Canary Islands
LATITUDE OF LIFE

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

TOURISTS	LZ	FUE	GC	TFE	LP
Tourist arrivals (FRONTUR)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**
Tourist arrivals > 15 years old (EGT)	**42,761**	**60,469**	**53,098**	**115,396**	**3,614**
- book holiday package	39,723	53,831	35,049	88,729	--
- do not book holiday package	3,038	6,638	18,048	26,667	--
- % tourists who book holiday package	92.9%	89.0%	66.0%	76.9%	--

TOURISTS

LZ	FUE	GC	TFE	LP
42,761	60,469	53,098	115,396	3,614

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	93%
Fuerteventura	89%
Gran Canaria	66%
Tenerife	77%
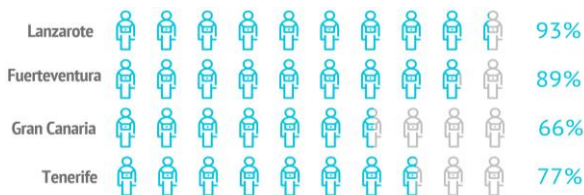
	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**981**	**939**	**965**	**997**	**--**
- book holiday package	996	986	1,140	1,070	--
- holiday package	827	804	889	863	--
- others	170	182	251	207	--
- do not book holiday package	781	558	626	751	--
- flight	212	175	190	185	--
- accommodation	317	181	136	195	--
- others	252	201	300	371	--
Average lenght of stay	**7.54**	**8.03**	**8.70**	**8.09**	**--**
- book holiday package	7.59	7.92	8.28	7.88	--
- do not book holiday package	6.97	8.99	9.53	8.78	--
Average daily expenditure (€)	**134.4**	**119.2**	**116.8**	**129.6**	**--**
- book holiday package	135.5	125.4	139.5	142.0	--
- do not book holiday package	120.1	69.1	72.8	88.6	--
Total turnover (> 15 years old) (€m)	**42**	**57**	**51**	**115**	**--**
- book holiday package	40	53	40	95	--
- do not book holiday package	2	4	11	20	--

AVERAGE LENGHT OF STAY (nights)

LZ	FUE	GC	TFE
7.54	8.03	8.70	8.09

EXPENDITURE PER TOURIST (€)
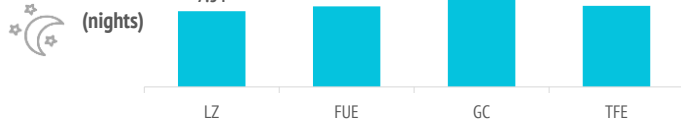
LZ	FUE	GC	TFE
981	939	965	997
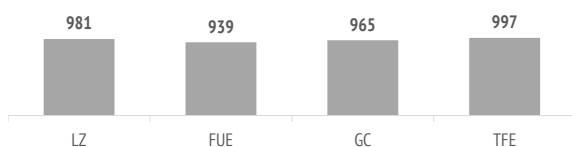
Importance of each factor in the destination choice 👤?

	LZ	FUE	GC	TFE	LP
Climate	79.0%	78.4%	76.3%	75.9%	--
Safety	60.8%	72.4%	71.0%	69.5%	--
Landscapes	56.1%	50.6%	54.6%	65.0%	--
Sea	53.9%	71.7%	62.0%	48.1%	--
Tranquility	55.7%	56.3%	53.8%	47.4%	--
European belonging	47.6%	46.2%	48.4%	51.2%	--
Beaches	44.1%	67.6%	50.0%	36.2%	--
Environment	43.8%	38.1%	41.2%	49.8%	--
Accommodation supply	42.9%	47.6%	39.2%	46.9%	--
Price	28.3%	31.8%	40.0%	39.1%	--
Authenticity	28.8%	38.3%	35.3%	34.8%	--
Gastronomy	28.7%	32.9%	30.6%	31.0%	--
Exoticism	22.0%	26.0%	30.6%	35.3%	--
Effortless trip	25.1%	27.6%	32.9%	31.6%	--
Fun possibilities	10.2%	8.5%	12.0%	16.7%	--
Hiking trail network	6.8%	5.9%	8.1%	9.7%	--
Culture	10.1%	4.1%	7.6%	7.8%	--
Historical heritage	9.3%	5.2%	8.2%	4.9%	--
Shopping	2.5%	7.3%	5.5%	6.4%	--
Nightlife	0.8%	5.0%	8.4%	6.6%	--

