

Tranquillity/rest/relaxation

How many are they and how much do they spend?

How do they book?

	Tranquillity	Total
Tourist arrivals (> 16 years old)	4,796,878	13,114,359
Average daily expenditure (€)	139.28	135.94
. in their place of residence	103.24	98.03
. in the Canary Islands	36.04	37.90
Average length of stay	9.5	9.4
Turnover per tourist (€)	1,194	1,141
Total turnover (> 16 years old) (€m)	5,726	14,957
Share of total turnover	38.3%	100%
Share of total tourist	36.6%	100%

Accommodation booking	Tranquillity	Total
Tour Operator	43.4%	42.3%
- Tour Operator's website	76.9%	78.8%
Accommodation	14.0%	14.7%
- Accommodation's website	82.4%	83.5%
Travel agency (High street)	21.9%	20.5%
Online Travel Agency (OTA)	15.3%	16.5%
No need to book accommodation	5.3%	6.0%

Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	46.75	47.11
- Accommodation	39.11	40.52
- Additional accommodation expenses	7.64	6.60
Transport:	24.69	26.01
- Public transport	4.49	5.14
- Taxi	7.15	6.94
- Car rental	13.05	13.93
Food and drink:	149.31	148.33
- Food purchases at supermarkets	60.92	63.46
- Restaurants	88.38	84.87
Souvenirs:	54.15	53.88
Leisure:	28.88	34.52
- Organized excursions	13.93	14.95
- Leisure, amusement	3.55	4.55
- Trip to other islands	1.70	1.85
- Sporting activities	3.58	5.11
- Cultural activities	1.80	2.04
- Discos and disco-pubs	4.33	6.01
Others:	15.20	13.91
- Wellness	4.08	3.23
- Medical expenses	2.51	1.69
- Other expenses	8.60	8.99

Flight booking	Tranquillity	Total
Tour Operator	46.4%	44.6%
- Tour Operator's website	74.7%	76.3%
Airline	22.8%	24.8%
- Airline's website	96.3%	96.2%
Travel agency (High street)	20.0%	19.1%
Online Travel Agency (OTA)	10.8%	11.5%

Where do they stay?

	Tranquillity	Total
5* Hotel	8.1%	7.1%
4* Hotel	42.7%	39.6%
1-2-3* Hotel	13.3%	14.6%
Apartment	30.2%	31.5%
Property (privately-owned, friends, family)	3.9%	4.6%
Others	1.8%	2.6%

Who are they?

Gender	Tranquillity	Total
Percentage of men	47.2%	48.5%
Percentage of women	52.8%	51.5%

Age	Tranquillity	Total
Average age (tourists > 16 years old)	47.7	46.3
Standard deviation	15.3	15.3

Age range (> 16 years old)		
16-24 years old	7.8%	8.2%
25-30 years old	10.0%	11.1%
31-45 years old	24.8%	29.1%
46-60 years old	34.3%	30.9%
Over 60 years old	23.1%	20.7%

Occupation		
Business owner or self-employed	21.1%	23.1%
Upper/Middle management employee	37.0%	36.1%
Auxiliary level employee	15.5%	15.5%
Students	4.6%	5.1%
Retired	19.7%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%

Annual household income level		
€12,000 - €24,000	16.2%	17.8%
€24,001 - €36,000	18.6%	19.4%
€36,001 - €48,000	17.2%	16.9%
€48,001 - €60,000	15.4%	14.6%
€60,001 - €72,000	10.0%	9.5%
€72,001 - €84,000	6.3%	6.0%
More than €84,000	16.2%	15.8%

How far in advance do they book their trip?

	Tranquillity	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	5.4%	6.3%
Between 8 and 15 days	7.4%	7.9%
Between 16 and 30 days	14.6%	14.7%
Between 31 and 90 days	34.7%	34.3%
More than 90 days	37.5%	36.2%

What do they book at their place of residence?

