

Health-related tourism

How many are they and how much do they spend?

How do they book?

	Health-related tourism	Total
Tourist arrivals (> 16 years old)	74,859	13,114,359
Average daily expenditure (€)	158.69	135.94
. in their place of residence	114.51	98.03
. in the Canary Islands	44.17	37.90
Average length of stay	11.6	9.4
Turnover per tourist (€)	1,452	1,141
Total turnover (> 16 years old) (€m)	109	14,957
Share of total turnover	0.7%	100%
Share of total tourist	0.6%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation ^(**):	74.55	47.11
- Accommodation	68.88	40.52
- Additional accommodation expenses	5.68	6.60
Transport:	32.02	26.01
- Public transport	6.42	5.14
- Taxi	12.04	6.94
- Car rental	13.56	13.93
Food and drink:	152.08	148.33
- Food purchases at supermarkets	77.70	63.46
- Restaurants	74.38	84.87
Souvenirs:	62.30	53.88
Leisure:	28.50	34.52
- Organized excursions	7.82	14.95
- Leisure, amusement	1.70	4.55
- Trip to other islands	2.00	1.85
- Sporting activities	7.05	5.11
- Cultural activities	0.85	2.04
- Discos and disco-pubs	9.09	6.01
Others:	48.66	13.91
- Wellness	26.78	3.23
- Medical expenses	4.72	1.69
- Other expenses	17.15	8.99

	Health-related tourism	Total
Accommodation booking		
Tour Operator	43.9%	42.3%
- Tour Operator's website	83.7%	78.8%
Accommodation	12.2%	14.7%
- Accommodation's website	76.3%	83.5%
Travel agency (High street)	22.9%	20.5%
Online Travel Agency (OTA)	16.1%	16.5%
No need to book accommodation	4.9%	6.0%

	Health-related tourism	Total
Flight booking		
Tour Operator	45.8%	44.6%
- Tour Operator's website	75.7%	76.3%
Airline	26.1%	24.8%
- Airline's website	93.7%	96.2%
Travel agency (High street)	15.1%	19.1%
Online Travel Agency (OTA)	12.9%	11.5%

Where do they stay?

	Health-related tourism	Total
5* Hotel	14.5%	7.1%
4* Hotel	42.1%	39.6%
1-2-3* Hotel	14.2%	14.6%
Apartment	22.5%	31.5%
Property (privately-owned, friends, family)	4.5%	4.6%
Others	2.2%	2.6%

Who are they?

	Health-related tourism	Total
Gender		
Percentage of men	45.8%	48.5%
Percentage of women	54.2%	51.5%

	Health-related tourism	Total
Age		
Average age (tourists > 16 years old)	51.6	46.3
Standard deviation	15.2	15.3

	Health-related tourism	Total
Age range (> 16 years old)		
16-24 years old	5.8%	8.2%
25-30 years old	8.2%	11.1%
31-45 years old	18.1%	29.1%
46-60 years old	34.3%	30.9%
Over 60 years old	33.6%	20.7%

	Health-related tourism	Total
Occupation		
Business owner or self-employed	28.9%	23.1%
Upper/Middle management employee	27.2%	36.1%
Auxiliary level employee	10.9%	15.5%
Students	1.7%	5.1%
Retired	28.7%	18.0%
Unemployed / unpaid dom. work	2.7%	2.2%

	Health-related tourism	Total
Annual household income level		
€12,000 - €24,000	10.4%	17.8%
€24,001 - €36,000	14.9%	19.4%
€36,001 - €48,000	16.8%	16.9%
€48,001 - €60,000	18.2%	14.6%
€60,001 - €72,000	11.4%	9.5%
€72,001 - €84,000	4.5%	6.0%
More than €84,000	23.8%	15.8%

How far in advance do they book their trip?

	Health-related tourism	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	8.8%	6.3%
Between 8 and 15 days	10.8%	7.9%
Between 16 and 30 days	13.8%	14.7%
Between 31 and 90 days	37.4%	34.3%
More than 90 days	28.6%	36.2%

What do they book at their place of residence?

