

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2018)

NIGHTLIFE

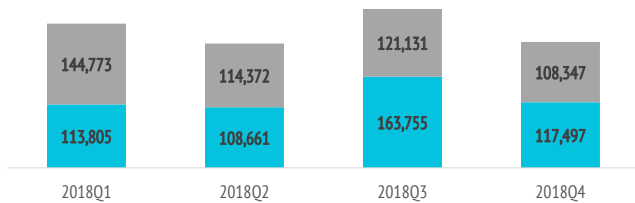
How many are they and how much do they spend?



	Nightlife	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	992,341	13,485,651
- book holiday package	503,718	7,848,516
- do not book holiday package	488,623	5,637,135
- % tourists who book holiday package	50.8%	58.2%
Share of total tourist	7.5%	100%

TOURISTS MOTIVATED BY NIGHTLIFE

■ do not book holiday package ■ book holiday package



	Nightlife	Total
Expenditure per tourist (€)	1,124	1,196
- book holiday package	1,240	1,309
- holiday package	931	1,064
- others	309	246
- do not book holiday package	1,005	1,037
- flight	262	288
- accommodation	312	350
- others	431	399
Average length of stay	9.12	9.32
- book holiday package	8.41	8.66
- do not book holiday package	9.85	10.23
Average daily expenditure (€)	136.7	143.6
- book holiday package	154.2	159.8
- do not book holiday package	118.7	121.0
Total turnover (> 15 years old) (€m)	1,116	16,124
- book holiday package	625	10,277
- do not book holiday package	491	5,848

AVERAGE LENGTH OF STAY (nights)

■ Nightlife ■ Total



EXPENDITURE PER TOURIST (€)

■ Nightlife ■ Total



Importance of each factor in the destination choice



	Nightlife	Total
Nightlife	100%	7.5%
Climate	86.8%	78.1%
Fun possibilities	73.1%	20.7%
Safety	67.9%	51.4%
Price	62.5%	36.5%
Beaches	59.5%	37.1%
Accommodation supply	58.0%	41.7%
Sea	57.5%	43.3%
Tranquility	56.1%	46.2%
Effortless trip	53.3%	34.8%
European belonging	51.2%	35.8%
Shopping	47.9%	9.6%
Environment	46.1%	30.6%
Gastronomy	44.2%	22.6%
Landscapes	41.1%	31.6%
Authenticity	36.0%	19.1%
Exoticism	28.9%	10.5%
Culture	21.0%	7.3%
Historical heritage	17.6%	7.1%
Hiking trail network	15.1%	9.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Nightlife	Total
Rest	50.1%	55.1%
Enjoy family time	11.7%	14.7%
Have fun	24.4%	7.8%
Explore the destination	10.5%	18.5%
Practice their hobbies	1.3%	1.8%
Other reasons	2.1%	2.1%

HAVE FUN



How far in advance do they book their trip?



	Nightlife	Total
The same day	1.4%	0.7%
Between 1 and 30 days	23.3%	23.2%
Between 1 and 2 months	22.7%	23.0%
Between 3 and 6 months	30.5%	32.4%
More than 6 months	22.0%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

NIGHTLIFE
22.0%



TOTAL
20.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that nightlife is "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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What channels did they use to get information about the trip? 🔍

	Nightlife	Total
Previous visits to the Canary Islands	48.4%	50.9%
Friends or relatives	34.5%	27.8%
Internet or social media	49.3%	56.1%
Mass Media	2.4%	1.7%
Travel guides and magazines	6.3%	9.5%
Travel Blogs or Forums	3.4%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	19.3%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.9%	2.3%

* Multi-choice question

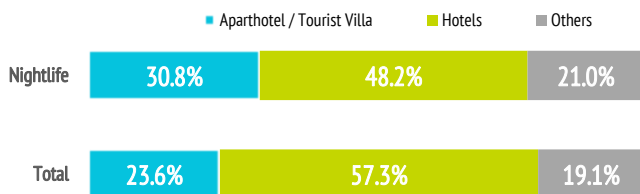
With whom did they book their flight and accommodation? 👁

	Nightlife	Total
Flight		
- Directly with the airline	48.3%	39.5%
- Tour Operator or Travel Agency	51.7%	60.5%
Accommodation		
- Directly with the accommodation	34.8%	28.8%
- Tour Operator or Travel Agency	65.2%	71.2%

Where do they stay? 🏠

	Nightlife	Total
1-2-3* Hotel	13.8%	12.8%
4* Hotel	29.2%	37.7%
5* Hotel / 5* Luxury Hotel	5.1%	6.8%
Aparthotel / Tourist Villa	30.8%	23.6%
House/room rented in a private dwelling	4.5%	5.3%
Private accommodation (1)	10.8%	7.0%
Others (Cottage, cruise, camping,...)	5.7%	6.8%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book? 🍽

