How many are they and how much do they spend?

	Beaches	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**4,904,045**	**13,485,651**
- book holiday package	2,930,476	7,848,516
- do not book holiday package	1,973,569	5,637,135
- % tourists who book holiday package	59.8%	58.2%
Share of total tourist	37.1%	100%

TOURISTS MOTIVATED BY BEACHES

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	518,415	416,051	479,987	559,116
book holiday package	644,626	650,726	874,902	760,222
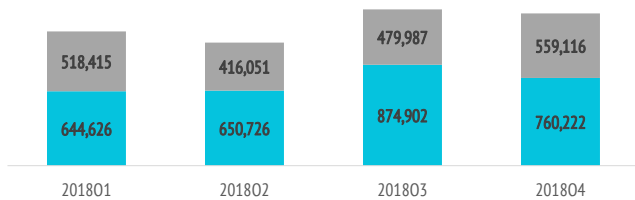
	Beaches	Total
Expenditure per tourist (€)	**1,209**	**1,196**
- book holiday package	1,320	1,309
- holiday package	1,075	1,064
- others	245	246
- do not book holiday package	1,046	1,037
- flight	295	288
- accommodation	347	350
- others	404	399
Average lenght of stay	**9.45**	**9.32**
- book holiday package	8.91	8.66
- do not book holiday package	10.24	10.23
Average daily expenditure (€)	**142.4**	**143.6**
- book holiday package	156.7	159.8
- do not book holiday package	121.2	121.0
Total turnover (> 15 years old) (€m)	**5,931**	**16,124**
- book holiday package	3,867	10,277
- do not book holiday package	2,063	5,848

AVERAGE LENGHT OF STAY (nights)

■ Beaches ■ Total

	Total	book holiday package	do not book holiday package
Beaches	9.45	8.91	10.24
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Beaches ■ Total

	Total	book holiday package	do not book holiday package
Beaches	1,209	1,320	1,046
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

	Beaches	Total
Beaches	100%	37.1%
Climate	92.5%	78.1%
Sea	86.2%	43.3%
Safety	61.9%	51.4%
Tranquility	57.7%	46.2%
Accommodation supply	49.3%	41.7%
Landscapes	46.1%	31.6%
Price	45.2%	36.5%
European belonging	45.2%	35.8%
Effortless trip	42.8%	34.8%
Environment	41.1%	30.6%
Gastronomy	29.8%	22.6%
Fun possibilities	28.8%	20.7%
Authenticity	26.3%	19.1%
Exoticism	16.2%	10.5%
Shopping	15.1%	9.6%
Nightlife	12.0%	7.5%
Culture	11.1%	7.3%
Hiking trail network	10.7%	9.0%
Historical heritage	10.6%	7.1%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Beaches	Total
Rest	56.1%	55.1%
Enjoy family time	14.7%	14.7%
Have fun	8.8%	7.8%
Explore the destination	17.0%	18.5%
Practice their hobbies	1.6%	1.8%
Other reasons	1.8%	2.1%

HAVE FUN

Beaches **8.8%**

Total **7.8%**

How far in advance do they book their trip?

	Beaches	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.9%	23.2%
Between 1 and 2 months	23.3%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	19.8%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

BEACHES **23.9%** **TOTAL** **23.2%**

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that beaches are "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

What channels did they use to get information about the trip?

	Beaches	Total
Previous visits to the Canary Islands	50.2%	50.9%
Friends or relatives	27.9%	27.8%
Internet or social media	55.6%	56.1%
Mass Media	1.8%	1.7%
Travel guides and magazines	8.9%	9.5%
Travel Blogs or Forums	5.3%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	23.7%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.9%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation?

	Beaches	Total
Flight		
- Directly with the airline	38.6%	39.5%
- Tour Operator or Travel Agency	61.4%	60.5%
Accommodation		
- Directly with the accommodation	28.3%	28.8%
- Tour Operator or Travel Agency	71.7%	71.2%

Where do they stay?

	Beaches	Total
1-2-3* Hotel	13.6%	12.8%
4* Hotel	37.4%	37.7%
5* Hotel / 5* Luxury Hotel	5.5%	6.8%
Aparthotel / Tourist Villa	24.7%	23.6%
House/room rented in a private dwelling	5.5%	5.3%
Private accommodation (1)	7.1%	7.0%
Others (Cottage, cruise, camping,..)	6.2%	6.8%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Beaches	24.7%	56.5%	18.8%
Total	23.6%	57.3%	19.1%
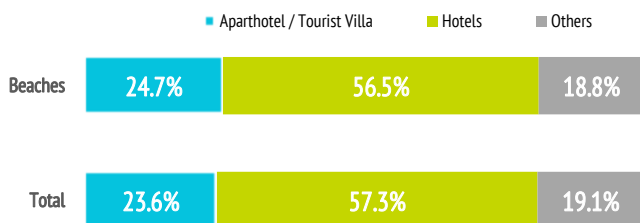
What do they book?

