

How many are they and how much do they spend?

	Health-related tourism	Total
Tourist arrivals (> 16 years old)	65,911	13,852,616
Average daily expenditure (€)	157.97	140.18
. in their place of residence	120.69	101.15
. in the Canary Islands	37.27	39.03
Average length of stay	10.52	9.17
Turnover per tourist (€)	1,433	1,155
Total turnover (> 16 years old) (€m)	94.5	15,999
Share of total tourist	0.5%	100%
Share of total turnover	0.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	8.8%	13.5%
- Additional accommodation expenses	3.4%	6.3%

Transport:

- Public transport	16.8%	14.5%
- Taxi	27.2%	21.2%
- Car rental	13.3%	19.4%

Food and drink:

- Food purchases at supermarkets	50.1%	55.0%
- Restaurants	56.0%	57.3%

Souvenirs:

	43.9%	53.3%
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Leisure:

- Organized excursions	13.8%	17.7%
- Leisure, amusement	6.3%	8.4%
- Trip to other islands	2.2%	2.3%
- Sporting activities	5.0%	6.1%
- Cultural activities	3.8%	4.4%
- Discos and disco-pubs	5.8%	6.1%

Others:

- Wellness	27.8%	4.9%
- Medical expenses	7.5%	4.0%
- Other expenses	17.1%	9.6%



**-12%
TOURISTS***
65,911



**-1%
TRAVEL EXPENSES**
€1,433



**-13%
TURNOVER**
€94 MILL

What do they book at their place of residence?

	Health-related tourism	Total
Flight only	9.9%	9.3%
Flight and accommodation (room only)	18.8%	26.9%
Flight and accommodation (B&B)	8.0%	8.3%
Flight and accommodation (half board)	26.4%	19.3%
Flight and accommodation (full board)	6.8%	4.4%
Flight and accommodation (all inclusive)	30.1%	31.9%
% Tourists using low-cost airlines	41.3%	50.8%

Other expenses in their place of residence:

- Car rental	9.2%	12.6%
- Sporting activities	12.8%	5.1%
- Excursions	9.0%	6.2%
- Trip to other islands	0.9%	1.5%

* Tourists over 16 years old.

How do they book?

Accommodation booking	Health-related tourism	Total
Tour Operator	43.6%	42.4%
- Tour Operator's website	77.1%	80.6%
Accommodation	19.2%	14.6%
- Accommodation's website	81.2%	84.0%
Travel agency (High street)	17.0%	19.3%
Online Travel Agency (OTA)	13.7%	17.3%
No need to book accommodation	6.3%	6.4%

Flight booking

	Health-related tourism	Total
Tour Operator	51.2%	44.8%
- Tour Operator's website	77.5%	78.6%
Airline	22.3%	25.8%
- Airline's website	97.0%	97.3%
Travel agency (High street)	17.2%	18.0%
Online Travel Agency (OTA)	9.2%	11.4%

How far in advance do they book their trip?

	Health-related tourism	Total
The same day they leave	0.7%	0.5%
Between 2 and 7 days	7.8%	5.9%
Between 8 and 15 days	10.5%	7.4%
Between 16 and 30 days	9.5%	13.4%
Between 31 and 90 days	34.0%	34.6%
More than 90 days	37.5%	38.3%

Who are they?

Gender	Health-related tourism	Total
Men	48.3%	48.1%
Women	51.7%	51.9%

Age

Average age (tourists > 16 years old)	50.6	46.9
Standard deviation	16.6	15.5

Age range (> 16 years old)

16-24 years old	5.4%	8.4%
25-30 years old	11.9%	10.2%
31-45 years old	18.8%	27.9%
46-60 years old	32.4%	31.7%
Over 60 years old	31.5%	21.8%

Occupation

Business owner or self-employed	25.2%	23.8%
Upper/Middle management employee	27.5%	35.2%
Auxiliary level employee	13.1%	15.3%
Students	2.7%	5.0%
Retired	29.4%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

Annual household income level

€12,000 - €24,000	20.0%	17.9%
€24,001 - €36,000	19.8%	19.3%
€36,001 - €48,000	16.4%	16.1%
€48,001 - €60,000	14.8%	15.1%
€60,001 - €72,000	7.6%	9.3%
€72,001 - €84,000	3.8%	6.3%
More than €84,000	17.7%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by health-related tourism	65,911	12,614	11,186	21,371	19,667	813
- Share by islands	100%	19.1%	17.0%	32.4%	29.8%	1.2%
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 health-related tourism	0.5%	0.5%	0.6%	0.5%	0.4%	0.3%

Where do they stay?

	Health-related tourism	Total
5* Hotel	10.7%	6.8%
4* Hotel	42.2%	38.4%
1-2-3* Hotel	13.9%	14.4%
Apartment	24.6%	32.4%
Property (privately-owned, friends, family)	4.5%	4.8%
Others	4.1%	3.2%

Who do they come with?

	Health-related tourism	Total
Unaccompanied	19.2%	8.7%
Only with partner	43.5%	46.8%
Only with children (under the age of 13)	0.8%	1.7%
Partner + children (under the age of 13)	3.2%	11.9%
Other relatives	5.5%	6.0%
Friends	9.1%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	18.4%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Health-related tourism	Total
Good or very good (% tourists)	92.0%	94.0%
Average rating (scale 1-10)	8.95	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Health-related tourism	Total
At least 1 previous visit	83.6%	77.3%
At least 10 previous visits	26.0%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	25.4%	16,764
Germany	21.4%	14,132
Spanish Mainland	10.3%	6,813
Sweden	6.3%	4,165
Belgium	5.7%	3,738
Norway	5.2%	3,413
Denmark	4.3%	2,849
Switzerland	3.8%	2,495
Italy	3.7%	2,418
Others	13.8%	9,122

Why do they choose the Canary Islands?

Aspects influencing the choice	Health-related tourism	Total
Health-related tourism	100.0%	0.5%
Climate/sun	84.2%	89.8%
Tranquillity/rest/relaxation	38.3%	37.2%
Beaches	17.5%	35.1%
Scenery	7.5%	22.9%
Ease of travel	6.3%	8.9%
Active tourism	6.3%	5.4%
Visiting new places	5.2%	14.7%
Security	5.0%	9.7%
Price	4.0%	12.2%
Security against natural catastrophes	3.5%	0.7%
Nautical activities	2.7%	2.0%
Nightlife/fun	2.7%	3.8%
Golf	1.2%	1.0%
Suitable destination for children	1.1%	7.6%
Culture	1.0%	2.7%

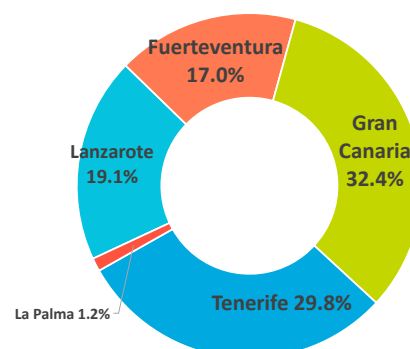
* Multi-choice question

What did motivate them to come?

Prescription sources	Health-related tourism	Total
Previous visits to the Canary Islands	68.3%	64.9%
Recommendation by friends/relatives	29.5%	35.0%
The Canary Islands television channel	1.0%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	3.0%	0.5%
Tour Operator's brochure or catalogue	9.7%	7.2%
Recommendation by Travel Agency	7.9%	9.3%
Information obtained via the Internet	21.3%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	5.9%	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 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.