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

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

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	44%
Fuerteventura	68%
Gran Canaria	50%
Tenerife	36%
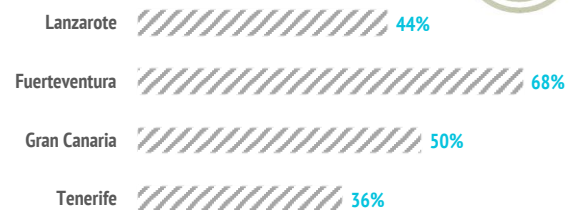
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	59.6%	63.6%	58.8%	54.1%	--
Enjoy family time	3.3%	7.0%	6.9%	5.4%	--
Have fun	0.0%	1.7%	5.5%	3.4%	--
Explore the destination	35.4%	23.8%	25.7%	35.8%	--
Practice their hobbies	0.7%	1.9%	2.0%	0.8%	--
Other reasons	0.9%	2.1%	1.1%	0.5%	--

How far in advance do they book their trip? 📅

	LZ	FUE	GC	TFE	LP
The same day	3.5%	1.2%	0.5%	2.4%	--
Between 1 and 30 days	49.1%	55.5%	34.3%	44.5%	--
Between 1 and 2 months	19.8%	15.3%	23.6%	19.0%	--
Between 3 and 6 months	13.6%	15.7%	28.2%	23.0%	--
More than 6 months	14.0%	12.3%	13.4%	11.0%	--

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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? 🔍

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	34.9%	32.5%	39.1%	30.6%	--
Friends or relatives	26.2%	30.5%	27.0%	32.9%	--
Internet or social media	69.2%	63.3%	69.2%	68.3%	--
Mass Media	1.3%	1.9%	4.1%	4.3%	--
Travel guides and magazines	20.5%	9.4%	12.7%	15.9%	--
Travel Blogs or Forums	12.0%	10.8%	20.8%	19.0%	--
Travel TV Channels	0.0%	2.2%	1.8%	1.9%	--
Tour Operator or Travel Agency	47.9%	42.0%	34.9%	39.3%	--
Public administrations or similar	0.0%	0.0%	2.0%	0.0%	--
Others	1.6%	1.9%	1.2%	2.9%	--

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	7.2%	9.4%	28.9%	19.0%	--
- Tour Operator or Travel Agency	92.8%	90.6%	71.1%	81.0%	--
Accommodation					
- Directly with the accommodation	7.3%	4.6%	21.0%	14.3%	--
- Tour Operator or Travel Agency	92.7%	95.4%	79.0%	85.7%	--

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	17.5%	30.4%	22.9%	13.7%	--
4* Hotel	51.1%	53.9%	36.7%	53.8%	--
5* Hotel / 5* Luxury Hotel	1.8%	1.2%	2.1%	2.5%	--
Aparthotel / Tourist Villa	15.5%	5.6%	13.6%	14.3%	--
House/room rented in a private dwelling	2.5%	0.6%	8.7%	7.1%	--
Private accommodation (1)	0.0%	1.6%	6.5%	1.9%	--
Others (Cottage, cruise, camping,..)	11.6%	6.8%	9.6%	6.8%	--

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

LZ	15.5%	70.3%	14.1%
FUE	5.6%	85.4%	9.0%
GC	13.6%	61.6%	24.8%
TFE	14.3%	70.0%	15.7%
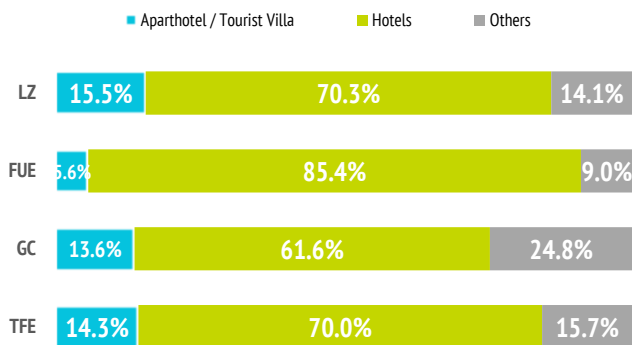
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	1.8%	3.9%	22.2%	12.2%	--
Bed and Breakfast	1.1%	2.6%	1.7%	4.2%	--
Half board	10.2%	9.2%	12.2%	11.7%	--
Full board	0.7%	1.8%	1.1%	1.1%	--
All inclusive	86.1%	82.5%	62.8%	70.7%	--

