Canary Islands — *LATITUDE OF LIFE*

How many are they and how much do they spend?

	Full board	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**159,839**	**5,827,892**
- book holiday package	94,106	2,549,012
- do not book holiday package	65,732	3,278,880
- % tourists who book holiday package	58.9%	43.7%
Share of total tourist	2.7%	100%
Expenditure per tourist (€)	**1,371**	**1,206**
- book holiday package	1,521	1,415
- holiday package	1,305	1,135
- others	216	280
- do not book holiday package	1,156	1,044
- flight	252	248
- accommodation	649	369
- others	254	427
Average lenght of stay	**8.49**	**9.54**
- book holiday package	8.24	8.59
- do not book holiday package	8.84	10.28
Average daily expenditure (€)	**172.3**	**144.0**
- book holiday package	191.4	172.8
- do not book holiday package	144.9	121.6
Total turnover (> 15 years old) (€m)	**219**	**7,028**
- book holiday package	143	3,606
- do not book holiday package	76	3,422

AVERAGE LENGHT OF STAY (nights)

Full board | Total

	Total	book holiday package	do not book holiday package
Full board	8.49	8.24	8.84
Total	9.54	8.59	10.28

EXPENDITURE PER TOURIST (€)

Full board | Total

	Total	book holiday package	do not book holiday package
Full board	1,371	1,521	1,156
Total	1,206	1,415	1,044
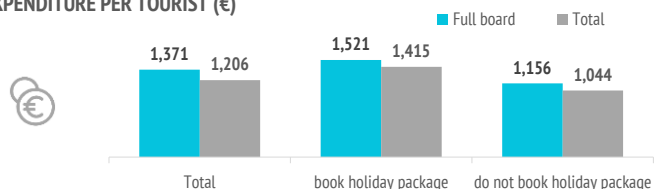
Where did they spend their main holiday last year?*

	Full board	Total
Didn't have holidays	33.4%	35.7%
Canary Islands	14.6%	17.6%
Other destination	51.9%	46.8%

What other destinations do they consider for this trip?*

	Full board	Total
None	26.8%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	47.2%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who book full board.

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

Importance of each factor in the destination choice

	Full board	Total
Climate	77.3%	76.0%
Sea	54.6%	52.0%
Beaches	50.7%	44.6%
Safety	49.2%	49.0%
Tranquility	48.9%	48.5%
European belonging	43.3%	40.2%
Accommodation supply	41.8%	37.8%
Landscapes	36.4%	39.1%
Effortless trip	34.5%	34.9%
Environment	33.8%	34.7%
Price	31.3%	32.4%
Authenticity	24.7%	24.4%
Gastronomy	24.4%	27.9%
Fun possibilities	23.8%	22.4%
Exoticism	12.8%	14.5%
Shopping	11.1%	8.8%
Historical heritage	10.8%	9.1%
Culture	9.4%	8.7%
Hiking trail network	9.2%	12.1%
Nightlife	7.4%	8.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
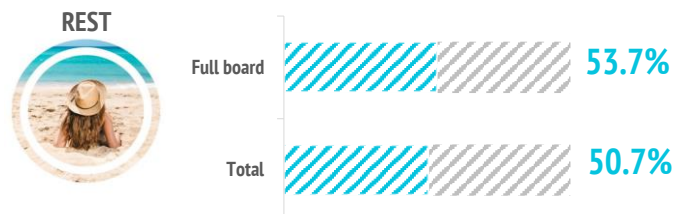
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Full board	Total
Rest	53.7%	50.7%
Enjoy family time	14.7%	14.0%
Have fun	6.0%	7.3%
Explore the destination	17.7%	23.3%
Practice their hobbies	6.0%	2.6%
Other reasons	2.0%	2.1%

REST

Full board	53.7%
Total	50.7%

How far in advance do they book their trip?

