How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**153**	**128**	**150**	**153**	**584**
Tourist arrivals > 15 years old (EGT) (*)	**136**	**115**	**128**	**142**	**521**
- book holiday package *(*)*	83	81	97	97	**358**
- do not book holiday package *(*)*	53	35	30	45	**163**
- % tourists who book holiday package	60.8%	69.9%	76.3%	68.6%	**68.8%**

(*) Thousand of tourists

TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4
153,213	127,529	149,990	153,223

% TOURISTS WHO BOOK HOLIDAY PACKAGE

2019Q1	61%
2019Q2	70%
2019Q3	76%
2019Q4	69%

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	**958**	**1,092**	**1,353**	**1,136**	**1,133**
- book holiday package	1,083	1,171	1,351	1,209	**1,210**
- holiday package	821	931	1,073	974	**956**
- others	263	241	279	235	**255**
- do not book holiday package	765	908	1,359	976	**963**
- flight	161	259	332	280	**246**
- accommodation	302	295	246	348	**303**
- others	301	354	781	348	**414**
Average lenght of stay	**8.87**	**9.56**	**10.30**	**8.61**	**9.30**
- book holiday package	8.75	9.33	9.44	8.18	**8.91**
- do not book holiday package	9.05	10.10	13.06	9.54	**10.15**
Average daily expenditure (€)	**119.7**	**124.8**	**139.1**	**143.9**	**132.2**
- book holiday package	136.7	136.8	148.9	155.1	**145.0**
- do not book holiday package	93.3	96.8	107.3	119.6	**103.9**
Total turnover (> 15 years old) (€m)	**130**	**126**	**173**	**161**	**590**
- book holiday package	90	95	132	118	**434**
- do not book holiday package	41	31	41	44	**157**

AVERAGE LENGHT OF STAY (nights)

2019Q1	2019Q2	2019Q3	2019Q4
8.87	9.56	10.30	8.61

EXPENDITURE PER TOURIST (€)

2019Q1	2019Q2	2019Q3	2019Q4
958	1,092	1,353	1,136
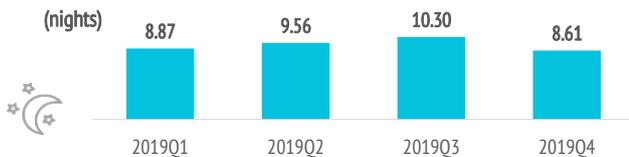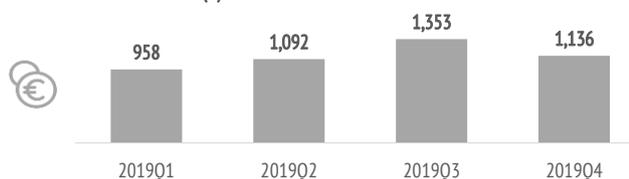
Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	81.6%	73.1%	66.1%	81.8%	**76.0%**
Tranquility	40.8%	35.5%	36.9%	43.9%	**39.5%**
Sea	34.8%	38.0%	40.4%	39.1%	**38.1%**
Accommodation supply	30.4%	37.2%	34.9%	34.2%	**34.0%**
Beaches	27.2%	34.1%	35.9%	32.1%	**32.2%**
Fun possibilities	27.1%	29.1%	39.0%	28.1%	**30.7%**
Safety	28.5%	25.9%	24.7%	26.7%	**26.5%**
European belonging	27.5%	25.0%	22.8%	29.2%	**26.3%**
Price	24.7%	24.4%	23.7%	24.4%	**24.3%**
Landscapes	23.5%	27.0%	22.3%	22.6%	**23.7%**
Exoticism	16.0%	19.2%	15.6%	13.7%	**16.0%**
Gastronomy	14.4%	14.2%	14.7%	14.7%	**14.5%**
Authenticity	12.8%	14.8%	11.3%	11.4%	**12.5%**
Effortless trip	15.3%	10.3%	9.3%	13.9%	**12.3%**
Environment	7.8%	11.4%	10.3%	9.2%	**9.6%**
Hiking trail network	13.1%	9.9%	3.8%	8.0%	**8.7%**
Nightlife	2.7%	5.4%	5.7%	2.2%	**3.9%**
Shopping	2.5%	3.9%	4.9%	3.9%	**3.8%**
Culture	2.9%	4.9%	4.0%	2.7%	**3.6%**
Historical heritage	3.0%	3.5%	4.9%	1.2%	**3.1%**

