come with?

	Nightlife/fun	Total
Unaccompanied	11.6%	8.7%
Only with partner	43.7%	46.8%
Only with children (under the age of 13)	0.2%	1.7%
Partner + children (under the age of 13)	3.0%	11.9%
Other relatives	6.6%	6.0%
Friends	21.0%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	13.8%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Nightlife/fun	Total
Good or very good (% tourists)	94.2%	94.0%
Average rating (scale 1-10)	8.98	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Nightlife/fun	Total
At least 1 previous visit	82.4%	77.3%
At least 10 previous visits	21.8%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	56.0%	291,036
Spanish Mainland	8.7%	45,231
Ireland	6.7%	34,770
Germany	6.1%	31,474
Netherlands	3.8%	19,791
Italy	2.6%	13,347
Norway	2.3%	12,213
France	1.9%	9,884
Sweden	1.8%	9,593
Others	10.1%	52,634

Why do they choose the Canary Islands?

Aspects influencing the choice	Nightlife/fun	Total
Nightlife/fun	100%	3.8%
Climate/sun	90.2%	89.8%
Beaches	28.4%	35.1%
Tranquility/rest/relaxation	18.9%	37.2%
Price	12.8%	12.2%
Visiting new places	5.9%	14.7%
Scenery	5.8%	22.9%
Shopping	5.2%	2.5%
Theme parks	5.1%	3.1%
Ease of travel	4.9%	8.9%
Quality of the environment	3.6%	6.5%
Security	3.4%	9.7%
Culture	1.8%	2.7%
Active tourism	1.8%	5.4%
Suitable destination for children	1.5%	7.6%
Nautical activities	1.0%	2.0%

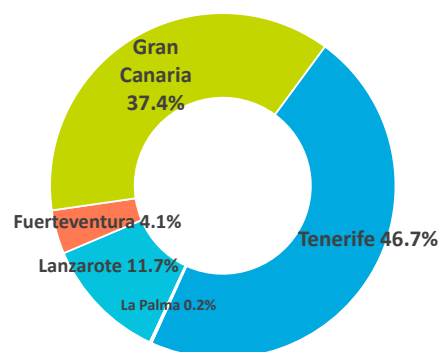
* Multi-choice question

What did motivate them to come?

Prescription sources	Nightlife/fun	Total
Previous visits to the Canary Islands	73.1%	64.9%
Recommendation by friends/relatives	45.5%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	2.7%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	3.6%	7.2%
Recommendation by Travel Agency	5.4%	9.3%
Information obtained via the Internet	20.3%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	4.7%	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 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.