How many are they and how much do they spend?

	Room only	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**3,452,198**	**13,485,651**
- book holiday package	1,129,924	7,848,516
- do not book holiday package	2,322,274	5,637,135
- % tourists who book holiday package	32.7%	58.2%
Share of total tourist	25.6%	100%

TOURISTS WHO BOOK ACCOMMODATION (ROOM ONLY)

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	685,998	492,215	475,905	668,156
book holiday package	305,292	220,551	290,817	313,264
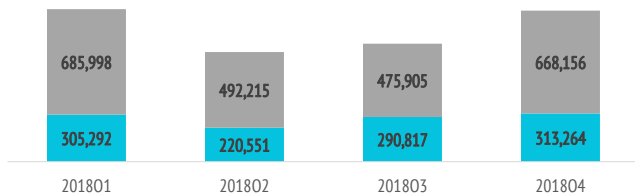
	Room only	Total
Expenditure per tourist (€)	**1,121**	**1,196**
- book holiday package	1,225	1,309
- holiday package	815	1,064
- others	409	246
- do not book holiday package	1,071	1,037
- flight	281	288
- accommodation	341	350
- others	449	399
Average lenght of stay	**10.20**	**9.32**
- book holiday package	9.51	8.66
- do not book holiday package	10.53	10.23
Average daily expenditure (€)	**123.5**	**143.6**
- book holiday package	139.0	159.8
- do not book holiday package	116.0	121.0
Total turnover (> 15 years old) (€m)	**3,870**	**16,124**
- book holiday package	1,384	10,277
- do not book holiday package	2,486	5,848

AVERAGE LENGHT OF STAY (nights)

■ Room only ■ Total

	Total	book holiday package	do not book holiday package
Room only	10.20	9.51	10.53
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Room only ■ Total

	Total	book holiday package	do not book holiday package
Room only	1,121	1,225	1,071
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

	Room only	Total
Climate	78.6%	78.1%
Safety	47.5%	51.4%
Sea	43.8%	43.3%
Tranquility	43.2%	46.2%
Beaches	38.1%	37.1%
Price	37.6%	36.5%
Accommodation supply	36.7%	41.7%
Landscapes	34.3%	31.6%
Environment	34.2%	30.6%
European belonging	32.5%	35.8%
Effortless trip	32.1%	34.8%
Gastronomy	22.2%	22.6%
Fun possibilities	20.7%	20.7%
Authenticity	18.9%	19.1%
Hiking trail network	11.4%	9.0%
Shopping	9.7%	9.6%
Nightlife	9.5%	7.5%
Exoticism	9.4%	10.5%
Culture	7.3%	7.3%
Historical heritage	7.0%	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.

What is the main motivation for their holidays?

	Room only	Total
Rest	52.7%	55.1%
Enjoy family time	13.5%	14.7%
Have fun	9.2%	7.8%
Explore the destination	19.2%	18.5%
Practice their hobbies	2.6%	1.8%
Other reasons	2.8%	2.1%

HAVE FUN

Room only	9.2%
Total	7.8%

How far in advance do they book their trip?

	Room only	Total
The same day	0.7%	0.7%
Between 1 and 30 days	20.7%	23.2%
Between 1 and 2 months	21.7%	23.0%
Between 3 and 6 months	32.7%	32.4%
More than 6 months	24.2%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ROOM ONLY	TOTAL
24.2%	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 book accommodation (room only).

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? 🔍

	Room only	Total
Previous visits to the Canary Islands	56.6%	50.9%
Friends or relatives	29.8%	27.8%
Internet or social media	60.7%	56.1%
Mass Media	1.5%	1.7%
Travel guides and magazines	9.5%	9.5%
Travel Blogs or Forums	6.6%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	11.6%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.8%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Room only	Total
Flight		
- Directly with the airline	61.8%	39.5%
- Tour Operator or Travel Agency	38.2%	60.5%
Accommodation		
- Directly with the accommodation	50.1%	28.8%
- Tour Operator or Travel Agency	49.9%	71.2%

Where do they stay? 🛏

	Room only	Total
1-2-3* Hotel	9.0%	12.8%
4* Hotel	6.5%	37.7%
5* Hotel / 5* Luxury Hotel	0.9%	6.8%
Aparthotel / Tourist Villa	52.8%	23.6%
House/room rented in a private dwelling	15.7%	5.3%
Private accommodation (1)	2.9%	7.0%
Others (Cottage, cruise, camping,..)	12.2%	6.8%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

Room only	52.8%	16.4%	30.8%

Total	23.6%	57.3%	19.1%
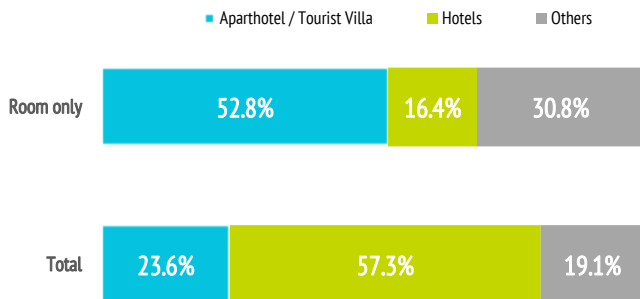
What do they book? 🍽

