How many are they and how much do they spend?

	Friends or relatives	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**3,742,712**	**13,485,651**
- book holiday package	1,732,026	7,848,516
- do not book holiday package	2,010,686	5,637,135
- % tourists who book holiday package	46.3%	58.2%
Share of total tourist	27.8%	100%

TOURISTS BY QUARTER: FRIENDS OR RELATIVES

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	551,206	425,826	484,381	549,273
book holiday package	382,696	400,228	522,585	426,518
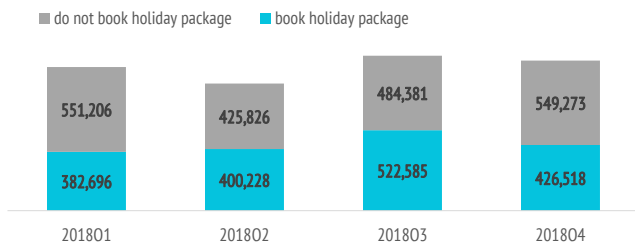
	Friends or relatives	Total
Expenditure per tourist (€)	**1,081**	**1,196**
- book holiday package	1,283	1,309
- holiday package	1,032	1,064
- others	251	246
- do not book holiday package	908	1,037
- flight	280	288
- accommodation	263	350
- others	365	399
Average lenght of stay	**8.88**	**9.32**
- book holiday package	8.15	8.66
- do not book holiday package	9.52	10.23
Average daily expenditure (€)	**134.6**	**143.6**
- book holiday package	163.1	159.8
- do not book holiday package	110.1	121.0
Total turnover (> 15 years old) (€m)	**4,047**	**16,124**
- book holiday package	2,222	10,277
- do not book holiday package	1,825	5,848

AVERAGE LENGHT OF STAY (nights)

■ Friends or relatives ■ Total

	Total	book holiday package	do not book holiday package
Friends or relatives	8.88	8.15	9.52
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Friends or relatives ■ Total

	Total	book holiday package	do not book holiday package
Friends or relatives	1,081	1,283	908
Total	1,196	1,309	1,037
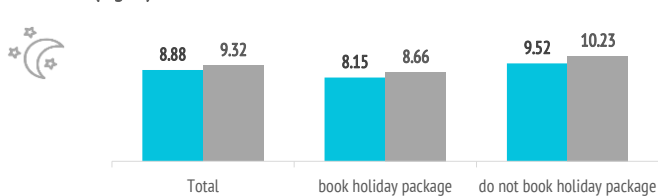
Importance of each factor in the destination choice

	Friends or relatives	Total
Climate	73.6%	78.1%
Safety	48.8%	51.4%
Sea	43.3%	43.3%
Tranquility	43.0%	46.2%
Beaches	36.9%	37.1%
Accommodation supply	36.6%	41.7%
Price	36.1%	36.5%
Landscapes	33.8%	31.6%
Effortless trip	33.4%	34.8%
Environment	32.5%	30.6%
European belonging	32.3%	35.8%
Fun possibilities	24.1%	20.7%
Gastronomy	23.2%	22.6%
Authenticity	20.7%	19.1%
Exoticism	11.6%	10.5%
Shopping	9.9%	9.6%
Nightlife	9.2%	7.5%
Hiking trail network	9.2%	9.0%
Culture	8.1%	7.3%
Historical heritage	7.7%	7.1%

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?

	Friends or relatives	Total
Rest	45.1%	55.1%
Enjoy family time	19.6%	14.7%
Have fun	10.8%	7.8%
Explore the destination	20.4%	18.5%
Practice their hobbies	1.8%	1.8%
Other reasons	2.4%	2.1%

HAVE FUN

Friends or relatives	10.8%
Total	7.8%

How far in advance do they book their trip?