	Nightlife	Total
Room only	37.5%	28.8%
Bed and Breakfast	10.8%	11.7%
Half board	19.4%	22.4%
Full board	2.3%	3.0%
All inclusive	30.0%	34.1%

”
37.5% of tourists book room only.
(Canary Islands: 28.8%)

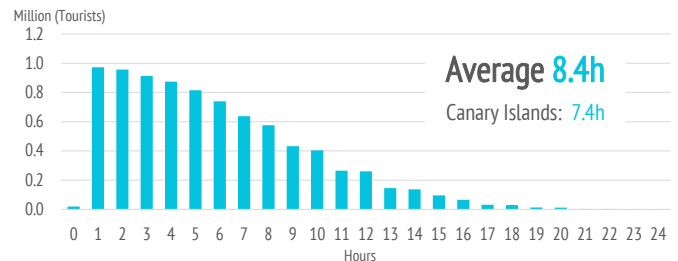
Other expenses 📍

	Nightlife	Total
Restaurants or cafes	66.2%	63.2%
Supermarkets	57.7%	55.9%
Car rental	15.3%	26.6%
Organized excursions	17.8%	21.8%
Taxi, transfer, chauffeur service	50.5%	51.7%
Theme Parks	9.9%	8.8%
Sport activities	5.6%	6.4%
Museums	2.5%	5.0%
Flights between islands	5.6%	4.8%

Activities in the Canary Islands 🚶

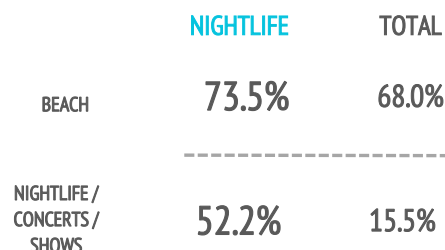
Outdoor time per day	Nightlife	Total
0 hours	2.0%	2.2%
1 - 2 hours	6.1%	10.0%
3 - 6 hours	27.7%	32.6%
7 - 12 hours	49.6%	46.5%
More than 12 hours	14.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Nightlife	Total
Beach	73.5%	68.0%
Walk, wander	68.7%	71.0%
Swimming pool, hotel facilities	63.2%	58.9%
Nightlife / concerts / shows	52.2%	15.5%
Explore the island on their own	39.3%	46.5%
Taste Canarian gastronomy	24.9%	25.4%
Theme parks	20.2%	15.5%
Organized excursions	17.5%	17.9%
Sport activities	14.1%	14.3%
Sea excursions / whale watching	12.1%	11.3%
Wineries / markets / popular festivals	12.1%	12.0%
Activities at sea	10.4%	9.8%
Beauty and health treatments	8.0%	5.7%
Nature activities	6.9%	10.0%
Museums / exhibitions	6.7%	9.8%
Astronomical observation	4.2%	3.4%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by nightlife	992,341	116,651	80,941	337,279	450,375	3,065
- Share by islands	100%	11.8%	8.2%	34.0%	45.4%	0.3%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Tourists motivated by nightlife	7.5%	4.8%	4.4%	9.1%	9.2%	1.3%

How many islands do they visit during their trip?

	Nightlife	Total
One island	89.5%	90.9%
Two islands	8.3%	7.7%
Three or more islands	2.2%	1.4%

Internet usage during their trip

	Nightlife	Total
Research		
- Tourist package	15.5%	15.4%
- Flights	14.2%	13.0%
- Accommodation	16.3%	17.7%
- Transport	18.5%	15.6%
- Restaurants	29.1%	27.0%
- Excursions	24.9%	26.3%
- Activities	29.6%	31.0%
Book or purchase		
- Tourist package	35.6%	38.1%
- Flights	66.4%	64.4%
- Accommodation	56.1%	54.5%
- Transport	42.4%	44.7%
- Restaurants	14.7%	10.5%
- Excursions	13.7%	11.4%
- Activities	15.6%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Nightlife	Total
Did not use the Internet	11.8%	9.8%
Used the Internet	88.2%	90.2%
- Own Internet connection	39.7%	36.5%
- Free Wifi connection	30.8%	41.1%
Applications*		
- Search for locations or maps	57.1%	60.7%
- Search for destination info	40.3%	44.7%
- Share pictures or trip videos	58.8%	55.6%
- Download tourist apps	7.4%	6.5%
- Others	23.0%	23.9%

