Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Half board	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**2,693,462**	**13,485,651**
- book holiday package	2,080,056	7,848,516
- do not book holiday package	613,406	5,637,135
- % tourists who book holiday package	77.2%	58.2%
Share of total tourist	20.0%	100%

TOURISTS WHO BOOK HALF BOARD

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	178,868	142,210	131,582	160,746
book holiday package	545,938	488,775	515,639	529,704
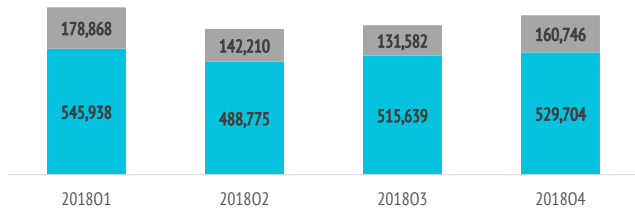
	Half board	Total
Expenditure per tourist (€)	**1,337**	**1,196**
- book holiday package	1,372	1,309
- holiday package	1,090	1,064
- others	283	246
- do not book holiday package	1,216	1,037
- flight	275	288
- accommodation	606	350
- others	334	399
Average lenght of stay	**8.61**	**9.32**
- book holiday package	8.78	8.66
- do not book holiday package	8.03	10.23
Average daily expenditure (€)	**163.4**	**143.6**
- book holiday package	164.2	159.8
- do not book holiday package	160.4	121.0
Total turnover (> 15 years old) (€m)	**3,600**	**16,124**
- book holiday package	2,855	10,277
- do not book holiday package	746	5,848

AVERAGE LENGHT OF STAY (nights)

■ Half board ■ Total

	Total	book holiday package	do not book holiday package
Half board	8.61	8.78	8.03
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Half board ■ Total

	Total	book holiday package	do not book holiday package
Half board	1,337	1,372	1,216
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

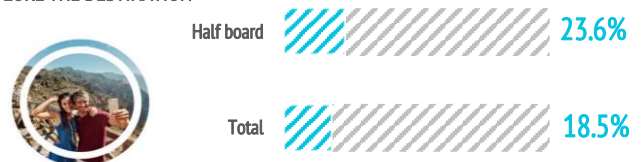|	Half board	Total
Climate	79.4%	78.1%
Safety	53.3%	51.4%
Tranquility	48.4%	46.2%
Accommodation supply	45.9%	41.7%
Sea	44.6%	43.3%
European belonging	38.3%	35.8%
Beaches	37.2%	37.1%
Effortless trip	36.7%	34.8%
Price	32.4%	36.5%
Landscapes	31.9%	31.6%
Environment	28.6%	30.6%
Gastronomy	21.6%	22.6%
Authenticity	18.2%	19.1%
Fun possibilities	17.9%	20.7%
Exoticism	9.1%	10.5%
Shopping	8.8%	9.6%
Hiking trail network	8.5%	9.0%
Historical heritage	6.8%	7.1%
Culture	6.6%	7.3%
Nightlife	6.2%	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.

What is the main motivation for their holidays?

	Half board	Total
Rest	57.6%	55.1%
Enjoy family time	8.9%	14.7%
Have fun	6.2%	7.8%
Explore the destination	23.6%	18.5%
Practice their hobbies	1.9%	1.8%
Other reasons	1.8%	2.1%

EXPLORE THE DESTINATION

Half board 23.6%

Total 18.5%

How far in advance do they book their trip?

	Half board	Total
The same day	0.5%	0.7%
Between 1 and 30 days	23.5%	23.2%
Between 1 and 2 months	24.0%	23.0%
Between 3 and 6 months	33.5%	32.4%
More than 6 months	18.5%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

HALF BOARD 33.5% TOTAL 32.4%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who book half board.

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? 🔍

	Half board	Total
Previous visits to the Canary Islands	50.9%	50.9%
Friends or relatives	21.6%	27.8%
Internet or social media	55.4%	56.1%
Mass Media	1.9%	1.7%
Travel guides and magazines	11.4%	9.5%
Travel Blogs or Forums	5.7%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	34.5%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.4%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Half board	Total
Flight		
- Directly with the airline	23.2%	39.5%
- Tour Operator or Travel Agency	76.8%	60.5%
Accommodation		
- Directly with the accommodation	19.5%	28.8%
- Tour Operator or Travel Agency	80.5%	71.2%

Where do they stay? 🛏

	Half board	Total
1-2-3* Hotel	12.8%	12.8%
4* Hotel	61.9%	37.7%
5* Hotel / 5* Luxury Hotel	13.2%	6.8%
Aparthotel / Tourist Villa	9.2%	23.6%
House/room rented in a private dwelling	0.0%	5.3%
Private accommodation (1)	0.0%	7.0%
Others (Cottage, cruise, camping,..)	2.8%	6.8%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

