How many are they and how much do they spend?

	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	266,176	319,829	400,780	470,386	532,836
Tourist arrivals (> 16 years old)	225,791	269,633	339,125	427,746	478,241
Average daily expenditure (€)	122.75	124.58	123.89	134.24	137.46
. in their place of residence	84.79	83.87	83.55	90.34	94.43
. in the Canary Islands	37.96	40.71	40.34	43.89	43.03
Average lenght of stay	10.49	11.62	10.41	9.73	9.48
Turnover per tourist (€)	1,078	1,163	1,085	1,125	1,124
Total turnover (€m)	287	372	435	529	599
Tourist arrivals: year on year change	--	20.2%	25.3%	17.4%	13.3%
Turnover: year on year change	--	29.6%	16.9%	21.6%	13.2%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	19.1%	20.5%	21.3%	22.3%	18.2%
- Additional accommodation expenses	7.0%	7.5%	7.0%	7.6%	5.7%
Transport:					
- Public transport	15.2%	16.1%	16.1%	15.1%	12.9%
- Taxi	16.2%	11.6%	15.4%	13.7%	12.9%
- Car rental	28.2%	29.2%	31.7%	27.4%	28.7%
Food and drink:					
- Food purchases at supermarkets	46.9%	49.3%	50.4%	49.7%	49.3%
- Restaurants	50.6%	49.0%	54.5%	52.9%	56.4%
Souvenirs:	68.4%	60.5%	55.8%	58.2%	58.7%
Leisure:					
- Organized excursions	17.8%	19.6%	14.6%	19.5%	18.2%
- Leisure, amusement	9.5%	9.9%	9.9%	8.3%	9.2%
- Trip to other islands	4.8%	4.2%	3.6%	4.5%	4.2%
- Sporting activities	7.1%	7.5%	6.7%	6.9%	6.0%
- Cultural activities	4.7%	5.2%	5.3%	6.6%	4.6%
- Discos and disco-pubs	12.7%	10.0%	10.4%	11.6%	8.5%
Others:					
- Wellness	4.5%	3.9%	3.6%	2.6%	3.6%
- Medical expenses	3.3%	3.7%	2.8%	3.6%	2.6%
- Other expenses	10.2%	9.6%	10.0%	9.7%	9.3%

2017
+13% TOURISTS 532,836
-0.1% TRAVEL EXPENSES €1,124
+13% TURNOVER €599 MILL

What do they book at their place of residence?

	2013	2014	2015	2016	2017
Flight only	19.4%	23.0%	21.7%	16.4%	17.0%
Flight and accommodation (room only)	20.6%	20.8%	28.4%	30.5%	29.1%
Flight and accommodation (B&B)	3.8%	4.6%	6.5%	5.2%	4.5%
Flight and accommodation (half board)	12.2%	13.2%	12.6%	14.0%	13.5%
Flight and accommodation (full board)	14.1%	11.8%	7.9%	8.9%	10.2%
Flight and accommodation (all inclusive)	29.9%	26.6%	22.8%	24.9%	25.6%
% Tourists using low-cost airlines	58.6%	66.6%	75.7%	72.4%	72.4%
Other expenses in their place of residence:					
- Car rental	16.4%	18.4%	24.2%	22.4%	22.1%
- Sporting activities	4.0%	5.0%	4.8%	2.7%	3.1%
- Excursions	4.5%	4.0%	5.4%	6.5%	6.3%
- Trip to other islands	1.8%	2.1%	2.0%	1.9%	1.7%

How do they book?

Accommodation booking	2013	2014	2015	2016	2017
Tour Operator	29.2%	24.7%	20.7%	25.2%	26.3%
- Tour Operator´s website	52.4%	61.8%	69.4%	71.0%	71.4%
Accommodation	16.4%	18.3%	22.5%	19.0%	18.5%
- Accommodation´s website	78.1%	74.7%	79.0%	85.6%	86.7%
Travel agency (High street)	26.7%	23.9%	19.3%	21.6%	22.7%
Online Travel Agency (OTA)	16.4%	21.4%	25.6%	26.3%	23.4%
No need to book accommodation	11.3%	11.6%	11.9%	7.9%	9.2%

Flight booking	2013	2014	2015	2016	2017
Tour Operator	29.4%	27.2%	23.4%	25.7%	27.8%
- Tour Operator´s website	51.7%	61.4%	64.4%	66.6%	68.7%
Airline	34.9%	38.2%	43.1%	40.1%	38.8%
- Airline´s website	97.0%	96.7%	98.1%	98.3%	98.1%
Travel agency (High street)	26.9%	25.2%	19.9%	21.8%	21.2%
Online Travel Agency (OTA)	8.8%	9.4%	13.6%	12.4%	12.1%

How far in advance do they book their trip?

