Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend? 👤€

	Rest	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**7,286,826**	**13,485,651**
- book holiday package	4,634,728	7,848,516
- do not book holiday package	2,652,098	5,637,135
- % tourists who book holiday package	63.6%	58.2%
Share of total tourist	54.0%	100%

TOURISTS BY QUARTER: REST

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	818,451	592,434	507,385	733,828
book holiday package	1,288,931	1,029,667	1,059,980	1,256,149
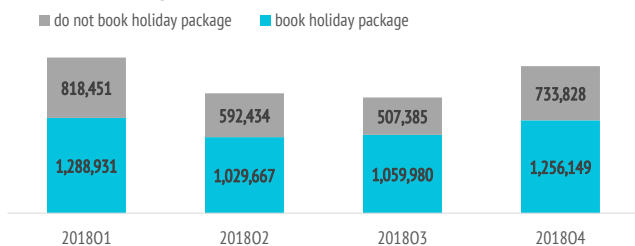
	Rest	Total
Expenditure per tourist (€)	**1,186**	**1,196**
- book holiday package	1,268	1,309
- holiday package	1,037	1,064
- others	231	246
- do not book holiday package	1,042	1,037
- flight	274	288
- accommodation	385	350
- others	383	399
Average lenght of stay	**9.23**	**9.32**
- book holiday package	8.70	8.66
- do not book holiday package	10.17	10.23
Average daily expenditure (€)	**141.8**	**143.6**
- book holiday package	153.2	159.8
- do not book holiday package	121.8	121.0
Total turnover (> 15 years old) (€m)	**8,640**	**16,124**
- book holiday package	5,876	10,277
- do not book holiday package	2,764	5,848

AVERAGE LENGHT OF STAY (nights)

■ Rest ■ Total

	Total	book holiday package	do not book holiday package
Rest	9.23	8.70	10.17
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Rest ■ Total

	Total	book holiday package	do not book holiday package
Rest	1,186	1,268	1,042
Total	1,196	1,309	1,037

Importance of each factor in the destination choice 👥?

	Rest	Total
Climate	81.9%	78.1%
Safety	54.1%	51.4%
Tranquility	51.1%	46.2%
Accommodation supply	46.8%	41.7%
Sea	42.5%	43.3%
Price	38.7%	36.5%
European belonging	38.0%	35.8%
Effortless trip	38.0%	34.8%
Beaches	37.7%	37.1%
Environment	28.1%	30.6%
Landscapes	24.7%	31.6%
Gastronomy	23.4%	22.6%
Fun possibilities	17.4%	20.7%
Authenticity	17.1%	19.1%
Shopping	9.3%	9.6%
Exoticism	9.2%	10.5%
Nightlife	6.8%	7.5%
Hiking trail network	6.2%	9.0%
Culture	5.7%	7.3%
Historical heritage	5.4%	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.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY

REST **46.8%**   TOTAL **41.7%**

What is the main motivation for their holidays?

	Rest	Total
Rest	100%	55.1%
Enjoy family time	--	14.7%
Have fun	--	7.8%
Explore the destination	--	18.5%
Practice their hobbies	--	1.8%
Other reasons	--	2.1%

How far in advance do they book their trip? 📅

	Rest	Total
The same day	0.6%	0.7%
Between 1 and 30 days	23.1%	23.2%
Between 1 and 2 months	23.1%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	20.8%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

REST **20.8%**   TOTAL **20.7%**

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that rest was the main motivation for their holidays.

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? 🔍

	Rest	Total
Previous visits to the Canary Islands	56.4%	50.9%
Friends or relatives	22.9%	27.8%
Internet or social media	55.8%	56.1%
Mass Media	1.4%	1.7%
Travel guides and magazines	7.5%	9.5%
Travel Blogs or Forums	4.3%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	26.0%	24.7%
Public administrations or similar	0.2%	0.4%
Others	2.0%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Rest	Total
Flight		
- Directly with the airline	36.0%	39.5%
- Tour Operator or Travel Agency	64.0%	60.5%
Accommodation		
- Directly with the accommodation	26.8%	28.8%
- Tour Operator or Travel Agency	73.2%	71.2%

Where do they stay? 🛏

	Rest	Total
1-2-3* Hotel	12.5%	12.8%
4* Hotel	41.1%	37.7%
5* Hotel / 5* Luxury Hotel	8.0%	6.8%
Aparthotel / Tourist Villa	24.2%	23.6%
House/room rented in a private dwelling	3.8%	5.3%
Private accommodation (1)	4.3%	7.0%
Others (Cottage, cruise, camping,..)	6.1%	6.8%

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

Legend: ● Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Rest	24.2%	61.7%	14.2%
Total	23.6%	57.3%	19.1%
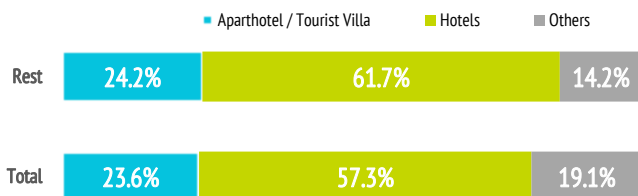
What do they book? 🍽

