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

| | Shopping | Total |
|---|---|---|
| **TOURISTS** | | |
| **Tourist arrivals (FRONTUR)** | **n.d.** | **15,110,866** |
| **Tourist arrivals > 15 years old (EGT)** | **1,208,877** | **13,271,035** |
| - book holiday package | 716,508 | 7,426,022 |
| - do not book holiday package | 492,369 | 5,845,014 |
| - % tourists who book holiday package | 59.3% | 56.0% |
| Share of total tourist | 9.4% | 100% |

### TOURISTS MOTIVATED BY SHOPPING

do not book holiday package ■ book holiday package
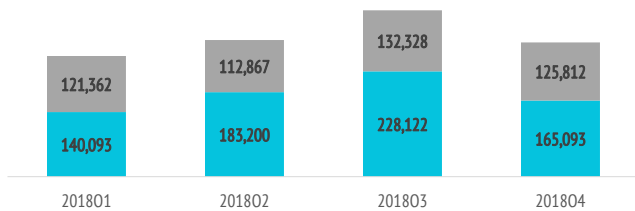
| | 201801 | 201802 | 201803 | 201804 |
|---|---|---|---|---|
| do not book holiday package | 121,362 | 112,867 | 132,328 | 125,812 |
| book holiday package | 140,093 | 183,200 | 228,122 | 165,093 |

| | Shopping | Total |
|---|---|---|
| **Expenditure per tourist (€)** | **1,169** | **1,136** |
| - book holiday package | 1,268 | 1,268 |
| - holiday package | 1,000 | 1,031 |
| - others | 268 | 237 |
| - do not book holiday package | 1,024 | 967 |
| - flight | 274 | 263 |
| - accommodation | 323 | 321 |
| - others | 428 | 383 |
| **Average lenght of stay** | **9.56** | **9.09** |
| - book holiday package | 8.75 | 8.64 |
| - do not book holiday package | 10.75 | 9.68 |
| **Average daily expenditure (€)** | **138.3** | **138.9** |
| - book holiday package | 153.4 | 155.4 |
| - do not book holiday package | 116.4 | 117.9 |
| **Total turnover (> 15 years old) (€m)** | **1,413** | **15,070** |
| - book holiday package | 908 | 9,416 |
| - do not book holiday package | 504 | 5,655 |

### AVERAGE LENGHT OF STAY (nights)

■ Shopping ■ Total

| | Total | book holiday package | do not book holiday package |
|---|---|---|---|
| Shopping | 9.56 | 8.75 | 10.75 |
| Total | 9.09 | 8.64 | 9.68 |

### EXPENDITURE PER TOURIST (€)

■ Shopping ■ Total

| | Total | book holiday package | do not book holiday package |
|---|---|---|---|
| Shopping | 1,169 | 1,268 | 1,024 |
| Total | 1,136 | 1,268 | 967 |

## Importance of each factor in the destination choice

| | Shopping | Total |
|---|---|---|
| Shopping | 100% | 9.4% |
| Climate | 88.8% | 78.4% |
| Safety | 80.6% | 51.9% |
| Tranquility | 70.5% | 47.6% |
| Accommodation supply | 69.7% | 42.9% |
| Price | 66.9% | 37.4% |
| Effortless trip | 61.9% | 35.2% |
| Sea | 61.6% | 44.4% |
| European belonging | 60.1% | 36.1% |
| Beaches | 59.3% | 37.7% |
| Gastronomy | 55.6% | 23.2% |
| Fun possibilities | 54.3% | 21.1% |
| Environment | 53.9% | 33.2% |
| Landscapes | 49.2% | 33.1% |
| Authenticity | 41.1% | 20.3% |
| Nightlife | 40.7% | 8.0% |
| Exoticism | 30.1% | 11.4% |
| Culture | 25.7% | 8.0% |
| Historical heritage | 22.6% | 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?

| | Shopping | Total |
|---|---|---|
| Rest | 56.3% | 55.5% |
| Enjoy family time | 14.2% | 14.4% |
| Have fun | 14.0% | 8.6% |
| Explore the destination | 13.3% | 17.8% |
| Practice their hobbies | 1.1% | 1.9% |
| Other reasons | 1.2% | 1.8% |