	Beaches	Total
Room only	29.3%	28.8%
Bed and Breakfast	10.0%	11.7%
Half board	22.6%	22.4%
Full board	3.0%	3.0%
All inclusive	35.1%	34.1%

35.1% of tourists book all inclusive.

(Canary Islands: 34.1%)

Other expenses

	Beaches	Total
Restaurants or cafes	61.4%	63.2%
Supermarkets	56.7%	55.9%
Car rental	25.7%	26.6%
Organized excursions	22.7%	21.8%
Taxi, transfer, chauffeur service	51.6%	51.7%
Theme Parks	8.6%	8.8%
Sport activities	7.1%	6.4%
Museums	4.4%	5.0%
Flights between islands	5.4%	4.8%

Activities in the Canary Islands

Outdoor time per day	Beaches	Total
0 hours	1.8%	2.2%
1 - 2 hours	8.0%	10.0%
3 - 6 hours	31.1%	32.6%
7 - 12 hours	49.8%	46.5%
More than 12 hours	9.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 7.7h
Canary Islands: 7.4h

Hours
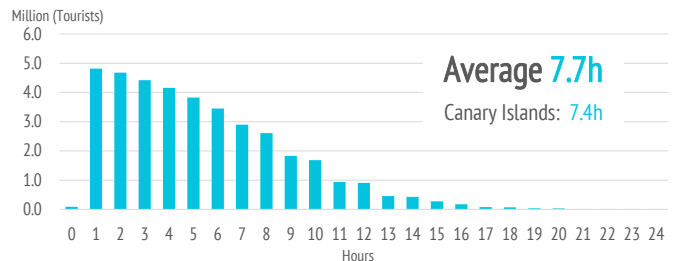
Activities in the Canary Islands	Beaches	Total
Beach	85.8%	68.0%
Walk, wander	69.6%	71.0%
Swimming pool, hotel facilities	59.1%	58.9%
Explore the island on their own	47.5%	46.5%
Taste Canarian gastronomy	25.4%	25.4%
Organized excursions	18.1%	17.9%
Nightlife / concerts / shows	17.2%	15.5%
Theme parks	15.7%	15.5%
Sport activities	15.5%	14.3%
Activities at sea	12.7%	9.8%
Sea excursions / whale watching	12.3%	11.3%
Wineries / markets / popular festivals	11.7%	12.0%
Nature activities	9.5%	10.0%
Museums / exhibitions	9.0%	9.8%
Beauty and health treatments	6.1%	5.7%
Astronomical observation	3.6%	3.4%

* Multi-choise question
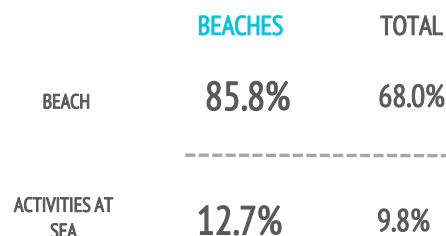
	BEACHES	TOTAL	
BEACH	85.8%	68.0%	
ACTIVITIES AT SEA	12.7%	9.8%	

Which island do they choose?

Tourist ≥ 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by beaches	4,904,045	729,303	1,069,792	1,546,798	1,501,811	37,007
- Share by islands	100%	14.9%	21.8%	31.5%	30.6%	0.8%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Tourists motivated by beaches	37.1%	30.0%	58.4%	41.9%	30.6%	15.1%

How many islands do they visit during their trip?

	Beaches	Total
One island	90.4%	90.9%
Two islands	8.3%	7.7%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Beaches	Total
Research		
- Tourist package	15.8%	15.4%
- Flights	13.2%	13.0%
- Accommodation	17.6%	17.7%
- Transport	16.6%	15.6%
- Restaurants	27.7%	27.0%
- Excursions	28.3%	26.3%
- Activities	32.2%	31.0%
Book or purchase		
- Tourist package	39.6%	38.1%
- Flights	64.3%	64.4%
- Accommodation	55.0%	54.5%
- Transport	44.8%	44.7%
- Restaurants	11.7%	10.5%
- Excursions	12.7%	11.4%
- Activities	13.5%	12.5%

* Multi-choise question

Internet usage in the Canary Islands	Beaches	Total
Did not use the Internet	**9.5%**	**9.8%**
Used the Internet	**90.5%**	**90.2%**
- Own Internet connection	37.9%	36.5%
- Free Wifi connection	38.5%	41.1%
Applications*		
- Search for locations or maps	61.4%	60.7%
- Search for destination info	45.1%	44.7%
- Share pictures or trip videos	58.2%	55.6%
- Download tourist apps	7.2%	6.5%
- Others	22.2%	23.9%

