

How many are they and how much do they spend?

	Theme parks	Total
Tourist arrivals (> 16 years old)	433,011	13,852,616
Average daily expenditure (€)	137.08	140.18
. in their place of residence	96.17	101.15
. in the Canary Islands	40.91	39.03
Average length of stay	8.24	9.17
Turnover per tourist (€)	1,044	1,155
Total turnover (> 16 years old) (€m)	452	15,999
Share of total tourist	3.1%	100%
Share of total turnover	2.8%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.6%	13.5%
- Additional accommodation expenses	7.8%	6.3%

Transport:

- Public transport	11.5%	14.5%
- Taxi	22.4%	21.2%
- Car rental	18.7%	19.4%

Food and drink:

- Food purchases at supermarkets	57.5%	55.0%
- Restaurants	51.8%	57.3%

Souvenirs:

	57.6%	53.3%
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Leisure:

- Organized excursions	25.4%	17.7%
- Leisure, amusement	31.5%	8.4%
- Trip to other islands	1.5%	2.3%
- Sporting activities	5.3%	6.1%
- Cultural activities	2.7%	4.4%
- Discos and disco-pubs	7.0%	6.1%

Others:

- Wellness	3.7%	4.9%
- Medical expenses	3.3%	4.0%
- Other expenses	7.0%	9.6%



**+10%
TOURISTS***
433,011



**+0.5%
TRAVEL EXPENSES**
€1,044



**+11%
TURNOVER**
€452 MILL

What do they book at their place of residence?

	Theme parks	Total
Flight only	7.0%	9.3%
Flight and accommodation (room only)	26.5%	26.9%
Flight and accommodation (B&B)	8.4%	8.3%
Flight and accommodation (half board)	18.3%	19.3%
Flight and accommodation (full board)	4.3%	4.4%
Flight and accommodation (all inclusive)	35.5%	31.9%
% Tourists using low-cost airlines	57.3%	50.8%

Other expenses in their place of residence:

- Car rental	13.7%	12.6%
- Sporting activities	3.6%	5.1%
- Excursions	9.9%	6.2%
- Trip to other islands	1.0%	1.5%

* Tourists over 16 years old.

How do they book?

	Theme parks	Total
Accommodation booking		
Tour Operator	39.8%	42.4%
- Tour Operator's website	78.6%	80.6%
Accommodation	15.4%	14.6%
- Accommodation's website	81.7%	84.0%
Travel agency (High street)	23.7%	19.3%
Online Travel Agency (OTA)	16.5%	17.3%
No need to book accommodation	4.7%	6.4%

Flight booking

	Theme parks	Total
Tour Operator	41.8%	44.8%
- Tour Operator's website	74.9%	78.6%
Airline	24.8%	25.8%
- Airline's website	95.9%	97.3%
Travel agency (High street)	21.2%	18.0%
Online Travel Agency (OTA)	12.1%	11.4%

How far in advance do they book their trip?

	Theme parks	Total
The same day they leave	0.7%	0.5%
Between 2 and 7 days	3.7%	5.9%
Between 8 and 15 days	6.3%	7.4%
Between 16 and 30 days	11.1%	13.4%
Between 31 and 90 days	31.6%	34.6%
More than 90 days	46.7%	38.3%

Who are they?

	Theme parks	Total
Gender		
Men	47.0%	48.1%
Women	53.0%	51.9%

Age

Average age (tourists > 16 years old)	37.1	46.9
Standard deviation	12.7	15.5

Age range (> 16 years old)

16-24 years old	19.6%	8.4%
25-30 years old	16.6%	10.2%
31-45 years old	40.0%	27.9%
46-60 years old	19.5%	31.7%
Over 60 years old	4.3%	21.8%

Occupation

Business owner or self-employed	29.2%	23.8%
Upper/Middle management employee	30.6%	35.2%
Auxiliary level employee	24.7%	15.3%
Students	8.7%	5.0%
Retired	4.2%	18.6%
Unemployed / unpaid dom. work	2.7%	2.1%