**HAVE FUN**

Shopping 14.0%
Total 8.6%

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

| | Shopping | Total |
|---|---|---|
| The same day | 1.3% | 0.7% |
| Between 1 and 30 days | 21.9% | 23.8% |
| Between 1 and 2 months | 19.2% | 22.8% |
| Between 3 and 6 months | 32.1% | 32.7% |
| More than 6 months | 25.5% | 20.0% |

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SHOPPING 25.5%       TOTAL 20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that shopping 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? 🔍

| | Shopping | Total |
|---|---|---|
| Previous visits to the Canary Islands | 53.2% | 51.9% |
| Friends or relatives | 28.3% | 27.1% |
| Internet or social media | 46.8% | 54.7% |
| Mass Media | 2.1% | 1.6% |
| Travel guides and magazines | 6.9% | 8.4% |
| Travel Blogs or Forums | 4.0% | 5.7% |
| Travel TV Channels | 1.2% | 0.8% |
| Tour Operator or Travel Agency | 21.8% | 22.6% |
| Public administrations or similar | 0.4% | 0.4% |
| Others | 2.6% | 2.4% |

*\* Multi-choise question*

## With whom did they book their flight and accommodation? 👁

| | Shopping | Total |
|---|---|---|
| **Flight** | | |
| - Directly with the airline | 42.6% | 42.9% |
| - Tour Operator or Travel Agency | 57.4% | 57.1% |
| **Accommodation** | | |
| - Directly with the accommodation | 30.8% | 31.5% |
| - Tour Operator or Travel Agency | 69.2% | 68.5% |

## Where do they stay? 🛏

| | Shopping | Total |
|---|---|---|
| 1-2-3* Hotel | 12.5% | 11.5% |
| 4* Hotel | 36.4% | 37.6% |
| 5* Hotel / 5* Luxury Hotel | 8.5% | 9.0% |
| Aparthotel / Tourist Villa | 24.9% | 22.5% |
| House/room rented in a private dwelling | 4.9% | 5.9% |
| Private accommodation (1) | 7.3% | 7.2% |
| Others (Cottage, cruise, camping,..) | 5.5% | 6.3% |

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

■ Aparthotel / Tourist Villa  ■ Hotels  ■ Others

| | Aparthotel / Tourist Villa | Hotels | Others |
|---|---|---|---|
| Shopping | 24.9% | 57.3% | 17.8% |
| Total | 22.5% | 58.1% | 19.4% |
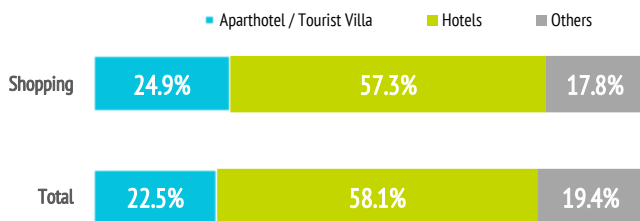
## What do they book? 🍽

| | Shopping | Total |
|---|---|---|
| Room only | 27.7% | 27.9% |
| Bed and Breakfast | 11.4% | 12.4% |
| Half board | 19.3% | 21.2% |
| Full board | 3.5% | 3.6% |
| All inclusive | 38.1% | 34.9% |

❝
**38.1%** of tourists book all inclusive.