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	38.2%	37.9%	54.0%	30.3%	--
Supermarkets	38.5%	45.6%	58.0%	38.5%	--
Car rental	39.4%	29.6%	32.7%	23.4%	--
Organized excursions	45.3%	37.7%	33.7%	36.4%	--
Taxi, transfer, chauffeur service	82.7%	38.7%	59.5%	61.6%	--
Theme Parks	9.9%	5.2%	9.8%	15.0%	--
Sport activities	5.2%	6.1%	4.8%	3.7%	--
Museums	17.7%	1.9%	7.6%	1.7%	--
Flights between islands	6.1%	7.2%	5.8%	5.4%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.0%	0.6%	0.0%	0.0%	--
1 - 2 hours	15.4%	9.7%	6.5%	6.6%	--
3 - 6 hours	32.2%	42.8%	34.4%	33.1%	--
7 - 12 hours	45.0%	40.4%	49.5%	56.2%	--
More than 12 hours	6.4%	6.6%	9.7%	4.1%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

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

	LZ	FUE	GC	TFE
0 hours	1%	1%	0%	0%
More than 1 hour	99%	99%	100%	100%
More than 3 hours	84%	90%	94%	93%
More than 7 hours	51%	47%	59%	60%
More than 12 hours	6%	7%	10%	4%
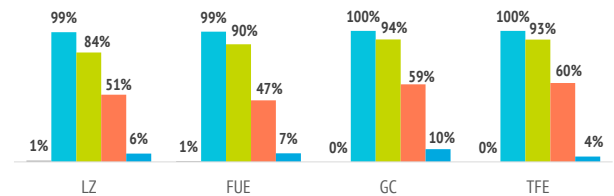
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	79.9%	89.2%	88.5%	77.2%	--
Walk, wander	87.1%	77.8%	77.8%	71.5%	--
Swimming pool, hotel facilities	68.0%	70.0%	67.7%	59.9%	--
Explore the island on their own	59.0%	54.0%	65.1%	61.6%	--
Organized excursions	41.9%	43.2%	33.1%	43.4%	--
Theme parks	21.2%	13.8%	13.6%	38.1%	--
Taste Canarian gastronomy	18.7%	27.3%	24.3%	21.8%	--
Sea excursions / whale watching	9.2%	9.6%	13.6%	33.9%	--
Sport activities	25.0%	15.2%	22.5%	14.6%	--
Wineries / markets / popular festivals	20.4%	11.4%	12.4%	7.8%	--
Nature activities	12.0%	10.4%	14.9%	8.7%	--
Nightlife / concerts / shows	6.1%	7.8%	15.2%	10.3%	--
Museums / exhibitions	19.2%	4.6%	13.8%	5.7%	--
Activities at sea	8.0%	6.9%	14.5%	8.5%	--
Astronomical observation	3.0%	2.7%	3.9%	1.6%	--
Beauty and health treatments	3.9%	3.5%	1.3%	2.1%	--

* Multi-choise question

CANARY ISLANDS

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

TOURIST PROFILE BY ISLAND OF STAY (2018)
POLAND

Which island do they choose?

- Lanzarote 15.5%
- La Palma 1.3%
- Fuerteventura 22.0%
- Tenerife 41.9%
- Gran Canaria 19.3%
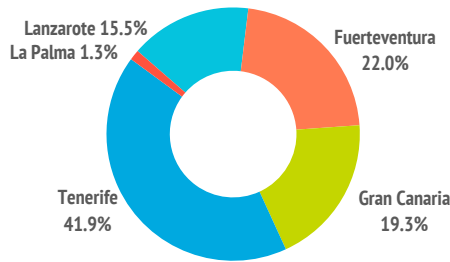
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	93.0%	72.6%	88.5%	81.7%	--
Two islands	5.8%	25.5%	10.9%	16.1%	--
Three or more islands	1.1%	2.0%	0.6%	2.3%	--

% TOURISTS VISITNG MORE THAN ONE ISLAND

- Lanzarote 7.0%
- Gran Canaria 11.5%
- Fuerteventura 27.4%
- Tenerife 18.3%

Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	26.2%	18.4%	22.1%	26.0%	--
- Flights	27.7%	14.4%	8.3%	12.6%	--
- Accommodation	38.7%	27.0%	20.6%	20.1%	--
- Transport	30.9%	25.1%	28.3%	19.2%	--
- Restaurants	36.0%	34.3%	34.5%	31.8%	--
- Excursions	53.7%	48.6%	43.4%	41.4%	--
- Activities	64.0%	54.7%	56.0%	49.1%	--
Book or purchase					
- Tourist package	50.2%	38.6%	33.7%	30.2%	--
- Flights	42.2%	33.5%	55.0%	44.0%	--
- Accommodation	40.9%	33.3%	46.2%	39.7%	--
- Transport	42.7%	25.0%	39.0%	36.5%	--
- Restaurants	12.0%	10.1%	5.9%	10.2%	--
- Excursions	14.0%	13.9%	9.2%	18.3%	--
- Activities	13.1%	9.8%	7.6%	19.1%	--

