How many are they and how much do they spend?

	Scenery	Total
Tourist arrivals (> 16 years old)	2,867,822	13,114,359
Average daily expenditure (€)	132.94	135.94
. in their place of residence	95.70	98.03
. in the Canary Islands	37.25	37.90
Average lenght of stay	9.6	9.4
Turnover per tourist (€)	1,142	1,141
Total turnover (> 16 years old) (€m)	3,275	14,957
Share of total turnover	21.9%	100%
Share of total tourist	21.9%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	48.52	47.11
- Accommodation	42.31	40.52
- Additional accommodation expenses	6.22	6.60
Transport:	33.28	26.01
- Public transport	5.38	5.14
- Taxi	4.84	6.94
- Car rental	23.05	13.93
Food and drink:	143.99	148.33
- Food purchases at supermarkets	59.64	63.46
- Restaurants	84.35	84.87
Souvenirs:	52.93	53.88
Leisure:	36.04	34.52
- Organized excursions	18.32	14.95
- Leisure, amusement	5.25	4.55
- Trip to other islands	2.51	1.85
- Sporting activities	3.97	5.11
- Cultural activities	2.70	2.04
- Discos and disco-pubs	3.29	6.01
Others:	12.96	13.91
- Wellness	2.52	3.23
- Medical expenses	1.61	1.69
- Other expenses	8.83	8.99

How far in advance do they book their trip?

	Scenery	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	7.7%	7.9%
Between 16 and 30 days	14.8%	14.7%
Between 31 and 90 days	36.0%	34.3%
More than 90 days	35.8%	36.2%

What do they book at their place of residence?

	Scenery	Total
Flight only	9.3%	8.8%
Flight and accommodation (room only)	25.1%	25.7%
Flight and accommodation (B&B)	8.6%	8.0%
Flight and accommodation (half board)	23.5%	20.4%
Flight and accommodation (full board)	4.9%	4.3%
Flight and accommodation (all inclusive)	28.6%	32.8%
% Tourists using low-cost airlines	48.3%	48.7%
Other expenses in their place of residence:		
- Car rental	21.4%	11.8%
- Sporting activities	4.7%	5.3%
- Excursions	8.9%	5.7%
- Trip to other islands	2.8%	1.6%

How do they book?

Accommodation booking

	Scenery	Total
Tour Operator	38.2%	42.3%
- Tour Operator´s website	75.3%	78.8%
Accommodation	14.5%	14.7%
- Accommodation´s website	86.1%	83.5%
Travel agency (High street)	22.4%	20.5%
Online Travel Agency (OTA)	19.0%	16.5%
No need to book accommodation	5.8%	6.0%

Flight booking

	Scenery	Total
Tour Operator	40.7%	44.6%
- Tour Operator´s website	73.3%	76.3%
Airline	25.0%	24.8%
- Airline´s website	97.0%	96.2%
Travel agency (High street)	21.8%	19.1%
Online Travel Agency (OTA)	12.5%	11.5%

Where do they stay?

	Scenery	Total
5* Hotel	5.7%	7.1%
4* Hotel	39.9%	39.6%
1-2-3* Hotel	14.0%	14.6%
Apartment	32.0%	31.5%
Property (privately-owned, friends, family)	4.7%	4.6%
Others	3.7%	2.6%

Who are they?

Gender	Scenery	Total
Percentage of men	49.8%	48.5%
Percentage of women	50.2%	51.5%
Age		
Average age (tourists > 16 years old)	46.4	46.3
Standard deviation	15.3	15.3
Age range (> 16 years old)		
16-24 years old	8.4%	8.2%
25-30 years old	11.3%	11.1%
31-45 years old	27.5%	29.1%
46-60 years old	32.6%	30.9%
Over 60 years old	20.1%	20.7%
Occupation		
Business owner or self-employed	20.0%	23.1%
Upper/Middle management employee	38.8%	36.1%
Auxiliary level employee	15.9%	15.5%
Students	5.6%	5.1%
Retired	17.3%	18.0%
Unemployed / unpaid dom. work	2.5%	2.2%
Annual household income level		
€12,000 - €24,000	19.4%	17.8%
€24,001 - €36,000	21.2%	19.4%
€36,001 - €48,000	17.4%	16.9%
€48,001 - €60,000	15.3%	14.6%
€60,001 - €72,000	8.3%	9.5%
€72,001 - €84,000	5.4%	6.0%
More than €84,000	13.0%	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.

