Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

|	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT) *(*)*	**22,440**	**30,007**	**292,346**	**102,390**	**7,454**
- book holiday package *(*)*	21,356	27,161	222,402	70,484	--
- do not book holiday package *(*)*	1,084	2,847	69,944	31,906	--
- % tourists who book holiday package	95.2%	90.5%	76.1%	68.8%	--

(*) Thousands of tourists

TOURISTS

LZ	FUE	GC	TFE	LP
22,440	30,007	292,346	102,390	7,454

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	95%
Fuerteventura	91%
Gran Canaria	76%
Tenerife	69%
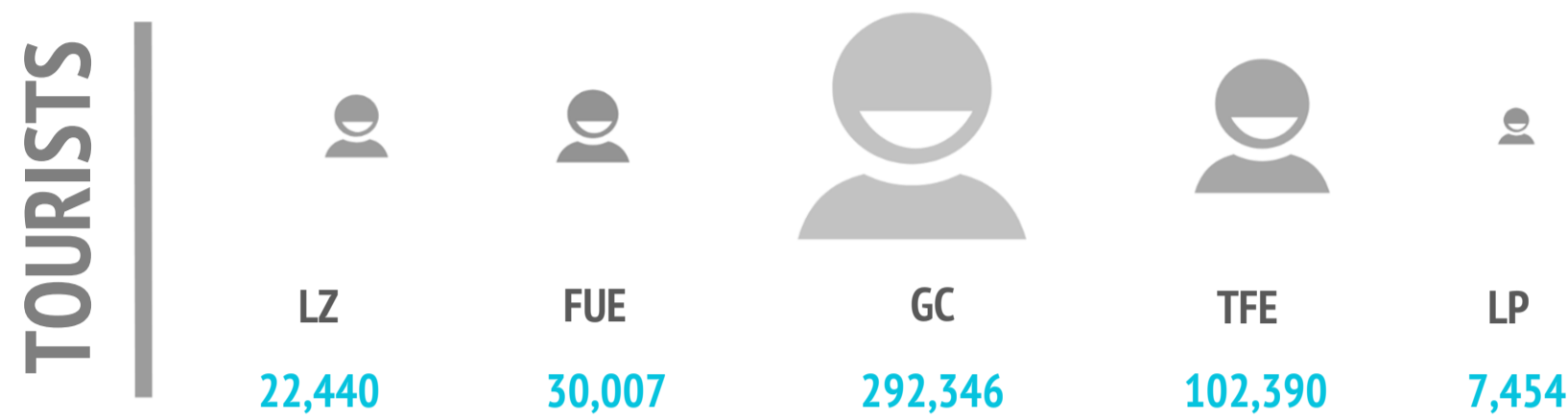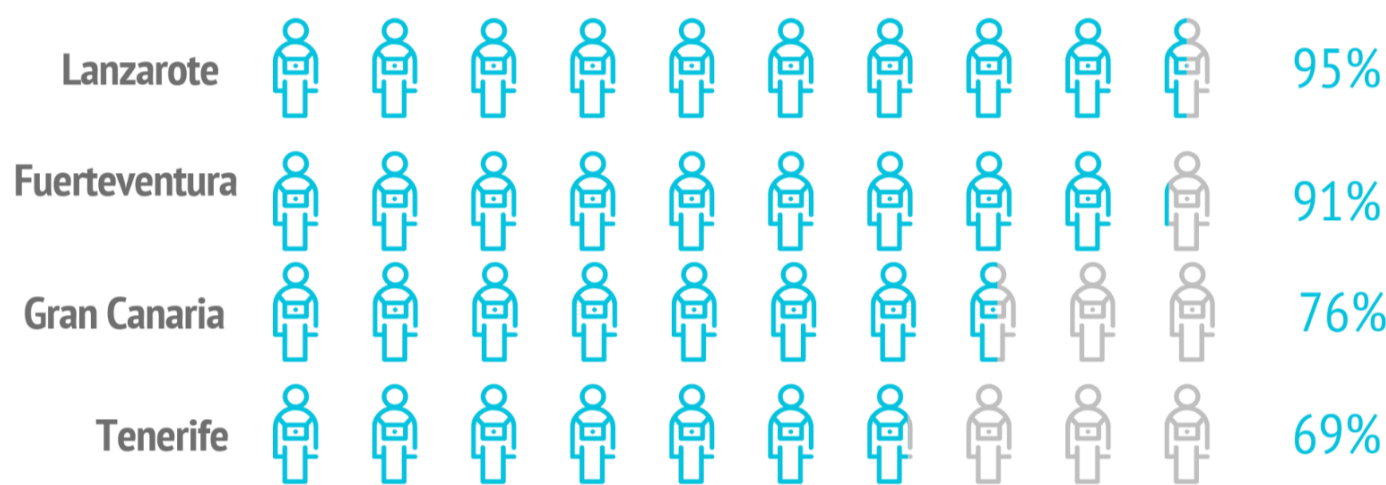
	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,161**	**1,226**	**1,337**	**1,189**	--
- book holiday package	1,146	1,210	1,371	1,220	--
- holiday package	933	1,034	1,105	1,005	--
- others	213	176	267	215	--
- do not book holiday package	1,462	1,381	1,227	1,119	--
- flight	452	698	456	267	--
- accommodation	331	435	351	453	--
- others	680	249	420	399	--
Average lenght of stay	**7.96**	**8.15**	**9.67**	**9.82**	--
- book holiday package	7.86	8.18	8.79	8.69	--
- do not book holiday package	9.96	7.88	12.47	12.32	--
Average daily expenditure (€)	**153.3**	**152.1**	**154.4**	**132.7**	--
- book holiday package	153.4	149.2	169.9	146.4	--
- do not book holiday package	150.1	178.8	105.2	102.4	--
Total turnover (> 15 years old) (€m)	**26**	**37**	**391**	**122**	--
- book holiday package	24	33	305	86	--
- do not book holiday package	2	4	86	36	--