	Tranquillity	Total
Flight only	7.4%	8.8%
Flight and accommodation (room only)	24.9%	25.7%
Flight and accommodation (B&B)	7.8%	8.0%
Flight and accommodation (half board)	21.9%	20.4%
Flight and accommodation (full board)	4.2%	4.3%
Flight and accommodation (all inclusive)	33.8%	32.8%
% Tourists using low-cost airlines	43.7%	48.7%

Other expenses in their place of residence:		
- Car rental	10.3%	11.8%
- Sporting activities	4.6%	5.3%
- Excursions	4.8%	5.7%
- Trip to other islands	1.1%	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.

Tranquillity/rest/relaxation

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by tranquillity	4,796,878	903,071	851,423	1,404,836	1,499,735	89,299
- Share by islands	100%	18.8%	17.7%	29.3%	31.3%	1.9%
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 tranquillity	36.6%	38.8%	44.5%	38.4%	30.7%	40.3%

Who do they come with?



Why do they choose the Canary Islands?



	Tranquillity	Total
Unaccompanied	7.7%	9.1%
Only with partner	54.8%	47.6%
Only with children (under the age of 13)	0.9%	1.5%
Partner + children (under the age of 13)	8.9%	11.8%
Other relatives	5.9%	6.0%
Friends	5.1%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	16.6%	17.5%

Aspects influencing the choice	Tranquillity	Total
Tranquillity/rest/relaxation	100.0%	36.6%
Climate/sun	93.2%	89.8%
Beaches	30.1%	34.5%
Scenery	14.2%	21.9%
Visiting new places	10.2%	14.6%
Security	8.2%	11.1%
Price	7.7%	12.7%
Ease of travel	6.8%	8.9%
Quality of the environment	4.8%	6.5%
Suitable destination for children	4.4%	7.5%
Active tourism	2.5%	5.1%
Shopping	1.9%	2.6%
Nightlife/fun	1.7%	3.8%
Theme parks	1.4%	3.0%
Culture	1.4%	2.6%
Nautical activities	1.1%	2.2%

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

How do they rate the destination?



Impression of their stay	Tranquillity	Total
Good or very good (% tourists)	95.2%	94.1%
Average rating (scale 1-10)	8.99	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Tranquillity	Total
Repeat tourists	80.6%	77.3%
In love (at least 10 previous visits)	18.2%	16.1%

What did motivate them to come?



Where are they from?

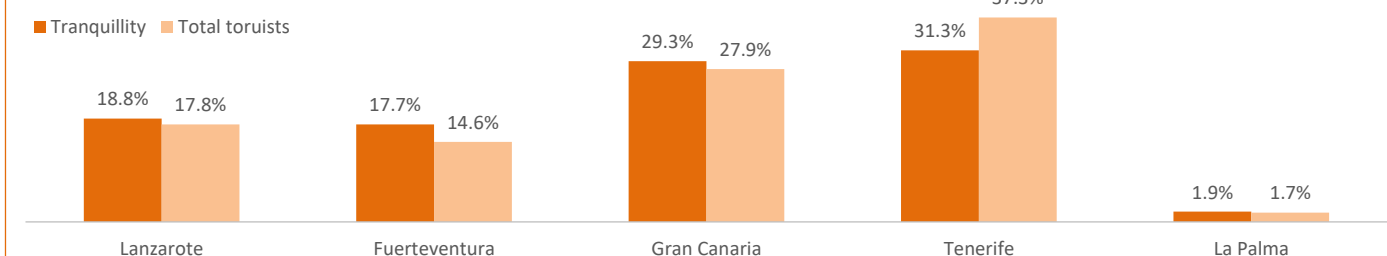


Ten main source markets	Share	Absolute
United Kingdom	28.7%	1,377,452
Germany	24.7%	1,186,199
Spanish Mainland	10.0%	480,372
Sweden	5.5%	265,819
Norway	4.1%	198,840
Netherlands	4.0%	189,999
Belgium	3.3%	159,941
France	3.1%	149,321
Ireland	2.9%	139,919
Italy	2.9%	139,780

Aspects motivating the choice	Tranquillity	Total
Previous visits to the Canary Islands	69.9%	64.1%
Recommendation by friends or relatives	33.7%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.7%	0.8%
Information in the press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	8.8%	8.0%
Recommendation by Travel Agency	10.7%	9.7%
Information obtained via the Internet	25.9%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	3.9%	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 tranquillity/rest/relaxation.

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.