	Friends or relatives	Total
The same day	0.9%	0.7%
Between 1 and 30 days	22.3%	23.2%
Between 1 and 2 months	23.9%	23.0%
Between 3 and 6 months	33.2%	32.4%
More than 6 months	19.8%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

FRIENDS OR RELATIVES	TOTAL
23.9%	23.0%

Picture: Freepik.com

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

	Friends or relatives	Total
Previous visits to the Canary Islands	36.3%	50.9%
Friends or relatives	100%	27.8%
Internet or social media	53.8%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	10.3%	9.5%
Travel Blogs or Forums	7.2%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	18.2%	24.7%
Public administrations or similar	0.5%	0.4%
Others	1.5%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Friends or relatives	Total
Flight		
- Directly with the airline	49.4%	39.5%
- Tour Operator or Travel Agency	50.6%	60.5%
Accommodation		
- Directly with the accommodation	34.5%	28.8%
- Tour Operator or Travel Agency	65.5%	71.2%

Where do they stay? 🛏

	Friends or relatives	Total
1-2-3* Hotel	10.9%	12.8%
4* Hotel	30.9%	37.7%
5* Hotel / 5* Luxury Hotel	5.9%	6.8%
Aparthotel / Tourist Villa	23.5%	23.6%
House/room rented in a private dwelling	7.1%	5.3%
Private accommodation (1)	14.6%	7.0%
Others (Cottage, cruise, camping,..)	7.0%	6.8%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

Friends or relatives	23.5%	47.8%	28.7%
Total	23.6%	57.3%	19.1%
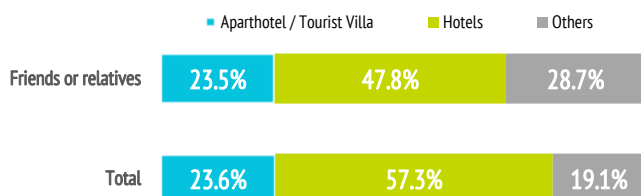
What do they book? 🍽

	Friends or relatives	Total
Room only	34.3%	28.8%
Bed and Breakfast	12.5%	11.7%
Half board	19.4%	22.4%
Full board	2.8%	3.0%
All inclusive	30.9%	34.1%

"

34.3% of tourists book room only.

(Canary Islands: 28.8%)

Other expenses 📍

	Friends or relatives	Total
Restaurants or cafes	67.4%	63.2%
Supermarkets	60.9%	55.9%
Car rental	29.1%	26.6%
Organized excursions	22.9%	21.8%
Taxi, transfer, chauffeur service	45.9%	51.7%
Theme Parks	11.0%	8.8%
Sport activities	7.6%	6.4%
Museums	5.8%	5.0%
Flights between islands	6.1%	4.8%

Activities in the Canary Islands 🧍🚻

Outdoor time per day	Friends or relatives	Total
0 hours	1.8%	2.2%
1 - 2 hours	8.4%	10.0%
3 - 6 hours	30.1%	32.6%
7 - 12 hours	49.5%	46.5%
More than 12 hours	10.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Millions (Tourists)

Average **7.8h**

Canary Islands: 7.4h

Hours
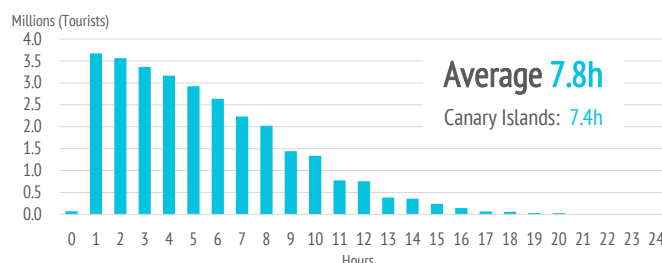
Activities in the Canary Islands	Friends or relatives	Total
Walk, wander	73.9%	71.0%
Beach	72.7%	68.0%
Swimming pool, hotel facilities	58.2%	58.9%
Explore the island on their own	51.6%	46.5%
Taste Canarian gastronomy	30.9%	25.4%
Nightlife / concerts / shows	20.3%	15.5%
Theme parks	19.4%	15.5%
Organized excursions	18.1%	17.9%
Sport activities	15.9%	14.3%
Wineries / markets / popular festivals	14.5%	12.0%
Sea excursions / whale watching	13.0%	11.3%
Museums / exhibitions	11.8%	9.8%
Nature activities	11.6%	10.0%
Activities at sea	11.2%	9.8%
Beauty and health treatments	6.1%	5.7%
Astronomical observation	4.2%	3.4%

