Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Repeaters	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**3,964,483**	**5,827,892**
- book holiday package	1,745,408	2,549,012
- do not book holiday package	2,219,075	3,278,880
- % tourists who book holiday package	44.0%	43.7%
Share of total tourist	68.0%	100%
Expenditure per tourist (€)	**1,265**	**1,206**
- book holiday package	1,480	1,415
- holiday package	1,181	1,135
- others	299	280
- do not book holiday package	1,095	1,044
- flight	263	248
- accommodation	384	369
- others	448	427
Average lenght of stay	**10.10**	**9.54**
- book holiday package	8.93	8.59
- do not book holiday package	11.01	10.28
Average daily expenditure (€)	**144.9**	**144.0**
- book holiday package	175.2	172.8
- do not book holiday package	121.1	121.6
Total turnover (> 15 years old) (€m)	**5,014**	**7,028**
- book holiday package	2,584	3,606
- do not book holiday package	2,430	3,422

AVERAGE LENGHT OF STAY (nights)

	Repeaters	Total
Total	10.10	9.54
book holiday package	8.93	8.59
do not book holiday package	11.01	10.28

EXPENDITURE PER TOURIST (€)

	Repeaters	Total
Total	1,265	1,206
book holiday package	1,480	1,415
do not book holiday package	1,095	1,044
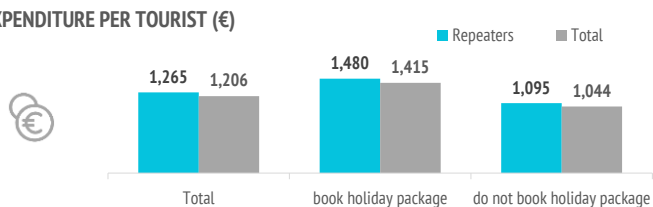
Where did they spend their main holiday last year?*

	Repeaters	Total
Didn't have holidays	33.4%	35.7%
Canary Islands	24.4%	17.6%
Other destination	42.3%	46.8%

What other destinations do they consider for this trip?*

	Repeaters	Total
None	33.6%	29.4%
Canary Islands (other island)	26.4%	25.4%
Other destination	40.0%	45.1%

*Percentage of valid answers

Importance of each factor in the destination choice

	Repeaters	Total
Climate	77.8%	76.0%
Sea	51.8%	52.0%
Safety	51.2%	49.0%
Tranquility	50.0%	48.5%
Beaches	44.6%	44.6%
European belonging	40.6%	40.2%
Accommodation supply	39.5%	37.8%
Landscapes	36.7%	39.1%
Effortless trip	36.5%	34.9%
Environment	34.2%	34.7%
Price	32.3%	32.4%
Gastronomy	29.2%	27.9%
Authenticity	23.5%	24.4%
Fun possibilities	21.9%	22.4%
Exoticism	12.6%	14.5%
Hiking trail network	11.2%	12.1%
Shopping	9.3%	8.8%
Historical heritage	8.7%	9.1%
Nightlife	8.2%	8.4%
Culture	8.2%	8.7%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
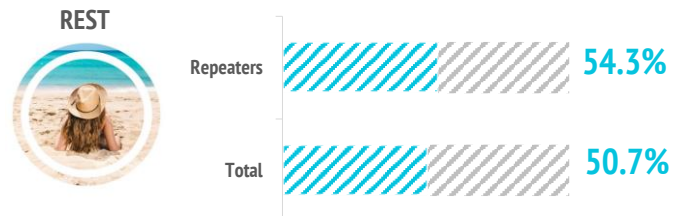
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Repeaters	Total
Rest	54.3%	50.7%
Enjoy family time	16.1%	14.0%
Have fun	6.5%	7.3%
Explore the destination	18.0%	23.3%
Practice their hobbies	2.7%	2.6%
Other reasons	2.3%	2.1%

REST

Repeaters	54.3%
Total	50.7%

How far in advance do they book their trip?

	Repeaters	Total
The same day	0.9%	1.0%
Between 1 and 30 days	39.2%	42.5%
Between 1 and 2 months	25.9%	26.7%
Between 3 and 6 months	20.2%	18.7%
More than 6 months	13.9%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

REPEATERS 13.9%   **TOTAL** 11.1%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who has been previously in the Canary Islands.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Canary Islands
LATITUDE OF LIFE

What channels did they use to get information about the trip? 🔍

	Repeaters	Total
Previous visits to the Canary Islands	67.1%	45.7%
Friends or relatives	26.7%	30.9%
Internet or social media	48.1%	53.5%
Mass Media	1.9%	2.3%
Travel guides and magazines	5.8%	7.0%
Travel Blogs or Forums	6.0%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	18.5%	19.4%
Public administrations or similar	2.1%	1.9%
Others	2.7%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Repeaters	Total
Flight		
- Directly with the airline	53.7%	52.8%
- Tour Operator or Travel Agency	46.3%	47.2%
Accommodation		
- Directly with the accommodation	39.8%	39.9%
- Tour Operator or Travel Agency	60.2%	60.1%

