

How many are they and how much do they spend?



	Culture	Total
Tourist arrivals (> 16 years old)	346,247	13,114,359
Average daily expenditure (€)	134.17	135.94
. in their place of residence	94.71	98.03
. in the Canary Islands	39.46	37.90
Average length of stay	9.7	9.4
Turnover per tourist (€)	1,152	1,141
Total turnover (> 16 years old) (€m)	399	14,957
Share of total turnover	2.7%	100%
Share of total tourist	2.6%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	44.37	47.11
- Accommodation	37.33	40.52
- Additional accommodation expenses	7.04	6.60
Transport:	28.42	26.01
- Public transport	6.34	5.14
- Taxi	6.36	6.94
- Car rental	15.72	13.93
Food and drink:	158.79	148.33
- Food purchases at supermarkets	67.28	63.46
- Restaurants	91.50	84.87
Souvenirs:	51.62	53.88
Leisure:	50.48	34.52
- Organized excursions	22.86	14.95
- Leisure, amusement	6.78	4.55
- Trip to other islands	2.27	1.85
- Sporting activities	2.56	5.11
- Cultural activities	6.24	2.04
- Discos and disco-pubs	9.76	6.01
Others:	21.66	13.91
- Wellness	5.34	3.23
- Medical expenses	1.63	1.69
- Other expenses	14.69	8.99

How far in advance do they book their trip?



	Culture	Total
The same day they leave	0.9%	0.6%
Between 2 and 7 days	6.0%	6.3%
Between 8 and 15 days	7.4%	7.9%
Between 16 and 30 days	13.6%	14.7%
Between 31 and 90 days	34.0%	34.3%
More than 90 days	38.0%	36.2%

What do they book at their place of residence?



	Culture	Total
Flight only	9.5%	8.8%
Flight and accommodation (room only)	27.9%	25.7%
Flight and accommodation (B&B)	10.0%	8.0%
Flight and accommodation (half board)	19.6%	20.4%
Flight and accommodation (full board)	3.1%	4.3%
Flight and accommodation (all inclusive)	30.0%	32.8%
% Tourists using low-cost airlines	52.4%	48.7%
Other expenses in their place of residence:		
- Car rental	13.7%	11.8%
- Sporting activities	4.7%	5.3%
- Excursions	8.3%	5.7%
- Trip to other islands	3.3%	1.6%

How do they book?



	Culture	Total
Accommodation booking		
Tour Operator	39.8%	42.3%
- Tour Operator's website	78.2%	78.8%
Accommodation	14.8%	14.7%
- Accommodation's website	83.5%	83.5%
Travel agency (High street)	20.4%	20.5%
Online Travel Agency (OTA)	17.9%	16.5%
No need to book accommodation	7.2%	6.0%

Flight booking

	Culture	Total
Tour Operator	43.1%	44.6%
- Tour Operator's website	76.4%	76.3%
Airline	27.9%	24.8%
- Airline's website	96.0%	96.2%
Travel agency (High street)	19.2%	19.1%
Online Travel Agency (OTA)	9.8%	11.5%

Where do they stay?



	Culture	Total
5* Hotel	6.7%	7.1%
4* Hotel	39.2%	39.6%
1-2-3* Hotel	12.7%	14.6%
Apartment	32.9%	31.5%
Property (privately-owned, friends, family)	4.8%	4.6%
Others	3.7%	2.6%

Who are they?



	Culture	Total
Gender		
Percentage of men	49.5%	48.5%
Percentage of women	50.5%	51.5%
Age		
Average age (tourists > 16 years old)	46.9	46.3
Standard deviation	16.2	15.3
Age range (> 16 years old)		
16-24 years old	8.5%	8.2%
25-30 years old	12.4%	11.1%
31-45 years old	26.1%	29.1%
46-60 years old	29.8%	30.9%
Over 60 years old	23.2%	20.7%
Occupation		
Business owner or self-employed	23.8%	23.1%
Upper/Middle management employee	31.8%	36.1%
Auxiliary level employee	14.5%	15.5%
Students	6.5%	5.1%
Retired	21.4%	18.0%
Unemployed / unpaid dom. work	2.1%	2.2%
Annual household income level		
€12,000 - €24,000	18.7%	17.8%
€24,001 - €36,000	19.4%	19.4%
€36,001 - €48,000	17.3%	16.9%
€48,001 - €60,000	13.4%	14.6%
€60,001 - €72,000	13.0%	9.5%
€72,001 - €84,000	6.3%	6.0%
More than €84,000	12.1%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Culture

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by culture	346,247	103,210	25,724	77,509	131,393	4,589
- Share by islands	100%	29.8%	7.4%	22.4%	37.9%	1.3%
Total	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists motivated by culture	2.6%	4.4%	1.3%	2.1%	2.7%	2.1%

Who do they come with?