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

Other expenses 📍

	Room only	Total
Restaurants or cafes	82.4%	63.2%
Supermarkets	80.0%	55.9%
Car rental	33.6%	26.6%
Organized excursions	18.1%	21.8%
Taxi, transfer, chauffeur service	37.9%	51.7%
Theme Parks	9.4%	8.8%
Sport activities	7.6%	6.4%
Museums	6.0%	5.0%
Flights between islands	6.8%	4.8%

Activities in the Canary Islands 🚶

Outdoor time per day	Room only	Total
0 hours	0.9%	2.2%
1 - 2 hours	2.9%	10.0%
3 - 6 hours	25.0%	32.6%
7 - 12 hours	58.7%	46.5%
More than 12 hours	12.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average **8.8h**

Canary Islands: 7.4h

Hours
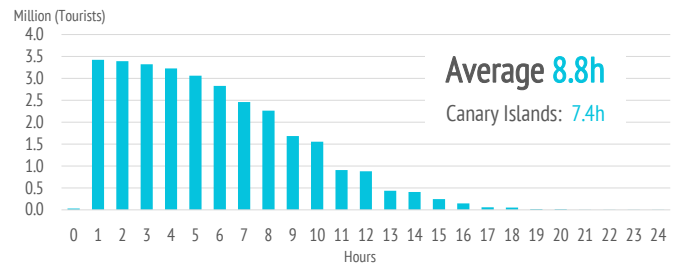
Activities in the Canary Islands	Room only	Total
Walk, wander	75.4%	71.0%
Beach	70.4%	68.0%
Explore the island on their own	52.8%	46.5%
Swimming pool, hotel facilities	51.7%	58.9%
Taste Canarian gastronomy	32.1%	25.4%
Nightlife / concerts / shows	19.3%	15.5%
Theme parks	14.9%	15.5%
Sport activities	14.5%	14.3%
Wineries / markets / popular festivals	14.1%	12.0%
Nature activities	12.3%	10.0%
Organized excursions	12.0%	17.9%
Museums / exhibitions	11.4%	9.8%
Sea excursions / whale watching	11.2%	11.3%
Activities at sea	10.2%	9.8%
Beauty and health treatments	4.4%	5.7%
Astronomical observation	3.7%	3.4%

* Multi-choise question

	ROOM ONLY	TOTAL
EXPLORE THE ISLAND ON THEIR TOWN	52.8%	46.5%
TASTE CANARIAN GASTRONOMY	32.1%	25.4%

Canary Islands
LATITUDE OF LIFE
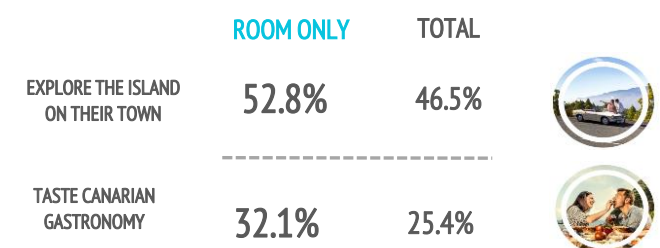
Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book room only	3,452,198	669,861	304,078	1,087,180	1,283,363	83,594
- Share by islands	100%	19.4%	8.8%	31.5%	37.2%	2.4%
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 room only	26.1%	27.6%	16.6%	29.4%	26.2%	34.1%

How many islands do they visit during their trip?

	Room only	Total
One island	90.0%	90.9%
Two islands	9.1%	7.7%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Room only	Total
Research		
- Tourist package	11.6%	15.4%
- Flights	9.4%	13.0%
- Accommodation	11.7%	17.7%
- Transport	14.3%	15.6%
- Restaurants	32.3%	27.0%
- Excursions	25.7%	26.3%
- Activities	31.4%	31.0%
Book or purchase		
- Tourist package	30.7%	38.1%
- Flights	79.7%	64.4%
- Accommodation	71.7%	54.5%
- Transport	56.6%	44.7%
- Restaurants	13.1%	10.5%
- Excursions	11.5%	11.4%
- Activities	15.1%	12.5%

* Multi-choise question

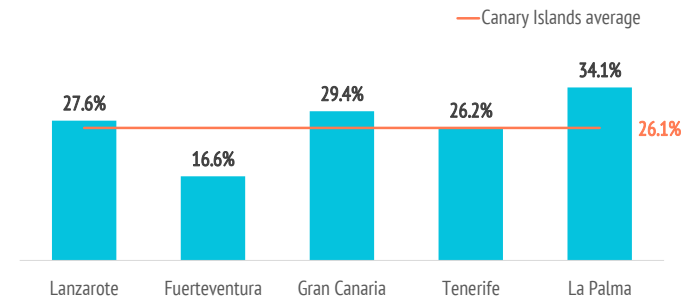| Internet usage in the Canary Islands	Room only	Total
Did not use the Internet	**8.6%**	**9.8%**
Used the Internet	**91.4%**	**90.2%**
- Own Internet connection	40.9%	36.5%
- Free Wifi connection	37.8%	41.1%
Applications*	0.0%	0.0%
- Search for locations or maps	67.3%	60.7%
- Search for destination info	50.0%	44.7%
- Share pictures or trip videos	56.3%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	21.9%	23.9%