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very import

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY

2019Q1	30%
2019Q2	37%
2019Q3	35%
2019Q4	34%

What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	56.7%	52.1%	52.2%	59.5%	**55.3%**
Enjoy family time	6.5%	10.5%	11.3%	9.0%	**9.2%**
Have fun	12.1%	16.9%	23.8%	11.6%	**15.9%**
Explore the destination	18.7%	16.2%	10.7%	14.3%	**15.0%**
Practice their hobbies	1.7%	0.6%	0.7%	1.3%	**1.1%**
Other reasons	4.4%	3.6%	1.3%	4.3%	**3.4%**

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.6%	1.6%	2.0%	1.4%	**1.4%**
Between 1 and 30 days	37.8%	25.6%	30.4%	31.6%	**31.6%**
Between 1 and 2 months	27.2%	20.2%	16.7%	26.4%	**22.9%**
Between 3 and 6 months	27.4%	42.7%	33.4%	27.1%	**32.1%**
More than 6 months	7.0%	9.9%	17.5%	13.6%	**12.0%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2019Q1	7.0%
2019Q2	9.9%
2019Q3	17.5%
2019Q4	13.6%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	48.3%	49.9%	37.7%	47.0%	**45.7%**
Friends or relatives	25.0%	21.1%	30.4%	23.0%	**24.9%**
Internet or social media	59.0%	59.2%	64.0%	58.4%	**60.1%**
Mass Media	0.5%	0.0%	0.9%	1.9%	**0.9%**
Travel guides and magazines	10.9%	11.8%	10.8%	9.4%	**10.7%**
Travel Blogs or Forums	5.2%	3.5%	5.0%	2.7%	**4.1%**
Travel TV Channels	0.4%	0.9%	0.3%	0.8%	**0.6%**
Tour Operator or Travel Agency	19.1%	21.7%	27.3%	22.6%	**22.7%**
Public administrations or similar	0.0%	0.1%	0.0%	0.3%	**0.1%**
Others	1.5%	2.2%	2.2%	3.1%	**2.2%**

* Multi-choise question

With whom did they book their flight and accommodation?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	40.1%	32.1%	22.9%	27.7%	**30.8%**
- Tour Operator or Travel Agency	59.9%	67.9%	77.1%	72.3%	**69.2%**
Accommodation					
- Directly with the accommodation	33.2%	26.2%	16.7%	24.3%	**25.2%**
- Tour Operator or Travel Agency	66.8%	73.8%	83.3%	75.7%	**74.8%**

Where do they stay?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	14.0%	12.9%	13.9%	14.5%	**13.9%**
4* Hotel	28.9%	37.3%	39.7%	34.7%	**35.0%**
5* Hotel / 5* Luxury Hotel	7.3%	5.2%	4.8%	4.1%	**5.4%**
Aparthotel / Tourist Villa	31.4%	31.1%	29.3%	30.4%	**30.5%**
House/room rented in a private dwelling	6.8%	1.6%	1.0%	4.9%	**3.7%**
Private accommodation [(1)]	3.6%	4.3%	4.8%	2.0%	**3.6%**
Others (Cottage, cruise, camping,..)	8.1%	7.6%	6.6%	9.5%	**8.0%**

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

What do they book?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	38.0%	28.1%	22.6%	25.3%	**28.5%**
Bed and Breakfast	15.7%	14.0%	14.9%	15.3%	**15.0%**
Half board	14.8%	20.5%	24.4%	21.9%	**20.4%**
Full board	1.8%	1.1%	2.1%	2.4%	**1.9%**
All inclusive	29.7%	36.3%	36.0%	35.1%	**34.2%**

34.2% of Dutch book all inclusive.