	Rest	Total
Room only	26.5%	28.8%
Bed and Breakfast	11.0%	11.7%
Half board	22.9%	22.4%
Full board	2.7%	3.0%
All inclusive	36.9%	34.1%

36.9% of tourists book all inclusive.
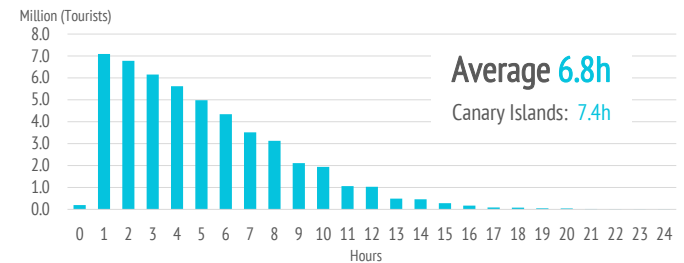
(Canary Islands: 34.1%)

Other expenses 📍

	Rest	Total
Restaurants or cafes	60.9%	63.2%
Supermarkets	53.8%	55.9%
Car rental	19.8%	26.6%
Organized excursions	19.2%	21.8%
Taxi, transfer, chauffeur service	57.5%	51.7%
Theme Parks	6.4%	8.8%
Sport activities	4.8%	6.4%
Museums	3.3%	5.0%
Flights between islands	3.9%	4.8%

Activities in the Canary Islands 🚶‍♂️

Outdoor time per day	Rest	Total
0 hours	2.7%	2.2%
1 - 2 hours	12.9%	10.0%
3 - 6 hours	36.2%	32.6%
7 - 12 hours	41.5%	46.5%
More than 12 hours	6.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 6.8h

Canary Islands: 7.4h

Activities in the Canary Islands	Rest	Total
Walk, wander	71.0%	71.0%
Beach	65.8%	68.0%
Swimming pool, hotel facilities	63.6%	58.9%
Explore the island on their own	38.6%	46.5%
Taste Canarian gastronomy	21.1%	25.4%
Organized excursions	16.3%	17.9%
Nightlife / concerts / shows	15.3%	15.5%
Theme parks	11.4%	15.5%
Sport activities	11.1%	14.3%
Wineries / markets / popular festivals	9.7%	12.0%
Sea excursions / whale watching	9.3%	11.3%
Activities at sea	7.9%	9.8%
Museums / exhibitions	6.5%	9.8%
Nature activities	6.3%	10.0%
Beauty and health treatments	6.2%	5.7%
Astronomical observation	2.7%	3.4%

* Multi-choise question

	REST	TOTAL
SWIMMING POOL/ HOTEL FACILITIES	63.6%	58.9%
BEAUTY AND HEALTH TREATMENTS	6.2%	5.7%

Canary Islands
LATITUDE OF LIFE
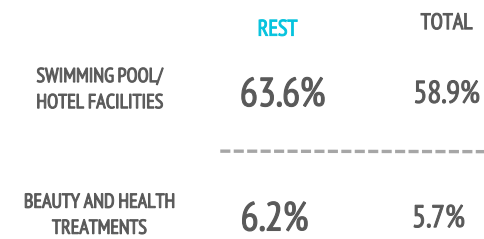
Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	7,286,826	1,443,374	1,127,290	2,054,290	2,550,584	72,677
- Share by islands	100%	19.8%	15.5%	28.2%	35.0%	1.0%
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%
% Rest	54.0%	58.7%	60.7%	53.7%	51.1%	29.2%

How many islands do they visit during their trip?

	Rest	Total
One island	92.8%	90.9%
Two islands	6.3%	7.7%
Three or more islands	0.9%	1.4%

Internet usage during their trip

	Rest	Total
Research		
- Tourist package	15.9%	15.4%
- Flights	14.3%	13.0%
- Accommodation	19.0%	17.7%
- Transport	15.5%	15.6%
- Restaurants	25.7%	27.0%
- Excursions	24.2%	26.3%
- Activities	27.9%	31.0%
Book or purchase		
- Tourist package	42.1%	38.1%
- Flights	61.9%	64.4%
- Accommodation	54.0%	54.5%
- Transport	43.0%	44.7%
- Restaurants	10.3%	10.5%
- Excursions	9.6%	11.4%
- Activities	9.9%	12.5%

* Multi-choise question

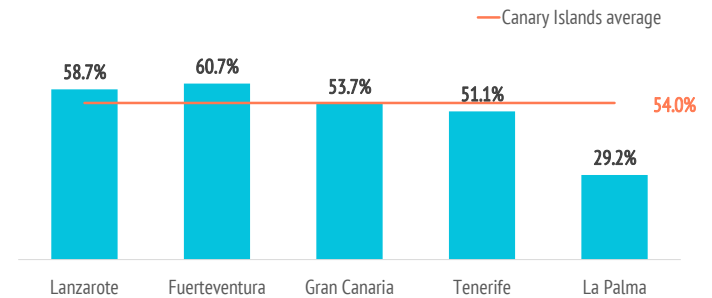| Internet usage in the Canary Islands	Rest	Total
Did not use the Internet	**10.7%**	**9.8%**
Used the Internet	**89.3%**	**90.2%**
- Own Internet connection	32.4%	36.5%
- Free Wifi connection	44.4%	41.1%
Applications*		
- Search for locations or maps	54.4%	60.7%
- Search for destination info	41.2%	44.7%
- Share pictures or trip videos	54.3%	55.6%
- Download tourist apps	5.9%	6.5%
- Others	27.3%	23.9%

