Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Hiking trail network	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,110,866**
Tourist arrivals > 15 years old (EGT)	**1,246,050**	**13,271,035**
- book holiday package	578,198	7,426,022
- do not book holiday package	667,852	5,845,014
- % tourists who book holiday package	46.4%	56.0%
Share of total tourist	9.6%	100%

TOURISTS MOTIVATED BY HIKING TRAIL NETWORK

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book	236,352	130,992	110,405	190,103
book	196,115	113,782	99,426	168,876
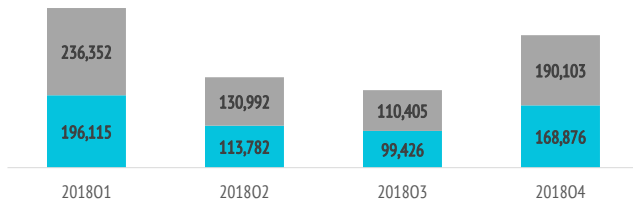
	Hiking trail network	Total
Expenditure per tourist (€)	**1,105**	**1,136**
- book holiday package	1,265	1,268
- holiday package	996	1,031
- others	270	237
- do not book holiday package	965	967
- flight	267	263
- accommodation	295	321
- others	404	383
Average lenght of stay	**10.43**	**9.09**
- book holiday package	9.34	8.64
- do not book holiday package	11.38	9.68
Average daily expenditure (€)	**122.3**	**138.9**
- book holiday package	145.7	155.4
- do not book holiday package	102.0	117.9
Total turnover (> 15 years old) (€m)	**1,376**	**15,070**
- book holiday package	732	9,416
- do not book holiday package	645	5,655

AVERAGE LENGHT OF STAY
(nights)

■ Hiking trail network ■ Total

	Total	book holiday package	do not book holiday package
Hiking trail network	10.43	9.34	11.38
Total	9.09	8.64	9.68

EXPENDITURE PER TOURIST (€)

■ Hiking trail network ■ Total

	Total	book holiday package	do not book holiday package
Hiking trail network	1,105	1,265	965
Total	1,136	1,268	967

Importance of each factor in the destination choice

	Hiking trail network	Total
Hiking trail network	100%	9.6%
Climate	81.1%	78.4%
Landscapes	76.6%	33.1%
Environment	67.7%	33.2%
Tranquility	61.2%	47.6%
Safety	58.8%	51.9%
Sea	56.0%	44.4%
Accommodation supply	47.2%	42.9%
European belonging	47.1%	36.1%
Beaches	43.6%	37.7%
Effortless trip	42.1%	35.2%
Authenticity	40.7%	20.3%
Price	40.3%	37.4%
Gastronomy	33.1%	23.2%
Fun possibilities	27.0%	21.1%
Historical heritage	25.6%	8.2%
Exoticism	24.2%	11.4%
Culture	23.5%	8.0%
Shopping	16.5%	9.4%
Nightlife	14.2%	8.0%

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?

	Hiking trail network	Total
Rest	39.5%	55.5%
Enjoy family time	10.8%	14.4%
Have fun	6.4%	8.6%
Explore the destination	36.3%	17.8%
Practice their hobbies	3.8%	1.9%
Other reasons	3.2%	1.8%

EXPLORE THE DESTINATION

Hiking trail network **36.3%**

Total **17.8%**

How far in advance do they book their trip?

	Hiking trail network	Total
The same day	1.3%	0.7%
Between 1 and 30 days	26.5%	23.8%
Between 1 and 2 months	24.1%	22.8%
Between 3 and 6 months	31.5%	32.7%
More than 6 months	16.7%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

HIKING TRAIL
26.5%

TOTAL
23.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that hiking trail network is "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?

