

How many are they and how much do they spend?



	Enviroment	Total
Tourist arrivals (> 16 years old)	900,547	13,852,616
Average daily expenditure (€)	142.43	140.18
. in their place of residence	98.55	101.15
. in the Canary Islands	43.88	39.03
Average lenght of stay	9.77	9.17
Turnover per tourist (€)	1,228	1,155
Total turnover (> 16 years old) (€m)	1,106	15,999
Share of total tourist	6.5%	100%
Share of total turnover	6.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	16.0%	13.5%
- Additional accommodation expenses	6.9%	6.3%

Transport:

- Public transport	14.9%	14.5%
- Taxi	22.9%	21.2%
- Car rental	22.3%	19.4%

Food and drink:

- Food purchases at supermarkets	58.2%	55.0%
- Restaurants	62.5%	57.3%

Souvenirs:

	53.8%	53.3%
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Leisure:

- Organized excursions	16.3%	17.7%
- Leisure, amusement	7.0%	8.4%
- Trip to other islands	2.8%	2.3%
- Sporting activities	5.8%	6.1%
- Cultural activities	4.7%	4.4%
- Discos and disco-pubs	5.7%	6.1%

Others:

- Wellness	6.1%	4.9%
- Medical expenses	5.5%	4.0%
- Other expenses	11.2%	9.6%



**+6%
TOURISTS*
900,547**



**-2%
TRAVEL EXPENSES
€1,228**



**+3%
TURNOVER
€1,106 MILL**

What do they book at their place of residence?



	Enviroment	Total
Flight only	11.8%	9.3%
Flight and accommodation (room only)	29.6%	26.9%
Flight and accommodation (B&B)	8.7%	8.3%
Flight and accommodation (half board)	20.6%	19.3%
Flight and accommodation (full board)	3.7%	4.4%
Flight and accommodation (all inclusive)	25.6%	31.9%
% Tourists using low-cost airlines	55.5%	50.8%

Other expenses in their place of residence:

- Car rental	13.0%	12.6%
- Sporting activities	3.3%	5.1%
- Excursions	5.6%	6.2%
- Trip to other islands	1.8%	1.5%

* Tourists over 16 years old.

How do they book?



	Enviroment	Total
Accommodation booking		
Tour Operator	39.3%	42.4%
- Tour Operator's website	80.8%	80.6%
Accommodation	20.5%	14.6%
- Accommodation's website	86.2%	84.0%
Travel agency (High street)	14.8%	19.3%
Online Travel Agency (OTA)	17.1%	17.3%
No need to book accommodation	8.3%	6.4%

Flight booking

	Enviroment	Total
Tour Operator	42.7%	44.8%
- Tour Operator's website	80.3%	78.6%
Airline	32.5%	25.8%
- Airline's website	98.8%	97.3%
Travel agency (High street)	14.5%	18.0%
Online Travel Agency (OTA)	10.3%	11.4%

How far in advance do they book their trip?



	Enviroment	Total
The same day they leave	0.3%	0.5%
Between 2 and 7 days	5.3%	5.9%
Between 8 and 15 days	6.5%	7.4%
Between 16 and 30 days	12.9%	13.4%
Between 31 and 90 days	35.2%	34.6%
More than 90 days	39.8%	38.3%

Who are they?



	Enviroment	Total
Gender		
Men	50.2%	48.1%
Women	49.8%	51.9%

Age

Average age (tourists > 16 years old)	50.2	46.9
Standard deviation	14.5	15.5

Age range (> 16 years old)

16-24 years old	4.7%	8.4%
25-30 years old	7.2%	10.2%
31-45 years old	23.4%	27.9%
46-60 years old	38.3%	31.7%
Over 60 years old	26.5%	21.8%

Occupation

Business owner or self-employed	27.3%	23.8%
Upper/Middle management employee	31.4%	35.2%
Auxiliary level employee	13.4%	15.3%
Students	2.9%	5.0%
Retired	23.2%	18.6%
Unemployed / unpaid dom. work	1.7%	2.1%

Annual household income level

€12,000 - €24,000	17.9%	17.9%
€24,001 - €36,000	20.5%	19.3%
€36,001 - €48,000	15.4%	16.1%
€48,001 - €60,000	14.8%	15.1%
€60,001 - €72,000	9.5%	9.3%
€72,001 - €84,000	5.9%	6.3%
More than €84,000	15.9%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by the environment	900,547	247,301	87,160	173,915	334,215	44,633
- Share by islands	100%	27.5%	9.7%	19.3%	37.1%	5.0%
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 the environment	6.5%	9.9%	4.5%	4.5%	6.5%	16.1%

Where do they stay?

	Environment	Total
5* Hotel	8.5%	6.8%
4* Hotel	37.6%	38.4%
1-2-3* Hotel	11.4%	14.4%
Apartment	33.9%	32.4%
Property (privately-owned, friends, family)	5.8%	4.8%
Others	2.8%	3.2%

Who do they come with?

	Environment	Total
Unaccompanied	9.6%	8.7%
Only with partner	47.7%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	10.5%	11.9%
Other relatives	6.3%	6.0%
Friends	4.1%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	20.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Environment	Total
Good or very good (% tourists)	98.0%	94.0%
Average rating (scale 1-10)	9.36	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Environment	Total
At least 1 previous visit	84.8%	77.3%
At least 10 previous visits	22.2%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	42.3%	380,484
Spanish Mainland	12.0%	108,143
Germany	10.7%	96,201
Italy	6.5%	58,589
France	4.2%	37,861
Ireland	4.0%	36,287
Belgium	3.1%	27,538
Sweden	2.8%	25,607
Russia	2.5%	22,151
Others	12.0%	107,685

Why do they choose the Canary Islands?

Aspects influencing the choice	Environment	Total
Quality of the environment	100.0%	6.5%
Climate/sun	87.3%	89.8%
Tranquillity/rest/relaxation	27.0%	37.2%
Scenery	18.9%	22.9%
Beaches	18.1%	35.1%
Security	7.8%	9.7%
Visiting new places	7.5%	14.7%
Ease of travel	5.2%	8.9%
Price	4.6%	12.2%
Suitable destination for children	4.6%	7.6%
Active tourism	3.9%	5.4%
Culture	2.3%	2.7%
Nightlife/fun	2.1%	3.8%
Shopping	1.4%	2.5%
Theme parks	1.1%	3.1%
Nautical activities	1.0%	2.0%

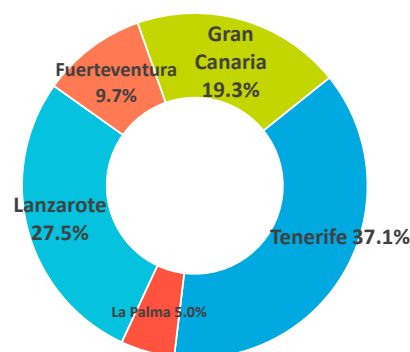
* Multi-choice question

What did motivate them to come?

Prescription sources	Environment	Total
Previous visits to the Canary Islands	76.8%	64.9%
Recommendation by friends/relatives	35.5%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.9%	1.0%
Information in press/magazines/books	4.6%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	6.3%	7.2%
Recommendation by Travel Agency	5.6%	9.3%
Information obtained via the Internet	21.0%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	3.6%	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 the quality of the environment.

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.