* Multi-choise question

"

54.3% of tourists share pictures or trip videos during their stay in the Canary Islands
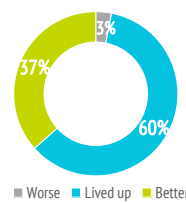
(Canary Islands: 55.6%)

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
	58.7%	60.7%	53.7%	51.1%	29.2%

54.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Rest	Total
Average rating	8.59	8.58

Experience in the Canary Islands	Rest	Total
Worse or much worse than expected	3.1%	2.9%
Lived up to expectations	60.3%	57.4%
Better or much better than expected	36.6%	39.7%

Future intentions (scale 1-10)	Rest	Total
Return to the Canary Islands	8.64	8.60
Recommend visiting the Canary Islands	8.85	8.86

Worse Lived up Better

8.64/10

8.85/10

Experience in the Canary

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Rest	Total
Repeat tourists	**75.2%**	**71.0%**
Repeat tourists (last 5 years)	68.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	21.0%	18.4%
At least 10 previous visits	**20.5%**	**17.8%**

Canary Islands
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Where are they from? 🌐

	%	Absolute
United Kingdom	39.3%	2,865,896
Germany	18.3%	1,334,615
Spanish Mainland	6.9%	505,506
Ireland	4.3%	312,190
Netherlands	4.0%	291,723
Norway	3.4%	244,360
Sweden	3.1%	227,333
Italy	2.9%	213,081
Belgium	2.7%	197,323
France	2.6%	191,606
Denmark	2.2%	161,980
Poland	2.2%	158,528
Finland	2.1%	152,758
Switzerland	1.8%	128,200
Russia	0.6%	43,600
Austria	0.6%	42,919
Czech Republic	0.4%	27,118
Others	2.6%	188,088

United Kingdom 39.3%
Germany 18.3%
Spanish Mainland 6.9%
Others 35%
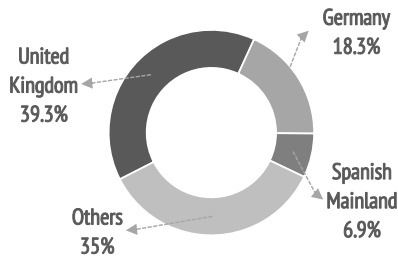
Who do they come with? 🚹🚹🚹

	Rest	Total
Unaccompanied	6.7%	8.9%
Only with partner	56.8%	47.4%
Only with children (< 13 years old)	3.9%	5.9%
Partner + children (< 13 years old)	4.5%	7.2%
Other relatives	9.1%	9.0%
Friends	5.9%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.1%	0.2%
Other combinations [1]	12.9%	14.6%
(1) Different situations have been isolated		
Tourists with children	**6.9%**	**19.3%**
- Between 0 and 2 years old	0.7%	1.8%
- Between 3 and 12 years old	5.8%	15.8%
- Between 0 -2 and 3-12 years	0.5%	1.6%
Tourists without children	**93.1%**	**80.7%**
Group composition:		
- 1 person	10.0%	12.4%
- 2 people	63.3%	54.1%
- 3 people	11.1%	12.6%
- 4 or 5 people	12.9%	17.1%
- 6 or more people	2.7%	3.8%
Average group size:	**2.43**	**2.58**

Who are they? 👤

	Rest	Total
Gender		
Men	47.1%	48.2%
Women	52.9%	51.8%
Age		
Average age (tourist > 15 years old)	49.0	46.7
Standard deviation	15.4	15.3
Age range (> 15 years old)		
16 - 24 years old	6.5%	7.7%
25 - 30 years old	9.3%	10.8%
31 - 45 years old	23.6%	28.6%
46 - 60 years old	34.6%	31.3%
Over 60 years old	26.0%	21.5%
Occupation		
Salaried worker	53.9%	55.5%
Self-employed	11.2%	11.0%
Unemployed	0.9%	1.1%
Business owner	8.6%	9.2%
Student	3.2%	4.2%
Retired	20.5%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.8%	17.0%
€25,000 - €49,999	36.6%	36.5%
€50,000 - €74,999	25.6%	25.0%
More than €74,999	22.0%	21.5%
Education level		
No studies	5.8%	4.8%
Primary education	2.8%	2.8%
Secondary education	24.5%	23.1%
Higher education	66.9%	69.3%

4 IN 10 TOURISTS ARE **BRITISH**

49 YEARS OLD AVERAGE AGE

57% ONLY WITH **PARTNER**

Pictures: Freepik.com