* Multi-choise question
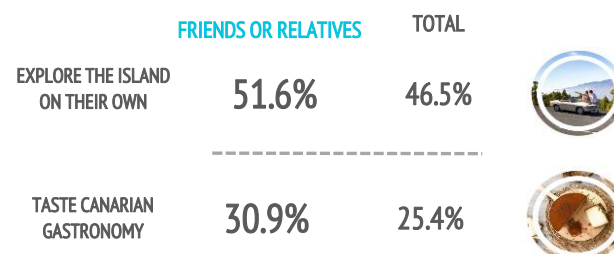
	FRIENDS OR RELATIVES	TOTAL	
EXPLORE THE ISLAND ON THEIR OWN	51.6%	46.5%	
TASTE CANARIAN GASTRONOMY	30.9%	25.4%	

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Friends or relatives	3,742,712	653,950	436,014	998,138	1,554,466	72,137
- Share by islands	100%	17.5%	11.6%	26.7%	41.5%	1.9%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Friends or relatives	27.8%	26.6%	23.5%	26.1%	31.1%	29.0%

How many islands do they visit during their trip?

	Friends or relatives	Total
One island	89.9%	90.9%
Two islands	9.0%	7.7%
Three or more islands	1.1%	1.4%

Internet usage during their trip

	Friends or relatives	Total
Research		
- Tourist package	15.3%	15.4%
- Flights	13.2%	13.0%
- Accommodation	17.4%	17.7%
- Transport	17.8%	15.6%
- Restaurants	30.7%	27.0%
- Excursions	28.6%	26.3%
- Activities	34.6%	31.0%
Book or purchase		
- Tourist package	30.7%	38.1%
- Flights	68.9%	64.4%
- Accommodation	51.3%	54.5%
- Transport	43.3%	44.7%
- Restaurants	10.8%	10.5%
- Excursions	11.9%	11.4%
- Activities	13.7%	12.5%

* Multi-choise question

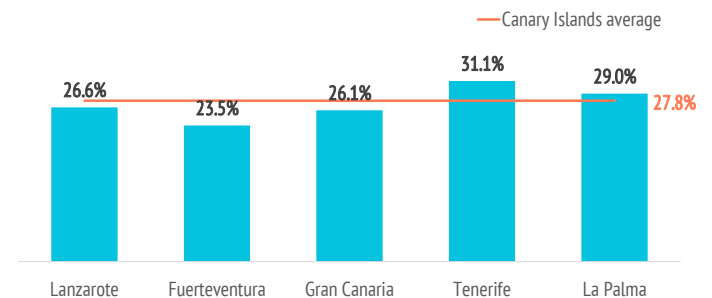| Internet usage in the Canary Islands	Friends or relatives	Total
Did not use the Internet	**7.5%**	**9.8%**
Used the Internet	**92.5%**	**90.2%**
- Own Internet connection	43.1%	36.5%
- Free Wifi connection	37.2%	41.1%
Applications*		
- Search for locations or maps	66.9%	60.7%
- Search for destination info	48.9%	44.7%
- Share pictures or trip videos	61.4%	55.6%
- Download tourist apps	6.6%	6.5%
- Others	19.6%	23.9%

* Multi-choise question

61.4% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
26.6%	23.5%	26.1%	31.1%	29.0%

27.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Friends or relatives	Total
Average rating	8.62	8.58

Experience in the Canary Islands	Friends or relatives	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	50.6%	57.4%
Better or much better than expected	46.7%	39.7%

Future intentions (scale 1-10)	Friends or relatives	Total
Return to the Canary Islands	8.56	8.60
Recommend visiting the Canary Islands	8.85	8.86

