Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Authenticity	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**1,372,268**	**5,827,892**
- book holiday package	504,351	2,549,012
- do not book holiday package	867,918	3,278,880
- % tourists who book holiday package	36.8%	43.7%
Share of total tourist	24.4%	100%
Expenditure per tourist (€)	**1,168**	**1,206**
- book holiday package	1,376	1,415
- holiday package	1,081	1,135
- others	294	280
- do not book holiday package	1,047	1,044
- flight	244	248
- accommodation	355	369
- others	447	427
Average lenght of stay	**9.97**	**9.54**
- book holiday package	8.61	8.59
- do not book holiday package	10.75	10.28
Average daily expentiture (€)	**135.9**	**144.0**
- book holiday package	168.1	172.8
- do not book holiday package	117.1	121.6
Total turnover (> 15 years old) (€m)	**1,602**	**7,028**
- book holiday package	694	3,606
- do not book holiday package	908	3,422

AVERAGE LENGHT OF STAY (nights)

■ Authenticity ■ Total

	Total	book holiday package	do not book holiday package
Authenticity	9.97	8.61	10.75
Total	9.54	8.59	10.28

EXPENDITURE PER TOURIST (€)

■ Authenticity ■ Total

	Total	book holiday package	do not book holiday package
Authenticity	1,168	1,376	1,047
Total	1,206	1,415	1,044

Where did they spend their main holiday last year?*

	Authenticity	Total
Didn't have holidays	31.7%	35.7%
Canary Islands	20.0%	17.6%
Other destination	48.4%	46.8%

What other destinations do they consider for this trip?*

	Authenticity	Total
None	28.9%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	45.1%	45.1%

*Percentage of valid answers

Importance of each factor in the destination choice

	Authenticity	Total
Authenticity	100.0%	24.4%
Climate	82.4%	76.0%
Tranquility	74.2%	48.5%
Safety	71.1%	49.0%
Sea	66.9%	52.0%
Landscapes	66.7%	39.1%
Environment	61.3%	34.7%
European belonging	59.7%	40.2%
Beaches	59.2%	44.6%
Price	54.2%	32.4%
Effortless trip	51.8%	34.9%
Gastronomy	48.8%	27.9%
Accommodation supply	48.5%	37.8%
Exoticism	45.7%	14.5%
Fun possibilities	35.4%	22.4%
Historical heritage	24.8%	9.1%
Culture	23.4%	8.7%
Hiking trail network	23.2%	12.1%
Shopping	18.0%	8.8%
Nightlife	15.4%	8.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Authenticity	Total
Rest	44.2%	50.7%
Enjoy family time	14.2%	14.0%
Have fun	6.9%	7.3%
Explore the destination	29.9%	23.3%
Practice their hobbies	2.4%	2.6%
Other reasons	2.4%	2.1%

EXPLORE THE DESTINATION

| Authenticity | **29.9%** |
| Total | **23.3%** |

How far in advance do they book their trip?

	Authenticity	Total
The same day	1.3%	1.0%
Between 1 and 30 days	41.4%	42.5%
Between 1 and 2 months	27.6%	26.7%
Between 3 and 6 months	18.7%	18.7%
More than 6 months	11.0%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

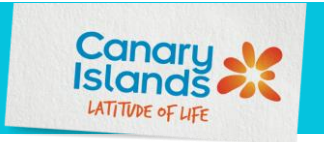**AUTHENTICITY**
27.6%

TOTAL
26.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that authenticity is "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

What channels did they use to get information about the trip?

	Authenticity	Total
Previous visits to the Canary Islands	44.1%	45.7%
Friends or relatives	33.7%	30.9%
Internet or social media	52.2%	53.5%
Mass Media	3.1%	2.3%
Travel guides and magazines	8.2%	7.0%
Travel Blogs or Forums	11.5%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	17.0%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.7%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

	Authenticity	Total
Flight		
- Directly with the airline	59.3%	52.8%
- Tour Operator or Travel Agency	40.7%	47.2%
Accommodation		
- Directly with the accommodation	45.0%	39.9%
- Tour Operator or Travel Agency	55.0%	60.1%

Where do they stay?

	Authenticity	Total
1-2-3* Hotel	11.2%	11.5%
4* Hotel	36.0%	39.4%
5* Hotel / 5* Luxury Hotel	10.6%	10.9%
Aparthotel / Tourist Villa	15.0%	14.8%
House/room rented in a private dwelling	8.1%	6.9%
Private accommodation (1)	13.2%	9.9%
Others (Cottage, cruise, camping,..)	5.9%	6.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Authenticity	15.0%	57.8%	27.2%
Total	14.8%	61.8%	23.4%
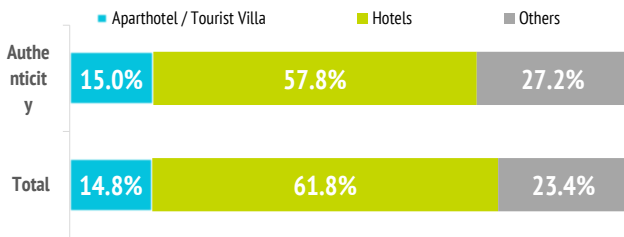
What do they book?