	Health-related tourism	Total
Flight only	8.4%	8.8%
Flight and accommodation (room only)	15.4%	25.7%
Flight and accommodation (B&B)	8.6%	8.0%
Flight and accommodation (half board)	28.9%	20.4%
Flight and accommodation (full board)	7.5%	4.3%
Flight and accommodation (all inclusive)	31.1%	32.8%
% Tourists using low-cost airlines	51.2%	48.7%
Other expenses in their place of residence:		
- Car rental	9.9%	11.8%
- Sporting activities	14.2%	5.3%
- Excursions	10.1%	5.7%
- Trip to other islands	0.2%	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.

Health-related tourism

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by health-related tourism	74,859	15,692	7,696	29,396	20,738	693
- Share by islands	100%	21.0%	10.3%	39.3%	27.7%	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 health-related tourism	0.6%	0.7%	0.4%	0.8%	0.4%	0.3%

Who do they come with?



Why do they choose the Canary Islands?



	Health-related tourism	Total
Unaccompanied	15.1%	9.1%
Only with partner	57.0%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	2.5%	11.8%
Other relatives	5.3%	6.0%
Friends	6.1%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	12.9%	17.5%

Aspects influencing the choice	Health-related tourism	Total
Health-related tourism	100.0%	0.6%
Climate/sun	84.6%	89.8%
Tranquillity/rest/relaxation	50.6%	36.6%
Beaches	11.1%	34.5%
Scenery	6.9%	21.9%
Active tourism	4.8%	5.1%
Visiting new places	4.2%	14.6%
Ease of travel	3.6%	8.9%
Security	3.5%	11.1%
Nightlife/fun	2.5%	3.8%
Price	2.3%	12.7%
Quality of the environment	2.2%	6.5%
Culture	1.9%	2.6%
Security against natural catastrophes	1.8%	0.8%
Suitable destination for children	1.7%	7.5%
Nautical activities	1.5%	2.2%

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

How do they rate the destination?



Impression of their stay	Health-related tourism	Total
Good or very good (% tourists)	95.4%	94.1%
Average rating (scale 1-10)	8.90	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Health-related tourism	Total
Repeat tourists	85.5%	77.3%
In love (at least 10 previous visits)	27.5%	16.1%

What did motivate them to come?

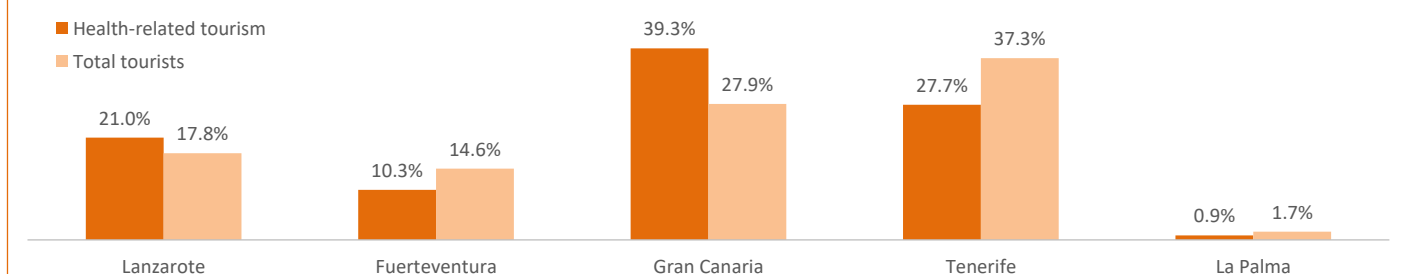


Where are they from?	Share	Absolute
Ten main source markets		
United Kingdom	28.8%	21,588
Germany	21.8%	16,329
Spanish Mainland	10.3%	7,739
Norway	8.9%	6,672
Sweden	8.0%	5,988
Netherlands	3.7%	2,795
Italy	2.9%	2,145
France	2.8%	2,087
Ireland	2.7%	2,013
Switzerland	1.7%	1,303

Aspects motivating the choice	Health-related tourism	Total
Previous visits to the Canary Islands	71.2%	64.1%
Recommendation by friends or relatives	33.9%	34.5%
The Canary Islands television channel	1.2%	0.3%
Other television or radio channels	0.4%	0.8%
Information in the press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	7.1%	8.0%
Recommendation by Travel Agency	7.6%	9.7%
Information obtained via the Internet	26.6%	25.8%
Senior Tourism programme	0.8%	0.2%
Others	5.2%	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 health related tourism.

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.