

How many are they and how much do they spend?

How do they book?

	Sec. Catastrophes	Total
Tourist arrivals (> 16 years old)	108,049	13,114,359
Average daily expenditure (€)	141.46	135.94
. in their place of residence	106.36	98.03
. in the Canary Islands	35.11	37.90
Average length of stay	9.7	9.4
Turnover per tourist (€)	1,232	1,141
Total turnover (> 16 years old) (€m)	133	14,957
Share of total turnover	0.9%	100%
Share of total tourist	0.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation ^(**):	33.79	47.11
- Accommodation	27.69	40.52
- Additional accommodation expenses	6.10	6.60
Transport:	25.29	26.01
- Public transport	5.57	5.14
- Taxi	9.90	6.94
- Car rental	9.81	13.93
Food and drink:	150.88	148.33
- Food purchases at supermarkets	65.36	63.46
- Restaurants	85.52	84.87
Souvenirs:	59.18	53.88
Leisure:	26.82	34.52
- Organized excursions	15.68	14.95
- Leisure, amusement	1.64	4.55
- Trip to other islands	0.78	1.85
- Sporting activities	3.16	5.11
- Cultural activities	1.99	2.04
- Discos and disco-pubs	3.57	6.01
Others:	17.35	13.91
- Wellness	3.55	3.23
- Medical expenses	3.80	1.69
- Other expenses	10.00	8.99

	Sec. Catastrophes	Total
Accommodation booking		
Tour Operator	50.6%	42.3%
- Tour Operator's website	78.3%	78.8%
Accommodation	13.8%	14.7%
- Accommodation's website	90.9%	83.5%
Travel agency (High street)	22.5%	20.5%
Online Travel Agency (OTA)	8.6%	16.5%
No need to book accommodation	4.6%	6.0%

	Sec. Catastrophes	Total
Flight booking		
Tour Operator	49.9%	44.6%
- Tour Operator's website	75.4%	76.3%
Airline	21.0%	24.8%
- Airline's website	91.1%	96.2%
Travel agency (High street)	20.6%	19.1%
Online Travel Agency (OTA)	8.5%	11.5%

Where do they stay?

	Sec. Catastrophes	Total
5* Hotel	8.3%	7.1%
4* Hotel	39.4%	39.6%
1-2-3* Hotel	14.3%	14.6%
Apartment	32.6%	31.5%
Property (privately-owned, friends, family)	2.3%	4.6%
Others	3.1%	2.6%

Who are they?

	Sec. Catastrophes	Total
Gender		
Percentage of men	38.0%	48.5%
Percentage of women	62.0%	51.5%

	Sec. Catastrophes	Total
Age		
Average age (tourists > 16 years old)	52.3	46.3
Standard deviation	14.8	15.3

	Sec. Catastrophes	Total
Age range (> 16 years old)		
16-24 years old	3.0%	8.2%
25-30 years old	7.2%	11.1%
31-45 years old	21.7%	29.1%
46-60 years old	33.6%	30.9%
Over 60 years old	34.5%	20.7%

	Sec. Catastrophes	Total
Occupation		
Business owner or self-employed	22.1%	23.1%
Upper/Middle management employee	31.2%	36.1%
Auxiliary level employee	10.0%	15.5%
Students	2.4%	5.1%
Retired	32.9%	18.0%
Unemployed / unpaid dom. work	1.4%	2.2%

	Sec. Catastrophes	Total
Annual household income level		
€12,000 - €24,000	17.5%	17.8%
€24,001 - €36,000	23.6%	19.4%
€36,001 - €48,000	17.3%	16.9%
€48,001 - €60,000	15.5%	14.6%
€60,001 - €72,000	9.1%	9.5%
€72,001 - €84,000	6.4%	6.0%
More than €84,000	10.5%	15.8%

How far in advance do they book their trip?

	Sec. Catastrophes	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	7.4%	6.3%
Between 8 and 15 days	9.5%	7.9%
Between 16 and 30 days	13.4%	14.7%
Between 31 and 90 days	31.4%	34.3%
More than 90 days	37.7%	36.2%

What do they book at their place of residence?

	Sec. Catastrophes	Total
Flight only	5.7%	8.8%
Flight and accommodation (room only)	24.7%	25.7%
Flight and accommodation (B&B)	6.2%	8.0%
Flight and accommodation (half board)	20.0%	20.4%
Flight and accommodation (full board)	4.0%	4.3%
Flight and accommodation (all inclusive)	39.4%	32.8%
% Tourists using low-cost airlines	37.6%	48.7%
Other expenses in their place of residence:		
- Car rental	6.3%	11.8%
- Sporting activities	4.0%	5.3%
- Excursions	7.2%	5.7%
- Trip to other islands	1.2%	1.6%

(*) 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.

Sensation of security against natural catastrophes

Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by sec. against catastrophes	108,049	19,713	13,639	36,271	37,228	993
- Share by islands	100%	18.2%	12.6%	33.6%	34.5%	0.9%
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 sec. against catastrophe:	0.8%	0.8%	0.7%	1.0%	0.8%	0.4%

Who do they come with?



	Sec. Catastrophes	Total
Unaccompanied	7.5%	9.1%
Only with partner	56.9%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	7.0%	11.8%
Other relatives	3.7%	6.0%
Friends	1.9%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	21.5%	17.5%

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

How do they rate the destination?



Impression of their stay	Sec. Catastrophes	Total
Good or very good (% tourists)	87.0%	94.1%
Average rating (scale 1-10)	8.62	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Sec. Catastrophes	Total
Repeat tourists	86.5%	77.3%
In love (at least 10 previous visits)	23.1%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	32.4%	35,025
Germany	17.7%	19,173
Sweden	7.4%	8,020
Ireland	5.3%	5,689
Norway	5.2%	5,622
Belgium	4.9%	5,260
France	4.6%	4,968
Poland	3.4%	3,634
Denmark	3.2%	3,468
Spanish Mainland	2.6%	2,833

Why do they choose the Canary Islands?



Aspects influencing the choice	Sec. Catastrophes	Total
Security against natural catastrophes	100.0%	0.8%
Climate/sun	91.4%	89.8%
Tranquillity/rest/relaxation	29.7%	36.6%
Beaches	13.8%	34.5%
Scenery	8.6%	21.9%
Security	8.4%	11.1%
Price	8.3%	12.7%
Visiting new places	7.8%	14.6%
Ease of travel	7.4%	8.9%
Suitable destination for children	5.5%	7.5%
Quality of the environment	4.2%	6.5%
Culture	1.6%	2.6%
Shopping	1.3%	2.6%
Health-related tourism	1.2%	0.6%
Nightlife/fun	1.1%	3.8%
Nautical activities	1.0%	2.2%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Sec. Catastrophes	Total
Previous visits to the Canary Islands	75.6%	64.1%
Recommendation by friends or relatives	28.5%	34.5%
The Canary Islands television channel	1.7%	0.3%
Other television or radio channels	0.5%	0.8%
Information in the press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	12.2%	8.0%
Recommendation by Travel Agency	12.9%	9.7%
Information obtained via the Internet	19.6%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	4.2%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)

