

### How many are they and how much do they spend?

	Visiting new places	Total
Tourist arrivals (> 16 years old)	2,031,633	13,852,616
Average daily expenditure (€)	141.77	140.18
. in their place of residence	103.99	101.15
. in the Canary Islands	37.78	39.03
Average length of stay	8.33	9.17
Turnover per tourist (€)	1,100	1,155
Total turnover (> 16 years old) (€m)	2,234	15,999
Share of total tourist	14.7%	100%
Share of total turnover	14.0%	100%

#### % tourists who pay in the Canary Islands:

<b>Accommodation:</b>		
- Accommodation	12.8%	13.5%
- Additional accommodation expenses	7.3%	6.3%
<b>Transport:</b>		
- Public transport	16.4%	14.5%
- Taxi	18.4%	21.2%
- Car rental	24.9%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	53.0%	55.0%
- Restaurants	58.1%	57.3%
<b>Souvenirs:</b>		
	59.6%	53.3%
<b>Leisure:</b>		
- Organized excursions	26.5%	17.7%
- Leisure, amusement	10.6%	8.4%
- Trip to other islands	3.1%	2.3%
- Sporting activities	5.2%	6.1%
- Cultural activities	6.7%	4.4%
- Discos and disco-pubs	6.0%	6.1%
<b>Others:</b>		
- Wellness	4.2%	4.9%
- Medical expenses	4.1%	4.0%
- Other expenses	10.4%	9.6%



**+6%  
TOURISTS\***  
2,031,633



**+3%  
TRAVEL EXPENSES**  
€1,100



**+9%  
TURNOVER**  
€2,234 MILL

### What do they book at their place of residence?

	Visiting new places	Total
Flight only	5.4%	9.3%
Flight and accommodation (room only)	22.6%	26.9%
Flight and accommodation (B&B)	9.1%	8.3%
Flight and accommodation (half board)	21.6%	19.3%
Flight and accommodation (full board)	5.4%	4.4%
Flight and accommodation (all inclusive)	35.8%	31.9%
% Tourists using low-cost airlines	51.9%	50.8%

#### Other expenses in their place of residence:

- Car rental	15.7%	12.6%
- Sporting activities	4.2%	5.1%
- Excursions	8.1%	6.2%
- Trip to other islands	2.5%	1.5%

\* Tourists over 16 years old.

### How do they book?

	Visiting new places	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	40.7%	42.4%
- Tour Operator's website	79.8%	80.6%
<b>Accommodation</b>	11.6%	14.6%
- Accommodation's website	87.5%	84.0%
<b>Travel agency (High street)</b>	24.6%	19.3%
<b>Online Travel Agency (OTA)</b>	20.3%	17.3%
<b>No need to book accommodation</b>	2.8%	6.4%

	Visiting new places	Total
<b>Flight booking</b>		
<b>Tour Operator</b>	42.5%	44.8%
- Tour Operator's website	75.3%	78.6%
<b>Airline</b>	23.0%	25.8%
- Airline's website	96.6%	97.3%
<b>Travel agency (High street)</b>	22.1%	18.0%
<b>Online Travel Agency (OTA)</b>	12.4%	11.4%

### How far in advance do they book their trip?

	Visiting new places	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.7%	5.9%
Between 8 and 15 days	7.3%	7.4%
Between 16 and 30 days	14.0%	13.4%
Between 31 and 90 days	36.0%	34.6%
More than 90 days	36.7%	38.3%

### Who are they?

	Visiting new places	Total
<b>Gender</b>		
Men	45.0%	48.1%
Women	55.0%	51.9%

#### Age

Average age (tourists > 16 years old)	45.1	46.9
Standard deviation	15.5	15.5

#### Age range (> 16 years old)

16-24 years old	10.9%	8.4%
25-30 years old	11.5%	10.2%
31-45 years old	27.9%	27.9%
46-60 years old	31.0%	31.7%
Over 60 years old	18.8%	21.8%