	Hiking trail network	Total
Previous visits to the Canary Islands	47.1%	51.9%
Friends or relatives	28.6%	27.1%
Internet or social media	53.6%	54.7%
Mass Media	2.2%	1.6%
Travel guides and magazines	14.7%	8.4%
Travel Blogs or Forums	7.8%	5.7%
Travel TV Channels	1.3%	0.8%
Tour Operator or Travel Agency	17.2%	22.6%
Public administrations or similar	0.5%	0.4%
Others	2.1%	2.4%

Multi-choise question

With whom did they book their flight and accommodation?

	Hiking trail network	Total
Flight		
- Directly with the airline	51.5%	42.9%
- Tour Operator or Travel Agency	48.5%	57.1%
Accommodation		
- Directly with the accommodation	38.8%	31.5%
- Tour Operator or Travel Agency	61.2%	68.5%

Where do they stay?

	Hiking trail network	Total
1-2-3* Hotel	10.1%	11.5%
4* Hotel	30.4%	37.6%
5* Hotel / 5* Luxury Hotel	4.9%	9.0%
Aparthotel / Tourist Villa	21.8%	22.5%
House/room rented in a private dwelling	11.9%	5.9%
Private accommodation (1)	11.0%	7.2%
Others (Cottage, cruise, camping,..)	9.8%	6.3%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Hiking trail network	21.8%	45.5%	32.7%
Total	22.5%	58.1%	19.4%
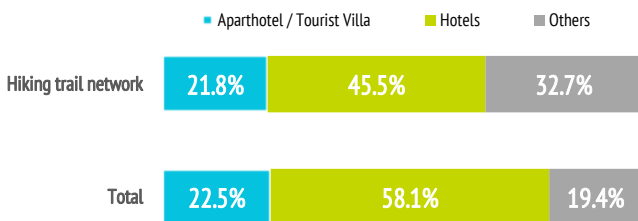
What do they book?

	Hiking trail network	Total
Room only	37.9%	27.9%
Bed and Breakfast	14.1%	12.4%
Half board	22.5%	21.2%
Full board	3.6%	3.6%
All inclusive	21.9%	34.9%

37.9% of tourists book room only.
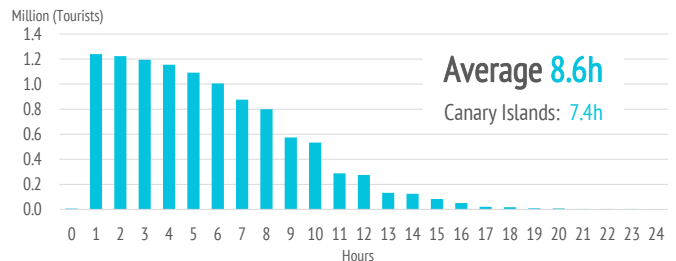
(Canary Islands: 27.9%)

Other expenses

	Hiking trail network	Total
Restaurants or cafes	64.5%	59.1%
Supermarkets	58.8%	52.1%
Car rental	39.1%	26.3%
Organized excursions	22.1%	20.6%
Taxi, transfer, chauffeur service	37.4%	50.0%
Theme Parks	6.4%	7.5%
Sport activities	5.6%	5.7%
Museums	7.6%	4.6%
Flights between islands	6.9%	4.4%

Activities in the Canary Islands

Outdoor time per day	Hiking trail network	Total
0 hours	0.5%	2.1%
1 - 2 hours	3.6%	9.8%
3 - 6 hours	25.6%	32.6%
7 - 12 hours	59.7%	47.1%
More than 12 hours	10.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average **8.6h**

Canary Islands: 7.4h

Hours

Activities in the Canary Islands	Hiking trail network	Total
Walk, wander	78.8%	69.8%
Beach	64.7%	66.3%
Explore the island on their own	63.0%	45.2%
Swimming pool, hotel facilities	41.6%	58.2%
Taste Canarian gastronomy	29.8%	24.2%
Nature activities	26.6%	10.4%
Sport activities	18.3%	13.4%
Museums / exhibitions	16.0%	10.1%
Organized excursions	15.8%	16.9%
Wineries / markets / popular festivals	15.3%	11.6%
Activities at sea	12.7%	10.0%
Theme parks	12.1%	14.1%
Nightlife / concerts / shows	11.6%	15.5%
Sea excursions / whale watching	10.9%	11.1%
Astronomical observation	6.4%	3.5%
Beauty and health treatments	5.1%	5.4%

