

How many are they and how much do they spend?

	Tranquility	Total
Tourist arrivals (> 16 years old)	5,154,199	13,852,616
Average daily expenditure (€)	143.64	140.18
. in their place of residence	106.17	101.15
. in the Canary Islands	37.47	39.03
Average length of stay	9.32	9.17
Turnover per tourist (€)	1,208	1,155
Total turnover (> 16 years old) (€m)	6,227	15,999
Share of total tourist	37.2%	100%
Share of total turnover	38.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	12.2%	13.5%
- Additional accommodation expenses	6.7%	6.3%
Transport:		
- Public transport	13.8%	14.5%
- Taxi	21.7%	21.2%
- Car rental	17.8%	19.4%
Food and drink:		
- Food purchases at supermarkets	54.6%	55.0%
- Restaurants	57.9%	57.3%
Souvenirs:		
	53.7%	53.3%
Leisure:		
- Organized excursions	17.1%	17.7%
- Leisure, amusement	7.4%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	4.9%	6.1%
- Cultural activities	4.0%	4.4%
- Discos and disco-pubs	5.0%	6.1%
Others:		
- Wellness	5.6%	4.9%
- Medical expenses	4.0%	4.0%
- Other expenses	9.8%	9.6%



+7%
TOURISTS*
5,154,199



+1%
TRAVEL EXPENSES
€1,208



+9%
TURNOVER
€6,227 MILL

What do they book at their place of residence?

	Tranquility	Total
Flight only	8.0%	9.3%
Flight and accommodation (room only)	25.3%	26.9%
Flight and accommodation (B&B)	8.6%	8.3%
Flight and accommodation (half board)	20.5%	19.3%
Flight and accommodation (full board)	4.1%	4.4%
Flight and accommodation (all inclusive)	33.4%	31.9%
% Tourists using low-cost airlines	46.0%	50.8%

Other expenses in their place of residence:

- Car rental	11.2%	12.6%
- Sporting activities	4.8%	5.1%
- Excursions	5.3%	6.2%
- Trip to other islands	1.2%	1.5%

* Tourists over 16 years old.

How do they book?

	Tranquility	Total
Accommodation booking		
Tour Operator	43.9%	42.4%
- Tour Operator's website	80.4%	80.6%
Accommodation	14.3%	14.6%
- Accommodation's website	83.4%	84.0%
Travel agency (High street)	20.8%	19.3%
Online Travel Agency (OTA)	15.4%	17.3%
No need to book accommodation	5.5%	6.4%

	Tranquility	Total
Flight booking		
Tour Operator	46.6%	44.8%
- Tour Operator's website	77.7%	78.6%
Airline	23.3%	25.8%
- Airline's website	97.1%	97.3%
Travel agency (High street)	19.1%	18.0%
Online Travel Agency (OTA)	11.0%	11.4%

How far in advance do they book their trip?

	Tranquility	Total
The same day they leave	0.3%	0.5%
Between 2 and 7 days	4.8%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	13.1%	13.4%
Between 31 and 90 days	35.2%	34.6%
More than 90 days	39.5%	38.3%

Who are they?

	Tranquility	Total
Gender		
Men	47.0%	48.1%
Women	53.0%	51.9%

Age

Average age (tourists > 16 years old)	48.2	46.9
Standard deviation	15.5	15.5

Age range (> 16 years old)

16-24 years old	7.9%	8.4%
25-30 years old	9.3%	10.2%
31-45 years old	24.3%	27.9%
46-60 years old	34.3%	31.7%
Over 60 years old	24.2%	21.8%

Occupation

Business owner or self-employed	21.4%	23.8%
Upper/Middle management employee	36.6%	35.2%
Auxiliary level employee	15.3%	15.3%
Students	4.7%	5.0%
Retired	20.2%	18.6%
Unemployed / unpaid dom. work	1.7%	2.1%

Annual household income level

€12,000 - €24,000	16.7%	17.9%
€24,001 - €36,000	18.8%	19.3%
€36,001 - €48,000	15.9%	16.1%
€48,001 - €60,000	15.7%	15.1%
€60,001 - €72,000	10.2%	9.3%
€72,001 - €84,000	6.7%	6.3%
More than €84,000	15.9%	16.0%

Tourist profile according to aspects influencing the destination choice (2017)

TRANQUILITY / REST / RELAXATION

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by tranquillity	5,154,199	1,031,269	878,931	1,530,487	1,553,202	115,995
- Share by islands	100%	20.0%	17.1%	29.7%	30.1%	2.3%
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 tranquillity	37.2%	41.4%	45.3%	39.2%	30.2%	41.7%

Where do they stay?

	Tranquillity	Total
5* Hotel	7.9%	6.8%
4* Hotel	41.6%	38.4%
1-2-3* Hotel	13.3%	14.4%
Apartment	31.1%	32.4%
Property (privately-owned, friends, family)	4.0%	4.8%
Others	2.2%	3.2%

Who do they come with?

	Tranquillity	Total
Unaccompanied	7.0%	8.7%
Only with partner	53.6%	46.8%
Only with children (under the age of 13)	1.1%	1.7%
Partner + children (under the age of 13)	9.2%	11.9%
Other relatives	6.2%	6.0%
Friends	5.3%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	17.6%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Tranquillity	Total
Good or very good (% tourists)	95.2%	94.0%
Average rating (scale 1-10)	8.99	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Tranquillity	Total
At least 1 previous visit	80.6%	77.3%
At least 10 previous visits	18.9%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	29.0%	1,493,042
Germany	24.2%	1,245,685
Spanish Mainland	9.7%	498,860
Sweden	5.6%	286,400
Netherlands	4.4%	225,108
Norway	4.1%	211,588
Ireland	3.0%	155,462
Italy	3.0%	154,122
France	3.0%	153,296
Others	14.2%	730,636

Why do they choose the Canary Islands?

Aspects influencing the choice	Tranquillity	Total
Tranquillity/rest/relaxation	100.0%	37.2%
Climate/sun	93.0%	89.8%
Beaches	30.1%	35.1%
Scenery	15.3%	22.9%
Visiting new places	10.6%	14.7%
Price	7.9%	12.2%
Security	7.1%	9.7%
Ease of travel	6.8%	8.9%
Quality of the environment	4.7%	6.5%
Suitable destination for children	4.4%	7.6%
Active tourism	2.4%	5.4%
Nightlife/fun	1.9%	3.8%
Shopping	1.9%	2.5%
Culture	1.6%	2.7%
Theme parks	1.4%	3.1%
Nautical activities	0.8%	2.0%

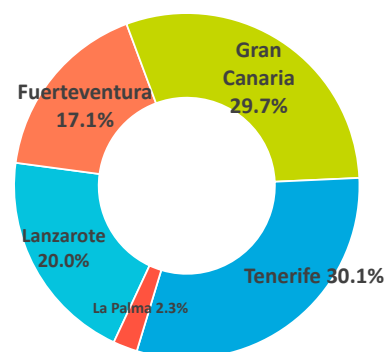
* Multi-choice question

What did motivate them to come?

Prescription sources	Tranquillity	Total
Previous visits to the Canary Islands	70.5%	64.9%
Recommendation by friends/relatives	33.6%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.6%	7.2%
Recommendation by Travel Agency	10.6%	9.3%
Information obtained via the Internet	26.7%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	4.3%	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 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.