AVERAGE LENGHT OF STAY (nights)
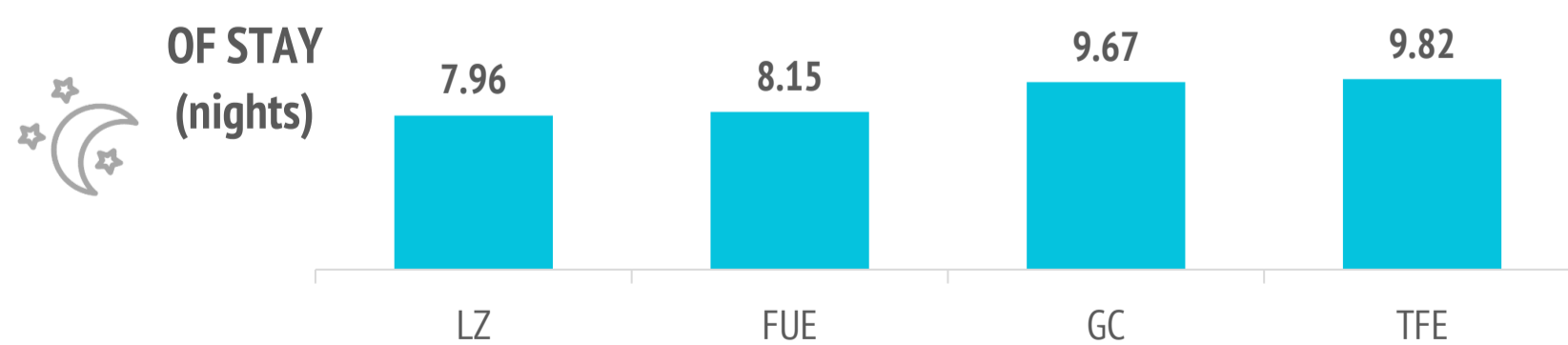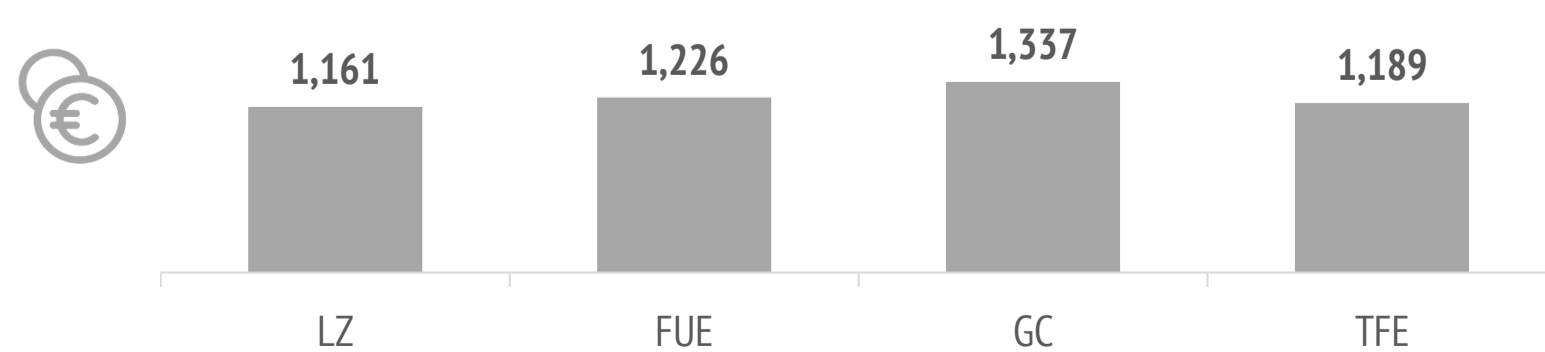
LZ	FUE	GC	TFE
7.96	8.15	9.67	9.82

