

### How many are they and how much do they spend?

	Security	Total
Tourist arrivals (> 16 years old)	1,343,070	13,852,616
Average daily expenditure (€)	144.93	140.18
. in their place of residence	109.12	101.15
. in the Canary Islands	35.81	39.03
Average length of stay	10.30	9.17
Turnover per tourist (€)	1,315	1,155
Total turnover (> 16 years old) (€m)	1,766	15,999
Share of total tourist	9.7%	100%
Share of total turnover	11.0%	100%

#### % tourists who pay in the Canary Islands:

<b>Accommodation:</b>		
- Accommodation	11.9%	13.5%
- Additional accommodation expenses	5.9%	6.3%
<b>Transport:</b>		
- Public transport	14.5%	14.5%
- Taxi	21.6%	21.2%
- Car rental	17.9%	19.4%
<b>Food and drink:</b>		
- Food purchases at supermarkets	51.6%	55.0%
- Restaurants	52.2%	57.3%
<b>Souvenirs:</b>		
	55.7%	53.3%
<b>Leisure:</b>		
- Organized excursions	18.9%	17.7%
- Leisure, amusement	7.6%	8.4%
- Trip to other islands	1.7%	2.3%
- Sporting activities	6.4%	6.1%
- Cultural activities	3.6%	4.4%
- Discos and disco-pubs	4.2%	6.1%
<b>Others:</b>		
- Wellness	6.1%	4.9%
- Medical expenses	4.7%	4.0%
- Other expenses	11.0%	9.6%



**-7%  
TOURISTS\***  
1,343,070



**+4%  
TRAVEL EXPENSES**  
€1,315



**-3%  
TURNOVER**  
€1,766 MILL

### What do they book at their place of residence?

	Security	Total
Flight only	6.8%	9.3%
Flight and accommodation (room only)	21.2%	26.9%
Flight and accommodation (B&B)	7.4%	8.3%
Flight and accommodation (half board)	20.9%	19.3%
Flight and accommodation (full board)	4.4%	4.4%
Flight and accommodation (all inclusive)	39.4%	31.9%
% Tourists using low-cost airlines	40.3%	50.8%

#### Other expenses in their place of residence:

- Car rental	9.4%	12.6%
- Sporting activities	5.8%	5.1%
- Excursions	5.7%	6.2%
- Trip to other islands	1.5%	1.5%

\* Tourists over 16 years old.

### How do they book?

	Security	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	45.8%	42.4%
- Tour Operator's website	77.0%	80.6%
<b>Accommodation</b>	14.1%	14.6%
- Accommodation's website	83.9%	84.0%
<b>Travel agency (High street)</b>	22.0%	19.3%
<b>Online Travel Agency (OTA)</b>	14.2%	17.3%
<b>No need to book accommodation</b>	3.9%	6.4%

	Security	Total
<b>Flight booking</b>		
<b>Tour Operator</b>	48.8%	44.8%
- Tour Operator's website	76.0%	78.6%
<b>Airline</b>	19.4%	25.8%
- Airline's website	96.2%	97.3%
<b>Travel agency (High street)</b>	21.3%	18.0%
<b>Online Travel Agency (OTA)</b>	10.5%	11.4%

### How far in advance do they book their trip?

	Security	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	5.1%	5.9%
Between 8 and 15 days	6.9%	7.4%
Between 16 and 30 days	12.0%	13.4%
Between 31 and 90 days	34.3%	34.6%
More than 90 days	41.1%	38.3%

### Who are they?

	Security	Total
<b>Gender</b>		
Men	49.0%	48.1%
Women	51.0%	51.9%

#### Age

Average age (tourists > 16 years old)	50.7	46.9
Standard deviation	14.8	15.5

#### Age range (> 16 years old)

16-24 years old	3.9%	8.4%
25-30 years old	7.5%	10.2%
31-45 years old	25.0%	27.9%
46-60 years old	34.7%	31.7%
Over 60 years old	28.9%	21.8%

#### Occupation

Business owner or self-employed	23.4%	23.8%
Upper/Middle management employee	36.3%	35.2%
Auxiliary level employee	11.7%	15.3%
Students	2.5%	5.0%
Retired	24.6%	18.6%
Unemployed / unpaid dom. work	1.4%	2.1%

#### Annual household income level

€12,000 - €24,000	14.0%	17.9%
€24,001 - €36,000	16.6%	19.3%
€36,001 - €48,000	16.3%	16.1%
€48,001 - €60,000	15.9%	15.1%
€60,001 - €72,000	10.1%	9.3%
€72,001 - €84,000	8.0%	6.3%
More than €84,000	19.1%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by security	1,343,070	249,854	213,038	444,765	411,392	17,972
- Share by islands	100%	18.6%	15.9%	33.1%	30.6%	1.3%
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 security	9.7%	10.0%	11.0%	11.4%	8.0%	6.5%

Where do they stay?

	Security	Total
5* Hotel	8.6%	6.8%
4* Hotel	43.6%	38.4%
1-2-3* Hotel	15.7%	14.4%
Apartment	26.7%	32.4%
Property (privately-owned, friends, family)	3.0%	4.8%
Others	2.4%	3.2%

Who do they come with?

	Security	Total
Unaccompanied	7.1%	8.7%
Only with partner	50.8%	46.8%
Only with children (under the age of 13)	1.9%	1.7%
Partner + children (under the age of 13)	13.0%	11.9%
Other relatives	5.1%	6.0%
Friends	3.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	18.1%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Security	Total
Good or very good (% tourists)	95.0%	94.0%
Average rating (scale 1-10)	9.00	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Security	Total
At least 1 previous visit	83.2%	77.3%
At least 10 previous visits	21.5%	16.9%

Where are they from?

	Share	Absolute
Germany	27.8%	373,142
United Kingdom	22.1%	297,073
Poland	4.7%	62,764
France	4.5%	59,836
Norway	4.2%	56,445
Sweden	3.9%	52,919
Belgium	3.9%	52,024
Netherlands	3.9%	51,819
Ireland	3.4%	46,079
Others	21.7%	290,970

Why do they choose the Canary Islands?

Aspects influencing the choice	Security	Total
Security	100.0%	9.7%
Climate/sun	94.5%	89.8%
Tranquillity/rest/relaxation	27.2%	37.2%
Beaches	22.3%	35.1%
Scenery	10.4%	22.9%
Ease of travel	7.1%	8.9%
Price	6.8%	12.2%
Suitable destination for children	6.4%	7.6%
Visiting new places	6.3%	14.7%
Quality of the environment	5.3%	6.5%
Active tourism	2.0%	5.4%
Nightlife/fun	1.3%	3.8%
Shopping	1.3%	2.5%
Culture	1.0%	2.7%
Nautical activities	1.0%	2.0%
Golf	1.0%	1.0%

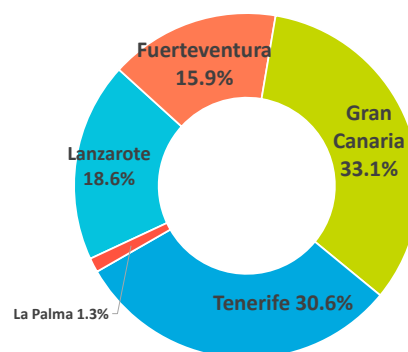
\* Multi-choice question

What did motivate them to come?

Prescription sources	Security	Total
Previous visits to the Canary Islands	74.3%	64.9%
Recommendation by friends/relatives	31.3%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.4%	7.2%
Recommendation by Travel Agency	12.2%	9.3%
Information obtained via the Internet	25.5%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	3.6%	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 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.