Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Previous visits	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,110,866**
Tourist arrivals > 15 years old (EGT)	**6,884,464**	**13,271,035**
- book holiday package	3,846,690	7,426,022
- do not book holiday package	3,037,774	5,845,014
- % tourists who book holiday package	55.9%	56.0%
Share of total tourist	51.9%	100%

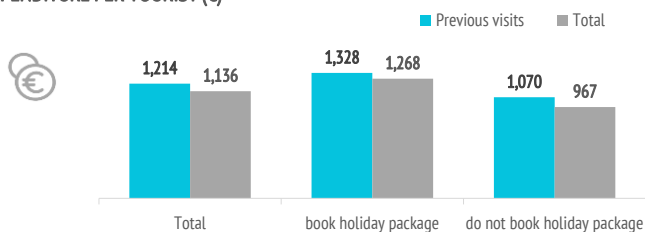### TOURISTS BY QUARTER: PREVIOUS VISITS TO THE CANARY ISLANDS

■ do not book holiday package   ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	856,907	687,663	647,719	845,486
book holiday package	1,074,391	837,264	789,791	1,145,244
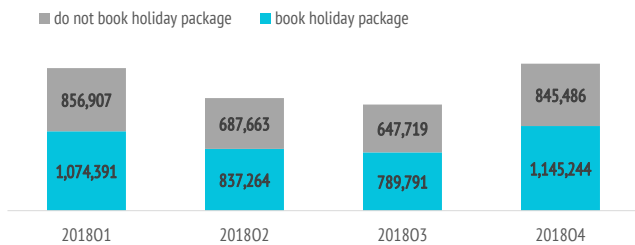
	Previous visits	Total
Expenditure per tourist (€)	**1,214**	**1,136**
- book holiday package	1,328	1,268
- holiday package	1,075	1,031
- others	254	237
- do not book holiday package	1,070	967
- flight	284	263
- accommodation	374	321
- others	412	383
Average lenght of stay	**9.89**	**9.09**
- book holiday package	9.19	8.64
- do not book holiday package	10.78	9.68
Average daily expenditure (€)	**138.1**	**138.9**
- book holiday package	153.9	155.4
- do not book holiday package	118.1	117.9
Total turnover (> 15 years old) (€m)	**8,361**	**15,070**
- book holiday package	5,110	9,416
- do not book holiday package	3,251	5,655

AVERAGE LENGHT OF STAY (nights)

■ Previous visits   ■ Total

	Total	book holiday package	do not book holiday package
Previous visits	9.89	9.19	10.78
Total	9.09	8.64	9.68

EXPENDITURE PER TOURIST (€)

■ Previous visits   ■ Total

	Total	book holiday package	do not book holiday package
Previous visits	1,214	1,328	1,070
Total	1,136	1,268	967

Importance of each factor in the destination choice

	Previous visits	Total
Climate	82.1%	78.4%
Safety	54.7%	51.9%
Tranquility	49.4%	47.6%
Accommodation supply	45.4%	42.9%
Sea	43.5%	44.4%
European belonging	38.3%	36.1%
Effortless trip	37.5%	35.2%
Price	37.3%	37.4%
Beaches	36.9%	37.7%
Environment	33.1%	33.2%
Landscapes	30.2%	33.1%
Gastronomy	24.6%	23.2%
Fun possibilities	19.7%	21.1%
Authenticity	18.8%	20.3%
Shopping	9.5%	9.4%
Exoticism	8.9%	11.4%
Hiking trail network	8.7%	9.6%
Nightlife	7.7%	8.0%
Historical heritage	7.4%	8.2%
Culture	7.3%	8.0%

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?

	Previous visits	Total
Rest	61.3%	55.5%
Enjoy family time	14.4%	14.4%
Have fun	7.5%	8.6%
Explore the destination	13.1%	17.8%
Practice their hobbies	2.0%	1.9%
Other reasons	1.7%	1.8%

REST

Previous visits	61.3%
Total	55.5%

How far in advance do they book their trip?

