Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Explore the destination	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**2,442,035**	**13,485,651**
- book holiday package	1,403,863	7,848,516
- do not book holiday package	1,038,172	5,637,135
- % tourists who book holiday package	57.5%	58.2%
Share of total tourist	18.1%	100%

TOURISTS BY QUARTER: EXPLORE THE DESTINATION

■ do not book holiday package　■ book holiday package

	201801	201802	201803	201804
do not book holiday package	302,084	234,221	229,338	272,529
book holiday package	351,670	359,995	369,778	322,419
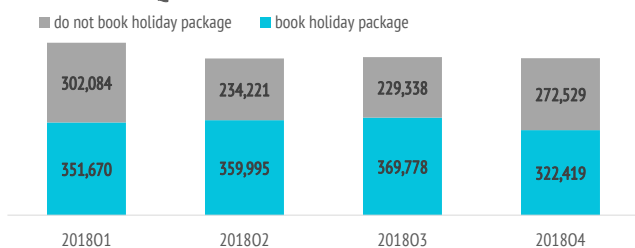
	Explore the destination	Total
Expenditure per tourist (€)	**1,129**	**1,196**
- book holiday package	1,233	1,309
- holiday package	981	1,064
- others	252	246
- do not book holiday package	988	1,037
- flight	265	288
- accommodation	330	350
- others	394	399
Average lenght of stay	**9.26**	**9.32**
- book holiday package	8.79	8.66
- do not book holiday package	9.90	10.23
Average daily expentidure (€)	**133.9**	**143.6**
- book holiday package	148.7	159.8
- do not book holiday package	113.8	121.0
Total turnover (> 15 years old) (€m)	**2,758**	**16,124**
- book holiday package	1,731	10,277
- do not book holiday package	1,026	5,848

AVERAGE LENGHT OF STAY (nights)

■ Explore the destination　■ Total

	Total	book holiday package	do not book holiday package
Explore the destination	9.26	8.79	9.90
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Explore the destination　■ Total

	Total	book holiday package	do not book holiday package
Explore the destination	1,129	1,233	988
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

	Explore the destination	Total
Climate	70.6%	78.1%
Landscapes	56.8%	31.6%
Safety	46.1%	51.4%
Sea	46.1%	43.3%
Tranquility	42.5%	46.2%
Environment	38.9%	30.6%
European belonging	34.4%	35.8%
Beaches	34.2%	37.1%
Accommodation supply	32.6%	41.7%
Price	29.5%	36.5%
Effortless trip	29.3%	34.8%
Authenticity	26.4%	19.1%
Gastronomy	21.8%	22.6%
Hiking trail network	17.6%	9.0%
Fun possibilities	15.6%	20.7%
Exoticism	13.7%	10.5%
Historical heritage	12.8%	7.1%
Culture	11.5%	7.3%
Shopping	8.4%	9.6%
Nightlife	4.3%	7.5%

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 LANDSCAPES

EXPLORE THE DESTINATION 56.8%

TOTAL 31.6%

What is the main motivation for their holidays?

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

How far in advance do they book their trip?

	Explore the destination	Total
The same day	0.8%	0.7%
Between 1 and 30 days	23.3%	23.2%
Between 1 and 2 months	25.1%	23.0%
Between 3 and 6 months	33.9%	32.4%
More than 6 months	17.0%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

EXPLORE THE DESTINATION 25.1%

TOTAL 23.0%

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 explore the destination 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.

