

How many are they and how much do they spend?



	Active tourism	Total
Tourist arrivals (> 16 years old)	741,903	13,852,616
Average daily expenditure (€)	143.24	140.18
. in their place of residence	99.62	101.15
. in the Canary Islands	43.62	39.03
Average length of stay	9.71	9.17
Turnover per tourist (€)	1,224	1,155
Total turnover (> 16 years old) (€m)	908	15,999
Share of total tourist	5.4%	100%
Share of total turnover	5.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	18.4%	13.5%
- Additional accommodation expenses	6.5%	6.3%

Transport:

- Public transport	17.4%	14.5%
- Taxi	16.2%	21.2%
- Car rental	34.8%	19.4%

Food and drink:

- Food purchases at supermarkets	64.8%	55.0%
- Restaurants	68.0%	57.3%

Souvenirs:

	47.8%	53.3%
--	-------	-------

Leisure:

- Organized excursions	21.4%	17.7%
- Leisure, amusement	10.1%	8.4%
- Trip to other islands	3.6%	2.3%
- Sporting activities	14.2%	6.1%
- Cultural activities	7.2%	4.4%
- Discos and disco-pubs	5.5%	6.1%

Others:

- Wellness	3.6%	4.9%
- Medical expenses	4.3%	4.0%
- Other expenses	10.3%	9.6%



**+10%
TOURISTS*741,903**



**+2%
TRAVEL EXPENSES
€1,224**



**+12%
TURNOVER
€908 MILL**

What do they book at their place of residence?



	Active tourism	Total
Flight only	11.6%	9.3%
Flight and accommodation (room only)	37.1%	26.9%
Flight and accommodation (B&B)	10.8%	8.3%
Flight and accommodation (half board)	20.0%	19.3%
Flight and accommodation (full board)	4.6%	4.4%
Flight and accommodation (all inclusive)	15.9%	31.9%
% Tourists using low-cost airlines	52.7%	50.8%

Other expenses in their place of residence:

- Car rental	26.6%	12.6%
- Sporting activities	13.3%	5.1%
- Excursions	12.5%	6.2%
- Trip to other islands	3.0%	1.5%

* Tourists over 16 years old.

How do they book?



	Active tourism	Total
Accommodation booking		
Tour Operator	32.9%	42.4%
- Tour Operator's website	80.5%	80.6%
Accommodation	16.4%	14.6%
- Accommodation's website	89.1%	84.0%
Travel agency (High street)	16.4%	19.3%
Online Travel Agency (OTA)	27.8%	17.3%
No need to book accommodation	6.4%	6.4%

	Active tourism	Total
Flight booking		
Tour Operator	34.7%	44.8%
- Tour Operator's website	80.1%	78.6%
Airline	35.5%	25.8%
- Airline's website	98.8%	97.3%
Travel agency (High street)	14.7%	18.0%
Online Travel Agency (OTA)	15.2%	11.4%

How far in advance do they book their trip?



	Active tourism	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	6.1%	5.9%
Between 8 and 15 days	6.1%	7.4%
Between 16 and 30 days	14.1%	13.4%
Between 31 and 90 days	36.6%	34.6%
More than 90 days	36.6%	38.3%

Who are they?



	Active tourism	Total
Gender		
Men	53.1%	48.1%
Women	46.9%	51.9%

Age

Average age (tourists > 16 years old)	44.9	46.9
Standard deviation	14.9	15.5

Age range (> 16 years old)

16-24 years old	8.4%	8.4%
25-30 years old	13.7%	10.2%
31-45 years old	28.1%	27.9%
46-60 years old	33.2%	31.7%
Over 60 years old	16.7%	21.8%

Occupation

Business owner or self-employed	22.1%	23.8%
Upper/Middle management employee	45.9%	35.2%
Auxiliary level employee	11.1%	15.3%
Students	6.1%	5.0%
Retired	12.6%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

Annual household income level

€12,000 - €24,000	14.7%	17.9%
€24,001 - €36,000	16.3%	19.3%
€36,001 - €48,000	14.1%	16.1%
€48,001 - €60,000	16.6%	15.1%
€60,001 - €72,000	10.5%	9.3%
€72,001 - €84,000	7.5%	6.3%
More than €84,000	20.3%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by active tourism	741,903	104,140	50,724	142,796	331,487	80,817
- Share by islands	100%	14.0%	6.8%	19.2%	44.7%	10.9%
Total	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 active tourism	5.4%	4.2%	2.6%	3.7%	6.4%	29.1%

Where do they stay?

	Active tourism	Total
5* Hotel	4.4%	6.8%
4* Hotel	29.0%	38.4%
1-2-3* Hotel	16.6%	14.4%
Apartment	40.2%	32.4%
Property (privately-owned, friends, family)	4.6%	4.8%
Others	5.1%	3.2%

Who do they come with?

	Active tourism	Total
Unaccompanied	11.8%	8.7%
Only with partner	52.4%	46.8%
Only with children (under the age of 13)	0.7%	1.7%
Partner + children (under the age of 13)	7.0%	11.9%
Other relatives	5.6%	6.0%
Friends	7.8%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	14.4%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Active tourism	Total
Good or very good (% tourists)	94.8%	94.0%
Average rating (scale 1-10)	8.95	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Active tourism	Total
At least 1 previous visit	71.2%	77.3%
At least 10 previous visits	11.5%	16.9%

Where are they from?

	Share	Absolute
Germany	27.9%	207,189
United Kingdom	16.6%	122,930
Spanish Mainland	8.7%	64,905
Norway	5.3%	39,196
France	5.1%	37,701
Italy	4.5%	33,038
Sweden	4.3%	31,782
Netherlands	4.0%	29,637
Belgium	3.5%	26,149
Others	20.1%	149,375

Why do they choose the Canary Islands?

Aspects influencing the choice	Active tourism	Total
Active tourism	100%	5.4%
Climate/sun	81.3%	89.8%
Scenery	32.9%	22.9%
Tranquility/rest/relaxation	16.8%	37.2%
Beaches	13.3%	35.1%
Visiting new places	12.6%	14.7%
Price	5.2%	12.2%
Quality of the environment	4.8%	6.5%
Security	3.6%	9.7%
Ease of travel	3.6%	8.9%
Nautical activities	3.1%	2.0%
Theme parks	1.9%	3.1%
Suitable destination for children	1.8%	7.6%
Rural tourism	1.6%	1.1%
Culture	1.4%	2.7%
Nightlife/fun	1.2%	3.8%

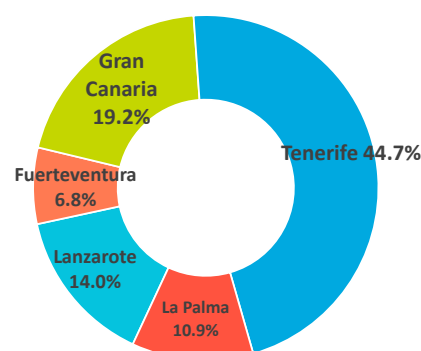
* Multi-choice question

What did motivate them to come?

Prescription sources	Active tourism	Total
Previous visits to the Canary Islands	58.9%	64.9%
Recommendation by friends/relatives	37.6%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	1.4%	1.0%
Information in press/magazines/books	9.1%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	5.6%	7.2%
Recommendation by Travel Agency	6.5%	9.3%
Information obtained via the Internet	32.2%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	5.6%	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 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.