#### Occupation

Business owner or self-employed	19.7%	23.8%
Upper/Middle management employee	36.0%	35.2%
Auxiliary level employee	19.0%	15.3%
Students	6.2%	5.0%
Retired	17.0%	18.6%
Unemployed / unpaid dom. work	2.2%	2.1%

#### Annual household income level

€12,000 - €24,000	22.1%	17.9%
€24,001 - €36,000	22.6%	19.3%
€36,001 - €48,000	15.8%	16.1%
€48,001 - €60,000	14.8%	15.1%
€60,001 - €72,000	7.5%	9.3%
€72,001 - €84,000	5.1%	6.3%
More than €84,000	12.1%	16.0%

### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by visiting new places	2,031,633	407,923	247,193	547,634	765,326	49,185
- Share by islands	100%	20.1%	12.2%	27.0%	37.7%	2.4%
Total tourists	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 visiting new places	14.7%	16.4%	12.7%	14.0%	14.9%	17.7%

### Where do they stay?

	Visiting new places	Total
5* Hotel	6.9%	6.8%
4* Hotel	41.4%	38.4%
1-2-3* Hotel	15.6%	14.4%
Apartment	29.8%	32.4%
Property (privately-owned, friends, family)	2.3%	4.8%
Others	4.0%	3.2%

### Who do they come with?

	Visiting new places	Total
Unaccompanied	5.4%	8.7%
Only with partner	50.6%	46.8%
Only with children (under the age of 13)	1.4%	1.7%
Partner + children (under the age of 13)	11.8%	11.9%
Other relatives	5.8%	6.0%
Friends	6.3%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	18.5%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	Visiting new places	Total
Good or very good (% tourists)	92.7%	94.0%
Average rating (scale 1-10)	8.79	8.92

### How many are loyal to the Canary Islands?

Repeat tourists	Visiting new places	Total
At least 1 previous visit	56.5%	77.3%
At least 10 previous visits	3.5%	16.9%

### Where are they from?

	Share	Absolute
United Kingdom	31.1%	631,785
Germany	18.2%	368,918
Spanish Mainland	14.8%	300,615
France	4.9%	99,593
Italy	4.4%	89,972
Netherlands	3.6%	72,989
Switzerland	2.8%	57,232
Poland	2.8%	56,584
Sweden	2.3%	46,715
Others	15.1%	307,229

### Why do they choose the Canary Islands?

Aspects influencing the choice	Visiting new places	Total
Visiting new places	100.0%	14.7%
Climate/sun	83.7%	89.8%
Tranquillity/rest/relaxation	26.8%	37.2%
Scenery	20.3%	22.9%
Beaches	18.7%	35.1%
Price	8.5%	12.2%
Suitable destination for children	4.9%	7.6%
Active tourism	4.6%	5.4%
Ease of travel	4.5%	8.9%
Security	4.2%	9.7%
Quality of the environment	3.3%	6.5%
Theme parks	2.6%	3.1%
Culture	2.0%	2.7%
Nightlife/fun	1.5%	3.8%
Nautical activities	1.1%	2.0%
Shopping	1.1%	2.5%

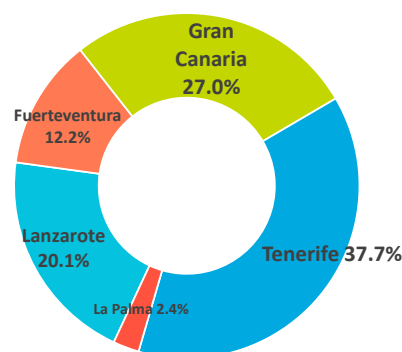
\* Multi-choice question

### What did motivate them to come?

Prescription sources	Visiting new places	Total
Previous visits to the Canary Islands	40.5%	64.9%
Recommendation by friends/relatives	45.4%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.5%	1.0%
Information in press/magazines/books	6.9%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	11.0%	7.2%
Recommendation by Travel Agency	14.2%	9.3%
Information obtained via the Internet	37.7%	25.5%
Senior Tourism programme	0.4%	0.2%
Others	4.5%	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 visiting new places.

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.