

How many are they and how much do they spend?

	Scenery	Total
Tourist arrivals (> 16 years old)	3,178,515	13,852,616
Average daily expenditure (€)	137.89	140.18
. in their place of residence	98.80	101.15
. in the Canary Islands	39.09	39.03
Average length of stay	9.46	9.17
Turnover per tourist (€)	1,167	1,155
Total turnover (> 16 years old) (€m)	3,710	15,999
Share of total tourist	22.9%	100%
Share of total turnover	23.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	14.5%	13.5%
- Additional accommodation expenses	6.8%	6.3%
Transport:		
- Public transport	14.6%	14.5%
- Taxi	16.3%	21.2%
- Car rental	29.8%	19.4%
Food and drink:		
- Food purchases at supermarkets	54.3%	55.0%
- Restaurants	58.6%	57.3%
Souvenirs:		
	55.7%	53.3%
Leisure:		
- Organized excursions	21.9%	17.7%
- Leisure, amusement	9.4%	8.4%
- Trip to other islands	3.3%	2.3%
- Sporting activities	5.2%	6.1%
- Cultural activities	6.6%	4.4%
- Discos and disco-pubs	5.3%	6.1%
Others:		
- Wellness	3.9%	4.9%
- Medical expenses	3.9%	4.0%
- Other expenses	9.8%	9.6%



**+11%
TOURISTS***
3,178,515



**+2%
TRAVEL EXPENSES**
€1,167



**+13%
TURNOVER**
€3,710 MILL

What do they book at their place of residence?

	Scenery	Total
Flight only	10.0%	9.3%
Flight and accommodation (room only)	26.9%	26.9%
Flight and accommodation (B&B)	8.7%	8.3%
Flight and accommodation (half board)	21.9%	19.3%
Flight and accommodation (full board)	5.4%	4.4%
Flight and accommodation (all inclusive)	27.3%	31.9%
% Tourists using low-cost airlines	50.5%	50.8%

Other expenses in their place of residence:

- Car rental	20.7%	12.6%
- Sporting activities	4.5%	5.1%
- Excursions	9.3%	6.2%
- Trip to other islands	2.3%	1.5%

* Tourists over 16 years old.

How do they book?

	Scenery	Total
Accommodation booking		
Tour Operator	37.2%	42.4%
- Tour Operator's website	76.6%	80.6%
Accommodation	14.4%	14.6%
- Accommodation's website	86.0%	84.0%
Travel agency (High street)	21.9%	19.3%
Online Travel Agency (OTA)	20.0%	17.3%
No need to book accommodation	6.5%	6.4%

	Scenery	Total
Flight booking		
Tour Operator	39.7%	44.8%
- Tour Operator's website	73.8%	78.6%
Airline	26.8%	25.8%
- Airline's website	97.7%	97.3%
Travel agency (High street)	20.4%	18.0%
Online Travel Agency (OTA)	13.1%	11.4%

How far in advance do they book their trip?

	Scenery	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	5.5%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	13.5%	13.4%
Between 31 and 90 days	36.4%	34.6%
More than 90 days	37.0%	38.3%

Who are they?

	Scenery	Total
Gender		
Men	49.9%	48.1%
Women	50.1%	51.9%

Age

Average age (tourists > 16 years old)	46.8	46.9
Standard deviation	15.7	15.5

Age range (> 16 years old)

16-24 years old	8.6%	8.4%
25-30 years old	11.5%	10.2%
31-45 years old	25.9%	27.9%
46-60 years old	31.9%	31.7%
Over 60 years old	22.1%	21.8%

Occupation

Business owner or self-employed	19.9%	23.8%
Upper/Middle management employee	38.9%	35.2%
Auxiliary level employee	15.1%	15.3%
Students	5.5%	5.0%
Retired	18.5%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

Annual household income level

€12,000 - €24,000	19.4%	17.9%
€24,001 - €36,000	20.6%	19.3%
€36,001 - €48,000	17.1%	16.1%
€48,001 - €60,000	14.6%	15.1%
€60,001 - €72,000	8.7%	9.3%
€72,001 - €84,000	6.1%	6.3%
More than €84,000	13.4%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by scenery	3,178,515	619,184	268,779	688,867	1,385,748	160,029
- Share by islands	100%	19.5%	8.5%	21.7%	43.6%	5.0%
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 scenery	22.9%	24.9%	13.9%	17.7%	26.9%	57.6%

Where do they stay?

	Scenery	Total
5* Hotel	5.8%	6.8%
4* Hotel	38.0%	38.4%
1-2-3* Hotel	13.8%	14.4%
Apartment	33.2%	32.4%
Property (privately-owned, friends, family)	4.9%	4.8%
Others	4.3%	3.2%

Who do they come with?

	Scenery	Total
Unaccompanied	7.9%	8.7%
Only with partner	52.0%	46.8%
Only with children (under the age of 13)	1.3%	1.7%
Partner + children (under the age of 13)	9.5%	11.9%
Other relatives	5.6%	6.0%
Friends	5.5%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	18.0%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Scenery	Total
Good or very good (% tourists)	95.9%	94.0%
Average rating (scale 1-10)	9.05	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Scenery	Total
At least 1 previous visit	72.0%	77.3%
At least 10 previous visits	14.2%	16.9%

Where are they from?

	Share	Absolute
Germany	28.0%	888,402
United Kingdom	21.3%	676,453
Spanish Mainland	14.0%	443,464
France	6.3%	198,737
Italy	4.3%	136,929
Netherlands	4.2%	132,436
Poland	3.5%	111,910
Belgium	3.2%	100,682
Switzerland	2.6%	82,206
Others	12.8%	407,296

Why do they choose the Canary Islands?

Aspects influencing the choice	Scenery	Total
Scenery	100.0%	22.9%
Climate/sun	89.1%	89.8%
Beaches	33.7%	35.1%
Tranquility/rest/relaxation	24.8%	37.2%
Visiting new places	12.9%	14.7%
Active tourism	7.7%	5.4%
Quality of the environment	5.4%	6.5%
Security	4.4%	9.7%
Price	3.5%	12.2%
Culture	2.3%	2.7%
Ease of travel	2.3%	8.9%
Suitable destination for children	2.1%	7.6%
Theme parks	1.6%	3.1%
Rural tourism	1.1%	1.1%
Nightlife/fun	0.9%	3.8%
Shopping	0.9%	2.5%

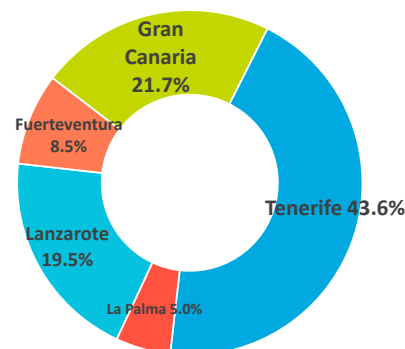
* Multi-choice question

What did motivate them to come?

Prescription sources	Scenery	Total
Previous visits to the Canary Islands	61.4%	64.9%
Recommendation by friends/relatives	37.6%	35.0%
The Canary Islands television channel	0.6%	0.4%
Other television or radio channels	1.5%	1.0%
Information in press/magazines/books	5.9%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	6.8%	7.2%
Recommendation by Travel Agency	8.8%	9.3%
Information obtained via the Internet	25.9%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	4.2%	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 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.