

How many are they and how much do they spend?



	Beaches	Total
Tourist arrivals (> 16 years old)	4,858,903	13,852,616
Average daily expenditure (€)	138.13	140.18
. in their place of residence	100.46	101.15
. in the Canary Islands	37.67	39.03
Average length of stay	9.11	9.17
Turnover per tourist (€)	1,150	1,155
Total turnover (> 16 years old) (€m)	5,590	15,999
Share of total tourist	35.1%	100%
Share of total turnover	34.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.5%	13.5%
- Additional accommodation expenses	5.8%	6.3%

Transport:

- Public transport	14.9%	14.5%
- Taxi	20.0%	21.2%
- Car rental	19.2%	19.4%

Food and drink:

- Food purchases at supermarkets	54.4%	55.0%
- Restaurants	55.9%	57.3%

Souvenirs:

	55.1%	53.3%
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Leisure:

- Organized excursions	17.8%	17.7%
- Leisure, amusement	8.5%	8.4%
- Trip to other islands	2.5%	2.3%
- Sporting activities	6.6%	6.1%
- Cultural activities	4.1%	4.4%
- Discos and disco-pubs	7.0%	6.1%

Others:

- Wellness	5.0%	4.9%
- Medical expenses	4.0%	4.0%
- Other expenses	9.5%	9.6%



+8%
TOURISTS*
4,858,903



+1%
TRAVEL EXPENSES
€1,150



+9%
TURNOVER
€5,590 MILL

What do they book at their place of residence?



	Beaches	Total
Flight only	7.9%	9.3%
Flight and accommodation (room only)	26.6%	26.9%
Flight and accommodation (B&B)	7.5%	8.3%
Flight and accommodation (half board)	19.4%	19.3%
Flight and accommodation (full board)	4.1%	4.4%
Flight and accommodation (all inclusive)	34.4%	31.9%
% Tourists using low-cost airlines	50.2%	50.8%

Other expenses in their place of residence:

- Car rental	12.5%	12.6%
- Sporting activities	5.1%	5.1%
- Excursions	6.3%	6.2%
- Trip to other islands	1.2%	1.5%

* Tourists over 16 years old.

How do they book?



	Beaches	Total
Accommodation booking		
Tour Operator	42.0%	42.4%
- Tour Operator's website	81.4%	80.6%
Accommodation	13.4%	14.6%
- Accommodation's website	84.6%	84.0%
Travel agency (High street)	21.1%	19.3%
Online Travel Agency (OTA)	18.3%	17.3%
No need to book accommodation	5.2%	6.4%

	Beaches	Total
Flight booking		
Tour Operator	43.5%	44.8%
- Tour Operator's website	79.0%	78.6%
Airline	24.0%	25.8%
- Airline's website	97.1%	97.3%
Travel agency (High street)	19.8%	18.0%
Online Travel Agency (OTA)	12.7%	11.4%

How far in advance do they book their trip?



	Beaches	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	6.2%	5.9%
Between 8 and 15 days	7.7%	7.4%
Between 16 and 30 days	13.7%	13.4%
Between 31 and 90 days	34.5%	34.6%
More than 90 days	37.4%	38.3%

Who are they?



	Beaches	Total
Gender		
Men	47.7%	48.1%
Women	52.3%	51.9%

Age

Average age (tourists > 16 years old)	44.8	46.9
Standard deviation	15.6	15.5

Age range (> 16 years old)

16-24 years old	10.7%	8.4%
25-30 years old	12.4%	10.2%
31-45 years old	29.1%	27.9%
46-60 years old	29.2%	31.7%
Over 60 years old	18.7%	21.8%

Occupation

Business owner or self-employed	22.5%	23.8%
Upper/Middle management employee	36.8%	35.2%
Auxiliary level employee	16.1%	15.3%
Students	6.9%	5.0%
Retired	15.4%	18.6%
Unemployed / unpaid dom. work	2.3%	2.1%

Annual household income level

€12,000 - €24,000	19.8%	17.9%
€24,001 - €36,000	20.1%	19.3%
€36,001 - €48,000	16.5%	16.1%
€48,001 - €60,000	14.7%	15.1%
€60,001 - €72,000	9.1%	9.3%
€72,001 - €84,000	5.9%	6.3%
More than €84,000	14.0%	16.0%

Tourist profile according to aspects influencing the destination choice (2017)

BEACHES

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by beaches	4,858,903	667,518	1,173,141	1,597,175	1,387,225	24,093
- Share by islands	100%	13.7%	24.1%	32.9%	28.6%	0.5%
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 beaches	35.1%	26.8%	60.5%	40.9%	27.0%	8.7%

Where do they stay?

	Beaches	Total
5* Hotel	5.3%	6.8%
4* Hotel	39.7%	38.4%
1-2-3* Hotel	16.3%	14.4%
Apartment	32.4%	32.4%
Property (privately-owned, friends, family)	4.1%	4.8%
Others	2.2%	3.2%

Who do they come with?

	Beaches	Total
Unaccompanied	7.7%	8.7%
Only with partner	46.4%	46.8%
Only with children (under the age of 13)	1.9%	1.7%
Partner + children (under the age of 13)	12.0%	11.9%
Other relatives	6.4%	6.0%
Friends	7.0%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	18.4%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Beaches	Total
Good or very good (% tourists)	94.7%	94.0%
Average rating (scale 1-10)	8.94	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Beaches	Total
At least 1 previous visit	75.3%	77.3%
At least 10 previous visits	16.7%	16.9%

Where are they from?

	Share	Absolute
Germany	27.0%	1,309,847
United Kingdom	25.6%	1,245,211
Spanish Mainland	10.9%	530,111
Netherlands	4.6%	224,747
Sweden	4.2%	204,488
Italy	3.8%	184,351
Norway	3.2%	155,119
France	3.1%	148,893
Ireland	3.0%	146,025
Others	14.6%	710,112

Why do they choose the Canary Islands?

Aspects influencing the choice	Beaches	Total
Beaches	100.0%	35.1%
Climate/sun	93.4%	89.8%
Tranquillity/rest/relaxation	31.9%	37.2%
Scenery	22.1%	22.9%
Visiting new places	7.8%	14.7%
Price	7.1%	12.2%
Security	6.2%	9.7%
Suitable destination for children	4.7%	7.6%
Quality of the environment	3.4%	6.5%
Ease of travel	3.2%	8.9%
Nightlife/fun	3.0%	3.8%
Active tourism	2.0%	5.4%
Theme parks	2.0%	3.1%
Nautical activities	1.7%	2.0%
Culture	1.6%	2.7%
Shopping	1.5%	2.5%

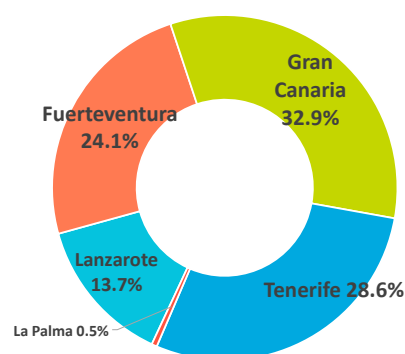
* Multi-choice question

What did motivate them to come?

Prescription sources	Beaches	Total
Previous visits to the Canary Islands	64.6%	64.9%
Recommendation by friends/relatives	36.4%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	1.2%	1.0%
Information in press/magazines/books	3.7%	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	10.4%	9.3%
Information obtained via the Internet	26.6%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	3.9%	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 beaches.

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.