

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

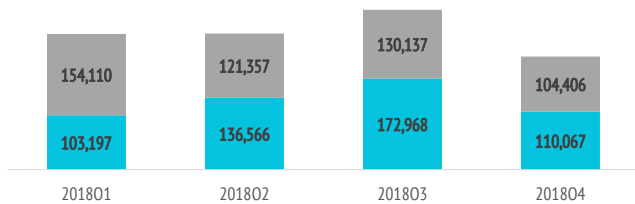
NIGHTLIFE

How many are they and how much do they spend?

	Nightlife	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,032,809	13,271,035
- book holiday package	522,799	7,426,022
- do not book holiday package	510,011	5,845,014
- % tourists who book holiday package	50.6%	56.0%
Share of total tourist	8.0%	100%

TOURISTS MOTIVATED BY NIGHTLIFE

■ do not book holiday package ■ book holiday package



	Nightlife	Total
Expenditure per tourist (€)		
- book holiday package	1,129	1,268
- holiday package	867	1,031
- others	262	237
- do not book holiday package	864	967
- flight	230	263
- accommodation	260	321
- others	375	383
Average length of stay		
- book holiday package	8.09	8.64
- do not book holiday package	8.80	9.68
Average daily expenditure (€)		
- book holiday package	147.6	155.4
- do not book holiday package	112.7	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	590	9,416
- do not book holiday package	441	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Nightlife	Total
Nightlife	100%	8.0%
Climate	86.0%	78.4%
Fun possibilities	74.6%	21.1%
Safety	70.5%	51.9%
Price	62.3%	37.4%
Accommodation supply	60.0%	42.9%
Tranquility	57.9%	47.6%
Beaches	57.5%	37.7%
Sea	57.3%	44.4%
Effortless trip	54.4%	35.2%
European belonging	52.5%	36.1%
Environment	51.1%	33.2%
Shopping	47.6%	9.4%
Gastronomy	44.1%	23.2%
Landscapes	43.9%	33.1%
Authenticity	38.9%	20.3%
Exoticism	30.9%	11.4%
Culture	25.5%	8.0%
Historical heritage	21.1%	8.2%
Hiking trail network	17.1%	9.6%

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	49.7%	55.5%
Enjoy family time	10.6%	14.4%
Have fun	27.5%	8.6%
Explore the destination	9.7%	17.8%
Practice their hobbies	1.0%	1.9%
Other reasons	1.6%	1.8%

HAVE FUN



How far in advance do they book their trip?

	Nightlife	Total
The same day	1.3%	0.7%
Between 1 and 30 days	25.4%	23.8%
Between 1 and 2 months	20.7%	22.8%
Between 3 and 6 months	30.9%	32.7%
More than 6 months	21.7%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

NIGHTLIFE
21.7%



TOTAL
20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). 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	50.5%	51.9%
Friends or relatives	34.7%	27.1%
Internet or social media	47.3%	54.7%
Mass Media	2.1%	1.6%
Travel guides and magazines	5.6%	8.4%
Travel Blogs or Forums	4.2%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	14.9%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.5%	2.4%

* Multi-choice question

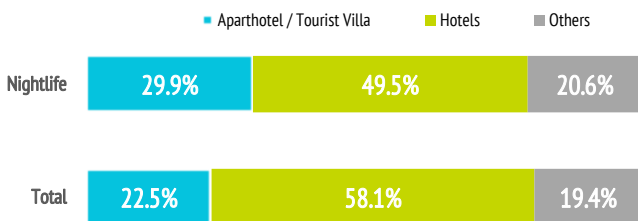
With whom did they book their flight and accommodation?

	Nightlife	Total
Flight		
- Directly with the airline	50.4%	42.9%
- Tour Operator or Travel Agency	49.6%	57.1%
Accommodation		
- Directly with the accommodation	36.7%	31.5%
- Tour Operator or Travel Agency	63.3%	68.5%

Where do they stay?

	Nightlife	Total
1-2-3* Hotel	13.4%	11.5%
4* Hotel	29.3%	37.6%
5* Hotel / 5* Luxury Hotel	6.8%	9.0%
Aparthotel / Tourist Villa	29.9%	22.5%
House/room rented in a private dwelling	5.3%	5.9%
Private accommodation (1)	9.8%	7.2%
Others (Cottage, cruise, camping,...)	5.5%	6.3%

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



What do they book?