	Full board	Total
The same day	1.1%	1.0%
Between 1 and 30 days	46.4%	42.5%
Between 1 and 2 months	22.8%	26.7%
Between 3 and 6 months	19.7%	18.7%
More than 6 months	10.1%	11.1%

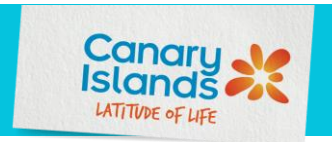### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

FULL BOARD 46.4%   **TOTAL** 42.5%

Picture: Freepik.com

Canary Islands
LATITUDE OF LIFE

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

	Full board	Total
Previous visits to the Canary Islands	42.7%	45.7%
Friends or relatives	22.6%	30.9%
Internet or social media	40.0%	53.5%
Mass Media	2.6%	2.3%
Travel guides and magazines	5.1%	7.0%
Travel Blogs or Forums	4.5%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	29.1%	19.4%
Public administrations or similar	1.1%	1.9%
Others	2.5%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Full board	Total
Flight		
- Directly with the airline	39.4%	52.8%
- Tour Operator or Travel Agency	60.6%	47.2%
Accommodation		
- Directly with the accommodation	33.9%	39.9%
- Tour Operator or Travel Agency	66.1%	60.1%

Where do they stay? 🛏

	Full board	Total
1-2-3* Hotel	19.8%	11.5%
4* Hotel	53.2%	39.4%
5* Hotel / 5* Luxury Hotel	14.5%	10.9%
Aparthotel / Tourist Villa	5.4%	14.8%
House/room rented in a private dwelling	0.0%	6.9%
Private accommodation (1)	0.0%	9.9%
Others (Cottage, cruise, camping,..)	7.1%	6.6%

(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
Full board	5.4%	87.5%	7.1%
Total	14.8%	61.8%	23.4%
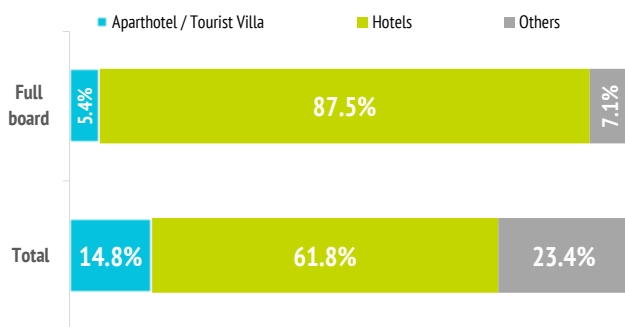
What do they book? 🍴

	Full board	Total
Room only	--	28.1%
Bed and Breakfast	--	15.3%
Half board	--	19.5%
Full board	100%	3.2%
All inclusive	--	33.8%

Other expenses 📍

	Full board	Total
Restaurants or cafes	39.4%	66.9%
Supermarkets	29.1%	55.6%
Car rental	29.5%	37.3%
Organized excursions	26.3%	23.7%
Taxi, transfer, chauffeur service	53.8%	46.0%
Theme Parks	6.7%	8.6%
Sport activities	10.1%	9.3%
Museums	3.1%	4.7%
Flights between islands	5.0%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Full board	Total
0 hours	6.0%	2.4%
1 - 2 hours	14.8%	10.0%
3 - 6 hours	33.7%	30.1%
7 - 12 hours	35.8%	47.1%
More than 12 hours	9.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Thousands (Tourists)