	Authenticity	Total
Room only	31.3%	28.1%
Bed and Breakfast	14.3%	15.3%
Half board	19.0%	19.5%
Full board	3.3%	3.2%
All inclusive	32.0%	33.8%

31.3% of tourists book room only.

(Canary Islands: 28.1%)

Other expenses

	Authenticity	Total
Restaurants or cafes	67.6%	66.9%
Supermarkets	57.4%	55.6%
Car rental	43.5%	37.3%
Organized excursions	26.2%	23.7%
Taxi, transfer, chauffeur service	39.0%	46.0%
Theme Parks	8.6%	8.6%
Sport activities	9.0%	9.3%
Museums	6.1%	4.7%
Flights between islands	7.4%	6.3%

Activities in the Canary Islands

Outdoor time per day	Authenticity	Total
0 hours	1.8%	2.4%
1 - 2 hours	6.9%	10.0%
3 - 6 hours	26.8%	30.1%
7 - 12 hours	52.7%	47.1%
More than 12 hours	11.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average **8.2h**
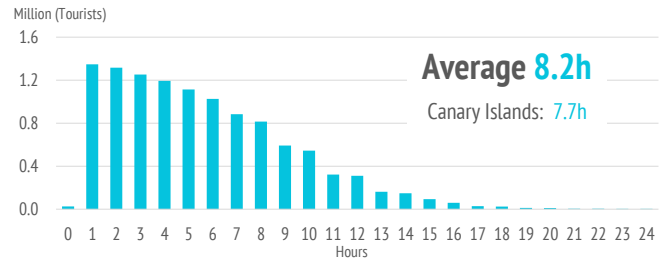
Canary Islands: 7.7h

Activities in the Canary Islands	Authenticity	Total
Beach	78.4%	75.1%
Walk, wander	74.9%	72.2%
Explore the island on their own	60.1%	52.5%
Swimming pool, hotel facilities	55.8%	57.5%
Swim	40.7%	38.8%
Taste Canarian gastronomy	35.9%	30.2%
Hiking	26.2%	22.5%
Organized excursions	18.2%	16.0%
Sea excursions / whale watching	14.7%	13.5%
Museums / exhibitions	14.7%	10.7%
Wineries / markets / popular festivals	14.1%	10.0%
Other Nature Activities	13.3%	9.5%
Nightlife / concerts / shows	13.2%	12.3%
Theme parks	12.9%	12.2%
Running	7.7%	7.6%
Practice other sports	6.4%	5.9%
Beauty and health treatments	6.1%	5.6%
Astronomical observation	5.9%	4.2%
Surf	5.8%	4.8%
Scuba Diving	5.0%	4.2%
Cycling / Mountain bike	4.3%	4.2%
Golf	1.9%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choise question

Which island do they choose?

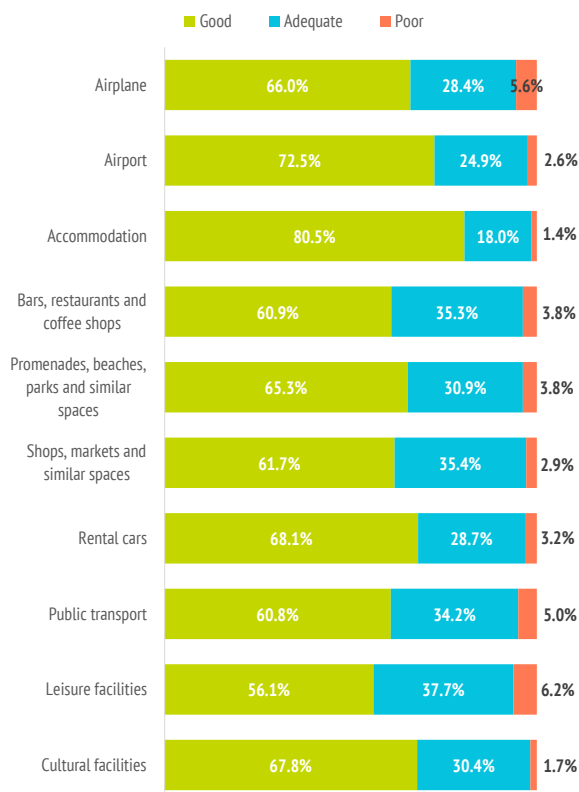| Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by authenticity	1,372,268	264,452	202,087	308,184	547,213	37,248
- Share by islands	100%	19.3%	14.7%	22.5%	39.9%	2.7%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tourists motivated by authenticity	24.4%	28.0%	24.4%	21.1%	24.5%	39.9%

How many islands do they visit during their trip?

