

Active tourism

How many are they and how much do they spend?

	Active tourism	Total
Tourist arrivals (> 16 years old)	674,893	13,114,359
Average daily expenditure (€)	136.99	135.94
. in their place of residence	96.41	98.03
. in the Canary Islands	40.58	37.90
Average length of stay	9.7	9.4
Turnover per tourist (€)	1,200	1,141
Total turnover (> 16 years old) (€m)	810	14,957
Share of total turnover	5.4%	100%
Share of total tourist	5.1%	100%

Expenditure in the Canary Islands per tourist and trip (€) ^(*)

	Active tourism	Total
Accommodation (**):	56.74	47.11
- Accommodation	51.91	40.52
- Additional accommodation expenses	4.83	6.60
Transport:	40.89	26.01
- Public transport	7.97	5.14
- Taxi	4.77	6.94
- Car rental	28.14	13.93
Food and drink:	163.01	148.33
- Food purchases at supermarkets	66.33	63.46
- Restaurants	96.68	84.87
Souvenirs:	40.49	53.88
Leisure:	46.79	34.52
- Organized excursions	18.52	14.95
- Leisure, amusement	5.15	4.55
- Trip to other islands	1.92	1.85
- Sporting activities	13.68	5.11
- Cultural activities	3.76	2.04
- Discos and disco-pubs	3.76	6.01
Others:	13.75	13.91
- Wellness	2.66	3.23
- Medical expenses	0.81	1.69
- Other expenses	10.28	8.99

How far in advance do they book their trip?

	Active tourism	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.5%	6.3%
Between 8 and 15 days	9.1%	7.9%
Between 16 and 30 days	14.9%	14.7%
Between 31 and 90 days	36.6%	34.3%
More than 90 days	33.4%	36.2%

What do they book at their place of residence?

	Active tourism	Total
Flight only	10.3%	8.8%
Flight and accommodation (room only)	33.4%	25.7%
Flight and accommodation (B&B)	12.9%	8.0%
Flight and accommodation (half board)	22.2%	20.4%
Flight and accommodation (full board)	3.9%	4.3%
Flight and accommodation (all inclusive)	17.3%	32.8%
% Tourists using low-cost airlines	55.6%	48.7%
Other expenses in their place of residence:		
- Car rental	25.3%	11.8%
- Sporting activities	12.9%	5.3%
- Excursions	10.8%	5.7%
- Trip to other islands	4.0%	1.6%

How do they book?

Accommodation booking

	Active tourism	Total
Tour Operator	31.0%	42.3%
- Tour Operator's website	76.0%	78.8%
Accommodation	17.8%	14.7%
- Accommodation's website	84.0%	83.5%
Travel agency (High street)	17.5%	20.5%
Online Travel Agency (OTA)	29.0%	16.5%
No need to book accommodation	4.8%	6.0%

Flight booking

	Active tourism	Total
Tour Operator	32.9%	44.6%
- Tour Operator's website	77.7%	76.3%
Airline	32.9%	24.8%
- Airline's website	98.1%	96.2%
Travel agency (High street)	17.1%	19.1%
Online Travel Agency (OTA)	17.1%	11.5%

Where do they stay?

	Active tourism	Total
5* Hotel	4.1%	7.1%
4* Hotel	32.9%	39.6%
1-2-3* Hotel	16.8%	14.6%
Apartment	38.2%	31.5%
Property (privately-owned, friends, family)	3.9%	4.6%
Others	4.1%	2.6%

Who are they?

	Active tourism	Total
Gender		
Percentage of men	52.5%	48.5%
Percentage of women	47.5%	51.5%

	Active tourism	Total
Age		
Average age (tourists > 16 years old)	44.7	46.3
Standard deviation	14.8	15.3

	Active tourism	Total
Age range (> 16 years old)		
16-24 years old	8.1%	8.2%
25-30 years old	13.3%	11.1%
31-45 years old	30.9%	29.1%
46-60 years old	31.5%	30.9%
Over 60 years old	16.2%	20.7%

	Active tourism	Total
Occupation		
Business owner or self-employed	21.4%	23.1%
Upper/Middle management employee	46.3%	36.1%
Auxiliary level employee	13.1%	15.5%
Students	6.0%	5.1%
Retired	11.5%	18.0%
Unemployed / unpaid dom. work	1.7%	2.2%

	Active tourism	Total
Annual household income level		
€12,000 - €24,000	16.7%	17.8%
€24,001 - €36,000	16.6%	19.4%
€36,001 - €48,000	15.1%	16.9%
€48,001 - €60,000	14.1%	14.6%
€60,001 - €72,000	9.9%	9.5%
€72,001 - €84,000	5.5%	6.0%
More than €84,000	22.0%	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.