* Multi-choise question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**11.2%**	**10.7%**	**7.0%**	**8.6%**	**--**
Used the Internet	**88.8%**	**89.3%**	**93.0%**	**91.4%**	**--**
- Own Internet connection	53.4%	52.4%	47.8%	50.4%	--
- Free Wifi connection	26.1%	24.0%	28.3%	24.8%	--
Applications*					
- Search for locations or maps	83.8%	77.4%	81.8%	83.0%	--
- Search for destination info	67.0%	55.9%	54.3%	65.2%	--
- Share pictures or trip videos	44.1%	53.7%	48.2%	49.9%	--
- Download tourist apps	7.3%	6.4%	9.9%	9.9%	--
- Others	14.2%	14.1%	13.0%	12.3%	--

* Multi-choise question

Which is the most visited place in each island?

LANZAROTE — 66% MONTAÑA DEL FUEGO

FUERTEVENTURA — 45% PLAYAS DE JANDÍA

TENERIFE — 65% PARQUE NACIONAL DEL TEIDE

GRAN CANARIA — 72% DUNAS DE MASPALOMAS

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)	LZ	FUE	GC	TFE	LP
Average rating	8.72	8.79	8.78	8.86	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	7.2%	2.5%	4.8%	3.1%	--
Lived up to expectations	48.7%	57.8%	53.4%	55.7%	--
Better or much better than expected	44.2%	39.7%	41.8%	41.2%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.25	8.24	8.59	8.53	--
Recommend visiting the Canary Island	8.87	8.90	9.10	9.12	--

BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED

- Lanzarote 44.2%
- Fuerteventura 39.7%
- Gran Canaria 41.8%
- Tenerife 41.2%

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	36.2%	33.8%	46.0%	36.8%	--
At least 10 previous visits	0.0%	1.2%	2.6%	0.0%	--
Repeat tourists	45.3%	40.2%	50.1%	43.1%	--
At least 10 previous visits	1.0%	2.9%	4.5%	1.6%	--

REPEAT TOURIST OF EACH ISLAND

- **36.2%** Lanzarote
- **46.0%** Gran Canaria
- **33.8%** Fuerteventura
- **36.8%** Tenerife

TOURIST PROFILE BY ISLAND OF STAY (2018)
POLAND

Canary Islands
LATITUDE OF LIFE
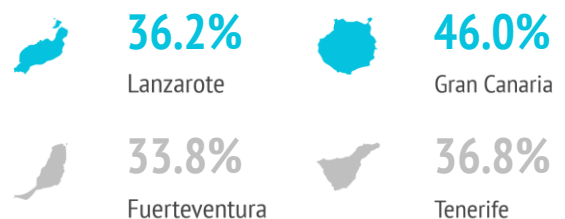
Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Poland	95.6%	94.4%	83.3%	95.8%	--
Germany	4.4%	5.0%	10.9%	2.5%	--
United Kingdom	0.0%	0.0%	1.5%	1.7%	--
Spanish Mainland	0.0%	0.0%	3.2%	0.0%	--
Sweden	0.0%	0.0%	0.6%	0.0%	--
Switzerland	0.0%	0.5%	0.0%	0.0%	--
Netherlands	0.0%	0.0%	0.5%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

■ Poland ■ Others

	LZ	FUE	GC	TFE
Poland	96%	94%	83%	96%
Others	4%	6%	17%	4%
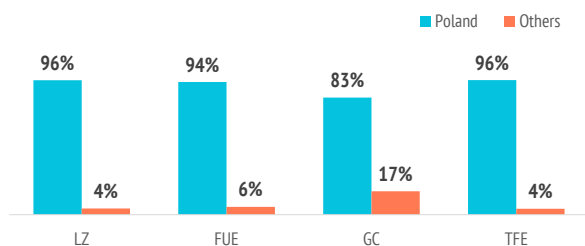
Who do they come with? 🚶‍♂️

