

How many are they and how much do they spend?



	Climate/sun	Total
Tourist arrivals (> 16 years old)	11,782,692	13,114,359
Average daily expenditure (€)	135.97	135.94
. in their place of residence	99.16	98.03
. in the Canary Islands	36.81	37.90
Average length of stay	9.4	9.4
Turnover per tourist (€)	1,160	1,141
Total turnover (> 16 years old) (€m)	13,666	14,957
Share of total turnover	91.4%	100%
Share of total tourist	89.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	47.03	47.11
- Accommodation	40.28	40.52
- Additional accommodation expenses	6.75	6.60
Transport:	25.37	26.01
- Public transport	4.95	5.14
- Taxi	6.82	6.94
- Car rental	13.60	13.93
Food and drink:	147.96	148.33
- Food purchases at supermarkets	63.08	63.46
- Restaurants	84.88	84.87
Souvenirs:	53.69	53.88
Leisure:	34.11	34.52
- Organized excursions	15.08	14.95
- Leisure, amusement	4.54	4.55
- Trip to other islands	1.77	1.85
- Sporting activities	5.01	5.11
- Cultural activities	2.00	2.04
- Discos and disco-pubs	5.71	6.01
Others:	13.28	13.91
- Wellness	3.22	3.23
- Medical expenses	1.73	1.69
- Other expenses	8.33	8.99

How far in advance do they book their trip?



	Climate/sun	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.6%	6.3%
Between 8 and 15 days	7.5%	7.9%
Between 16 and 30 days	14.6%	14.7%
Between 31 and 90 days	34.5%	34.3%
More than 90 days	37.3%	36.2%

What do they book at their place of residence?



	Climate/sun	Total
Flight only	7.4%	8.8%
Flight and accommodation (room only)	25.8%	25.7%
Flight and accommodation (B&B)	7.9%	8.0%
Flight and accommodation (half board)	20.9%	20.4%
Flight and accommodation (full board)	4.2%	4.3%
Flight and accommodation (all inclusive)	33.7%	32.8%
% Tourists using low-cost airlines	47.8%	48.7%
Other expenses in their place of residence:		
- Car rental	11.2%	11.8%
- Sporting activities	5.2%	5.3%
- Excursions	5.5%	5.7%
- Trip to other islands	1.5%	1.6%

How do they book?



	Climate/sun	Total
Accommodation booking		
Tour Operator	44.1%	42.3%
- Tour Operator's website	78.9%	78.8%
Accommodation	14.5%	14.7%
- Accommodation's website	83.9%	83.5%
Travel agency (High street)	20.3%	20.5%
Online Travel Agency (OTA)	16.4%	16.5%
No need to book accommodation	4.7%	6.0%

Flight booking

	Climate/sun	Total
Tour Operator	46.2%	44.6%
- Tour Operator's website	76.5%	76.3%
Airline	23.6%	24.8%
- Airline's website	96.3%	96.2%
Travel agency (High street)	18.9%	19.1%
Online Travel Agency (OTA)	11.3%	11.5%

Where do they stay?



	Climate/sun	Total
5* Hotel	7.2%	7.1%
4* Hotel	40.5%	39.6%
1-2-3* Hotel	14.5%	14.6%
Apartment	31.9%	31.5%
Property (privately-owned, friends, family)	3.6%	4.6%
Others	2.2%	2.6%

Who are they?



	Climate/sun	Total
Gender		
Percentage of men	47.9%	48.5%
Percentage of women	52.1%	51.5%
Age		
Average age (tourists > 16 years old)	46.7	46.3
Standard deviation	15.3	15.3
Age range (> 16 years old)		
16-24 years old	8.0%	8.2%
25-30 years old	10.7%	11.1%
31-45 years old	28.5%	29.1%
46-60 years old	31.5%	30.9%
Over 60 years old	21.3%	20.7%
Occupation		
Business owner or self-employed	22.9%	23.1%
Upper/Middle management employee	36.1%	36.1%
Auxiliary level employee	15.3%	15.5%
Students	4.9%	5.1%
Retired	18.6%	18.0%
Unemployed / unpaid dom. work	2.1%	2.2%
Annual household income level		
€12,000 - €24,000	17.0%	17.8%
€24,001 - €36,000	19.1%	19.4%
€36,001 - €48,000	17.1%	16.9%
€48,001 - €60,000	14.9%	14.6%
€60,001 - €72,000	9.6%	9.5%
€72,001 - €84,000	6.1%	6.0%
More than €84,000	16.1%	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.