29.7% 2019Q1

36.3% 2019Q2

36.0% 2019Q3

35.1% 2019Q4

Other expenses

	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	68.2%	59.8%	60.7%	55.6%	**61.1%**
Supermarkets	68.0%	56.3%	62.2%	60.7%	**62.0%**
Car rental	33.5%	29.7%	28.7%	29.0%	**30.2%**
Organized excursions	16.4%	25.6%	30.7%	24.7%	**24.2%**
Taxi, transfer, chauffeur service	50.1%	60.4%	51.7%	62.6%	**56.2%**
Theme Parks	5.4%	6.3%	14.0%	5.9%	**7.8%**
Sport activities	5.6%	4.1%	7.2%	7.7%	**6.2%**
Museums	7.7%	4.5%	5.6%	5.1%	**5.8%**
Flights between islands	4.9%	3.4%	3.2%	4.1%	**3.9%**

Activities in the Canary Islands

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	4.2%	2.4%	2.3%	3.4%	**3.1%**
1 - 2 hours	7.7%	12.4%	8.1%	8.7%	**9.1%**
3 - 6 hours	32.9%	38.3%	37.0%	40.5%	**37.2%**
7 - 12 hours	48.1%	40.6%	44.2%	40.1%	**43.3%**
More than 12 hours	7.1%	6.3%	8.4%	7.4%	**7.3%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Legend: ■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

	2019Q1	2019Q2	2019Q3	2019Q4
0 hours	4%	2%	2%	3%
More than 1 hour	96%	98%	98%	97%
More than 3 hours	88%	85%	90%	88%
More than 7 hours	55%	47%	53%	47%
More than 12 hours	7%	6%	8%	7%
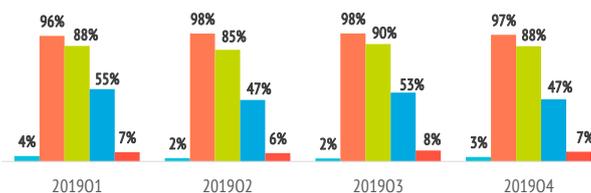
Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	73.0%	70.9%	64.5%	69.7%	**69.6%**
Beach	57.4%	63.8%	72.4%	64.5%	**64.4%**
Swimming pool, hotel facilities	54.0%	57.1%	76.2%	59.7%	**61.7%**
Explore the island on their own	46.9%	39.8%	48.5%	42.7%	**44.6%**
Organized excursions	14.7%	20.3%	31.7%	20.1%	**21.6%**
Taste Canarian gastronomy	14.6%	17.3%	18.2%	13.4%	**15.7%**
Theme parks	7.0%	13.7%	26.7%	14.4%	**15.3%**
Nature activities	15.0%	13.8%	9.3%	13.0%	**12.8%**
Sea excursions / whale watching	6.7%	12.3%	22.0%	9.2%	**12.4%**
Nightlife / concerts / shows	7.8%	10.1%	19.0%	11.4%	**12.1%**
Sport activities	11.8%	7.3%	11.7%	11.4%	**10.7%**
Museums / exhibitions	12.5%	9.9%	9.9%	8.9%	**10.3%**
Activities at sea	7.9%	4.5%	13.8%	8.7%	**8.8%**
Wineries / markets / popular festiv	4.9%	7.8%	8.0%	7.2%	**6.9%**
Astronomical observation	4.6%	2.8%	6.7%	3.8%	**4.5%**
Beauty and health treatments	2.1%	3.4%	6.3%	2.8%	**3.6%**

* Multi-choise question

Swimming pool
Sport activities
Taste Canarian gastronomy
Walk
Nature activities
Sea excursions
Theme parks
Museums
Activities at sea
Organized excursions
Wineries / markets
Nightlife
Beach
Beauty and health treatments
Explore the island
Astronomical observation

Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	25,444	16,481	18,495	23,618	**84,038**
Fuerteventura	12,116	8,984	9,534	11,927	**42,561**
Gran Canaria	49,547	47,961	52,917	58,473	**208,898**
Tenerife	42,039	37,098	41,577	41,468	**162,182**
La Palma	5,464	4,442	4,868	5,445	**20,219**