Half board	9.2%	88.0%	2.8%
Total	23.6%	57.3%	19.1%
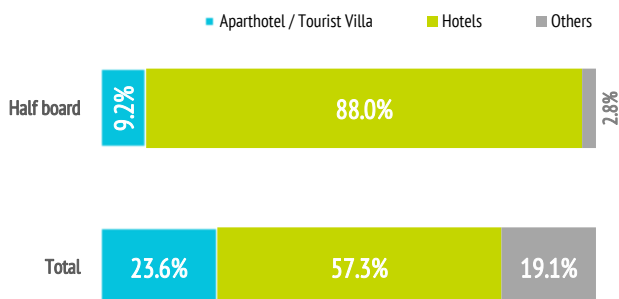
What do they book? 🍽

	Half board	Total
Room only	--	28.8%
Bed and Breakfast	--	11.7%
Half board	100.0%	22.4%
Full board	--	3.0%
All inclusive	--	34.1%

Other expenses 📍

	Half board	Total
Restaurants or cafes	70.9%	63.2%
Supermarkets	55.4%	55.9%
Car rental	28.5%	26.6%
Organized excursions	26.8%	21.8%
Taxi, transfer, chauffeur service	60.4%	51.7%
Theme Parks	9.1%	8.8%
Sport activities	6.4%	6.4%
Museums	6.0%	5.0%
Flights between islands	4.4%	4.8%

Activities in the Canary Islands 🚶🛷

Outdoor time per day	Half board	Total
0 hours	1.7%	2.2%
1 - 2 hours	10.5%	10.0%
3 - 6 hours	35.9%	32.6%
7 - 12 hours	45.8%	46.5%
More than 12 hours	6.1%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average **7h**

Canary Islands: 7.4h

Hours
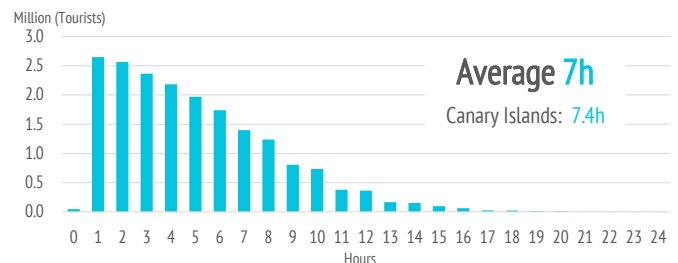
Activities in the Canary Islands	Half board	Total
Walk, wander	69.9%	71.0%
Beach	68.0%	68.0%
Swimming pool, hotel facilities	63.5%	58.9%
Explore the island on their own	47.7%	46.5%
Taste Canarian gastronomy	23.6%	25.4%
Organized excursions	22.0%	17.9%
Theme parks	16.1%	15.5%
Sport activities	14.9%	14.3%
Nightlife / concerts / shows	14.2%	15.5%
Sea excursions / whale watching	11.5%	11.3%
Wineries / markets / popular festivals	10.7%	12.0%
Nature activities	10.6%	10.0%
Museums / exhibitions	10.3%	9.8%
Activities at sea	9.8%	9.8%
Beauty and health treatments	7.0%	5.7%
Astronomical observation	3.2%	3.4%

* Multi-choise question

	HALF BOARD	TOTAL	
SWIMMING POOL / HOTEL FACILITIES	63.5%	58.9%	
ORGANIZED EXCURSIONS	22.0%	17.9%	

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book half board	2,693,462	438,677	356,877	742,542	1,087,612	55,377
- Share by islands	100%	16.3%	13.2%	27.6%	40.4%	2.1%
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%
% Tourists who book half board	20.4%	18.0%	19.5%	20.1%	22.2%	22.6%

How many islands do they visit during their trip?

	Half board	Total
One island	91.5%	90.9%
Two islands	7.4%	7.7%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Half board	Total
Research		
- Tourist package	17.9%	15.4%
- Flights	15.7%	13.0%
- Accommodation	22.6%	17.7%
- Transport	15.8%	15.6%
- Restaurants	24.3%	27.0%
- Excursions	28.7%	26.3%
- Activities	31.8%	31.0%
Book or purchase		
- Tourist package	42.5%	38.1%
- Flights	49.9%	64.4%
- Accommodation	46.7%	54.5%
- Transport	38.1%	44.7%
- Restaurants	7.9%	10.5%
- Excursions	11.6%	11.4%
- Activities	11.2%	12.5%

