

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

	Ease of travel	Total
Tourist arrivals (> 16 years old)	1,227,232	13,852,616
Average daily expenditure (€)	145.48	140.18
. in their place of residence	107.71	101.15
. in the Canary Islands	37.77	39.03
Average length of stay	8.90	9.17
Turnover per tourist (€)	1,175	1,155
Total turnover (> 16 years old) (€m)	1,442	15,999
Share of total tourist	8.9%	100%
Share of total turnover	9.0%	100%

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

<b>Accommodation:</b>		
- Accommodation	14.0%	13.5%
- Additional accommodation expenses	6.4%	6.3%
<b>Transport:</b>		
- Public transport	13.9%	14.5%
- Taxi	25.9%	21.2%
- Car rental	13.4%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	59.4%	55.0%
- Restaurants	58.2%	57.3%
<b>Souvenirs:</b>		
	49.6%	53.3%
<b>Leisure:</b>		
- Organized excursions	12.9%	17.7%
- Leisure, amusement	7.1%	8.4%
- Trip to other islands	1.7%	2.3%
- Sporting activities	4.7%	6.1%
- Cultural activities	3.6%	4.4%
- Discos and disco-pubs	4.7%	6.1%
<b>Others:</b>		
- Wellness	5.8%	4.9%
- Medical expenses	3.8%	4.0%
- Other expenses	7.5%	9.6%



**+6%  
TOURISTS\***  
1,227,232



**-3%  
TRAVEL EXPENSES**  
€1,175



**+3%  
TURNOVER**  
€1,442 MILL

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

	Ease of travel	Total
Flight only	7.2%	9.3%
Flight and accommodation (room only)	28.5%	26.9%
Flight and accommodation (B&B)	8.6%	8.3%
Flight and accommodation (half board)	21.3%	19.3%
Flight and accommodation (full board)	3.3%	4.4%
Flight and accommodation (all inclusive)	31.1%	31.9%
% Tourists using low-cost airlines	54.4%	50.8%

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

- Car rental	7.3%	12.6%
- Sporting activities	4.2%	5.1%
- Excursions	3.0%	6.2%
- Trip to other islands	1.0%	1.5%

\* Tourists over 16 years old.

### How do they book?

	Ease of travel	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	46.9%	42.4%
- Tour Operator's website	83.4%	80.6%
<b>Accommodation</b>	17.2%	14.6%
- Accommodation's website	85.7%	84.0%
<b>Travel agency (High street)</b>	13.2%	19.3%
<b>Online Travel Agency (OTA)</b>	17.7%	17.3%
<b>No need to book accommodation</b>	5.0%	6.4%

	Ease of travel	Total
<b>Flight booking</b>		
<b>Tour Operator</b>	48.3%	44.8%
- Tour Operator's website	82.7%	78.6%
<b>Airline</b>	29.1%	25.8%
- Airline's website	98.0%	97.3%
<b>Travel agency (High street)</b>	12.3%	18.0%
<b>Online Travel Agency (OTA)</b>	10.2%	11.4%

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

	Ease of travel	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	4.1%	5.9%
Between 8 and 15 days	5.7%	7.4%
Between 16 and 30 days	12.8%	13.4%
Between 31 and 90 days	36.8%	34.6%
More than 90 days	40.2%	38.3%

### Who are they?

	Ease of travel	Total
<b>Gender</b>		
Men	45.0%	48.1%
Women	55.0%	51.9%

#### Age

Average age (tourists > 16 years old)	50.5	46.9
Standard deviation	14.6	15.5

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

16-24 years old	4.1%	8.4%
25-30 years old	7.0%	10.2%
31-45 years old	25.2%	27.9%
46-60 years old	36.3%	31.7%
Over 60 years old	27.5%	21.8%

#### Occupation

Business owner or self-employed	29.6%	23.8%
Upper/Middle management employee	30.9%	35.2%
Auxiliary level employee	10.2%	15.3%
Students	2.3%	5.0%
Retired	25.0%	18.6%
Unemployed / unpaid dom. work	2.0%	2.1%

#### Annual household income level

€12,000 - €24,000	11.8%	17.9%
€24,001 - €36,000	16.5%	19.3%
€36,001 - €48,000	16.1%	16.1%
€48,001 - €60,000	14.5%	15.1%
€60,001 - €72,000	10.4%	9.3%
€72,001 - €84,000	8.0%	6.3%
More than €84,000	22.7%	16.0%

### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by ease of travel	1,227,232	334,033	139,515	279,809	462,772	9,176
- Share by islands	100%	27.2%	11.4%	22.8%	37.7%	0.7%
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 ease of travel	8.9%	13.4%	7.2%	7.2%	9.0%	3.3%

### Where do they stay?

	Ease of travel	Total
5* Hotel	11.2%	6.8%
4* Hotel	39.3%	38.4%
1-2-3* Hotel	11.3%	14.4%
Apartment	33.1%	32.4%
Property (privately-owned, friends, family)	2.8%	4.8%
Others	2.3%	3.2%

### Who do they come with?

	Ease of travel	Total
Unaccompanied	7.1%	8.7%
Only with partner	51.7%	46.8%
Only with children (under the age of 13)	1.0%	1.7%
Partner + children (under the age of 13)	10.8%	11.9%
Other relatives	5.8%	6.0%
Friends	4.2%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	19.2%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	Ease of travel	Total
Good or very good (% tourists)	94.6%	94.0%
Average rating (scale 1-10)	8.96	8.92

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

Repeat tourists	Ease of travel	Total
At least 1 previous visit	86.8%	77.3%
At least 10 previous visits	21.5%	16.9%

### Where are they from?

	Share	Absolute
United Kingdom	64.7%	794,428
Germany	13.1%	160,508
Ireland	4.3%	52,222
Spanish Mainland	2.4%	29,651
Sweden	2.3%	27,902
Finland	1.9%	23,575
Switzerland	1.8%	22,470
Netherlands	1.3%	15,584
Norway	1.2%	15,136
Others	7.0%	85,756

### Why do they choose the Canary Islands?

Aspects influencing the choice	Ease of travel	Total
Ease of travel	100.0%	8.9%
Climate/sun	94.3%	89.8%
Tranquillity/rest/relaxation	28.5%	37.2%
Price	16.3%	12.2%
Beaches	12.7%	35.1%
Security	7.8%	9.7%
Visiting new places	7.4%	14.7%
Suitable destination for children	6.8%	7.6%
Scenery	6.0%	22.9%
Quality of the environment	3.8%	6.5%
Active tourism	2.2%	5.4%
Nightlife/fun	2.1%	3.8%
Culture	1.4%	2.7%
Theme parks	1.3%	3.1%
Nautical activities	1.0%	2.0%
Shopping	1.0%	2.5%

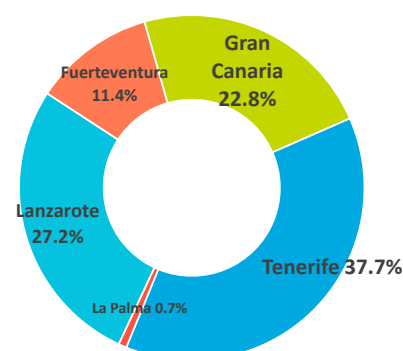
\* Multi-choice question

### What did motivate them to come?

Prescription sources	Ease of travel	Total
Previous visits to the Canary Islands	76.7%	64.9%
Recommendation by friends/relatives	32.8%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	2.6%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	8.9%	7.2%
Recommendation by Travel Agency	7.2%	9.3%
Information obtained via the Internet	26.9%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	5.7%	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 ease of travel.

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.