Average 6.7h
Canary Islands: 7.7h

Hours
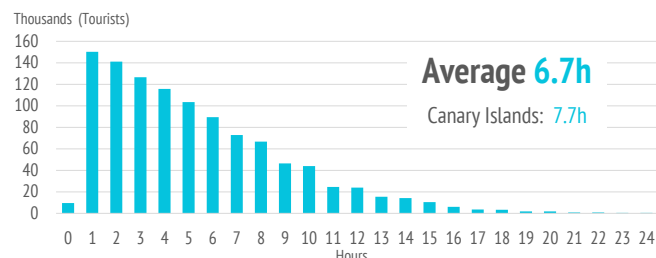
Activities in the Canary Islands	Full board	Total
Beach	76.1%	75.1%
Swimming pool, hotel facilities	66.9%	57.5%
Walk, wander	61.9%	72.2%
Explore the island on their own	38.5%	52.5%
Swim	37.1%	38.8%
Organized excursions	21.4%	16.0%
Taste Canarian gastronomy	16.2%	30.2%
Sea excursions / whale watching	14.0%	13.5%
Hiking	12.7%	22.5%
Nightlife / concerts / shows	10.3%	12.3%
Theme parks	10.1%	12.2%
Practice other sports	9.9%	5.9%
Museums / exhibitions	8.0%	10.7%
Running	7.7%	7.6%
Beauty and health treatments	7.5%	5.6%
Other Nature Activities	6.6%	9.5%
Golf	5.4%	2.3%
Wineries / markets / popular festivals	5.0%	10.0%
Scuba Diving	4.9%	4.2%
Cycling / Mountain bike	4.7%	4.2%
Surf	4.6%	4.8%
Astronomical observation	4.5%	4.2%
Windsurf / Kitesurf	3.1%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book full board	159,839	13,893	43,569	38,098	58,546	1,812
- Share by islands	100%	8.7%	27.3%	23.8%	36.6%	1.1%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tourists full board	3.2%	1.7%	5.5%	3.0%	3.1%	1.9%

How many islands do they visit during their trip?

	Full board	Total
One island	90.1%	90.9%
Two islands	7.0%	7.8%
Three or more islands	2.9%	1.3%

Health safety

Planning the trip: Importance	Full board	Total
Average rating (scale 0-10)	8.22	7.99

During the stay: Rate	Full board	Total
Average rating (scale 0-10)	8.48	8.42

HEALTH SAFETY MEASURES (RATE)

Legend: Good, Adequate, Poor

	Good	Adequate	Poor
Airplane	58.8%	35.0%	6.2%
Airport	63.5%	33.3%	3.2%
Accommodation	72.9%	25.7%	1.4%
Bars, restaurants and coffee shops	53.6%	41.4%	4.9%
Promenades, beaches, parks and similar spaces	55.7%	40.3%	4.0%
Shops, markets and similar spaces	49.8%	47.1%	3.1%
Rental cars	53.3%	42.3%	4.3%
Public transport	49.4%	46.1%	4.5%
Leisure facilities	47.0%	45.8%	7.2%
Cultural facilities	53.7%	44.7%	1.6%

% TOURISTS BY ISLAND OF STAY

Canary Islands average

	%
Lanzarote	1.7%
Fuerteventura	5.5%
Gran Canaria	3.0%
Tenerife	3.1%
La Palma	1.9%

Canary Islands average: 3.2%
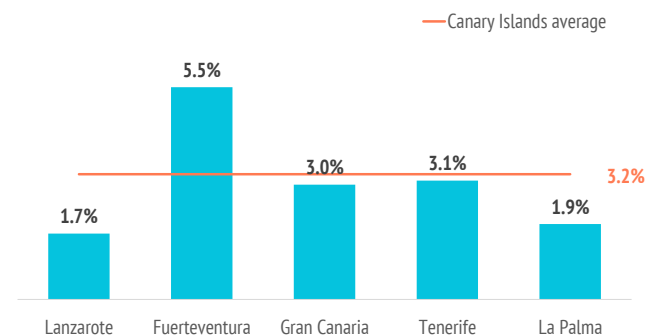
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Full board	Total
Average rating	8.83	8.86

Experience in the Canary Islands	Full board	Total
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	54.1%	51.4%
Better or much better than expected	42.8%	45.9%