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	18.9%	14.3%	14.5%	16.8%	**16.2%**
Fuerteventura	9.0%	7.8%	7.5%	8.5%	**8.2%**
Gran Canaria	36.8%	41.7%	41.5%	41.5%	**40.3%**
Tenerife	31.2%	32.3%	32.6%	29.4%	**31.3%**
La Palma	4.1%	3.9%	3.8%	3.9%	**3.9%**

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	92.9%	93.6%	91.1%	91.6%	**92.3%**
Two islands	6.5%	5.3%	8.5%	7.5%	**7.0%**
Three or more islands	0.6%	1.1%	0.4%	0.8%	**0.7%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

■ 2019Q1 ■ 2019Q2 ■ 2019Q3 ■ 2019Q4

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2019Q1	30%	28%	24%	26%	27%
2019Q2	20%	21%	23%	23%	22%
2019Q3	22%	22%	25%	26%	24%
2019Q4	28%	28%	28%	26%	27%
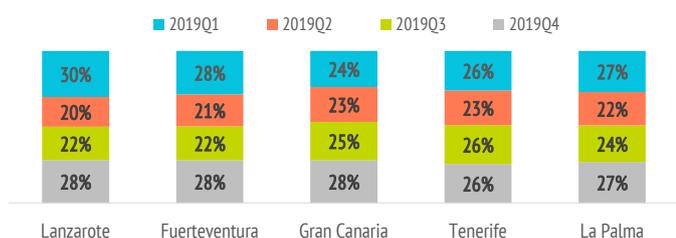
Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	13.4%	17.4%	15.3%	14.4%	**15.0%**
- Flights	13.1%	18.3%	18.4%	15.8%	**16.3%**
- Accommodation	18.3%	23.8%	23.0%	21.0%	**21.4%**
- Transport	15.1%	19.0%	16.5%	15.4%	**16.4%**
- Restaurants	25.7%	23.0%	28.6%	25.5%	**25.8%**
- Excursions	23.8%	20.4%	32.2%	26.8%	**26.2%**
- Activities	31.3%	28.4%	34.4%	31.8%	**31.6%**
Book or purchase					
- Tourist package	47.4%	44.0%	47.2%	51.1%	**47.6%**
- Flights	68.4%	59.1%	58.5%	61.7%	**62.0%**
- Accommodation	62.3%	54.6%	55.8%	58.8%	**58.0%**
- Transport	49.9%	45.4%	48.6%	49.1%	**48.4%**
- Restaurants	12.7%	8.1%	9.9%	11.8%	**10.7%**
- Excursions	9.8%	13.2%	17.2%	11.7%	**13.1%**
- Activities	11.6%	13.1%	17.8%	9.7%	**13.1%**

* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**4.7%**	**5.8%**	**4.7%**	**7.6%**	**5.7%**
Used the Internet	**95.3%**	**94.2%**	**95.3%**	**92.4%**	**94.3%**
- Own Internet connection	40.8%	36.4%	43.5%	33.1%	**38.4%**
- Free Wifi connection	40.3%	39.9%	34.7%	44.9%	**40.1%**
Applications*					
- Search for locations or maps	66.1%	56.0%	65.4%	63.0%	**62.9%**
- Search for destination info	46.2%	50.7%	58.1%	49.4%	**51.0%**
- Share pictures or trip videos	63.1%	59.2%	72.4%	64.8%	**65.0%**
- Download tourist apps	8.3%	6.4%	11.0%	7.6%	**8.4%**
- Others	25.1%	29.3%	26.0%	23.3%	**25.8%**

* Multi-choise question

• MOST VISITED PLACES IN EACH ISLAND •

LANZAROTE
50% MONTAÑA DEL FUEGO

FUERTEVENTURA
29% PLAYAS DE JANDÍA

GRAN CANARIA
51% DUNAS DE MASPALOMAS

TENERIFE
50% PARQUE NACIONAL DEL TEIDE

LA PALMA
78% SANTA CRUZ DE LA PALMA

The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.36	8.30	8.25	8.40	**8.33**

Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	2.4%	3.0%	4.1%	1.6%	**2.7%**
Lived up to expectations	56.0%	65.4%	56.9%	59.0%	**59.1%**
Better or much better than expected	41.6%	31.5%	39.0%	39.4%	**38.2%**

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	8.20	8.02	7.58	8.11	**7.98**
Recommend visiting the Canary Islands	8.45	8.37	8.21	8.47	**8.38**

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	**72.5%**	**71.0%**	**57.9%**	**69.7%**	**67.8%**
Repeat tourists (last 5 years)	68.5%	69.2%	50.3%	63.8%	**62.9%**
Repeat tourists (last 5 years)(5 or more visits)	15.9%	20.2%	5.9%	8.9%	**12.5%**
At least 10 previous visits	**17.3%**	**23.0%**	**8.0%**	**12.2%**	**14.9%**

REPEAT TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4
72.5%	71.0%	57.9%	69.7%

Average 67.8%
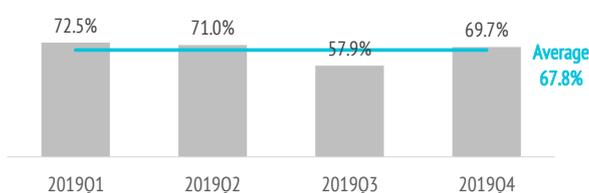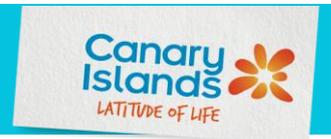
Where does the flight come from? 🌐

		2019Q1	2019Q2	2019Q3	2019Q4	2019
	0	89.4%	81.9%	85.6%	84.9%	**85.6%**
	0	6.7%	12.5%	10.7%	7.8%	**9.3%**
	0	1.1%	3.6%	0.8%	4.1%	**2.4%**
Others		2.8%	2.0%	3.0%	3.2%	**2.8%**

% TOURISTS BY QUARTER OF TRIP

■ 0   ■ Others

- 2019Q1: 89% / 11%
- 2019Q2: 82% / 18%
- 2019Q3: 86% / 14%
- 2019Q4: 85% / 15%
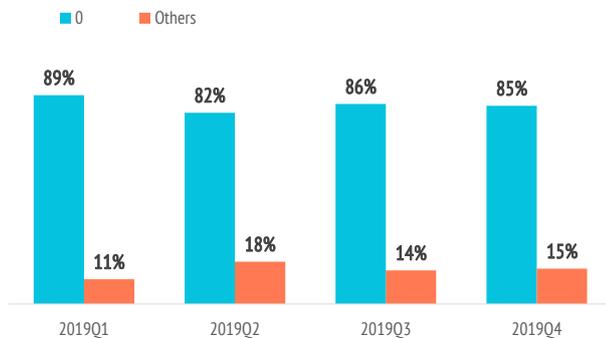
Who do they come with? 🧍🧍🧍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	6.5%	5.5%	7.2%	6.8%	**6.6%**
Only with partner	59.5%	58.3%	43.1%	53.4%	**53.5%**
Only with children (< 13 years old)	3.8%	5.3%	5.3%	2.9%	**4.2%**
Partner + children (< 13 years old)	5.4%	5.5%	9.8%	5.9%	**6.6%**
Other relatives	6.3%	10.5%	7.3%	10.5%	**8.6%**
Friends	6.5%	5.1%	8.3%	5.9%	**6.4%**
Work colleagues	1.1%	0.3%	0.2%	0.4%	**0.5%**
Organized trip	0.0%	0.0%	0.8%	0.5%	**0.3%**
Other combinations [1]	10.8%	9.5%	18.1%	13.6%	**13.1%**

