

How many are they and how much do they spend?

	Nightlife	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	470,439	5,827,892
- book holiday package	183,700	2,549,012
- do not book holiday package	286,739	3,278,880
- % tourists who book holiday package	39.0%	43.7%
Share of total tourist	8.4%	100%
Expenditure per tourist (€)		
- book holiday package	1,110	1,206
- holiday package	945	1,135
- others	334	280
- do not book holiday package	1,002	1,044
- flight	228	248
- accommodation	343	369
- others	431	427
Average length of stay		
- book holiday package	9.12	9.54
- do not book holiday package	8.41	8.59
Average daily expenditure (€)		
- book holiday package	136.8	144.0
- do not book holiday package	158.0	172.8
- do not book holiday package	123.1	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	522	7,028
- do not book holiday package	235	3,606
- do not book holiday package	287	3,422

Importance of each factor in the destination choice

	Nightlife	Total
Nightlife	100.0%	8.4%
Climate	85.8%	76.0%
Fun possibilities	77.2%	22.4%
Safety	69.2%	49.0%
Sea	64.8%	52.0%
Beaches	64.6%	44.6%
Tranquility	58.8%	48.5%
Accommodation supply	56.5%	37.8%
Price	56.4%	32.4%
Effortless trip	55.8%	34.9%
Gastronomy	53.7%	27.9%
European belonging	53.6%	40.2%
Landscapes	49.1%	39.1%
Environment	48.6%	34.7%
Authenticity	45.0%	24.4%
Shopping	43.1%	8.8%
Exoticism	35.2%	14.5%
Culture	27.3%	8.7%
Historical heritage	22.3%	9.1%
Hiking trail network	21.1%	12.1%

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	46.6%	50.7%
Enjoy family time	13.7%	14.0%
Have fun	22.5%	7.3%
Explore the destination	13.7%	23.3%
Practice their hobbies	1.6%	2.6%
Other reasons	1.9%	2.1%

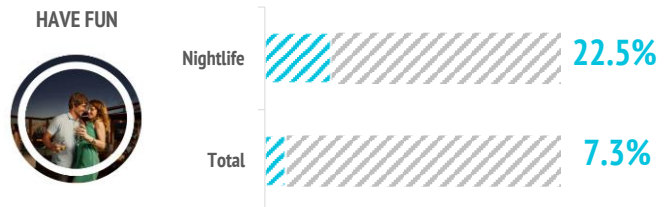
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



HAVE FUN



Where did they spend their main holiday last year?*

	Nightlife	Total
Didn't have holidays	36.4%	35.7%
Canary Islands	21.7%	17.6%
Other destination	42.0%	46.8%

What other destinations do they consider for this trip?*

	Nightlife	Total
None	25.7%	29.4%
Canary Islands (other island)	25.7%	25.4%
Other destination	48.6%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?

	Nightlife	Total
The same day	1.7%	1.0%
Between 1 and 30 days	44.5%	42.5%
Between 1 and 2 months	24.7%	26.7%
Between 3 and 6 months	17.7%	18.7%
More than 6 months	11.3%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

NIGHTLIFE
44.5%



TOTAL
42.5%

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.

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

	Nightlife	Total
Previous visits to the Canary Islands	47.1%	45.7%
Friends or relatives	38.7%	30.9%
Internet or social media	49.6%	53.5%
Mass Media	3.1%	2.3%
Travel guides and magazines	5.0%	7.0%
Travel Blogs or Forums	5.5%	8.4%
Travel TV Channels	1.0%	0.5%
Tour Operator or Travel Agency	13.3%	19.4%
Public administrations or similar	2.0%	1.9%
Others	3.5%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	Nightlife	Total
Flight		
- Directly with the airline	58.6%	52.8%
- Tour Operator or Travel Agency	41.4%	47.2%