	Previous visits	Total
The same day	0.4%	0.7%
Between 1 and 30 days	20.0%	23.8%
Between 1 and 2 months	21.0%	22.8%
Between 3 and 6 months	34.3%	32.7%
More than 6 months	24.4%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

PREVIOUS VISIT	TOTAL
24.4%	20.0%

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.

PREVIOUS VISITS TO THE CANARY ISLANDS

Canary Islands
LATITUDE OF LIFE

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

	Previous visits	Total
Previous visits to the Canary Islands	100%	51.9%
Friends or relatives	19.5%	27.1%
Internet or social media	49.4%	54.7%
Mass Media	1.3%	1.6%
Travel guides and magazines	7.5%	8.4%
Travel Blogs or Forums	4.4%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	19.9%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.3%	2.4%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Previous visits	Total
Flight		
- Directly with the airline	44.5%	42.9%
- Tour Operator or Travel Agency	55.5%	57.1%
Accommodation		
- Directly with the accommodation	32.8%	31.5%
- Tour Operator or Travel Agency	67.2%	68.5%

Where do they stay? 🛏

	Previous visits	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	36.3%	37.6%
5* Hotel / 5* Luxury Hotel	9.1%	9.0%
Aparthotel / Tourist Villa	25.1%	22.5%
House/room rented in a private dwelling	5.5%	5.9%
Private accommodation (1)	6.8%	7.2%
Others (Cottage, cruise, camping,..)	6.3%	6.3%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

Previous visits	25.1%	56.4%	18.5%
Total	22.5%	58.1%	19.4%
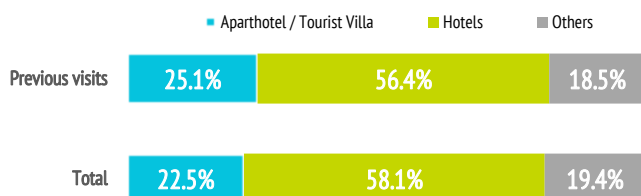
What do they book? 🍽

	Previous visits	Total
Room only	30.4%	27.9%
Bed and Breakfast	11.5%	12.4%
Half board	21.7%	21.2%
Full board	3.0%	3.6%
All inclusive	33.4%	34.9%

30,4% of tourists book room only.

(Canary Islands: 27,9%)

Other expenses 📍

	Previous visits	Total
Restaurants or cafes	60.8%	59.1%
Supermarkets	54.2%	52.1%
Car rental	24.3%	26.3%
Organized excursions	17.2%	20.6%
Taxi, transfer, chauffeur service	51.6%	50.0%
Theme Parks	6.7%	7.5%
Sport activities	5.4%	5.7%
Museums	4.1%	4.6%
Flights between islands	4.1%	4.4%

Activities in the Canary Islands 🏃

Outdoor time per day	Previous visits	Total
0 hours	2.1%	2.1%
1 - 2 hours	10.9%	9.8%
3 - 6 hours	35.2%	32.6%
7 - 12 hours	44.9%	47.1%
More than 12 hours	7.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Millions (Tourists)

Average 7.1h
Canary Islands: 7.4h

Hours
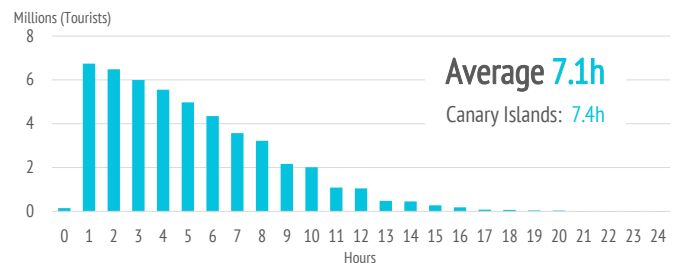
Activities in the Canary Islands	Previous visits	Total
Walk, wander	71.1%	69.8%
Beach	64.5%	66.3%
Swimming pool, hotel facilities	59.9%	58.2%
Explore the island on their own	42.1%	45.2%
Taste Canarian gastronomy	24.5%	24.2%
Nightlife / concerts / shows	16.0%	15.5%
Sport activities	13.5%	13.4%
Organized excursions	13.3%	16.9%
Theme parks	12.3%	14.1%
Wineries / markets / popular festivals	11.4%	11.6%
Activities at sea	9.5%	10.0%
Nature activities	9.0%	10.4%
Museums / exhibitions	8.8%	10.1%
Sea excursions / whale watching	8.5%	11.1%
Beauty and health treatments	5.3%	5.4%
Astronomical observation	3.1%	3.5%