Annual household income level

€12,000 - €24,000	24.2%	17.9%
€24,001 - €36,000	21.5%	19.3%
€36,001 - €48,000	15.9%	16.1%
€48,001 - €60,000	13.1%	15.1%
€60,001 - €72,000	8.9%	9.3%
€72,001 - €84,000	5.2%	6.3%
More than €84,000	11.2%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by theme parks	433,011	13,986	3,607	35,720	378,993	0
- Share by islands	100%	3.2%	0.8%	8.2%	87.5%	0.0%
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 theme parks	3.1%	0.6%	0.2%	0.9%	7.4%	0.0%

Where do they stay?

	Theme parks	Total
5* Hotel	6.7%	6.8%
4* Hotel	43.8%	38.4%
1-2-3* Hotel	11.6%	14.4%
Apartment	34.0%	32.4%
Property (privately-owned, friends, family)	3.0%	4.8%
Others	0.9%	3.2%

Who do they come with?

	Theme parks	Total
Unaccompanied	3.3%	8.7%
Only with partner	32.5%	46.8%
Only with children (under the age of 13)	4.0%	1.7%
Partner + children (under the age of 13)	24.9%	11.9%
Other relatives	6.8%	6.0%
Friends	6.3%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	22.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Theme parks	Total
Good or very good (% tourists)	93.2%	94.0%
Average rating (scale 1-10)	8.86	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Theme parks	Total
At least 1 previous visit	66.5%	77.3%
At least 10 previous visits	7.1%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	47.8%	207,131
Spanish Mainland	15.7%	68,188
Germany	10.0%	43,235
Ireland	4.2%	18,142
Italy	2.4%	10,519
Netherlands	2.4%	10,290
Poland	2.1%	9,000
France	1.7%	7,172
Belgium	1.5%	6,318
Others	12.2%	53,016

Why do they choose the Canary Islands?

Aspects influencing the choice	Theme parks	Total
Theme parks	100.0%	3.1%
Climate/sun	83.4%	89.8%
Beaches	22.6%	35.1%
Tranquility/rest/relaxation	16.2%	37.2%
Suitable destination for children	12.8%	7.6%
Visiting new places	12.4%	14.7%
Scenery	11.8%	22.9%
Price	9.5%	12.2%
Nightlife/fun	6.2%	3.8%
Ease of travel	3.7%	8.9%
Active tourism	3.3%	5.4%
Security	2.8%	9.7%
Shopping	2.7%	2.5%
Quality of the environment	2.3%	6.5%
Culture	1.6%	2.7%
Nautical activities	1.5%	2.0%

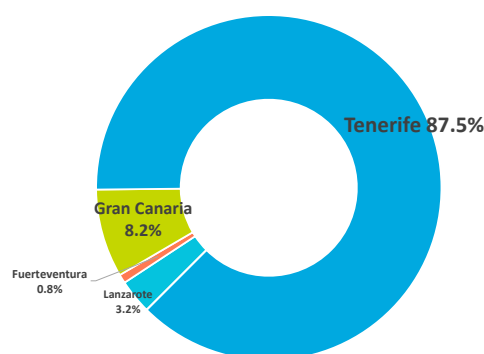
* Multi-choice question

What did motivate them to come?

Prescription sources	Theme parks	Total
Previous visits to the Canary Islands	56.9%	64.9%
Recommendation by friends/relatives	46.9%	35.0%
The Canary Islands television channel	0.6%	0.4%
Other television or radio channels	1.2%	1.0%
Information in press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	6.5%	7.2%
Recommendation by Travel Agency	11.2%	9.3%
Information obtained via the Internet	25.8%	25.5%
Senior Tourism programme	0.4%	0.2%
Others	3.1%	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 theme parks.

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.