Active tourism

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by active tourism	674,893	84,102	67,959	128,839	293,768	69,156
- Share by islands	100%	12.5%	10.1%	19.1%	43.5%	10.2%
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 active tourism	5.1%	3.6%	3.6%	3.5%	6.0%	31.2%

Who do they come with?



	Active tourism	Total
Unaccompanied	12.5%	9.1%
Only with partner	52.3%	47.6%
Only with children (under the age of 13)	0.6%	1.5%
Partner + children (under the age of 13)	7.3%	11.8%
Other relatives	4.8%	6.0%
Friends	6.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	15.4%	17.5%

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

How do they rate the destination?



Impression of their stay	Active tourism	Total
Good or very good (% tourists)	96.8%	94.1%
Average rating (scale 1-10)	9.07	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Active tourism	Total
Repeat tourists	69.5%	77.3%
In love (at least 10 previous visits)	11.5%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Germany	26.1%	176,449
United Kingdom	16.8%	113,250
Spanish Mainland	9.8%	66,069
France	6.9%	46,330
Sweden	4.8%	32,391
Norway	4.7%	31,533
Netherlands	4.2%	28,499
Italy	3.2%	21,277
Belgium	3.1%	20,802
Switzerland	2.9%	19,579

Why do they choose the Canary Islands?



Aspects influencing the choice	Active tourism	Total
Active tourism	100.0%	5.1%
Climate/sun	81.6%	89.8%
Scenery	32.2%	21.9%
Tranquillity/rest/relaxation	17.7%	36.6%
Beaches	12.5%	34.5%
Visiting new places	9.8%	14.6%
Quality of the environment	6.5%	6.5%
Price	5.2%	12.7%
Security	3.7%	11.1%
Ease of travel	3.5%	8.9%
Nautical activities	2.9%	2.2%
Suitable destination for children	2.3%	7.5%
Theme parks	1.6%	3.0%
Culture	1.6%	2.6%
Rural tourism	1.3%	1.0%
Nightlife/fun	1.3%	3.8%

* Multi-choice question

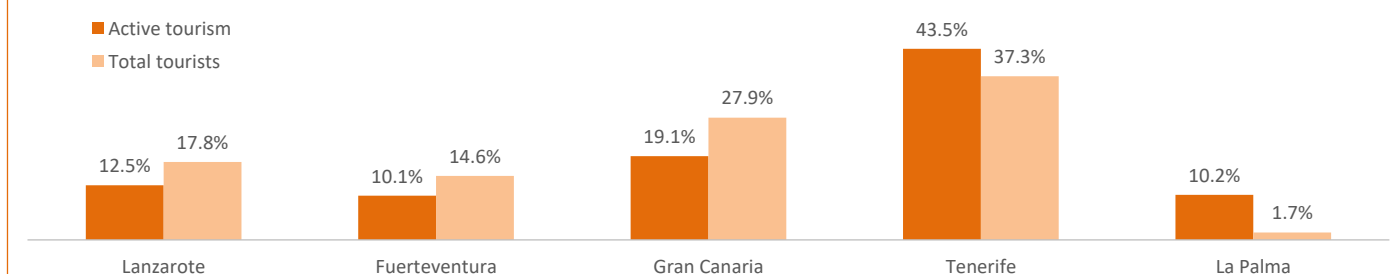
What did motivate them to come?



Aspects motivating the choice	Active tourism	Total
Previous visits to the Canary Islands	57.6%	64.1%
Recommendation by friends or relatives	35.8%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	1.5%	0.8%
Information in the press/magazines/books	7.0%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	6.9%	8.0%
Recommendation by Travel Agency	7.5%	9.7%
Information obtained via the Internet	32.9%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	5.7%	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 active tourism.

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.