	Authenticity	Total
One island	89.2%	90.9%
Two islands	9.2%	7.8%
Three or more islands	1.6%	1.3%

Health safety

Planning the trip: Importance	Authenticity	Total
Average rating (scale 0-10)	8.40	7.99

During the stay: Rate	Authenticity	Total
Average rating (scale 0-10)	8.74	8.42

% TOURISTS BY ISLAND OF STAY

HEALTH SAFETY MEASURES (RATE)
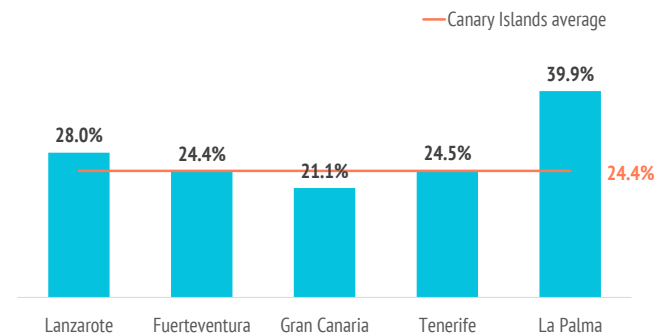
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Authenticity	Total
Average rating	9.20	8.86

Experience in the Canary Islands	Authenticity	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	43.0%	51.4%
Better or much better than expected	54.4%	45.9%

Future intentions (scale 1-10)	Authenticity	Total
Return to the Canary Islands	9.18	8.86
Recommend visiting the Canary Islands	9.41	9.10
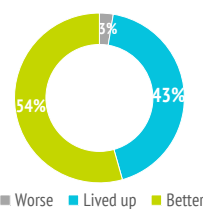
9.18/10 — Return to the Canary Islands

9.41/10 — Recommend visiting the Canary Islands

Experience in the Canary Islands

How many are loyal to the Canary Islands?

	Authenticity	Total
Repeat tourists	**65.2%**	**68.0%**
Repeat tourists (last 5 years)	59.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.9%	15.0%
At least 10 previous visits	**18.9%**	**18.3%**

Where are they from? 🌐

	%	Absolute
Spanish Mainland	27.6%	379,145
Germany	15.9%	218,813
United Kingdom	15.5%	212,415
France	10.0%	137,631
Poland	5.6%	77,498
Italy	5.3%	72,218
Belgium	3.4%	46,236
Ireland	3.1%	42,870
Netherlands	2.0%	27,650
Sweden	1.5%	21,133
Switzerland	1.3%	17,720
Denmark	1.3%	17,719
Czech Republic	1.2%	16,480
Austria	0.7%	9,731
Portugal	0.7%	9,111
Norway	0.6%	8,804
Luxembourg	0.6%	7,578
Others	3.6%	49,516

Germany 15.9%
Spanish Mainland 27.6%
United Kingdom 15.5%
Others 41%
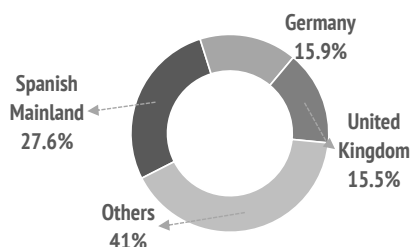
Who do they come with? 👫

	Authenticity	Total
Unaccompanied	14.3%	13.5%
Only with partner	49.3%	48.2%
Only with children (< 13 years old)	4.0%	3.9%
Partner + children (< 13 years old)	4.0%	4.9%
Other relatives	8.7%	8.4%
Friends	8.5%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.9%	11.5%
(1) Different situations have been isolated		
Tourists with children	**11.4%**	**12.5%**
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	9.5%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
Tourists without children	**88.6%**	**87.5%**
Group composition:		
- 1 person	17.6%	16.5%
- 2 people	57.6%	56.7%
- 3 people	10.7%	10.7%
- 4 or 5 people	12.0%	13.6%
- 6 or more people	2.1%	2.5%
Average group size:	**2.30**	**2.37**

People who share the main expenses of the trip

Who are they? 👤

	Authenticity	Total
Gender		
Men	46.1%	49.6%
Women	53.9%	50.4%
Age		
Average age (tourist > 15 years old)	41.9	43.3
Standard deviation	15.2	15.6
Age range (> 15 years old)		
16 - 24 years old	13.2%	11.9%
25 - 30 years old	16.5%	14.8%
31 - 45 years old	30.8%	30.2%
46 - 60 years old	25.6%	26.6%
Over 60 years old	13.9%	16.4%
Occupation		
Salaried worker	56.3%	57.8%
Self-employed	12.4%	11.1%
Unemployed	2.6%	1.7%
Business owner	10.0%	10.0%
Student	7.2%	5.9%
Retired	10.3%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	20.5%	16.1%
€25,000 - €49,999	38.9%	37.0%
€50,000 - €74,999	21.7%	23.4%
More than €74,999	18.9%	23.5%
Education level		
No studies	1.8%	2.2%
Primary education	2.7%	2.2%
Secondary education	17.1%	18.8%
Higher education	78.3%	76.9%

3 IN 10 TOURISTS ARE **SPANISH**

42 YEARS OLD AVERAGE AGE

49% ONLY WITH **PARTNER**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that authenticity is "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.