Canary
Islands
LATITUDE OF LIFE

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

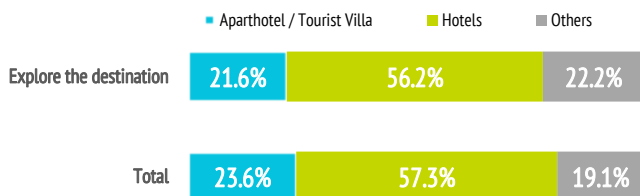|	Explore the destination	Total
Previous visits to the Canary Islands	37.1%	50.9%
Friends or relatives	30.9%	27.8%
Internet or social media	62.6%	56.1%
Mass Media	3.0%	1.7%
Travel guides and magazines	19.0%	9.5%
Travel Blogs or Forums	10.0%	5.4%
Travel TV Channels	1.3%	0.7%
Tour Operator or Travel Agency	25.9%	24.7%
Public administrations or similar	0.7%	0.4%
Others	1.8%	2.3%

Multi-choise question

With whom did they book their flight and accommodation? 👁

	Explore the destination	Total
Flight		
- Directly with the airline	38.4%	39.5%
- Tour Operator or Travel Agency	61.6%	60.5%
Accommodation		
- Directly with the accommodation	28.9%	28.8%
- Tour Operator or Travel Agency	71.1%	71.2%

Where do they stay? 🛏

	Explore the destination	Total
1-2-3* Hotel	13.8%	12.8%
4* Hotel	38.0%	37.7%
5* Hotel / 5* Luxury Hotel	4.5%	6.8%
Aparthotel / Tourist Villa	21.6%	23.6%
House/room rented in a private dwelling	8.4%	5.3%
Private accommodation (1)	4.8%	7.0%
Others (Cottage, cruise, camping,..)	9.1%	6.8%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Explore the destination	21.6%	56.2%	22.2%
Total	23.6%	57.3%	19.1%

What do they book? 🍽

	Explore the destination	Total
Room only	28.9%	28.8%
Bed and Breakfast	12.5%	11.7%
Half board	28.1%	22.4%
Full board	3.4%	3.0%
All inclusive	27.1%	34.1%

"

28.1% of tourists book half board.

(Canary Islands: 22.4%)

Other expenses 📍

	Explore the destination	Total
Restaurants or cafes	66.6%	63.2%
Supermarkets	57.9%	55.9%
Car rental	48.5%	26.6%
Organized excursions	34.4%	21.8%
Taxi, transfer, chauffeur service	42.5%	51.7%
Theme Parks	11.3%	8.8%
Sport activities	5.8%	6.4%
Museums	12.0%	5.0%
Flights between islands	7.4%	4.8%

Activities in the Canary Islands 🚶🏂

Outdoor time per day	xplore the destination	Total
0 hours	0.5%	2.2%
1 - 2 hours	2.8%	10.0%
3 - 6 hours	25.6%	32.6%
7 - 12 hours	60.6%	46.5%
More than 12 hours	10.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 8.6h

Canary Islands: 7.4h

Hours
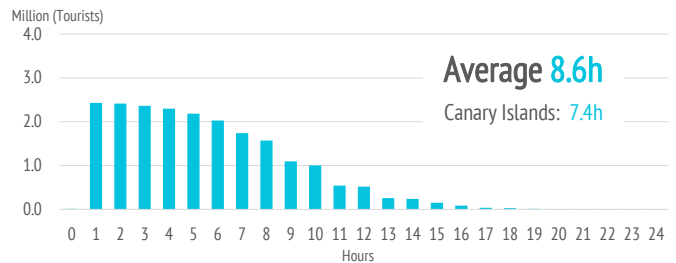
Activities in the Canary Islands	xplore the destination	Total
Walk, wander	76.1%	71.0%
Explore the island on their own	74.2%	46.5%
Beach	73.5%	68.0%
Swimming pool, hotel facilities	46.2%	58.9%
Taste Canarian gastronomy	37.6%	25.4%
Organized excursions	26.9%	17.9%
Museums / exhibitions	22.3%	9.8%
Nature activities	20.4%	10.0%
Wineries / markets / popular festivals	19.8%	12.0%
Theme parks	19.0%	15.5%
Sea excursions / whale watching	16.4%	11.3%
Sport activities	12.7%	14.3%
Activities at sea	12.4%	9.8%
Nightlife / concerts / shows	10.7%	15.5%
Astronomical observation	5.3%	3.4%
Beauty and health treatments	4.8%	5.7%