Future intentions (scale 1-10)	Full board	Total
Return to the Canary Islands	8.78	8.86
Recommend visiting the Canary Islands	9.04	9.10

Legend: Worse, Lived up, Better

3%
43%
54%
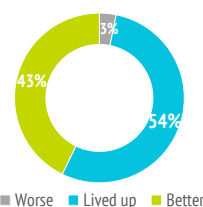
8.78/10

9.04/10

Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

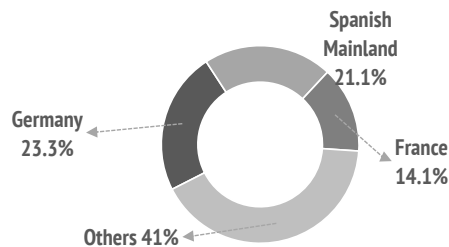|	Full board	Total
Repeat tourists	**65.6%**	**68.0%**
Repeat tourists (last 5 years)	58.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits	13.0%	15.0%
At least 10 previous visits	**17.0%**	**18.3%**

Where are they from? 🌐

	%	Absolute
Germany	23.3%	37,254
Spanish Mainland	21.1%	33,773
France	14.1%	22,586
United Kingdom	8.9%	14,264
Italy	8.2%	13,147
Belgium	3.7%	5,946
Sweden	3.4%	5,447
Finland	2.6%	4,089
Netherlands	2.5%	4,034
Portugal	2.2%	3,522
Switzerland	2.1%	3,291
Lucembourg	1.3%	2,015
Ireland	1.3%	1,999
Poland	0.9%	1,375
Czech Republic	0.8%	1,349
Austria	0.8%	1,313
Norway	0.6%	1,014
Others	2.1%	3,423

Spanish Mainland 21.1%
Germany 23.3%
France 14.1%
Others 41%

Who do they come with? 👫

	Full board	Total
Unaccompanied	12.0%	13.5%
Only with partner	43.6%	48.2%
Only with children (< 13 years old)	4.9%	3.9%
Partner + children (< 13 years old)	6.9%	4.9%
Other relatives	10.5%	8.4%
Friends	6.6%	8.5%
Work colleagues	2.2%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	12.9%	11.5%
(1) Different situations have been isolated		
Tourists with children	**17.3%**	**12.5%**
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	14.5%	10.2%
- Between 0 -2 and 3-12 years	1.5%	1.0%
Tourists without children	**82.7%**	**87.5%**
Group composition:		
- 1 person	16.2%	16.5%
- 2 people	49.4%	56.7%
- 3 people	13.0%	10.7%
- 4 or 5 people	18.5%	13.6%
- 6 or more people	2.9%	2.5%
Average group size:	**2.55**	**2.37**

*People who share the main expenses of the trip

Who are they? 👤

	Full board	Total
Gender		
Men	53.1%	49.6%
Women	46.9%	50.4%
Age		
Average age (tourist > 15 years old)	44.8	43.3
Standard deviation	15.6	15.6
Age range (> 15 years old)		
16 - 24 years old	10.9%	11.9%
25 - 30 years old	12.6%	14.8%
31 - 45 years old	29.2%	30.2%
46 - 60 years old	30.5%	26.6%
Over 60 years old	16.7%	16.4%
Occupation		
Salaried worker	52.9%	57.8%
Self-employed	10.9%	11.1%
Unemployed	1.2%	1.7%
Business owner	17.5%	10.0%
Student	5.2%	5.9%
Retired	11.0%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	14.9%	16.1%
€25,000 - €49,999	32.7%	37.0%
€50,000 - €74,999	25.3%	23.4%
More than €74,999	27.0%	23.5%
Education level		
No studies	1.3%	2.2%
Primary education	2.4%	2.2%
Secondary education	20.0%	18.8%
Higher education	76.3%	76.9%

23% 21% 14% 41%

45 YEARS OLD
AVERAGE AGE

44% ONLY WITH **PARTNER**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who book full board.

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