

How many are they and how much do they spend?

	Culture	Total
Tourist arrivals (> 16 years old)	369,713	13,852,616
Average daily expenditure (€)	141.10	140.18
. in their place of residence	96.62	101.15
. in the Canary Islands	44.48	39.03
Average length of stay	9.18	9.17
Turnover per tourist (€)	1,151	1,155
Total turnover (> 16 years old) (€m)	425	15,999
Share of total tourist	2.7%	100%
Share of total turnover	2.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.7%	13.5%
- Additional accommodation expenses	6.4%	6.3%

Transport:

- Public transport	16.7%	14.5%
- Taxi	21.6%	21.2%
- Car rental	21.1%	19.4%

Food and drink:

- Food purchases at supermarkets	60.4%	55.0%
- Restaurants	60.4%	57.3%

Souvenirs:

	56.3%	53.3%
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Leisure:

- Organized excursions	18.0%	17.7%
- Leisure, amusement	7.1%	8.4%
- Trip to other islands	3.4%	2.3%
- Sporting activities	4.0%	6.1%
- Cultural activities	13.3%	4.4%
- Discos and disco-pubs	6.9%	6.1%

Others:

- Wellness	4.9%	4.9%
- Medical expenses	4.5%	4.0%
- Other expenses	8.7%	9.6%



**+7%
TOURISTS***
369,713



**-0.1%
TRAVEL EXPENSES**
€1,151



**+7%
TURNOVER**
€425 MILL

What do they book at their place of residence?

	Culture	Total
Flight only	10.8%	9.3%
Flight and accommodation (room only)	32.3%	26.9%
Flight and accommodation (B&B)	10.0%	8.3%
Flight and accommodation (half board)	18.0%	19.3%
Flight and accommodation (full board)	3.7%	4.4%
Flight and accommodation (all inclusive)	25.1%	31.9%
% Tourists using low-cost airlines	56.2%	50.8%

Other expenses in their place of residence:

- Car rental	13.1%	12.6%
- Sporting activities	5.0%	5.1%
- Excursions	7.6%	6.2%
- Trip to other islands	1.8%	1.5%

* Tourists over 16 years old.

How do they book?

	Culture	Total
Accommodation booking		
Tour Operator	40.4%	42.4%
- Tour Operator's website	82.1%	80.6%
Accommodation	17.2%	14.6%
- Accommodation's website	86.4%	84.0%
Travel agency (High street)	14.8%	19.3%
Online Travel Agency (OTA)	20.0%	17.3%
No need to book accommodation	7.7%	6.4%

Flight booking

	Culture	Total
Tour Operator	46.0%	44.8%
- Tour Operator's website	81.7%	78.6%
Airline	29.3%	25.8%
- Airline's website	98.3%	97.3%
Travel agency (High street)	13.9%	18.0%
Online Travel Agency (OTA)	10.8%	11.4%

How far in advance do they book their trip?

	Culture	Total
The same day they leave	0.8%	0.5%
Between 2 and 7 days	6.4%	5.9%
Between 8 and 15 days	6.4%	7.4%
Between 16 and 30 days	12.9%	13.4%
Between 31 and 90 days	32.9%	34.6%
More than 90 days	40.6%	38.3%

Who are they?

	Culture	Total
Gender		
Men	51.6%	48.1%
Women	48.4%	51.9%

Age

Average age (tourists > 16 years old)	45.6	46.9
Standard deviation	15.3	15.5

Age range (> 16 years old)

16-24 years old	9.4%	8.4%
25-30 years old	10.8%	10.2%
31-45 years old	29.3%	27.9%
46-60 years old	31.3%	31.7%
Over 60 years old	19.3%	21.8%

Occupation

Business owner or self-employed	27.4%	23.8%
Upper/Middle management employee	29.4%	35.2%
Auxiliary level employee	17.3%	15.3%
Students	6.2%	5.0%
Retired	17.8%	18.6%
Unemployed / unpaid dom. work	1.9%	2.1%

Annual household income level

€12,000 - €24,000	18.6%	17.9%
€24,001 - €36,000	24.6%	19.3%
€36,001 - €48,000	17.3%	16.1%
€48,001 - €60,000	12.5%	15.1%
€60,001 - €72,000	7.4%	9.3%
€72,001 - €84,000	5.9%	6.3%
More than €84,000	13.7%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by culture	369,713	103,857	24,385	93,191	140,504	4,978
- Share by islands	100%	28.1%	6.6%	25.2%	38.0%	1.3%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists motivated by culture	2.7%	4.2%	1.3%	2.4%	2.7%	1.8%

Where do they stay?

	Culture	Total
5* Hotel	5.9%	6.8%
4* Hotel	34.2%	38.4%
1-2-3* Hotel	13.2%	14.4%
Apartment	36.8%	32.4%
Property (privately-owned, friends, family)	5.4%	4.8%
Others	4.6%	3.2%

Who do they come with?

	Culture	Total
Unaccompanied	8.8%	8.7%
Only with partner	46.0%	46.8%
Only with children (under the age of 13)	1.1%	1.7%
Partner + children (under the age of 13)	8.8%	11.9%
Other relatives	7.4%	6.0%
Friends	6.9%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	20.7%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Culture	Total
Good or very good (% tourists)	95.0%	94.0%
Average rating (scale 1-10)	9.06	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Culture	Total
At least 1 previous visit	74.3%	77.3%
At least 10 previous visits	16.5%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	44.6%	164,742
Germany	15.1%	55,739
Spanish Mainland	9.1%	33,526
Netherlands	5.2%	19,062
Ireland	2.9%	10,748
Italy	2.4%	8,815
Sweden	2.1%	7,674
France	2.0%	7,245
Denmark	2.0%	7,224
Others	14.9%	54,937

Why do they choose the Canary Islands?

Aspects influencing the choice	Culture	Total
Culture	100.0%	2.7%
Climate/sun	82.0%	89.8%
Tranquillity/rest/relaxation	22.3%	37.2%
Beaches	21.7%	35.1%
Scenery	20.1%	22.9%
Visiting new places	10.8%	14.7%
Quality of the environment	5.6%	6.5%
Price	5.3%	12.2%
Ease of travel	4.6%	8.9%
Security	3.6%	9.7%
Suitable destination for children	3.3%	7.6%
Active tourism	2.9%	5.4%
Nightlife/fun	2.5%	3.8%
Theme parks	1.9%	3.1%
Shopping	1.9%	2.5%
Rural tourism	1.6%	1.1%

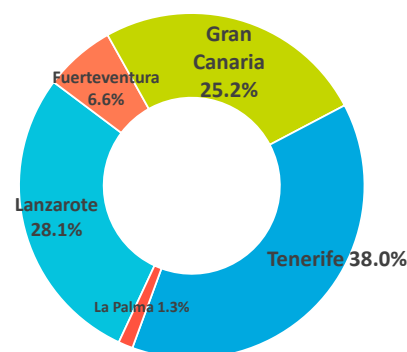
* Multi-choice question

What did motivate them to come?

Prescription sources	Culture	Total
Previous visits to the Canary Islands	62.8%	64.9%
Recommendation by friends/relatives	37.3%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	1.4%	1.0%
Information in press/magazines/books	4.5%	3.8%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	6.6%	7.2%
Recommendation by Travel Agency	7.8%	9.3%
Information obtained via the Internet	25.7%	25.5%
Senior Tourism programme	0.4%	0.2%
Others	5.7%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.