

How many are they and how much do they spend?



	Climate/sun	Total
Tourist arrivals (> 16 years old)	12,434,540	13,852,616
Average daily expenditure (€)	140.14	140.18
. in their place of residence	102.00	101.15
. in the Canary Islands	38.14	39.03
Average length of stay	9.26	9.17
Turnover per tourist (€)	1,176	1,155
Total turnover (> 16 years old) (€m)	14,626	15,999
Share of total tourist	89.8%	100%
Share of total turnover	91.4%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.4%	13.5%
- Additional accommodation expenses	6.2%	6.3%

Transport:

- Public transport	14.4%	14.5%
- Taxi	21.4%	21.2%
- Car rental	19.1%	19.4%

Food and drink:

- Food purchases at supermarkets	55.4%	55.0%
- Restaurants	56.9%	57.3%

Souvenirs:

	53.5%	53.3%
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Leisure:

- Organized excursions	17.9%	17.7%
- Leisure, amusement	8.4%	8.4%
- Trip to other islands	2.2%	2.3%
- Sporting activities	6.0%	6.1%
- Cultural activities	4.2%	4.4%
- Discos and disco-pubs	5.8%	6.1%

Others:

- Wellness	5.1%	4.9%
- Medical expenses	4.1%	4.0%
- Other expenses	9.4%	9.6%



**+6%
TOURISTS***
12,434,540



**+1%
TRAVEL EXPENSES**
€1,176



**+7%
TURNOVER**
€14,626 MILL

What do they book at their place of residence?



	Climate/sun	Total
Flight only	7.9%	9.3%
Flight and accommodation (room only)	27.0%	26.9%
Flight and accommodation (B&B)	8.2%	8.3%
Flight and accommodation (half board)	19.8%	19.3%
Flight and accommodation (full board)	4.2%	4.4%
Flight and accommodation (all inclusive)	32.9%	31.9%
% Tourists using low-cost airlines	50.0%	50.8%

Other expenses in their place of residence:

- Car rental	12.0%	12.6%
- Sporting activities	5.1%	5.1%
- Excursions	5.9%	6.2%
- Trip to other islands	1.4%	1.5%

* Tourists over 16 years old.

How do they book?



	Climate/sun	Total
Accommodation booking		
Tour Operator	44.2%	42.4%
- Tour Operator's website	80.6%	80.6%
Accommodation	14.3%	14.6%
- Accommodation's website	84.1%	84.0%
Travel agency (High street)	19.2%	19.3%
Online Travel Agency (OTA)	17.1%	17.3%
No need to book accommodation	5.2%	6.4%

	Climate/sun	Total
Flight booking		
Tour Operator	46.4%	44.8%
- Tour Operator's website	78.6%	78.6%
Airline	24.7%	25.8%
- Airline's website	97.3%	97.3%
Travel agency (High street)	17.6%	18.0%
Online Travel Agency (OTA)	11.3%	11.4%

How far in advance do they book their trip?



	Climate/sun	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.3%	5.9%
Between 8 and 15 days	7.1%	7.4%
Between 16 and 30 days	13.0%	13.4%
Between 31 and 90 days	34.8%	34.6%
More than 90 days	39.3%	38.3%

Who are they?



	Climate/sun	Total
Gender		
Men	47.6%	48.1%
Women	52.4%	51.9%

Age

Average age (tourists > 16 years old)	47.4	46.9
Standard deviation	15.4	15.5

Age range (> 16 years old)

16-24 years old	7.9%	8.4%
25-30 years old	9.8%	10.2%
31-45 years old	27.4%	27.9%
46-60 years old	32.2%	31.7%
Over 60 years old	22.6%	21.8%

Occupation

Business owner or self-employed	23.5%	23.8%
Upper/Middle management employee	35.3%	35.2%
Auxiliary level employee	15.1%	15.3%
Students	4.7%	5.0%
Retired	19.3%	18.6%
Unemployed / unpaid dom. work	2.0%	2.1%

Annual household income level

€12,000 - €24,000	17.2%	17.9%
€24,001 - €36,000	19.0%	19.3%
€36,001 - €48,000	16.1%	16.1%
€48,001 - €60,000	15.3%	15.1%
€60,001 - €72,000	9.5%	9.3%
€72,001 - €84,000	6.5%	6.3%
More than €84,000	16.3%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by climate/sun	12,434,540	2,313,611	1,812,998	3,497,922	4,502,111	226,990
- Share by islands	100%	18.6%	14.6%	28.1%	36.2%	1.8%
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 climate/sun	89.8%	93.0%	93.5%	89.7%	87.5%	81.7%

Where do they stay?

	Climate/sun	Total
5* Hotel	7.0%	6.8%
4* Hotel	39.1%	38.4%
1-2-3* Hotel	14.3%	14.4%
Apartment	33.0%	32.4%
Property (privately-owned, friends, family)	3.8%	4.8%
Others	2.8%	3.2%

Who do they come with?

	Climate/sun	Total
Unaccompanied	7.1%	8.7%
Only with partner	48.2%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	12.2%	11.9%
Other relatives	6.0%	6.0%
Friends	6.0%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	18.7%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Climate/sun	Total
Good or very good (% tourists)	94.4%	94.0%
Average rating (scale 1-10)	8.94	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Climate/sun	Total
At least 1 previous visit	78.5%	77.3%
At least 10 previous visits	17.0%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	33.7%	4,193,851
Germany	21.3%	2,645,696
Spanish Mainland	8.2%	1,020,148
Netherlands	4.4%	546,784
Sweden	4.0%	495,295
France	3.6%	451,720
Ireland	3.3%	414,768
Italy	3.2%	397,037
Norway	3.2%	392,588
Others	15.1%	1,876,651

Why do they choose the Canary Islands?

Aspects influencing the choice	Climate/sun	Total
Climate/sun	100.0%	89.8%
Tranquillity/rest/relaxation	38.6%	37.2%
Beaches	36.5%	35.1%
Scenery	22.8%	22.9%
Visiting new places	13.7%	14.7%
Price	12.6%	12.2%
Security	10.2%	9.7%
Ease of travel	9.3%	8.9%
Suitable destination for children	7.8%	7.6%
Quality of the environment	6.3%	6.5%
Active tourism	4.9%	5.4%
Nightlife/fun	3.8%	3.8%
Theme parks	2.9%	3.1%
Culture	2.5%	2.5%
Shopping	2.4%	2.7%
Nautical activities	1.9%	2.0%

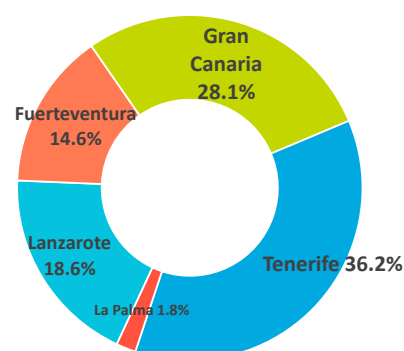
* Multi-choice question

What did motivate them to come?

Prescription sources	Climate/sun	Total
Previous visits to the Canary Islands	67.6%	64.9%
Recommendation by friends/relatives	34.9%	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	3.7%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.5%	7.2%
Recommendation by Travel Agency	9.4%	9.3%
Information obtained via the Internet	26.1%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	4.4%	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 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.