(1) Different situations have been isolated

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	**10.7%**	**16.5%**	**16.6%**	**13.9%**	**14.3%**
- Between 0 and 2 years old	2.3%	3.0%	1.2%	0.7%	**1.8%**
- Between 3 and 12 years old	6.8%	12.1%	14.7%	12.3%	**11.4%**
- Between 0 -2 and 3-12 years	1.5%	1.3%	0.8%	0.8%	**1.1%**
Tourists without children	**89.3%**	**83.5%**	**83.4%**	**86.1%**	**85.7%**
Group composition:					
- 1 person	9.7%	7.8%	8.9%	10.2%	**9.2%**
- 2 people	69.1%	64.9%	51.3%	60.6%	**61.5%**
- 3 people	8.2%	10.0%	18.8%	8.2%	**11.2%**
- 4 or 5 people	10.4%	12.2%	18.8%	16.3%	**14.5%**
- 6 or more people	2.7%	5.2%	2.3%	4.7%	**3.7%**
Average group size:	**2.34**	**2.61**	**2.60**	**2.59**	**2.53**

❞ 14.3% of Dutch travel with children.

(under the age of 13)

- 2019Q1: 10.7%
- 2019Q2: 16.5%
- 2019Q3: 16.6%
- 2019Q4: 13.9%

Who are they? 🧍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	49.0%	50.0%	51.2%	47.6%	**49.4%**
Women	51.0%	50.0%	48.8%	52.4%	**50.6%**
Age					
Average age (tourist > 15 years old)	51.1	49.3	40.1	51.2	**48.1**
Standard deviation	15.6	15.7	15.4	14.9	**16.0**
Age range (> 15 years old)					
16 - 24 years old	5.2%	6.6%	22.8%	3.9%	**9.5%**
25 - 30 years old	8.5%	10.9%	12.3%	9.4%	**10.2%**
31 - 45 years old	20.6%	20.1%	23.0%	17.4%	**20.2%**
46 - 60 years old	33.8%	34.5%	32.7%	39.8%	**35.3%**
Over 60 years old	32.0%	27.8%	9.2%	29.5%	**24.8%**
Occupation					
Salaried worker	45.2%	56.2%	67.3%	57.0%	**56.3%**
Self-employed	12.1%	12.2%	6.7%	10.9%	**10.5%**
Unemployed	0.0%	0.6%	1.0%	0.8%	**0.6%**
Business owner	11.2%	8.3%	9.2%	11.0%	**10.0%**
Student	2.4%	4.6%	9.5%	1.1%	**4.3%**
Retired	25.4%	16.6%	3.1%	16.2%	**15.5%**
Unpaid domestic work	1.9%	1.4%	1.0%	2.0%	**1.6%**
Others	1.7%	0.0%	2.3%	1.0%	**1.3%**
Annual household income level					
Less than €25,000	11.3%	16.1%	17.7%	17.5%	**15.6%**
€25,000 - €49,999	45.4%	32.5%	43.6%	36.3%	**39.6%**
€50,000 - €74,999	23.3%	31.8%	24.1%	23.6%	**25.5%**
More than €74,999	20.0%	19.7%	14.6%	22.6%	**19.3%**
Education level					
No studies	0.3%	0.2%	0.7%	0.8%	**0.5%**
Primary education	0.7%	0.0%	2.6%	0.4%	**0.9%**
Secondary education	40.7%	51.8%	45.1%	52.4%	**47.4%**
Higher education	58.3%	48.0%	51.6%	46.4%	**51.1%**

AVERAGE AGE (> 15 years olf)

- 2019Q1: 51.1
- 2019Q2: 49.3
- 2019Q3: 40.1
- 2019Q4: 51.2
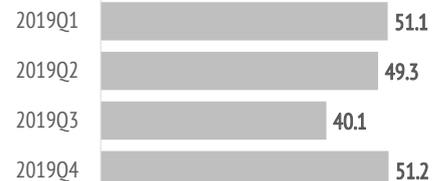
% OF TOURISTS WITH INCOMES OVER €74,999

● 2019Q1   ● 2019Q3
● 2019Q2   ● 2019Q4

- 20%
- 20%
- 15%
- 23%

% SALARIED WORKED TOURISTS

- 2019Q1: 45%
- 2019Q2: 56%
- 2019Q3: 67%
- 2019Q4: 57%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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