Where do they stay? 🛏

	Repeaters	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	38.3%	39.4%
5* Hotel / 5* Luxury Hotel	11.0%	10.9%
Aparthotel / Tourist Villa	15.3%	14.8%
House/room rented in a private dwelling	5.9%	6.9%
Private accommodation (1)	11.6%	9.9%
Others (Cottage, cruise, camping,..)	6.5%	6.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

	Aparthotel / Tourist Villa	Hotels	Others
Repeaters	15.3%	60.7%	24.0%
Total	14.8%	61.8%	23.4%
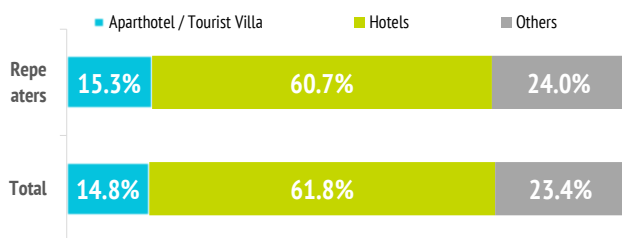
What do they book? 🍽

	Repeaters	Total
Room only	27.8%	28.1%
Bed and Breakfast	14.8%	15.3%
Half board	20.4%	19.5%
Full board	3.2%	3.2%
All inclusive	33.8%	33.8%

20.4% of tourists book half board.

(Canary Islands: 19.5%)

Other expenses 📍

	Repeaters	Total
Restaurants or cafes	67.0%	66.9%
Supermarkets	56.3%	55.6%
Car rental	34.9%	37.3%
Organized excursions	19.9%	23.7%
Taxi, transfer, chauffeur service	46.8%	46.0%
Theme Parks	7.7%	8.6%
Sport activities	8.6%	9.3%
Museums	4.4%	4.7%
Flights between islands	6.0%	6.3%

Activities in the Canary Islands 🚶‍♂️

Outdoor time per day	Repeaters	Total
0 hours	2.7%	2.4%
1 - 2 hours	11.1%	10.0%
3 - 6 hours	31.6%	30.1%
7 - 12 hours	44.9%	47.1%
More than 12 hours	9.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average **7.4h**

Canary Islands: 7.7h

Hours
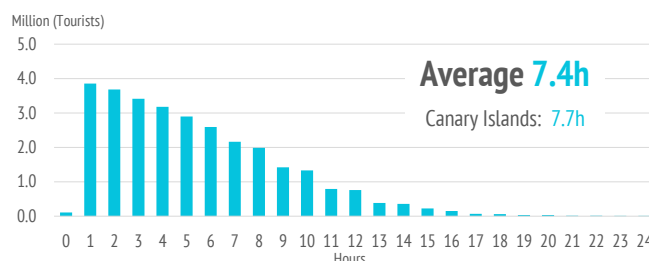
Activities in the Canary Islands	Repeaters	Total
Beach	73.7%	75.1%
Walk, wander	72.6%	72.2%
Swimming pool, hotel facilities	57.6%	57.5%
Explore the island on their own	49.5%	52.5%
Swim	38.3%	38.8%
Taste Canarian gastronomy	30.3%	30.2%
Hiking	20.5%	22.5%
Organized excursions	12.8%	16.0%
Nightlife / concerts / shows	12.5%	12.3%
Sea excursions / whale watching	10.8%	13.5%
Theme parks	10.8%	12.2%
Wineries / markets / popular festivals	9.4%	10.0%
Museums / exhibitions	9.4%	10.7%
Other Nature Activities	8.2%	9.5%
Running	7.9%	7.6%
Beauty and health treatments	6.0%	5.6%
Practice other sports	6.0%	5.9%
Cycling / Mountain bike	4.5%	4.2%
Surf	4.4%	4.8%
Astronomical observation	3.9%	4.2%
Scuba Diving	3.7%	4.2%
Golf	2.5%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Repeat tourists	3,964,483	684,518	588,440	1,120,611	1,463,116	67,733
- Share by islands	100%	17.3%	14.8%	28.3%	36.9%	1.7%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Repeat tourists	68.0%	71.1%	69.7%	72.5%	63.1%	66.0%

How many islands do they visit during their trip?