	2013	2014	2015	2016	2017
The same day they leave	0.5%	1.1%	1.0%	0.7%	0.3%
Between 2 and 7 days	11.7%	8.8%	9.4%	6.9%	6.3%
Between 8 and 15 days	15.8%	13.6%	10.7%	10.4%	9.2%
Between 16 and 30 days	20.9%	24.1%	20.9%	19.3%	17.5%
Between 31 and 90 days	32.8%	35.3%	36.1%	39.5%	40.8%
More than 90 days	18.2%	17.1%	22.0%	23.3%	26.0%

Who are they?

Gender	2013	2014	2015	2016	2017
Men	51.9%	53.4%	51.3%	55.3%	53.7%
Women	48.1%	46.6%	48.7%	44.7%	46.3%
Age					
Average age (tourists > 16 years old)	39.5	40.2	41.4	42.1	44.1
Standard deviation	13.6	13.2	13.5	14.6	14.9
Age range (> 16 years old)					
16-24 years old	12.5%	9.7%	8.5%	10.6%	9.8%
25-30 years old	19.0%	20.2%	18.9%	16.6%	13.8%
31-45 years old	39.3%	36.0%	37.9%	33.8%	30.7%
46-60 years old	20.4%	25.2%	24.4%	26.4%	30.2%
Over 60 years old	8.8%	8.9%	10.3%	12.5%	15.6%
Occupation					
Business owner or self-employed	29.1%	33.8%	31.7%	27.0%	26.3%
Upper/Middle management employee	31.0%	28.8%	34.0%	31.5%	34.0%
Auxiliary level employee	17.9%	17.9%	16.3%	19.1%	18.0%
Students	7.6%	7.2%	7.0%	6.9%	6.0%
Retired	8.9%	7.3%	7.8%	10.4%	11.5%
Unemployed / unpaid dom. work	5.5%	5.0%	3.2%	5.2%	4.2%
Annual household income level					
€12,000 - €24,000	40.0%	34.9%	36.0%	35.3%	32.6%
€24,001 - €36,000	24.5%	24.2%	24.8%	26.3%	24.8%
€36,001 - €48,000	15.3%	16.8%	16.9%	14.1%	16.5%
€48,001 - €60,000	9.6%	9.3%	9.0%	9.1%	11.0%
€60,001 - €72,000	3.4%	4.9%	4.4%	4.4%	5.1%
€72,001 - €84,000	2.5%	1.9%	3.0%	2.2%	2.6%
More than €84,000	4.9%	8.1%	6.0%	8.4%	7.5%

Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	25,400	26,609	30,745	49,252	67,985
- Fuerteventura	60,416	58,670	80,227	104,311	99,660
- Gran Canaria	42,567	58,282	66,565	83,314	98,240
- Tenerife	95,220	123,421	159,199	188,451	205,717
- La Palma	2,009	1,443	1,892	1,300	5,970

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	11.3%	9.9%	9.1%	11.5%	14.2%
- Fuerteventura	26.8%	21.9%	23.7%	24.5%	20.9%
- Gran Canaria	18.9%	21.7%	19.7%	19.5%	20.6%
- Tenerife	42.2%	46.0%	47.0%	44.2%	43.1%
- La Palma	0.9%	0.5%	0.6%	0.3%	1.2%

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	4.3%	4.1%	4.0%	4.2%	4.7%
4* Hotel	42.5%	36.9%	29.9%	34.8%	36.8%
1-2-3* Hotel	15.1%	13.9%	15.1%	14.0%	14.0%
Apartment	24.4%	29.8%	35.1%	37.1%	33.1%
Property (privately-owned, friends, family)	10.9%	12.0%	12.5%	6.8%	7.8%
Others	2.8%	3.3%	3.4%	3.1%	3.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	83.6%	85.1%	83.7%	83.9%	83.0%
Beaches	37.0%	35.1%	38.1%	39.8%	38.5%
Tranquillity/rest/relaxation	36.7%	34.4%	33.7%	32.7%	32.2%
Scenery	25.9%	25.6%	31.0%	29.0%	28.6%
Visiting new places	17.4%	19.3%	20.0%	20.0%	18.8%
Price	19.6%	18.2%	16.2%	14.7%	14.6%
Quality of the environment	13.2%	10.3%	12.7%	12.1%	12.3%
Security	6.5%	5.4%	7.9%	9.6%	9.3%
Active tourism	4.8%	6.5%	4.8%	5.0%	6.9%
Suitable destination for children	3.0%	2.9%	2.7%	2.6%	3.0%
Ease of travel	3.4%	2.1%	2.9%	4.0%	2.9%
Nightlife/fun	4.0%	4.0%	2.6%	2.7%	2.8%
Theme parks	1.9%	1.3%	1.4%	2.4%	2.2%
Culture	1.4%	1.6%	1.3%	1.3%	1.8%
Nautical activities	1.5%	3.0%	1.9%	1.7%	1.8%
Security against natural catastrophes	0.4%	0.9%	0.4%	0.6%	1.0%