Multi-choise question
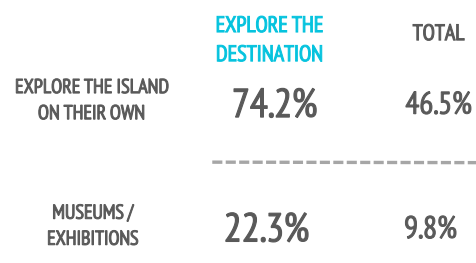
	EXPLORE THE DESTINATION	TOTAL
EXPLORE THE ISLAND ON THEIR OWN	74.2%	46.5%
MUSEUMS / EXHIBITIONS	22.3%	9.8%

Canary Islands — LATITUDE OF LIFE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Explore the destination	2,442,035	459,659	330,791	564,568	926,685	118,357
- Share by islands	100%	18.8%	13.5%	23.1%	37.9%	4.8%
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%
% Explore the destination	18.1%	18.7%	17.8%	14.8%	18.6%	47.5%

How many islands do they visit during their trip?

	Explore the destination	Total
One island	85.5%	90.9%
Two islands	11.6%	7.7%
Three or more islands	2.9%	1.4%

Internet usage during their trip

	Explore the destination	Total
Research		
- Tourist package	15.5%	15.4%
- Flights	11.2%	13.0%
- Accommodation	16.6%	17.7%
- Transport	16.4%	15.6%
- Restaurants	31.2%	27.0%
- Excursions	33.7%	26.3%
- Activities	38.8%	31.0%
Book or purchase		
- Tourist package	33.4%	38.1%
- Flights	63.4%	64.4%
- Accommodation	56.2%	54.5%
- Transport	48.6%	44.7%
- Restaurants	10.0%	10.5%
- Excursions	15.7%	11.4%
- Activities	14.9%	12.5%

* Multi-choise question

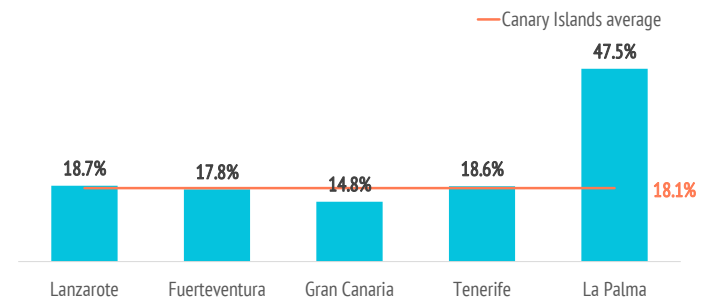| Internet usage in the Canary Islands	Explore the destination	Total
Did not use the Internet	**9.7%**	**9.8%**
Used the Internet	**90.3%**	**90.2%**
- Own Internet connection	40.7%	36.5%
- Free Wifi connection	37.4%	41.1%
Applications*		
- Search for locations or maps	77.4%	60.7%
- Search for destination info	54.6%	44.7%
- Share pictures or trip videos	57.2%	55.6%
- Download tourist apps	8.3%	6.5%
- Others	14.1%	23.9%

* Multi-choise question

"
77.4% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)

Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
18.7%	17.8%	14.8%	18.6%	47.5%

18.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Explore the destination	Total
Average rating	8.56	8.58

Experience in the Canary Islands	Explore the destination	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	51.2%	57.4%
Better or much better than expected	45.9%	39.7%

Future intentions (scale 1-10)	Explore the destination	Total
Return to the Canary Islands	8.38	8.60
Recommend visiting the Canary Islands	8.86	8.86
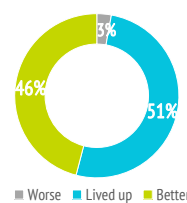
3% Worse
51% Lived up
46% Better