	Nightlife	Total
Room only	36.3%	27.9%
Bed and Breakfast	13.1%	12.4%
Half board	15.5%	21.2%
Full board	3.0%	3.6%
All inclusive	32.1%	34.9%

”
36.3% of tourists book room only.
(Canary Islands: 27.9%)

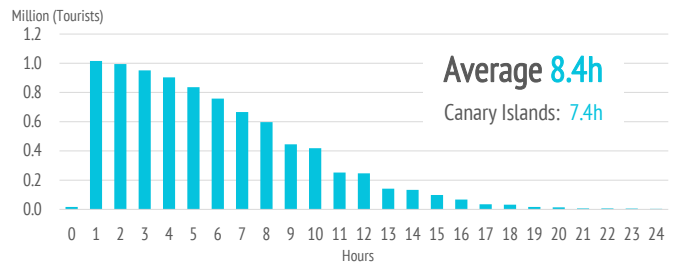
Other expenses

	Nightlife	Total
Restaurants or cafes	60.6%	59.1%
Supermarkets	51.9%	52.1%
Car rental	15.4%	26.3%
Organized excursions	18.1%	20.6%
Taxi, transfer, chauffeur service	48.1%	50.0%
Theme Parks	7.2%	7.5%
Sport activities	6.1%	5.7%
Museums	1.9%	4.6%
Flights between islands	4.3%	4.4%

Activities in the Canary Islands

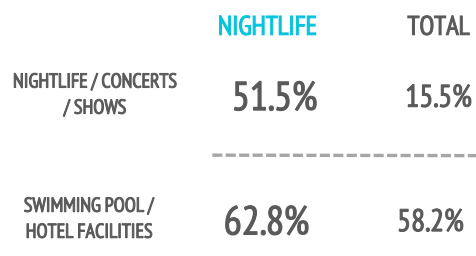
Outdoor time per day	Nightlife	Total
0 hours	1.6%	2.1%
1 - 2 hours	6.3%	9.8%
3 - 6 hours	27.6%	32.6%
7 - 12 hours	50.8%	47.1%
More than 12 hours	13.7%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Nightlife	Total
Beach	68.8%	66.3%
Walk, wander	67.6%	69.8%
Swimming pool, hotel facilities	62.8%	58.2%
Nightlife / concerts / shows	51.5%	15.5%
Explore the island on their own	40.7%	45.2%
Taste Canarian gastronomy	22.4%	24.2%
Theme parks	18.0%	14.1%
Organized excursions	16.2%	16.9%
Sport activities	14.0%	13.4%
Sea excursions / whale watching	13.2%	11.1%
Wineries / markets / popular festivals	11.4%	11.6%
Activities at sea	11.1%	10.0%
Nature activities	7.7%	10.4%
Beauty and health treatments	7.2%	5.4%
Museums / exhibitions	7.0%	10.1%
Astronomical observation	3.5%	3.5%

* 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	1,032,809	136,174	79,544	322,892	488,139	2,732
- Share by islands	100%	13.2%	7.7%	31.3%	47.3%	0.3%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists motivated by nightlife	8.0%	5.5%	4.9%	9.2%	9.9%	1.2%

How many islands do they visit during their trip?

	Nightlife	Total
One island	90.3%	91.4%
Two islands	8.0%	7.2%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Nightlife	Total
Research		
- Tourist package	14.2%	14.8%
- Flights	14.9%	13.0%
- Accommodation	17.0%	16.9%
- Transport	18.0%	15.7%
- Restaurants	28.8%	28.4%
- Excursions	23.3%	26.2%
- Activities	29.4%	30.1%
Book or purchase		
- Tourist package	35.0%	39.4%
- Flights	68.4%	66.7%
- Accommodation	58.0%	57.3%
- Transport	43.8%	47.6%
- Restaurants	17.0%	12.1%
- Excursions	15.7%	13.0%
- Activities	19.4%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Nightlife	Total
Did not use the Internet	9.7%	8.3%
Used the Internet	90.3%	91.7%
- Own Internet connection	41.6%	37.4%
- Free Wifi connection	29.5%	39.5%
Applications*		
- Search for locations or maps	57.5%	61.7%
- Search for destination info	41.1%	44.8%
- Share pictures or trip videos	59.5%	56.0%
- Download tourist apps	7.4%	7.0%
- Others	21.7%	22.6%