(Canary Islands: 34.9%)

## Other expenses 📍

| | Shopping | Total |
|---|---|---|
| Restaurants or cafes | 54.1% | 59.1% |
| Supermarkets | 49.2% | 52.1% |
| Car rental | 19.3% | 26.3% |
| Organized excursions | 18.4% | 20.6% |
| Taxi, transfer, chauffeur service | 51.3% | 50.0% |
| Theme Parks | 7.0% | 7.5% |
| Sport activities | 3.8% | 5.7% |
| Museums | 2.5% | 4.6% |
| Flights between islands | 3.8% | 4.4% |

## Activities in the Canary Islands 🚶🏻

| Outdoor time per day | Shopping | Total |
|---|---|---|
| 0 hours | 1.6% | 2.1% |
| 1 - 2 hours | 7.9% | 9.8% |
| 3 - 6 hours | 32.4% | 32.6% |
| 7 - 12 hours | 49.4% | 47.1% |
| More than 12 hours | 8.8% | 8.4% |

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

**Average 7.7h**
Canary Islands: 7.4h
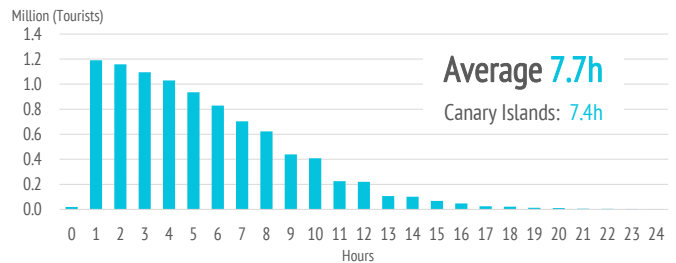
| Activities in the Canary Islands | Shopping | Total |
|---|---|---|
| Beach | 67.8% | 66.3% |
| Walk, wander | 67.3% | 69.8% |
| Swimming pool, hotel facilities | 62.6% | 58.2% |
| Explore the island on their own | 43.3% | 45.2% |
| Nightlife / concerts / shows | 26.3% | 15.5% |
| Taste Canarian gastronomy | 23.6% | 24.2% |
| Organized excursions | 17.7% | 16.9% |
| Theme parks | 17.5% | 14.1% |
| Sea excursions / whale watching | 12.5% | 11.1% |
| Wineries / markets / popular festivals | 12.3% | 11.6% |
| Sport activities | 12.2% | 13.4% |
| Activities at sea | 10.9% | 10.0% |
| Beauty and health treatments | 7.9% | 5.4% |
| Museums / exhibitions | 7.8% | 10.1% |
| Nature activities | 7.7% | 10.4% |
| Astronomical observation | 3.9% | 3.5% |

*\* Multi-choise question*
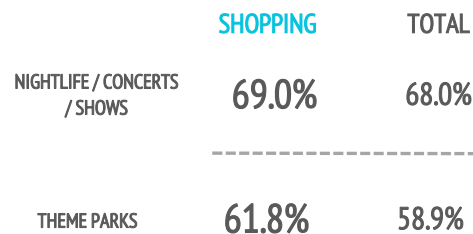
| | SHOPPING | TOTAL |
|---|---|---|
| NIGHTLIFE / CONCERTS / SHOWS | 69.0% | 68.0% |
| THEME PARKS | 61.8% | 58.9% |

Canary Islands
LATITUDE OF LIFE

## Which island do they choose?

| Tourist > 15 years old | Canarias | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Tourists motivated by shopping | 1,208,877 | 190,736 | 128,567 | 333,955 | 544,924 | 7,642 |
| - Share by islands | 100% | 15.8% | 10.6% | 27.6% | 45.1% | 0.6% |
| 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 shopping | 9.4% | 7.7% | 7.9% | 9.5% | 11.1% | 3.3% |

## How many islands do they visit during their trip?

| | Shopping | Total |
|---|---|---|
| One island | 91.0% | 91.4% |
| Two islands | 7.6% | 7.2% |
| Three or more islands | 1.4% | 1.4% |

## Internet usage during their trip

| | Shopping | Total |
|---|---|---|
| **Research** | | |
| - Tourist package | 15.9% | 14.8% |
| - Flights | 14.7% | 13.0% |
| - Accommodation | 18.5% | 16.9% |
| - Transport | 17.9% | 15.7% |
| - Restaurants | 29.0% | 28.4% |
| - Excursions | 25.1% | 26.2% |
| - Activities | 28.9% | 30.1% |
| **Book or purchase** | | |
| - Tourist package | 40.4% | 39.4% |
| - Flights | 63.1% | 66.7% |
| - Accommodation | 54.1% | 57.3% |
| - Transport | 44.8% | 47.6% |
| - Restaurants | 16.8% | 12.1% |
| - Excursions | 16.9% | 13.0% |
| - Activities | 19.0% | 14.7% |