* Multi-choise question
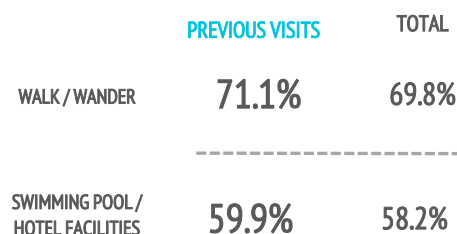
	PREVIOUS VISITS	TOTAL
WALK / WANDER	71.1%	69.8%
SWIMMING POOL / HOTEL FACILITIES	59.9%	58.2%

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	6,884,464	1,472,689	860,809	1,931,322	2,444,086	125,795
- Share by islands	100%	21.4%	12.5%	28.1%	35.5%	1.8%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Previous visits to the Canary Islands	51.9%	58.4%	51.9%	52.2%	48.5%	53.4%

How many islands do they visit during their trip?

	Previous visits	Total
One island	92.2%	91.4%
Two islands	6.6%	7.2%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Previous visits	Total
Research		
- Tourist package	14.1%	14.8%
- Flights	13.0%	13.0%
- Accommodation	17.0%	16.9%
- Transport	14.4%	15.7%
- Restaurants	27.4%	28.4%
- Excursions	23.7%	26.2%
- Activities	27.3%	30.1%
Book or purchase		
- Tourist package	41.9%	39.4%
- Flights	68.8%	66.7%
- Accommodation	58.1%	57.3%
- Transport	48.8%	47.6%
- Restaurants	11.8%	12.1%
- Excursions	10.9%	13.0%
- Activities	12.9%	14.7%

* Multi-choise question

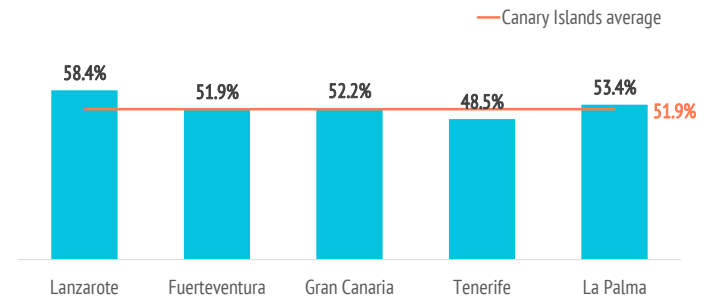| Internet usage in the Canary Islands	Previous visits	Total
Did not use the Internet	**8.3%**	**8.3%**
Used the Internet	**91.7%**	**91.7%**
- Own Internet connection	34.6%	37.4%
- Free Wifi connection	42.8%	39.5%
Applications*		
- Search for locations or maps	57.7%	61.7%
- Search for destination info	43.6%	44.8%
- Share pictures or trip videos	55.1%	56.0%
- Download tourist apps	6.8%	7.0%
- Others	25.8%	22.6%

* Multi-choise question

"

55.1% of tourists share pictures or trip videos during their stay in the Canary Islands
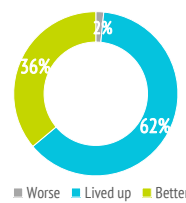
(Canary Islands: 56%)

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
58.4%	51.9%	52.2%	48.5%	53.4%

51.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Previous visits	Total
Average rating	8.82	8.70