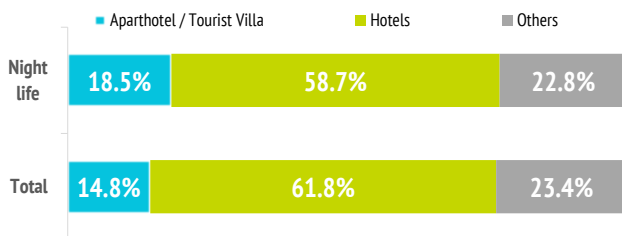
Accommodation

- Directly with the accommodation	45.7%	39.9%
- Tour Operator or Travel Agency	54.3%	60.1%

Where do they stay? 🏠

	Nightlife	Total
1-2-3* Hotel	14.2%	11.5%
4* Hotel	36.0%	39.4%
5* Hotel / 5* Luxury Hotel	8.5%	10.9%
Aparthotel / Tourist Villa	18.5%	14.8%
House/room rented in a private dwelling	5.2%	6.9%
Private accommodation (1)	12.5%	9.9%
Others (Cottage, cruise, camping,...)	5.2%	6.6%

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



What do they book? 🏨

	Nightlife	Total
Room only	31.6%	28.1%
Bed and Breakfast	16.2%	15.3%
Half board	16.1%	19.5%
Full board	2.9%	3.2%
All inclusive	33.1%	33.8%

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31.6% of tourists book room only.
(Canary Islands: 28.1%)

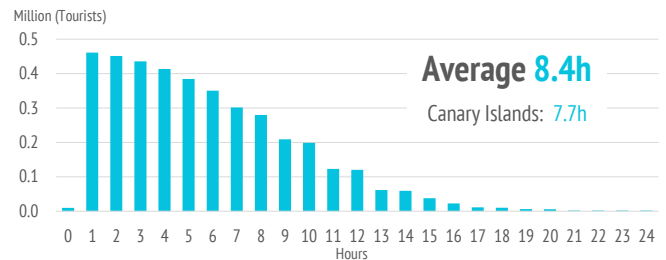
Other expenses 📍

	Nightlife	Total
Restaurants or cafes	67.9%	66.9%
Supermarkets	55.5%	55.6%
Car rental	25.3%	37.3%
Organized excursions	21.6%	23.7%
Taxi, transfer, chauffeur service	50.4%	46.0%
Theme Parks	9.4%	8.6%
Sport activities	9.8%	9.3%
Museums	2.9%	4.7%
Flights between islands	4.8%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Nightlife	Total
0 hours	2.0%	2.4%
1 - 2 hours	5.4%	10.0%
3 - 6 hours	28.5%	30.1%
7 - 12 hours	51.0%	47.1%
More than 12 hours	13.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Nightlife	Total
Beach	78.1%	75.1%
Walk, wander	70.5%	72.2%
Swimming pool, hotel facilities	62.0%	57.5%
Explore the island on their own	45.0%	52.5%
Nightlife / concerts / shows	42.8%	12.3%
Swim	41.1%	38.8%
Taste Canarian gastronomy	28.1%	30.2%
Organized excursions	17.5%	16.0%
Sea excursions / whale watching	16.1%	13.5%
Theme parks	15.3%	12.2%
Hiking	14.9%	22.5%
Wineries / markets / popular festivals	10.1%	10.0%
Other Nature Activities	7.9%	9.5%
Beauty and health treatments	7.9%	5.6%
Museums / exhibitions	7.6%	10.7%
Running	7.0%	7.6%
Practice other sports	6.7%	5.9%
Surf	5.2%	4.8%
Scuba Diving	5.2%	4.2%
Astronomical observation	3.9%	4.2%
Cycling / Mountain bike	3.5%	4.2%
Golf	3.2%	2.3%
Windsurf / Kitesurf	1.8%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

NIGHTLIFE

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by nightlife	470,439	69,267	36,027	192,403	165,709	5,184
- Share by islands	100%	14.7%	7.7%	40.9%	35.2%	1.1%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tourists motivated by nightlife	8.4%	7.3%	4.4%	13.2%	7.4%	5.5%

How many islands do they visit during their trip?

