

Security

How many are they and how much do they spend?

	Security	Total
Tourist arrivals (> 16 years old)	1,450,770	13,114,359
Average daily expenditure (€)	142.09	135.94
. in their place of residence	107.67	98.03
. in the Canary Islands	34.42	37.90
Average length of stay	9.8	9.4
Turnover per tourist (€)	1,259	1,141
Total turnover (> 16 years old) (€m)	1,827	14,957
Share of total turnover	12.2%	100%
Share of total tourist	11.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation ^(**):	42.30	47.11
- Accommodation	34.91	40.52
- Additional accommodation expenses	7.39	6.60
Transport:	24.94	26.01
- Public transport	5.52	5.14
- Taxi	7.86	6.94
- Car rental	11.56	13.93
Food and drink:	143.29	148.33
- Food purchases at supermarkets	62.88	63.46
- Restaurants	80.41	84.87
Souvenirs:	60.34	53.88
Leisure:	33.92	34.52
- Organized excursions	17.70	14.95
- Leisure, amusement	4.39	4.55
- Trip to other islands	1.68	1.85
- Sporting activities	4.02	5.11
- Cultural activities	1.90	2.04
- Discos and disco-pubs	4.24	6.01
Others:	13.45	13.91
- Wellness	3.78	3.23
- Medical expenses	2.18	1.69
- Other expenses	7.48	8.99

How far in advance do they book their trip?

	Security	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	6.1%	6.3%
Between 8 and 15 days	7.2%	7.9%
Between 16 and 30 days	14.2%	14.7%
Between 31 and 90 days	31.8%	34.3%
More than 90 days	40.2%	36.2%

What do they book at their place of residence?

	Security	Total
Flight only	5.4%	8.8%
Flight and accommodation (room only)	19.3%	25.7%
Flight and accommodation (B&B)	7.1%	8.0%
Flight and accommodation (half board)	22.6%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	41.1%	32.8%
% Tourists using low-cost airlines	37.7%	48.7%
Other expenses in their place of residence:		
- Car rental	7.9%	11.8%
- Sporting activities	6.0%	5.3%
- Excursions	4.9%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book?

	Security	Total
Accommodation booking		
Tour Operator	48.4%	42.3%
- Tour Operator's website	78.7%	78.8%
Accommodation	11.1%	14.7%
- Accommodation's website	80.2%	83.5%
Travel agency (High street)	24.2%	20.5%
Online Travel Agency (OTA)	13.3%	16.5%
No need to book accommodation	3.0%	6.0%

Flight booking

	Security	Total
Tour Operator	49.9%	44.6%
- Tour Operator's website	74.3%	76.3%
Airline	17.0%	24.8%
- Airline's website	93.8%	96.2%
Travel agency (High street)	22.1%	19.1%
Online Travel Agency (OTA)	11.0%	11.5%

Where do they stay?

	Security	Total
5* Hotel	8.5%	7.1%
4* Hotel	45.6%	39.6%
1-2-3* Hotel	15.3%	14.6%
Apartment	26.8%	31.5%
Property (privately-owned, friends, family)	2.3%	4.6%
Others	1.5%	2.6%

Who are they?

	Security	Total
Gender		
Percentage of men	47.9%	48.5%
Percentage of women	52.1%	51.5%
Age		
Average age (tourists > 16 years old)	49.3	46.3
Standard deviation	14.7	15.3
Age range (> 16 years old)		
16-24 years old	4.8%	8.2%
25-30 years old	8.2%	11.1%
31-45 years old	26.7%	29.1%
46-60 years old	35.2%	30.9%
Over 60 years old	25.0%	20.7%
Occupation		
Business owner or self-employed	22.1%	23.1%
Upper/Middle management employee	38.3%	36.1%
Auxiliary level employee	13.1%	15.5%
Students	3.0%	5.1%
Retired	21.7%	18.0%
Unemployed / unpaid dom. work	1.7%	2.2%
Annual household income level		
€12,000 - €24,000	14.3%	17.8%
€24,001 - €36,000	16.6%	19.4%
€36,001 - €48,000	15.5%	16.9%
€48,001 - €60,000	17.0%	14.6%
€60,001 - €72,000	10.1%	9.5%
€72,001 - €84,000	6.9%	6.0%
More than €84,000	19.6%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Security