	LZ	FUE	GC	TFE	LP
Unaccompanied	0.9%	1.7%	6.9%	5.3%	--
Only with partner	46.1%	48.7%	40.9%	42.7%	--
Only with children (< 13 years old)	6.4%	5.4%	3.9%	5.1%	--
Partner + children (< 13 years old)	10.8%	7.6%	9.0%	9.0%	--
Other relatives	12.1%	7.8%	10.8%	11.4%	--
Friends	6.4%	7.2%	7.7%	5.8%	--
Work colleagues	0.8%	0.0%	1.7%	0.4%	--
Organized trip	0.0%	0.0%	0.0%	0.3%	--
Other combinations [1]	16.6%	21.6%	19.1%	20.0%	--

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**28.7%**	**20.4%**	**20.8%**	**25.7%**	**--**
- Between 0 and 2 years old	3.1%	2.7%	3.2%	3.8%	--
- Between 3 and 12 years old	24.4%	16.2%	16.3%	20.0%	--
- Between 0 -2 and 3-12 years	1.2%	1.5%	1.4%	1.9%	--
Tourists without children	**71.3%**	**79.6%**	**79.2%**	**74.3%**	**--**
Group composition:					
- 1 person	6.2%	7.1%	10.2%	9.8%	--
- 2 people	50.9%	57.2%	46.4%	47.9%	--
- 3 people	18.5%	14.1%	13.6%	18.8%	--
- 4 or 5 people	21.2%	16.6%	24.5%	19.1%	--
- 6 or more people	3.2%	5.0%	5.2%	4.5%	--
Average group size:	**2.86**	**2.79**	**2.82**	**2.72**	**--**

TOURIST TRAVELLING WITH CHILDREN

- **Lanzarote** 28.7%
- **Fuerteventura** 20.4%
- **Gran Canaria** 20.8%
- **Tenerife** 25.7%

(Under the age of 13)
(Canary Islands: 19.3%)
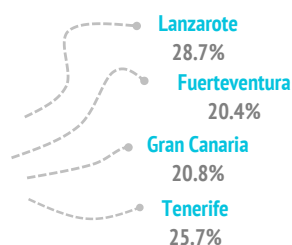
Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	67.8%	53.6%	56.3%	47.4%	--
Women	32.2%	46.4%	43.7%	52.6%	--
Age					
Average age (tourist > 15 years old)	40.9	40.8	37.3	37.2	--
Standard deviation	13.5	14.4	13.1	12.3	--
Age range (> 15 years old)					
16 - 24 years old	7.4%	6.3%	14.5%	10.8%	--
25 - 30 years old	16.3%	27.3%	23.1%	26.1%	--
31 - 45 years old	44.7%	33.2%	41.0%	44.4%	--
46 - 60 years old	18.0%	20.5%	11.7%	11.6%	--
Over 60 years old	13.6%	12.7%	9.7%	7.1%	--
Occupation					
Salaried worker	44.4%	45.6%	42.6%	45.2%	--
Self-employed	7.0%	17.6%	12.7%	14.0%	--
Unemployed	2.0%	1.4%	2.4%	1.2%	--
Business owner	29.4%	18.2%	24.9%	23.8%	--
Student	8.1%	8.5%	12.0%	9.4%	--
Retired	9.2%	8.7%	4.9%	6.1%	--
Unpaid domestic work	0.0%	0.0%	0.5%	0.0%	--
Others	0.0%	0.0%	0.0%	0.4%	--
Annual household income level					
Less than €25,000	37.4%	45.0%	44.7%	40.4%	--
€25,000 - €49,999	42.9%	30.4%	38.2%	41.4%	--
€50,000 - €74,999	16.5%	17.6%	10.3%	13.5%	--
More than €74,999	3.2%	7.0%	6.8%	4.8%	--
Education level					
No studies	1.1%	0.0%	0.0%	0.2%	--
Primary education	1.7%	0.7%	1.7%	1.3%	--
Secondary education	10.2%	22.2%	22.2%	18.4%	--
Higher education	87.0%	77.2%	76.1%	80.2%	--

PERCENTAGE OF MEN
- Lanzarote 67.8%
- Fuerteventura 53.6%
- Gran Canaria 56.3%
- Tenerife 47.4%

% OF TOURISTS WITH INCOMES BELOW €25,000
● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife
37% 45% 45% 40%

% OF TOURISTS TRAVELLING ONLY WITH PARTNER
- Lanzarote 46%
- Fuerteventura 49%
- Gran Canaria 41%
- Tenerife 43%