Multi-choise question
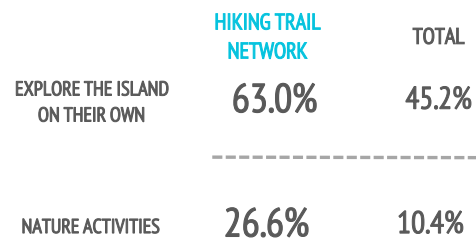
	HIKING TRAIL NETWORK	TOTAL
EXPLORE THE ISLAND ON THEIR OWN	63.0%	45.2%
NATURE ACTIVITIES	26.6%	10.4%

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by hiking trail network	1,246,050	165,580	109,654	321,589	527,644	91,015
- Share by islands	100%	13.3%	8.8%	25.8%	42.3%	7.3%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists motivated by hiking trail network	9.6%	6.7%	6.7%	9.1%	10.7%	38.9%

How many islands do they visit during their trip?

	Hiking trail network	Total
One island	87.4%	91.4%
Two islands	10.4%	7.2%
Three or more islands	2.2%	1.4%

Internet usage during their trip

	Hiking trail network	Total
Research		
- Tourist package	11.6%	14.8%
- Flights	10.2%	13.0%
- Accommodation	12.7%	16.9%
- Transport	13.6%	15.7%
- Restaurants	28.9%	28.4%
- Excursions	29.0%	26.2%
- Activities	33.2%	30.1%
Book or purchase		
- Tourist package	36.1%	39.4%
- Flights	70.3%	66.7%
- Accommodation	60.4%	57.3%
- Transport	53.3%	47.6%
- Restaurants	15.0%	12.1%
- Excursions	19.0%	13.0%
- Activities	20.5%	14.7%

* Multi-choise question

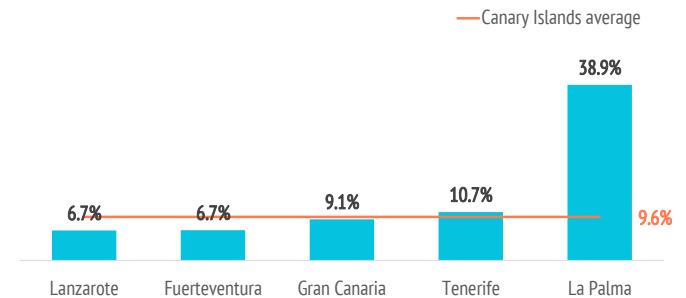| Internet usage in the Canary Islands	Hiking trail network	Total
Did not use the Internet	**8.8%**	**8.3%**
Used the Internet	**91.2%**	**91.7%**
- Own Internet connection	41.0%	37.4%
- Free Wifi connection	33.5%	39.5%
Applications*		
- Search for locations or maps	72.3%	61.7%
- Search for destination info	47.5%	44.8%
- Share pictures or trip videos	55.0%	56.0%
- Download tourist apps	10.8%	7.0%
- Others	17.6%	22.6%

* Multi-choise question

> **72.3%** of tourists search for locations or maps during their stay in the Canary Islands

Canary Islands: 61.7%)

*Picture: Freepik.com*

% TOURISTS BY ISLANDS

—Canary Islands average

6.7%	6.7%	9.1%	10.7%	38.9%
Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma

9.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Hiking trail network	Total
Average rating	8.89	8.70

Experience in the Canary Islands	Hiking trail network	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	50.1%	55.6%
Better or much better than expected	47.6%	42.1%

Future intentions (scale 1-10)	Hiking trail network	Total
Return to the Canary Islands	8.98	8.73
Recommend visiting the Canary Islands	9.19	8.95