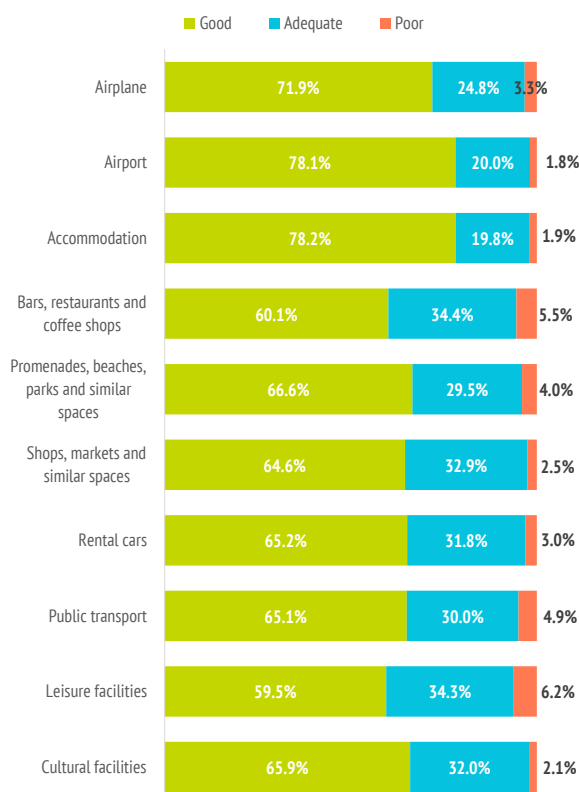
	Nightlife	Total
One island	92.7%	90.9%
Two islands	6.1%	7.8%
Three or more islands	1.2%	1.3%

Health safety

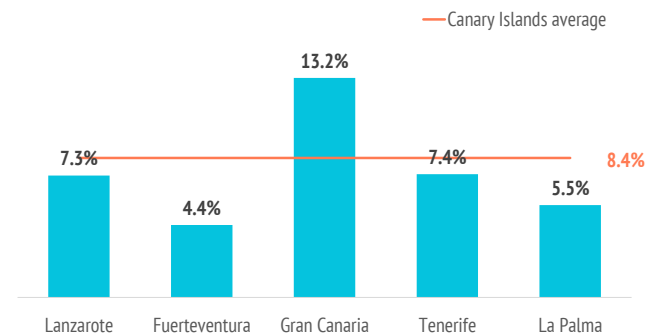
Planning the trip: Importance	Nightlife	Total
Average rating (scale 0-10)	8.19	7.99

During the stay: Rate	Nightlife	Total
Average rating (scale 0-10)	8.53	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

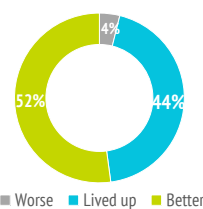


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nightlife	Total
Average rating	9.02	8.86

Experience in the Canary Islands	Nightlife	Total
Worse or much worse than expected	3.9%	2.7%
Lived up to expectations	44.0%	51.4%
Better or much better than expected	52.1%	45.9%

Future intentions (scale 1-10)	Nightlife	Total
Return to the Canary Islands	9.04	8.86
Recommend visiting the Canary Islands	9.20	9.10



9.04/10

Experience in the Canary Islands



9.20/10

Recommend visiting the Canary Islands

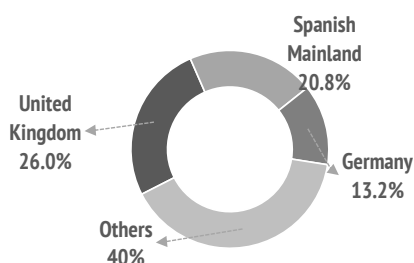
How many are loyal to the Canary Islands?