* Multi-choice question

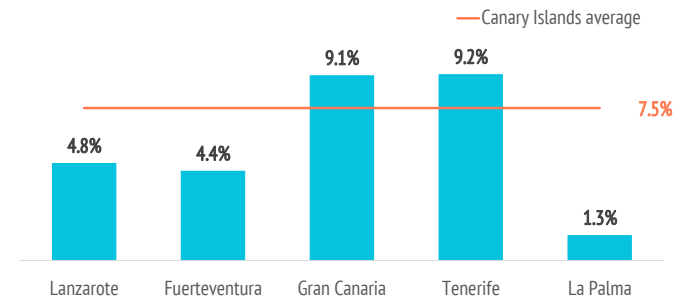


58.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

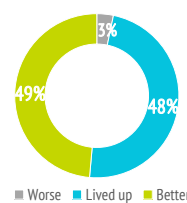


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nightlife	Total
Average rating	8.84	8.58

Experience in the Canary Islands	Nightlife	Total
Worse or much worse than expected	3.3%	2.9%
Lived up to expectations	48.2%	57.4%
Better or much better than expected	48.6%	39.7%

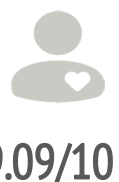
Future intentions (scale 1-10)	Nightlife	Total
Return to the Canary Islands	8.96	8.60
Recommend visiting the Canary Islands	9.09	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Nightlife	Total
Repeat tourists	70.3%	71.0%
Repeat tourists (last 5 years)	64.6%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	22.4%	18.4%
At least 10 previous visits	20.1%	17.8%

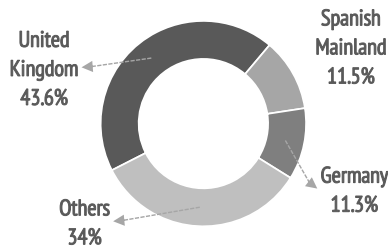
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Where are they from?



	%	Absolute
United Kingdom	43.6%	433,071
Spanish Mainland	11.5%	113,662
Germany	11.3%	111,838
Ireland	6.0%	59,740
Italy	5.2%	52,013
Norway	2.9%	28,718
France	2.8%	27,582
Netherlands	2.5%	24,334
Switzerland	2.0%	19,769
Belgium	1.8%	17,814
Poland	1.5%	15,292
Sweden	1.4%	14,089
Finland	0.9%	9,199
Denmark	0.7%	6,963
Austria	0.7%	6,691
Russia	0.4%	3,940
Czech Republic	0.3%	3,418
Others	4.5%	44,208



Who do they come with?



	Nightlife	Total
Unaccompanied	13.8%	8.9%
Only with partner	41.8%	47.4%
Only with children (< 13 years old)	4.0%	5.9%
Partner + children (< 13 years old)	2.2%	7.2%
Other relatives	9.3%	9.0%
Friends	15.8%	6.3%
Work colleagues	0.7%	0.5%
Organized trip	0.4%	0.2%
Other combinations ⁽¹⁾	12.0%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	10.8%	19.3%
- Between 0 and 2 years old	1.3%	1.8%
- Between 3 and 12 years old	8.5%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
Tourists without children	89.2%	80.7%
Group composition:		
- 1 person	20.3%	12.4%
- 2 people	51.8%	54.1%
- 3 people	9.9%	12.6%
- 4 or 5 people	14.3%	17.1%
- 6 or more people	3.7%	3.8%
Average group size:	2.41	2.58

Who are they?



	Nightlife	Total
Gender		
Men	49.5%	48.2%
Women	50.5%	51.8%
Age		
Average age (tourist > 15 years old)	40.7	46.7
Standard deviation	16.0	15.3
Age range (> 15 years old)		
16 - 24 years old	19.1%	7.7%
25 - 30 years old	16.2%	10.8%
31 - 45 years old	26.7%	28.6%
46 - 60 years old	24.0%	31.3%
Over 60 years old	13.9%	21.5%
Occupation		
Salaried worker	56.7%	55.5%
Self-employed	12.1%	11.0%
Unemployed	1.7%	1.1%
Business owner	9.0%	9.2%
Student	7.7%	4.2%
Retired	10.6%	17.3%
Unpaid domestic work	1.3%	0.9%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	25.1%	17.0%
€25,000 - €49,999	37.4%	36.5%
€50,000 - €74,999	19.7%	25.0%
More than €74,999	17.8%	21.5%
Education level		
No studies	7.9%	4.8%
Primary education	2.7%	2.8%
Secondary education	23.0%	23.1%
Higher education	66.4%	69.3%



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