* Multi-choise question

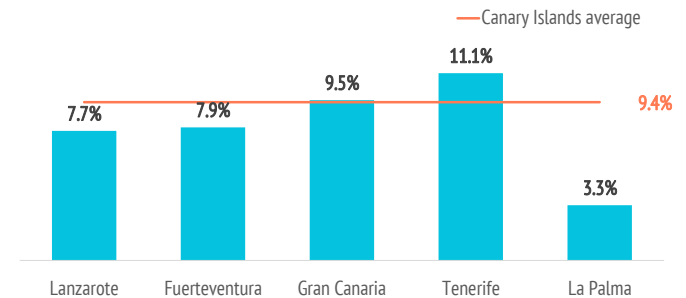| Internet usage in the Canary Islands | Shopping | Total |
|---|---|---|
| **Did not use the Internet** | **10.3%** | **8.3%** |
| **Used the Internet** | **89.7%** | **91.7%** |
| - Own Internet connection | 33.8% | 37.4% |
| - Free Wifi connection | 34.9% | 39.5% |
| Applications* | | |
| - Search for locations or maps | 57.9% | 61.7% |
| - Search for destination info | 40.8% | 44.8% |
| - Share pictures or trip videos | 58.2% | 56.0% |
| - Download tourist apps | 7.6% | 7.0% |
| - Others | 21.6% | 22.6% |

* Multi-choise question

> **58.2%** of tourists share pictures or trip videos during their stay in the Canary Islands
>
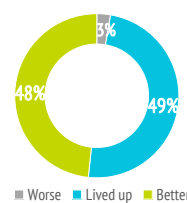> (Canary Islands: 56%)

### % TOURISTS BY ISLANDS

Canary Islands average

Lanzarote 7.7%
Fuerteventura 7.9%
Gran Canaria 9.5%
Tenerife 11.1%
La Palma 3.3%
9.4%

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Shopping | Total |
|---|---|---|
| Average rating | 8.95 | 8.70 |

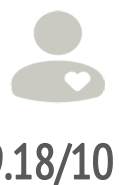| Experience in the Canary Islands | Shopping | Total |
|---|---|---|
| Worse or much worse than expected | 2.7% | 2.3% |
| Lived up to expectations | 49.0% | 55.6% |
| Better or much better than expected | 48.3% | 42.1% |

| Future intentions (scale 1-10) | Shopping | Total |
|---|---|---|
| Return to the Canary Islands | 9.01 | 8.73 |
| Recommend visiting the Canary Islands | 9.18 | 8.95 |

3%
48%
49%
■ Worse ■ Lived up ■ Better

**9.01/10**
Experience in the Canary

**9.01/10**
Return to the Canary Islands

**9.18/10**
Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?

| | Shopping | Total |
|---|---|---|
| **Repeat tourists** | **72.4%** | **72.2%** |
| Repeat tourists (last 5 years) | 67.5% | 66.7% |
| Repeat tourists (last 5 years) (5 or more visits) | 21.4% | 19.5% |
| **At least 10 previous visits** | **20.3%** | **18.6%** |

Canary **Islands**
LATITUDE OF LIFE
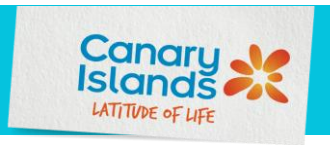
## Where are they from? 🌐

| | % | Absolute |
|---|---|---|
| United Kingdom | 38.2% | 461,479 |
| Germany | 18.0% | 217,703 |
| Spanish Mainland | 9.5% | 114,520 |
| Ireland | 6.0% | 73,079 |
| France | 4.8% | 58,102 |
| Italy | 3.8% | 46,319 |
| Norway | 2.5% | 29,762 |
| Belgium | 2.3% | 27,692 |
| Netherlands | 1.6% | 19,604 |
| Poland | 1.6% | 19,236 |
| Switzerland | 1.3% | 15,488 |
| Sweden | 1.3% | 15,258 |
| Denmark | 1.2% | 14,628 |
| Finland | 1.1% | 13,645 |
| Czech Republic | 0.8% | 9,452 |
| Russia | 0.8% | 9,362 |
| Austria | 0.8% | 9,167 |
| Others | 4.5% | 54,381 |