Experience in the Canary Islands	Previous visits	Total
Worse or much worse than expected	1.6%	2.3%
Lived up to expectations	62.4%	55.6%
Better or much better than expected	36.1%	42.1%

Future intentions (scale 1-10)	Previous visits	Total
Return to the Canary Islands	9.10	8.73
Recommend visiting the Canary Islands	9.19	8.95

■ Worse ■ Lived up ■ Better

9.10/10

9.19/10

Experience in the Canary

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

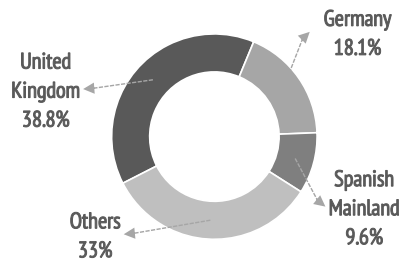|	Previous visits	Total
Repeat tourists	**100.0%**	**72.2%**
Repeat tourists (last 5 years)	94.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	30.3%	19.5%
At least 10 previous visits	**28.6%**	**18.6%**

Where are they from? 🌐

	%	Absolute
United Kingdom	38.8%	2,668,207
Germany	18.1%	1,248,715
Spanish Mainland	9.6%	663,474
Ireland	4.6%	313,617
Sweden	4.1%	279,272
Norway	3.5%	238,167
Netherlands	3.5%	238,138
Belgium	2.7%	184,443
France	2.4%	163,494
Denmark	2.2%	148,141
Italy	2.1%	147,574
Finland	2.0%	135,365
Poland	1.7%	115,827
Switzerland	1.4%	98,951
Austria	0.5%	34,641
Russia	0.4%	28,238
Czech Republic	0.4%	26,467
Others	2.2%	151,732

United Kingdom 38.8%
Germany 18.1%
Spanish Mainland 9.6%
Others 33%

Who do they come with? 👪

	Previous visits	Total
Unaccompanied	8.8%	9.6%
Only with partner	50.6%	48.1%
Only with children (< 13 years old)	5.2%	5.6%
Partner + children (< 13 years old)	6.3%	6.5%
Other relatives	9.2%	9.3%
Friends	5.0%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.3%
Other combinations [1]	14.4%	13.7%
(1) Different situations have been isolated		
Tourists with children	**17.4%**	**17.7%**
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	14.7%	14.8%
- Between 0 -2 and 3-12 years	1.3%	1.4%
Tourists without children	**82.6%**	**82.3%**
Group composition:		
- 1 person	12.0%	13.2%
- 2 people	56.2%	55.1%
- 3 people	11.5%	12.0%
- 4 or 5 people	16.5%	16.3%
- 6 or more people	3.7%	3.5%
Average group size:	**2.56**	**2.54**

Who are they? 👤

	Previous visits	Total
Gender		
Men	49.3%	48.6%
Women	50.7%	51.4%
Age		
Average age (tourist > 15 years old)	50.6	47.1
Standard deviation	14.9	15.4
Age range (> 15 years old)		
16 - 24 years old	4.6%	7.3%
25 - 30 years old	7.3%	10.9%
31 - 45 years old	24.6%	28.0%
46 - 60 years old	35.2%	31.8%
Over 60 years old	28.3%	22.1%
Occupation		
Salaried worker	52.1%	55.0%
Self-employed	11.0%	11.5%
Unemployed	0.8%	1.1%
Business owner	9.3%	9.4%
Student	2.4%	3.5%
Retired	22.9%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	14.7%	17.5%
€25,000 - €49,999	37%	37.5%
€50,000 - €74,999	24.3%	22.8%
More than €74,999	24.2%	22.2%
Education level		
No studies	5.3%	5.0%
Primary education	2.5%	2.6%
Secondary education	24.0%	23.6%
Higher education	68.2%	68.9%

4 IN 10 TOURISTS ARE **BRITISH**

51 YEARS OLD AVERAGE AGE

51% 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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