* Multi-choise question

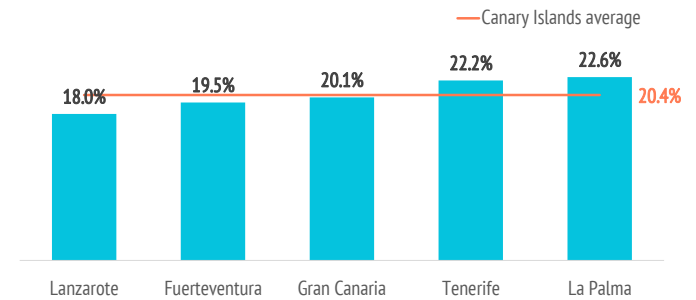| Internet usage in the Canary Islands	Half board	Total
Did not use the Internet	**10.7%**	**9.8%**
Used the Internet	**89.3%**	**90.2%**
- Own Internet connection	29.1%	36.5%
- Free Wifi connection	48.0%	41.1%
Applications*		
- Search for locations or maps	60.0%	60.7%
- Search for destination info	44.7%	44.7%
- Share pictures or trip videos	54.3%	55.6%
- Download tourist apps	6.7%	6.5%
- Others	24.1%	23.9%

* Multi-choise question

"

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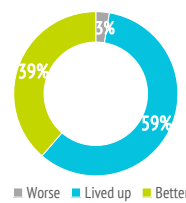
(Canary Islands:55.6%)

% TOURISTS BY ISLANDS

—Canary Islands average

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
	18.0%	19.5%	20.1%	22.2%	22.6%

20.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Half board	Total
Average rating	8.54	8.58

Experience in the Canary Islands	Half board	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	58.7%	57.4%
Better or much better than expected	38.6%	39.7%

Future intentions (scale 1-10)	Half board	Total
Return to the Canary Islands	8.50	8.60
Recommend visiting the Canary Islands	8.81	8.86

■ Worse ■ Lived up ■ Better

8.50/10
Experience in the Canary

8.81/10
Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Half board	Total
Repeat tourists	**71.0%**	**71.0%**
Repeat tourists (last 5 years)	64.4%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	15.2%	18.4%
At least 10 previous visits	**15.0%**	**17.8%**

Canary Islands LATITUDE OF LIFE

Where are they from? 🌐

	%	Absolute
Germany	32.3%	869,270
United Kingdom	26.6%	715,677
Spanish Mainland	11.4%	307,675
Belgium	3.4%	92,852
Netherlands	3.4%	91,031
France	3.3%	88,664
Switzerland	3.2%	85,500
Ireland	2.5%	68,161
Italy	2.5%	66,601
Sweden	2.3%	61,763
Denmark	1.2%	33,365
Austria	1.2%	33,352
Norway	1.1%	30,714
Poland	1.1%	28,862
Finland	1.0%	26,369
Czech Republic	0.5%	13,340
Russia	0.5%	12,421
Others	2.5%	67,847

United Kingdom 26.6%
Germany 32.3%
Others 30%
Spanish Mainland 11.4%
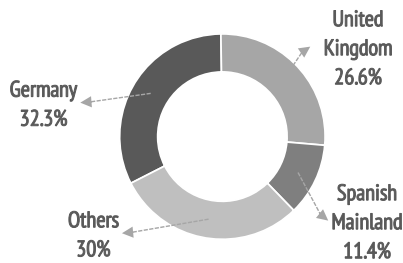
Who do they come with? 👫

	Half board	Total
Unaccompanied	5.7%	8.9%
Only with partner	56.8%	47.4%
Only with children (< 13 years old)	5.1%	5.9%
Partner + children (< 13 years old)	5.9%	7.2%
Other relatives	8.2%	9.0%
Friends	5.1%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.3%	0.2%
Other combinations [1]	12.6%	14.6%
(1) Different situations have been isolated		
Tourists with children	**15.2%**	**19.3%**
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	12.4%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
Tourists without children	**84.8%**	**80.7%**
Group composition:		
- 1 person	8.7%	12.4%
- 2 people	64.2%	54.1%
- 3 people	12.1%	12.6%
- 4 or 5 people	12.9%	17.1%
- 6 or more people	2.2%	3.8%
Average group size:	**2.43**	**2.58**

Who are they? 👤

	Half board	Total
Gender		
Men	47.6%	48.2%
Women	52.4%	51.8%
Age		
Average age (tourist > 15 years old)	49.1	46.7
Standard deviation	15.7	15.3
Age range (> 15 years old)		
16 - 24 years old	6.6%	7.7%
25 - 30 years old	8.9%	10.8%
31 - 45 years old	25.3%	28.6%
46 - 60 years old	32.7%	31.3%
Over 60 years old	26.5%	21.5%
Occupation		
Salaried worker	54.0%	55.5%
Self-employed	10.0%	11.0%
Unemployed	0.8%	1.1%
Business owner	9.5%	9.2%
Student	3.3%	4.2%
Retired	20.7%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	14.6%	17.0%
€25,000 - €49,999	36.0%	36.5%
€50,000 - €74,999	25.4%	25.0%
More than €74,999	24.1%	21.5%
Education level		
No studies	3.7%	4.8%
Primary education	3.2%	2.8%
Secondary education	23.3%	23.1%
Higher education	69.7%	69.3%

3 IN 10 TOURISTS ARE **GERMAN**

49 YEARS OLD AVERAGE AGE

57% ONLY WITH **PARTNER**

Pictures: Freepik.com