Scenery

Canary Islands LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by scenery	2,867,822	566,338	258,072	606,416	1,243,657	135,914
- Share by islands	100%	19.7%	9.0%	21.1%	43.4%	4.7%
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 scenery	21.9%	24.3%	13.5%	16.6%	25.5%	61.3%

Who do they come with?

	Scenery	Total
Unaccompanied	7.7%	9.1%
Only with partner	53.1%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	10.6%	11.8%
Other relatives	5.8%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.2%	0.3%
Other combinations [1]	16.1%	17.5%

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

How do they rate the destination?

Impression of their stay	Scenery	Total
Good or very good (% tourists)	96.5%	94.1%
Average rating (scale 1-10)	9.05	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Scenery	Total
Repeat tourists	73.0%	77.3%
In love (at least 10 previous visits)	13.7%	16.1%

Where are they from?

Ten main source markets	Share	Absolute
Germany	28.6%	818,915
United Kingdom	21.8%	625,466
Spanish Mainland	15.0%	429,933
France	6.1%	176,086
Italy	4.3%	123,839
Netherlands	3.6%	102,212
Belgium	3.5%	100,173
Austria	2.3%	66,771
Switzerland	2.0%	57,999
Sweden	1.7%	49,515

Why do they choose the Canary Islands?

Aspects influencing the choice	Scenery	Total
Scenery	100.0%	21.9%
Climate/sun	89.2%	89.8%
Beaches	32.8%	34.5%
Tranquillity/rest/relaxation	23.8%	36.6%
Visiting new places	13.0%	14.6%
Active tourism	7.6%	5.1%
Quality of the environment	5.7%	6.5%
Security	4.9%	11.1%
Price	4.1%	12.7%
Culture	2.8%	2.6%
Suitable destination for children	2.5%	7.5%
Ease of travel	2.4%	8.9%
Theme parks	1.8%	3.0%
Rural tourism	1.1%	1.0%
Shopping	1.0%	2.6%
Nautical activities	0.9%	2.2%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Scenery	Total
Previous visits to the Canary Islands	62.1%	64.1%
Recommendation by friends or relatives	37.1%	34.5%
The Canary Islands television channel	0.5%	0.3%
Other television or radio channels	1.4%	0.8%
Information in the press/magazines/books	5.8%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	7.6%	8.0%
Recommendation by Travel Agency	9.1%	9.7%
Information obtained via the Internet	25.9%	25.8%
Senior Tourism programme	0.4%	0.2%
Others	4.1%	6.1%

* Multi-choise question

Distribution of tourist arrivals by island (2016)

Scenery | Total tourists

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Scenery	19.7%	9.0%	21.1%	43.4%	4.7%
Total tourists	17.8%	14.6%	27.9%	37.3%	1.7%
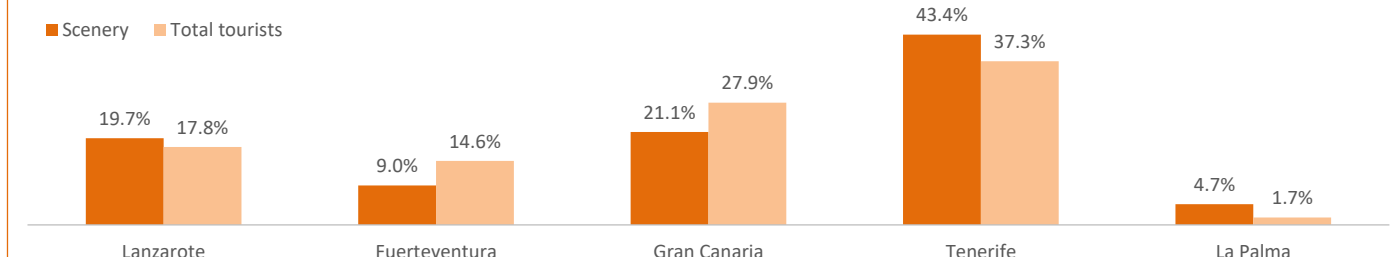
Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was scenery.

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.