* Multi-choice question

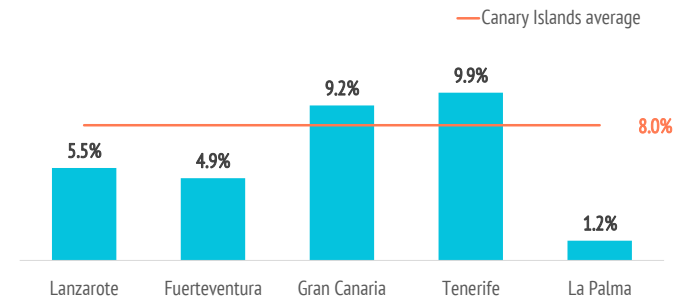


59.5% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

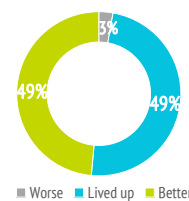


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nightlife	Total
Average rating	8.91	8.70

Experience in the Canary Islands	Nightlife	Total
Worse or much worse than expected	2.8%	2.3%
Lived up to expectations	48.7%	55.6%
Better or much better than expected	48.5%	42.1%

Future intentions (scale 1-10)	Nightlife	Total
Return to the Canary Islands	9.00	8.73
Recommend visiting the Canary Islands	9.17	8.95



Experience in the Canary

9.00/10

Return to the Canary Islands



9.17/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Nightlife	Total
Repeat tourists	69.7%	72.2%
Repeat tourists (last 5 years)	64.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.3%	19.5%
At least 10 previous visits	19.1%	18.6%

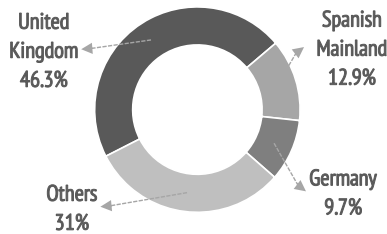
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NIGHTLIFE

Where are they from?



	%	Absolute
United Kingdom	46.3%	478,223
Spanish Mainland	12.9%	133,232
Germany	9.7%	100,662
Ireland	6.1%	63,105
Italy	4.0%	41,472
France	3.6%	36,849
Norway	2.1%	21,849
Netherlands	1.9%	20,098
Poland	1.8%	18,114
Sweden	1.6%	16,978
Switzerland	1.5%	15,266
Belgium	1.5%	15,154
Czech Republic	0.9%	9,739
Portugal	0.6%	6,197
Austria	0.6%	5,865
Finland	0.5%	5,018
Denmark	0.4%	4,516
Others	3.9%	40,473



Who do they come with?



	Nightlife	Total
Unaccompanied	12.8%	9.6%
Only with partner	41.9%	48.1%
Only with children (< 13 years old)	3.2%	5.6%
Partner + children (< 13 years old)	2.5%	6.5%
Other relatives	10.8%	9.3%
Friends	15.8%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	12.3%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	10.4%	17.7%
- Between 0 and 2 years old	0.9%	1.6%
- Between 3 and 12 years old	8.6%	14.8%
- Between 0 -2 and 3-12 years	0.9%	1.4%
Tourists without children	89.6%	82.3%
Group composition:		
- 1 person	18.8%	13.2%
- 2 people	52.4%	55.1%
- 3 people	10.6%	12.0%
- 4 or 5 people	14.1%	16.3%
- 6 or more people	4.1%	3.5%
Average group size:	2.46	2.54

Who are they?



	Nightlife	Total
Gender		
Men	50.9%	48.6%
Women	49.1%	51.4%
Age		
Average age (tourist > 15 years old)	40.3	47.1
Standard deviation	15.7	15.4
Age range (> 15 years old)		
16 - 24 years old	18.8%	7.3%
25 - 30 years old	17.0%	10.9%
31 - 45 years old	26.4%	28.0%
46 - 60 years old	24.6%	31.8%
Over 60 years old	13.2%	22.1%
Occupation		
Salaried worker	56.5%	55.0%
Self-employed	12.7%	11.5%
Unemployed	2.3%	1.1%
Business owner	9.4%	9.4%
Student	6.0%	3.5%
Retired	11.0%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	25.2%	17.5%
€25,000 - €49,999	38.3%	37.5%
€50,000 - €74,999	19.3%	22.8%
More than €74,999	17.2%	22.2%
Education level		
No studies	9.5%	5.0%
Primary education	2.8%	2.6%
Secondary education	24.2%	23.6%
Higher education	63.5%	68.9%



4 IN 10 TOURISTS ARE
BRITISH

40 YEARS OLD
AVERAGE AGE

**42% ONLY WITH
PARTNER**



Pictures: Freepik.com

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