* Multi-choise question

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	11.5%	14.1%	12.5%	11.5%	11.1%
Only with partner	46.0%	46.5%	45.4%	47.3%	45.7%
Only with children (under the age of 13)	0.7%	0.7%	0.8%	1.5%	1.2%
Partner + children (under the age of 13)	7.4%	7.3%	7.8%	7.9%	8.7%
Other relatives	6.6%	5.2%	6.7%	6.3%	6.1%
Friends	11.3%	12.4%	11.9%	9.9%	10.8%
Work colleagues	0.7%	0.8%	0.5%	0.6%	0.5%
Other combinations [(1)]	15.8%	13.1%	14.3%	15.0%	15.9%

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

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	44.5%	41.6%	43.3%	43.1%	43.6%
Recommendation by friends/relatives	42.1%	44.7%	47.2%	43.4%	45.5%
The Canary Islands television channel	0.6%	0.7%	1.1%	0.4%	0.9%
Other television or radio channels	0.5%	1.4%	1.1%	2.3%	1.6%
Information in press/magazines/books	8.1%	8.4%	9.5%	8.8%	9.2%
Attendance at a tourism fair	0.6%	0.7%	0.2%	0.7%	0.5%
Tour Operator's brochure or catalogue	10.7%	8.5%	4.9%	6.5%	6.0%
Recommendation by Travel Agency	17.2%	14.2%	11.5%	13.7%	15.2%
Information obtained via the Internet	29.4%	29.7%	31.1%	32.0%	31.0%
Senior Tourism programme	0.3%	0.3%	0.2%	0.5%	0.2%
Others	5.4%	4.1%	4.0%	3.8%	3.0%

* Multi-choise question

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	93.7%	92.6%	92.9%	93.3%	93.1%
Average rating (scale 1-10)	8.64	8.70	8.61	8.63	8.71

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	52.7%	53.0%	51.0%	53.4%	53.4%
At least 10 previous visits	6.0%	7.0%	6.0%	6.0%	5.9%

Where does the flight come from?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
Italy	71.9%	72.1%	74.3%	76.8%	75.5%
Spanish Mainland	26.0%	25.1%	22.3%	20.8%	20.0%
Germany	1.0%	1.2%	1.8%	1.0%	1.6%
Switzerland	0.2%	0.3%	0.2%	0.2%	1.1%
United Kigdom	0.5%	0.8%	0.5%	0.4%	0.7%
Belgium	0.0%	0.1%	0.0%	0.2%	0.4%
Ireland	0.0%	0.0%	0.1%	0.1%	0.2%
Austria	0.1%	0.0%	0.2%	0.1%	0.1%
Sweden	0.0%	0.0%	0.0%	0.0%	0.1%
Others	0.3%	0.5%	0.6%	0.3%	0.3%

Tourist arrivals by islands (thousands)

Legend: 2013, 2014, 2015, 2016, 2017

Island	2013	2014	2015	2016	2017
Lanzarote	25	27	31	49	68
Fuerteventura	60	59	80	104	100
Gran Canaria	43	58	67	83	98
Tenerife	95	123	159	188	206
La Palma	2	1	2	1	6
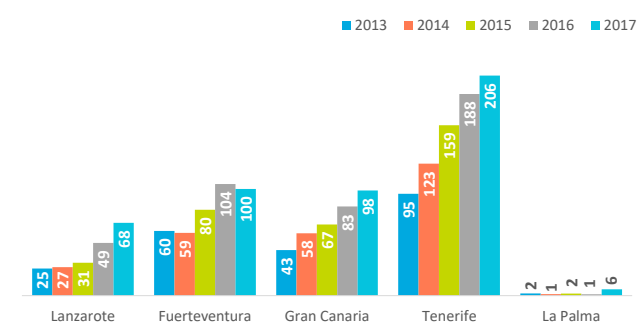
Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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