	Culture	Total
Unaccompanied	8.4%	9.1%
Only with partner	50.0%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	9.8%	11.8%
Other relatives	6.8%	6.0%
Friends	7.0%	6.1%
Work colleagues	0.7%	0.3%
Other combinations ⁽¹⁾	16.1%	17.5%

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

How do they rate the destination?



Impression of their stay	Culture	Total
Good or very good (% tourists)	96.7%	94.1%
Average rating (scale 1-10)	9.10	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Culture	Total
Repeat tourists	74.4%	77.3%
In love (at least 10 previous visits)	16.4%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	45.1%	156,106
Germany	15.9%	54,923
Spanish Mainland	7.6%	26,403
Netherlands	5.9%	20,304
France	3.7%	12,751
Ireland	2.8%	9,830
Sweden	2.6%	9,155
Belgium	2.2%	7,779
Norway	2.2%	7,764
Italy	1.6%	5,519

Why do they choose the Canary Islands?



Aspects influencing the choice	Culture	Total
Culture	100.0%	2.6%
Climate/sun	86.6%	89.8%
Scenery	22.8%	21.9%
Tranquillity/rest/relaxation	19.2%	36.6%
Beaches	14.8%	34.5%
Visiting new places	13.4%	14.6%
Quality of the environment	6.0%	6.5%
Security	5.2%	11.1%
Price	5.2%	12.7%
Ease of travel	3.8%	8.9%
Suitable destination for children	3.7%	7.5%
Active tourism	3.1%	5.1%
Nightlife/fun	2.8%	3.8%
Theme parks	2.4%	3.0%
Rural tourism	1.3%	1.0%
Shopping	1.1%	2.6%

* Multi-choice question

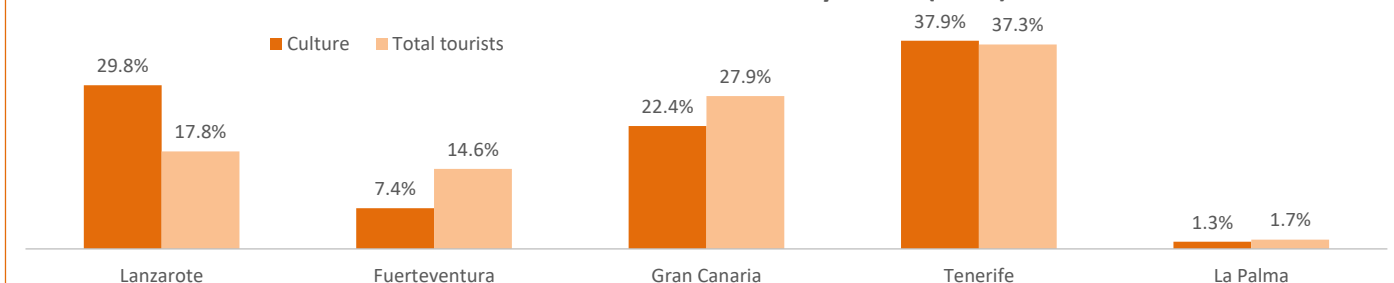
What did motivate them to come?



Aspects motivating the choice	Culture	Total
Previous visits to the Canary Islands	61.1%	64.1%
Recommendation by friends or relatives	36.1%	34.5%
The Canary Islands television channel	1.0%	0.3%
Other television or radio channels	0.7%	0.8%
Information in the press/magazines/books	5.1%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	10.5%	8.0%
Recommendation by Travel Agency	8.6%	9.7%
Information obtained via the Internet	24.8%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	6.5%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was culture.

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.