2%
48%
50%

■ Worse ■ Lived up ■ Better
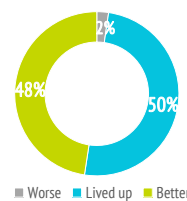
8.98/10
Experience in
the Canary

9.19/10
Return to the
Canary Islands

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

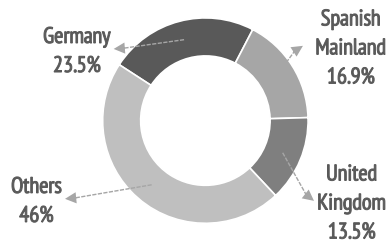|	Hiking trail network	Total
Repeat tourists	**68.6%**	**72.2%**
Repeat tourists (last 5 years)	64.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.1%	19.5%
At least 10 previous visits	**18.8%**	**18.6%**

Canary Islands LATITUDE OF LIFE

Where are they from? 🌐

	%	Absolute
Germany	23.5%	292,454
Spanish Mainland	16.9%	210,537
United Kingdom	13.5%	168,000
Italy	6.5%	80,890
France	6.3%	77,980
Belgium	4.8%	60,141
Norway	4.2%	52,915
Netherlands	3.6%	44,907
Finland	3.0%	37,987
Poland	2.5%	31,169
Sweden	2.2%	27,631
Switzerland	2.0%	24,385
Ireland	1.5%	18,716
Russia	1.5%	18,179
Denmark	1.3%	16,007
Czech Republic	1.1%	13,175
Austria	0.8%	9,572
Others	4.9%	61,405

Germany 23.5%
Spanish Mainland 16.9%
United Kingdom 13.5%
Others 46%

Who do they come with? 👪

	Hiking trail network	Total
Unaccompanied	12.3%	9.6%
Only with partner	52.9%	48.1%
Only with children (< 13 years old)	4.8%	5.6%
Partner + children (< 13 years old)	3.8%	6.5%
Other relatives	7.2%	9.3%
Friends	6.2%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.6%	0.3%
Other combinations [1]	11.9%	13.7%
(1) Different situations have been isolated		
Tourists with children	**11.6%**	**17.7%**
- Between 0 and 2 years old	1.0%	1.6%
- Between 3 and 12 years old	10.0%	14.8%
- Between 0 -2 and 3-12 years	0.6%	1.4%
Tourists without children	**88.4%**	**82.3%**
Group composition:		
- 1 person	16.9%	13.2%
- 2 people	60.1%	55.1%
- 3 people	9.6%	12.0%
- 4 or 5 people	11.3%	16.3%
- 6 or more people	2.1%	3.5%
Average group size:	**2.29**	**2.54**

Who are they? 👤

	Hiking trail network	Total
Gender		
Men	48.2%	48.6%
Women	51.8%	51.4%
Age		
Average age (tourist > 15 years old)	48.2	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	5.7%	7.3%
25 - 30 years old	11.2%	10.9%
31 - 45 years old	26.1%	28.0%
46 - 60 years old	32.5%	31.8%
Over 60 years old	24.4%	22.1%
Occupation		
Salaried worker	51.1%	55.0%
Self-employed	12.3%	11.5%
Unemployed	1.4%	1.1%
Business owner	9.3%	9.4%
Student	3.5%	3.5%
Retired	20.5%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	19.4%	17.5%
€25,000 - €49,999	37.6%	37.5%
€50,000 - €74,999	22.3%	22.8%
More than €74,999	20.7%	22.2%
Education level		
No studies	1.8%	5.0%
Primary education	2.4%	2.6%
Secondary education	22.4%	23.6%
Higher education	73.4%	68.9%

2 IN 10 TOURISTS ARE **GERMAN**

48 YEARS OLD AVERAGE AGE

53% ONLY WITH **PARTNER**

Pictures: Freepik.com