	Repeaters	Total
One island	91.4%	90.9%
Two islands	7.4%	7.8%
Three or more islands	1.3%	1.3%

Health safety

Planning the trip: Importance	Repeaters	Total
Average rating (scale 0-10)	8.11	7.99

During the stay: Rate	Repeaters	Total
Average rating (scale 0-10)	8.46	8.42

% TOURISTS BY ISLAND OF STAY

HEALTH SAFETY MEASURES (RATE)
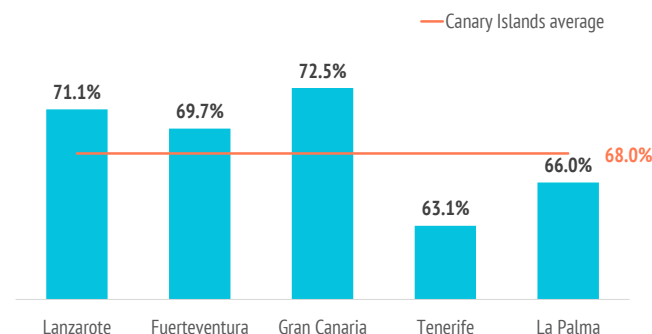
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Repeaters	Total
Average rating	8.93	8.86

Experience in the Canary Islands	Repeaters	Total
Worse or much worse than expected	2.1%	2.7%
Lived up to expectations	56.7%	51.4%
Better or much better than expected	41.3%	45.9%

Future intentions (scale 1-10)	Repeaters	Total
Return to the Canary Islands	9.14	8.86
Recommend visiting the Canary Islands	9.26	9.10
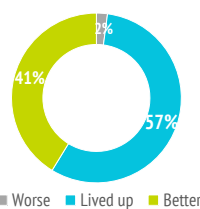
9.14/10
Return to the
Canary Islands

9.26/10
Recommend
visiting the Canary
Islands

Experience in the
Canary Islands

How many are loyal to the Canary Islands?

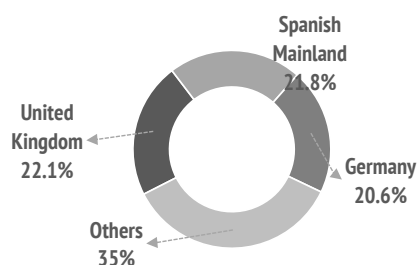|	Repeaters	Total
Repeat tourists	**100.0%**	**68.0%**
Repeat tourists (last 5 years)	91.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	22.1%	15.0%
At least 10 previous visits	**27.0%**	**18.3%**

Canary Islands
LATITUDE OF LIFE

Where are they from? 🌐

	%	Absolute
United Kingdom	22.1%	878,071
Spanish Mainland	21.8%	865,914
Germany	20.6%	816,968
France	4.3%	171,723
Netherlands	4.3%	170,605
Belgium	3.8%	149,872
Italy	3.3%	132,635
Ireland	3.1%	121,312
Poland	2.8%	112,975
Sweden	2.6%	103,457
Denmark	2.3%	89,519
Norway	1.7%	68,075
Switzerland	1.3%	52,815
Finland	1.0%	41,282
Luxembourg	0.7%	28,672
Czech Republic	0.7%	27,275
Portugal	0.6%	24,576
Others	2.7%	108,738

Spanish Mainland 21.8%

United Kingdom 22.1%

Germany 20.6%

Others 35%

Who do they come with? 👫

	Repeaters	Total
Unaccompanied	14.4%	13.5%
Only with partner	47.6%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	5.2%	4.9%
Other relatives	8.8%	8.4%
Friends	7.0%	8.5%
Work colleagues	0.8%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	12.0%	11.5%
(1) Different situations have been isolated		
Tourists with children	**13.2%**	**12.5%**
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	**86.8%**	**87.5%**
Group composition:		
- 1 person	17.2%	16.5%
- 2 people	55.2%	56.7%
- 3 people	10.8%	10.7%
- 4 or 5 people	14.0%	13.6%
- 6 or more people	2.7%	2.5%
Average group size:	**2.38**	**2.37**

*People who share the main expenses of the trip

Who are they? 🧍

	Repeaters	Total
Gender		
Men	49.8%	49.6%
Women	50.2%	50.4%
Age		
Average age (tourist > 15 years old)	46.2	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	8.5%	11.9%
25 - 30 years old	11.1%	14.8%
31 - 45 years old	29.2%	30.2%
46 - 60 years old	30.6%	26.6%
Over 60 years old	20.5%	16.4%
Occupation		
Salaried worker	56.1%	57.8%
Self-employed	11.1%	11.1%
Unemployed	1.5%	1.7%
Business owner	10.1%	10.0%
Student	4.7%	5.9%
Retired	15.2%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	13.8%	16.1%
€25,000 - €49,999	36.3%	37.0%
€50,000 - €74,999	24.5%	23.4%
More than €74,999	25.4%	23.5%
Education level		
No studies	2.4%	2.2%
Primary education	2.1%	2.2%
Secondary education	19.8%	18.8%
Higher education	75.7%	76.9%

22% 🇪🇸   21% 🇩🇪

22% 🇬🇧   35%

46 YEARS OLD
AVERAGE AGE

48% ONLY WITH **PARTNER**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who has been previously in the Canary Islands.

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