Germany 18.0%

United Kingdom 38.2%

Spanish Mainland 9.5%

Others 34%
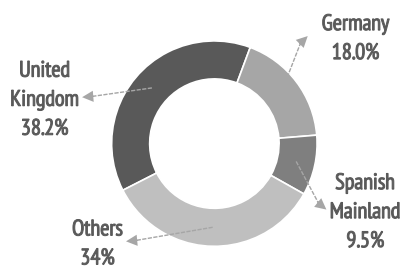
## Who do they come with? 👨‍👩‍👧‍👦

| | Shopping | Total |
|---|---|---|
| Unaccompanied | 8.7% | 9.6% |
| Only with partner | 46.3% | 48.1% |
| Only with children (< 13 years old) | 5.6% | 5.6% |
| Partner + children (< 13 years old) | 4.1% | 6.5% |
| Other relatives | 13.2% | 9.3% |
| Friends | 7.7% | 6.4% |
| Work colleagues | 0.1% | 0.5% |
| Organized trip | 0.3% | 0.3% |
| Other combinations [1] | 14.1% | 13.7% |
| *(1) Different situations have been isolated* | | |
| **Tourists with children** | **16.4%** | **17.7%** |
| - Between 0 and 2 years old | 1.3% | 1.6% |
| - Between 3 and 12 years old | 13.6% | 14.8% |
| - Between 0 -2 and 3-12 years | 1.5% | 1.4% |
| **Tourists without children** | **83.6%** | **82.3%** |
| **Group composition:** | | |
| - 1 person | 12.8% | 13.2% |
| - 2 people | 55.4% | 55.1% |
| - 3 people | 11.0% | 12.0% |
| - 4 or 5 people | 16.8% | 16.3% |
| - 6 or more people | 4.0% | 3.5% |
| **Average group size:** | **2.58** | **2.54** |

## Who are they? 👤

| | Shopping | Total |
|---|---|---|
| **Gender** | | |
| Men | 38.9% | 48.6% |
| Women | 61.1% | 51.4% |
| **Age** | | |
| Average age (tourist > 15 years old) | 45.4 | 47.1 |
| Standard deviation | 16.3 | 15.4 |
| **Age range (> 15 years old)** | | |
| 16 - 24 years old | 12.2% | 7.3% |
| 25 - 30 years old | 12.1% | 10.9% |
| 31 - 45 years old | 25.6% | 28.0% |
| 46 - 60 years old | 29.3% | 31.8% |
| Over 60 years old | 20.8% | 22.1% |
| **Occupation** | | |
| Salaried worker | 53.8% | 55.0% |
| Self-employed | 13.1% | 11.5% |
| Unemployed | 1.6% | 1.1% |
| Business owner | 8.1% | 9.4% |
| Student | 4.8% | 3.5% |
| Retired | 16.8% | 17.9% |
| Unpaid domestic work | 0.8% | 0.8% |
| Others | 1.0% | 0.8% |
| **Annual household income level** | | |
| Less than €25,000 | 22.2% | 17.5% |
| €25,000 - €49,999 | 38.3% | 37.5% |
| €50,000 - €74,999 | 20.8% | 22.8% |
| More than €74,999 | 18.7% | 22.2% |
| **Education level** | | |
| No studies | 7.2% | 5.0% |
| Primary education | 3.0% | 2.6% |
| Secondary education | 27.0% | 23.6% |
| Higher education | 62.8% | 68.9% |

3 IN **10** TOURISTS ARE **BRITISH**

**45 YEARS OLD** AVERAGE AGE

**46%** ONLY WITH **PARTNER**

*Pictures: Freepik.com*

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that shopping 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.