	Nightlife	Total
Repeat tourists	66.6%	68.0%
Repeat tourists (last 5 years)	60.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	19.0%	15.0%
At least 10 previous visits	19.4%	18.3%

Where are they from?



	%	Absolute
United Kingdom	26.0%	122,093
Spanish Mainland	20.8%	98,071
Germany	13.2%	62,062
France	7.6%	35,785
Ireland	6.8%	32,058
Italy	5.1%	24,077
Netherlands	3.1%	14,359
Poland	3.1%	14,358
Belgium	2.4%	11,065
Norway	2.0%	9,287
Switzerland	1.3%	6,059
Sweden	1.2%	5,481
Czech Republic	0.8%	3,895
Finland	0.8%	3,848
Denmark	0.8%	3,546
Austria	0.6%	2,764
Portugal	0.5%	2,344
Others	4.1%	19,288



Who are they?



	Nightlife	Total
Gender		
Men	54.4%	49.6%
Women	45.6%	50.4%
Age		
Average age (tourist > 15 years old)	37.6	43.3
Standard deviation	14.9	15.6
Age range (> 15 years old)		
16 - 24 years old	25.8%	11.9%
25 - 30 years old	15.6%	14.8%
31 - 45 years old	28.4%	30.2%
46 - 60 years old	21.2%	26.6%
Over 60 years old	8.9%	16.4%
Occupation		
Salaried worker	58.5%	57.8%
Self-employed	10.9%	11.1%
Unemployed	2.5%	1.7%
Business owner	8.4%	10.0%
Student	11.1%	5.9%
Retired	6.9%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	21.9%	16.1%
€25,000 - €49,999	38.9%	37.0%
€50,000 - €74,999	19.4%	23.4%
More than €74,999	19.8%	23.5%
Education level		
No studies	3.9%	2.2%
Primary education	2.2%	2.2%
Secondary education	20.3%	18.8%
Higher education	73.5%	76.9%

Who do they come with?

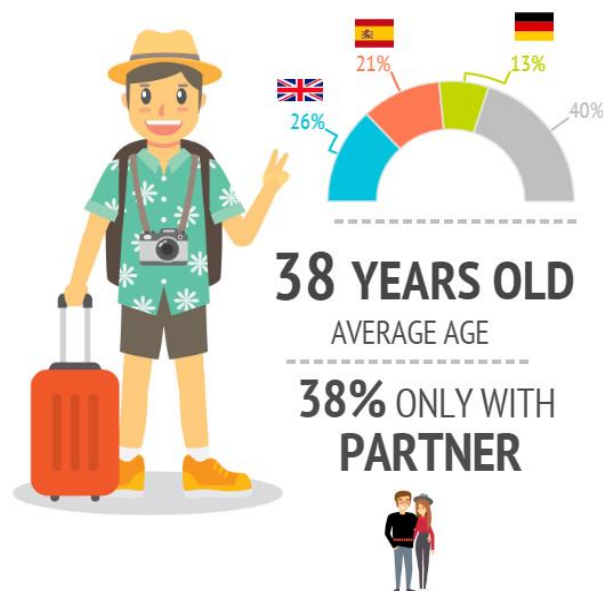


	Nightlife	Total
Unaccompanied	19.1%	13.5%
Only with partner	38.1%	48.2%
Only with children (< 13 years old)	2.7%	3.9%
Partner + children (< 13 years old)	1.5%	4.9%
Other relatives	8.4%	8.4%
Friends	19.8%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	10.0%	11.5%

(1) Different situations have been isolated

Tourists with children	6.8%	12.5%
- Between 0 and 2 years old	0.5%	1.2%
- Between 3 and 12 years old	6.1%	10.2%
- Between 0 -2 and 3-12 years	0.2%	1.0%
Tourists without children	93.2%	87.5%
Group composition:		
- 1 person	24.0%	16.5%
- 2 people	49.9%	56.7%
- 3 people	12.0%	10.7%
- 4 or 5 people	11.5%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.26	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com