* Multi-choise question

"

56.3% of tourists share pictures or trip videos during their stay in the Canary Islands
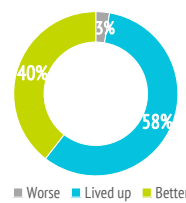
(Canary Islands: 55.6%)

% TOURISTS BY ISLANDS

—Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
27.6%	16.6%	29.4%	26.2%	34.1%

26.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Room only	Total
Average rating	8.62	8.58

Experience in the Canary Islands	Room only	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	57.8%	57.4%
Better or much better than expected	39.5%	39.7%

Future intentions (scale 1-10)	Room only	Total
Return to the Canary Islands	8.69	8.60
Recommend visiting the Canary Islands	8.92	8.86

3%
40%
58%

■ Worse ■ Lived up ■ Better

8.69/10

8.92/10

Experience in the Canary

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

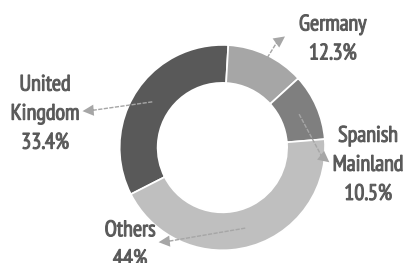|	Room only	Total
Repeat tourists	**74.2%**	**71.0%**
Repeat tourists (last 5 years)	67.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	22.0%	18.4%
At least 10 previous visits	**21.2%**	**17.8%**
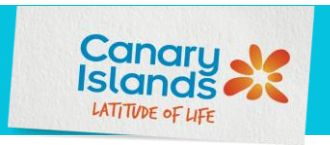
Where are they from? 🌐

	%	Absolute
United Kingdom	33.4%	1,153,593
Germany	12.3%	424,836
Spanish Mainland	10.5%	361,362
Ireland	5.8%	200,410
Italy	4.9%	170,468
Norway	4.9%	167,648
Sweden	4.8%	165,550
Netherlands	4.7%	162,660
France	3.0%	103,785
Denmark	2.5%	86,575
Belgium	2.2%	77,108
Finland	2.1%	72,727
Switzerland	1.9%	65,011
Russia	1.0%	34,366
Austria	0.8%	27,775
Poland	0.8%	27,722
Czech Republic	0.4%	14,169
Others	4.0%	136,434

Germany
12.3%

United Kingdom
33.4%

Spanish Mainland
10.5%

Others
44%

Who do they come with? 👪

	Room only	Total
Unaccompanied	9.3%	8.9%
Only with partner	45.3%	47.4%
Only with children (< 13 years old)	4.9%	5.9%
Partner + children (< 13 years old)	6.2%	7.2%
Other relatives	9.1%	9.0%
Friends	8.8%	6.3%
Work colleagues	0.5%	0.5%
Organized trip	0.1%	0.2%
Other combinations [1]	15.8%	14.6%
(1) Different situations have been isolated		
Tourists with children	**17.1%**	**19.3%**
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	14.1%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	**82.9%**	**80.7%**
Group composition:		
- 1 person	13.2%	12.4%
- 2 people	52.0%	54.1%
- 3 people	11.5%	12.6%
- 4 or 5 people	18.8%	17.1%
- 6 or more people	4.5%	3.8%
Average group size:	**2.63**	**2.58**

Who are they? 👤

	Room only	Total
Gender		
Men	49.7%	48.2%
Women	50.3%	51.8%
Age		
Average age (tourist > 15 years old)	46.6	46.7
Standard deviation	15.2	15.3
Age range (> 15 years old)		
16 - 24 years old	7.3%	7.7%
25 - 30 years old	11.4%	10.8%
31 - 45 years old	28.4%	28.6%
46 - 60 years old	32.1%	31.3%
Over 60 years old	20.9%	21.5%
Occupation		
Salaried worker	56.6%	55.5%
Self-employed	11.7%	11.0%
Unemployed	1.2%	1.1%
Business owner	8.3%	9.2%
Student	3.9%	4.2%
Retired	16.6%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	17.3%	17.0%
€25,000 - €49,999	38.1%	36.5%
€50,000 - €74,999	24.3%	25.0%
More than €74,999	20.3%	21.5%
Education level		
No studies	5.3%	4.8%
Primary education	2.4%	2.8%
Secondary education	21.4%	23.1%
Higher education	70.9%	69.3%

3 IN 10 TOURISTS ARE
BRITISH

47 YEARS OLD
AVERAGE AGE

45% ONLY WITH
PARTNER

Pictures: Freepik.com