8.38/10
Experience in the Canary

8.38/10
Return to the Canary Islands

8.86/10
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

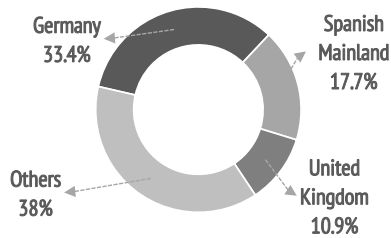|	Explore the destination	Total
Repeat tourists	**56.5%**	**71.0%**
Repeat tourists (last 5 years)	50.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	9.6%	18.4%
At least 10 previous visits	**8.5%**	**17.8%**

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2018)
EXPLORE THE DESTINATION

Canary Islands LATITUDE of LIFE

Where are they from? 🌐

	%	Absolute
Germany	33.4%	815,961
Spanish Mainland	17.7%	433,206
United Kingdom	10.9%	265,803
France	9.2%	224,951
Italy	4.6%	113,249
Poland	3.5%	86,474
Netherlands	3.5%	86,002
Belgium	3.1%	74,954
Switzerland	2.9%	70,286
Austria	1.5%	35,715
Sweden	1.3%	32,357
Ireland	1.0%	24,282
Norway	0.9%	21,266
Denmark	0.9%	21,087
Czech Republic	0.8%	18,340
Russia	0.7%	16,392
Finland	0.4%	9,284
Others	3.8%	92,427

Germany 33.4%
Spanish Mainland 17.7%
Others 38%
United Kingdom 10.9%

Who do they come with? 👪

	Explore the destination	Total
Unaccompanied	6.6%	8.9%
Only with partner	55.9%	47.4%
Only with children (< 13 years old)	4.5%	5.9%
Partner + children (< 13 years old)	5.7%	7.2%
Other relatives	6.7%	9.0%
Friends	6.5%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.3%	0.2%
Other combinations [1]	13.7%	14.6%
(1) Different situations have been isolated		
Tourists with children	**2.5%**	**19.3%**
- Between 0 and 2 years old	0.2%	1.8%
- Between 3 and 12 years old	2.2%	15.8%
- Between 0 -2 and 3-12 years	0.1%	1.6%
Tourists without children	**97.5%**	**80.7%**
Group composition:		
- 1 person	10.1%	12.4%
- 2 people	62.8%	54.1%
- 3 people	11.3%	12.6%
- 4 or 5 people	13.5%	17.1%
- 6 or more people	2.2%	3.8%
Average group size:	**2.42**	**2.58**

Who are they? 👤

	Explore the destination	Total
Gender		
Men	47.4%	48.2%
Women	52.6%	51.8%
Age		
Average age (tourist > 15 years old)	46.5	46.7
Standard deviation	15.6	15.3
Age range (> 15 years old)		
16 - 24 years old	7.6%	7.7%
25 - 30 years old	13.4%	10.8%
31 - 45 years old	26.4%	28.6%
46 - 60 years old	30.1%	31.3%
Over 60 years old	22.4%	21.5%
Occupation		
Salaried worker	55.7%	55.5%
Self-employed	9.7%	11.0%
Unemployed	1.4%	1.1%
Business owner	8.3%	9.2%
Student	5.1%	4.2%
Retired	18.5%	17.3%
Unpaid domestic work	0.5%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	19.3%	17.0%
€25,000 - €49,999	39.7%	36.5%
€50,000 - €74,999	24.7%	25.0%
More than €74,999	16.2%	21.5%
Education level		
No studies	1.6%	4.8%
Primary education	3.3%	2.8%
Secondary education	22.5%	23.1%
Higher education	72.6%	69.3%

3 IN 10 TOURISTS ARE **GERMAN**

47 YEARS OLD AVERAGE AGE

56% ONLY WITH **PARTNER**

Pictures: Freepik.com