Climate/sun

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by climate/sun	11,782,692	2,156,021	1,772,308	3,245,445	4,342,750	181,674
- Share by islands	100%	18.3%	15.0%	27.5%	36.9%	1.5%
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 climate/sun	89.8%	92.6%	92.6%	88.8%	88.9%	82.0%

Who do they come with?



Why do they choose the Canary Islands?



	Climate/sun	Total
Unaccompanied	7.3%	9.1%
Only with partner	49.1%	47.6%
Only with children (under the age of 13)	1.5%	1.5%
Partner + children (under the age of 13)	12.2%	11.8%
Other relatives	6.0%	6.0%
Friends	6.1%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	17.7%	17.5%

Aspects influencing the choice	Climate/sun	Total
Climate/sun	100.0%	89.8%
Tranquillity/rest/relaxation	37.9%	36.6%
Beaches	36.0%	34.5%
Scenery	21.7%	21.9%
Visiting new places	13.9%	14.6%
Price	13.0%	12.7%
Security	11.6%	11.1%
Ease of travel	9.3%	8.9%
Suitable destination for children	7.7%	7.5%
Quality of the environment	6.3%	6.5%
Active tourism	4.7%	5.1%
Nightlife/fun	3.9%	3.8%
Theme parks	2.9%	3.0%
Shopping	2.6%	2.6%
Culture	2.5%	2.6%
Nautical activities	2.0%	2.2%

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

How do they rate the destination?



Impression of their stay	Climate/sun	Total
Good or very good (% tourists)	94.4%	94.1%
Average rating (scale 1-10)	8.92	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Climate/sun	Total
Repeat tourists	78.2%	77.3%
In love (at least 10 previous visits)	16.2%	16.1%

What did motivate them to come?

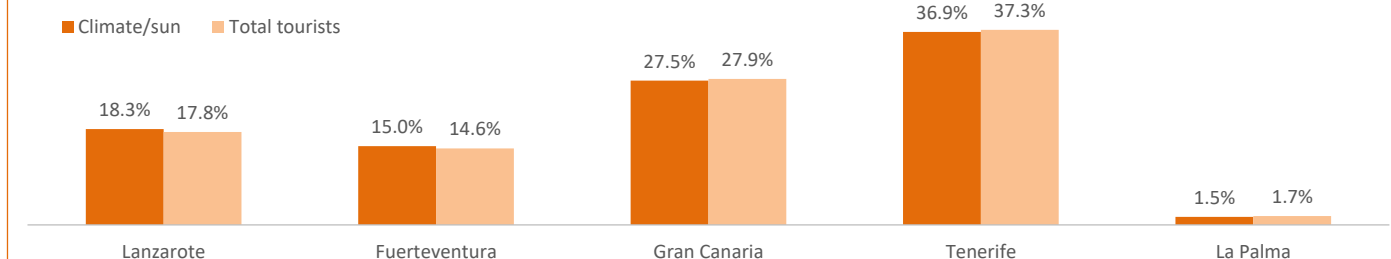


Where are they from?	Share	Absolute
United Kingdom	33.4%	3,934,633
Germany	21.7%	2,554,343
Spanish Mainland	8.7%	1,025,179
Netherlands	4.3%	511,022
Sweden	4.1%	486,800
France	3.9%	462,213
Ireland	3.2%	382,628
Italy	3.0%	358,884
Norway	3.0%	355,077
Belgium	2.9%	344,250

Aspects motivating the choice	Climate/sun	Total
Previous visits to the Canary Islands	66.6%	64.1%
Recommendation by friends or relatives	34.7%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	8.4%	8.0%
Recommendation by Travel Agency	10.0%	9.7%
Information obtained via the Internet	26.5%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	4.2%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was climate/sun.

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.