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by security	1,450,770	284,593	241,385	463,761	443,700	11,742
- Share by islands	100%	19.6%	16.6%	32.0%	30.6%	0.8%
Total	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists motivated by security	11.1%	12.2%	12.6%	12.7%	9.1%	5.3%

Who do they come with?



Why do they choose the Canary Islands?



	Security	Total
Unaccompanied	6.3%	9.1%
Only with partner	51.3%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	13.1%	11.8%
Other relatives	5.0%	6.0%
Friends	3.7%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	18.8%	17.5%

Aspects influencing the choice	Security	Total
Security	100.0%	11.1%
Climate/sun	93.9%	89.8%
Tranquillity/rest/relaxation	27.1%	36.6%
Beaches	22.0%	34.5%
Scenery	9.7%	21.9%
Price	8.1%	12.7%
Visiting new places	7.2%	14.6%
Ease of travel	6.6%	8.9%
Suitable destination for children	6.3%	7.5%
Quality of the environment	4.4%	6.5%
Shopping	1.9%	2.6%
Active tourism	1.7%	5.1%
Nautical activities	1.3%	2.2%
Culture	1.2%	2.6%
Nightlife/fun	1.2%	3.8%
Theme parks	1.1%	3.0%

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

How do they rate the destination?



Impression of their stay	Security	Total
Good or very good (% tourists)	94.7%	94.1%
Average rating (scale 1-10)	8.95	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Security	Total
Repeat tourists	81.2%	77.3%
In love (at least 10 previous visits)	17.1%	16.1%

What did motivate them to come?

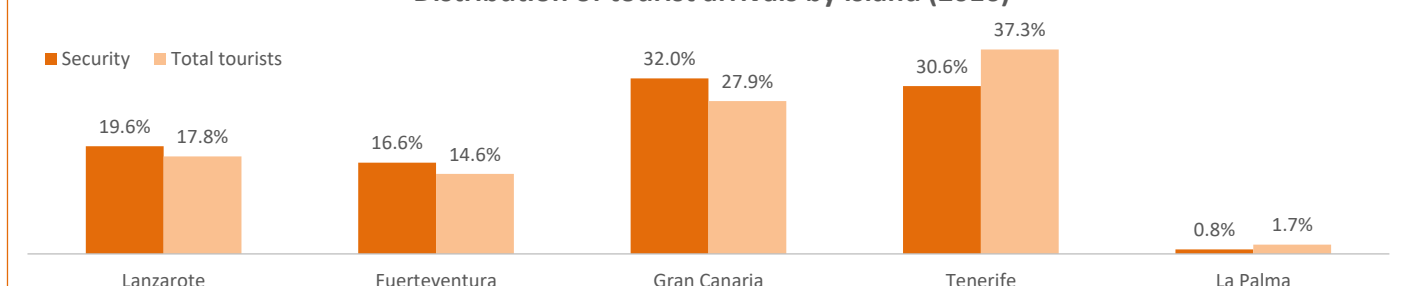


Where are they from?	Share	Absolute
Germany	29.6%	428,771
United Kingdom	24.0%	347,893
France	4.9%	70,653
Netherlands	4.4%	63,811
Sweden	4.2%	61,500
Belgium	3.7%	53,766
Norway	3.3%	48,071
Ireland	3.1%	45,641
Finland	3.1%	45,545
Italy	2.8%	40,999

Aspects motivating the choice	Security	Total
Previous visits to the Canary Islands	70.9%	64.1%
Recommendation by friends or relatives	30.1%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	11.1%	8.0%
Recommendation by Travel Agency	12.8%	9.7%
Information obtained via the Internet	27.7%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	4.2%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was security.

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.