* Multi-choise question

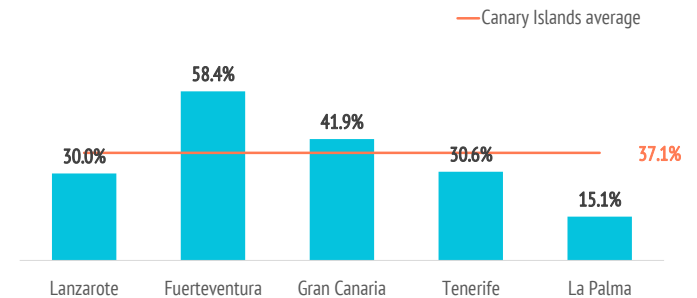**58.2%** of tourists share pictures or trip videos during their stay in the Canary Islands

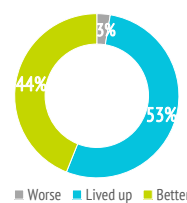(Canary Islands: 55.6%)

% TOURISTS BY ISLANDS

— Canary Islands average

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
	30.0%	58.4%	41.9%	30.6%	15.1%

37.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beaches	Total
Average rating	8.74	8.58

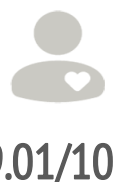| Experience in the Canary Islands	Beaches	Total
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	53.4%	57.4%
Better or much better than expected	44.0%	39.7%

Future intentions (scale 1-10)	Beaches	Total
Return to the Canary Islands	8.78	8.60
Recommend visiting the Canary Islands	9.01	8.86

■ Worse ■ Lived up ■ Better
- 3%
- 44%
- 53%

8.78/10

Experience in the Canary

9.01/10

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

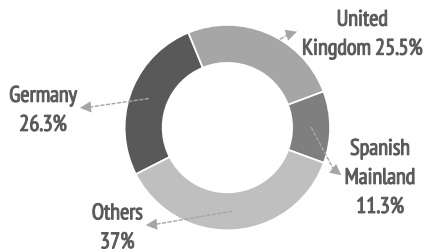|	Beaches	Total
Repeat tourists	**69.7%**	**71.0%**
Repeat tourists (last 5 years)	63.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.6%	18.4%
At least 10 previous visits	**17.9%**	**17.8%**

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2018)
BEACHES

Where are they from? 🌐

	%	Absolute
Germany	26.3%	1,289,640
United Kingdom	25.5%	1,249,223
Spanish Mainland	11.3%	554,265
Italy	4.2%	206,686
Sweden	3.8%	184,636
France	3.6%	176,979
Netherlands	3.5%	169,775
Ireland	3.3%	163,004
Norway	2.9%	143,869
Poland	2.6%	128,193
Switzerland	2.4%	117,128
Belgium	1.9%	91,174
Denmark	1.4%	70,957
Finland	1.2%	60,995
Austria	1.1%	55,503
Russia	0.9%	42,584
Czech Republic	0.4%	21,003
Others	3.6%	178,430

Germany 26.3%
United Kingdom 25.5%
Spanish Mainland 11.3%
Others 37%

Who do they come with? 👪

	Beaches	Total
Unaccompanied	8.8%	8.9%
Only with partner	46.4%	47.4%
Only with children (< 13 years old)	6.6%	5.9%
Partner + children (< 13 years old)	7.2%	7.2%
Other relatives	9.0%	9.0%
Friends	7.0%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.1%	0.2%
Other combinations [(1)]	14.7%	14.6%
(1) Different situations have been isolated		
Tourists with children	**19.9%**	**19.3%**
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	16.7%	15.8%
- Between 0 -2 and 3-12 years	1.5%	1.6%
Tourists without children	**80.1%**	**80.7%**
Group composition:		
- 1 person	12.4%	12.4%
- 2 people	54.1%	54.1%
- 3 people	12.9%	12.6%
- 4 or 5 people	17.2%	17.1%
- 6 or more people	3.4%	3.8%
Average group size:	**2.56**	**2.58**

Who are they? 👤

	Beaches	Total
Gender		
Men	44.6%	48.2%
Women	55.4%	51.8%
Age		
Average age (tourist > 15 years old)	45.0	46.7
Standard deviation	15.3	15.3
Age range (> 15 years old)		
16 - 24 years old	9.4%	7.7%
25 - 30 years old	12.3%	10.8%
31 - 45 years old	30.4%	28.6%
46 - 60 years old	29.8%	31.3%
Over 60 years old	18.1%	21.5%
Occupation		
Salaried worker	57.1%	55.5%
Self-employed	11.3%	11.0%
Unemployed	1.3%	1.1%
Business owner	9.3%	9.2%
Student	5.2%	4.2%
Retired	14.2%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	18.8%	17.0%
€25,000 - €49,999	36.9%	36.5%
€50,000 - €74,999	24.8%	25.0%
More than €74,999	19.6%	21.5%
Education level		
No studies	4.3%	4.8%
Primary education	3.0%	2.8%
Secondary education	22.7%	23.1%
Higher education	70.0%	69.3%

3 IN 10 TOURISTS ARE **GERMAN**

45 YEARS OLD AVERAGE AGE

47% ONLY WITH **PARTNER**

Pictures: Freepik.com