■ Worse ■ Lived up ■ Better

8.56/10

Experience in the Canary

8.85/10
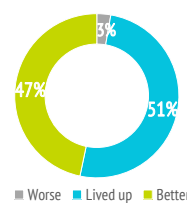
Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

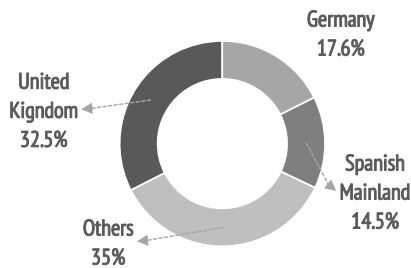|	Friends or relatives	Total
Repeat tourists	**57.8%**	**71.0%**
Repeat tourists (last 5 years)	51.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	12.4%	18.4%
At least 10 previous visits	**12.1%**	**17.8%**

FRIENDS OR RELATIVES

Canary Islands — LATITUDE of LIFE

Where are they? 🌐

	%	Absolute
United Kigndom	32.5%	1,215,686
Germany	17.6%	659,371
Spanish Mainland	14.5%	542,381
Italy	3.7%	138,223
Ireland	3.5%	131,445
Netherlands	3.4%	126,072
France	3.0%	111,321
Sweden	2.7%	99,776
Norway	2.7%	99,660
Belgium	2.6%	97,214
Poland	2.2%	83,137
Switzerland	2.0%	74,114
Denmark	1.5%	54,986
Finland	1.4%	54,217
Austria	1.1%	39,852
Russia	0.6%	23,619
Czech Republic	0.5%	17,229
Others	4.7%	174,410

Germany 17.6%
United Kigndom 32.5%
Others 35%
Spanish Mainland 14.5%

Who do they come with? 👪

	Friends or relatives	Total
Unaccompanied	11.5%	8.9%
Only with partner	39.1%	47.4%
Only with children (< 13 years old)	5.5%	5.9%
Partner + children (< 13 years old)	7.4%	7.2%
Other relatives	10.6%	9.0%
Friends	8.9%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.2%
Other combinations [(1)]	16.6%	14.6%
(1) Different situations have been isolated		
Tourists with children	**20.6%**	**19.3%**
- Between 0 and 2 years old	2.1%	1.8%
- Between 3 and 12 years old	16.3%	15.8%
- Between 0 -2 and 3-12 years	2.3%	1.6%
Tourists without children	**79.4%**	**80.7%**
Group composition:		
- 1 person	15.9%	12.4%
- 2 people	47.4%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	19.2%	17.1%
- 6 or more people	4.9%	3.8%
Average group size:	**2.66**	**2.58**

Who are they? 👤

	Friends or relatives	Total
Gender		
Men	46.4%	48.2%
Women	53.6%	51.8%
Age		
Average age (tourist > 15 years old)	41.7	46.7
Standard deviation	14.8	15.3
Age range (> 15 years old)		
16 - 24 years old	12.0%	7.7%
25 - 30 years old	16.5%	10.8%
31 - 45 years old	32.7%	28.6%
46 - 60 years old	25.9%	31.3%
Over 60 years old	13.0%	21.5%
Occupation		
Salaried worker	60.2%	55.5%
Self-employed	11.1%	11.0%
Unemployed	1.6%	1.1%
Business owner	8.3%	9.2%
Student	6.4%	4.2%
Retired	10.9%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	20.6%	17.0%
€25,000 - €49,999	37%	36.5%
€50,000 - €74,999	22.6%	25.0%
More than €74,999	19.2%	21.5%
Education level		
No studies	4.8%	4.8%
Primary education	2.4%	2.8%
Secondary education	20.1%	23.1%
Higher education	72.7%	69.3%

3 IN 10 TOURISTS ARE **BRITISH**

42 YEARS OLD AVERAGE AGE

39% ONLY WITH **PARTNER**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who answer that inform about friends or relatives to plan the trip.

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