EXPENDITURE PER TOURIST (€)

LZ	FUE	GC	TFE
1,161	1,226	1,337	1,189

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	88.6%	85.0%	89.4%	87.3%	--
Sea	45.9%	45.8%	49.8%	52.6%	--
Safety	30.8%	35.4%	39.5%	38.7%	--
Beaches	30.5%	39.3%	41.1%	34.8%	--
Tranquility	26.3%	40.3%	36.9%	35.4%	--
European belonging	22.0%	27.1%	32.3%	25.5%	--
Accommodation supply	28.7%	27.6%	28.0%	27.7%	--
Effortless trip	23.3%	24.3%	30.0%	25.7%	--
Environment	25.9%	18.6%	29.0%	26.5%	--
Price	17.5%	31.0%	25.4%	27.6%	--
Landscapes	11.6%	10.7%	17.2%	24.7%	--
Gastronomy	18.6%	15.5%	18.6%	19.3%	--
Fun possibilities	5.6%	15.3%	12.5%	13.3%	--
Authenticity	9.6%	8.7%	11.9%	11.2%	--
Hiking trail network	2.7%	6.8%	5.0%	8.6%	--
Exoticism	2.6%	2.4%	5.1%	4.8%	--
Culture	2.6%	3.4%	3.5%	5.7%	--
Nightlife	1.3%	2.3%	4.7%	2.4%	--
Historical heritage	2.9%	4.0%	3.0%	5.3%	--
Shopping	2.5%	2.4%	3.3%	4.3%	--

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	31%
Fuerteventura	39%
Gran Canaria	41%
Tenerife	35%
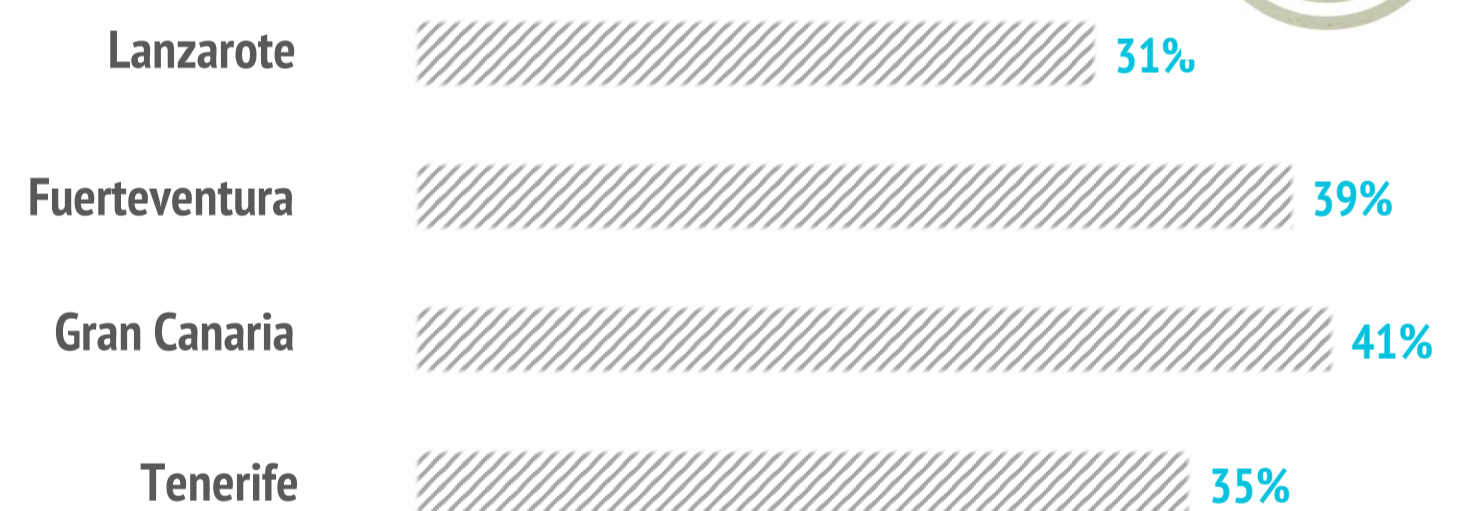
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	46.1%	51.2%	46.2%	47.6%	--
Enjoy family time	38.3%	33.0%	39.0%	35.5%	--
Have fun	8.2%	0.7%	5.0%	4.3%	--
Explore the destination	4.8%	3.8%	5.6%	9.6%	--
Practice their hobbies	1.8%	10.0%	1.6%	2.2%	--
Other reasons	0.8%	1.4%	2.6%	0.9%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	1.6%	0.8%	0.6%	0.8%	--
Between 1 and 30 days	30.2%	32.7%	25.6%	29.8%	--
Between 1 and 2 months	24.4%	33.4%	22.0%	24.3%	--
Between 3 and 6 months	30.2%	27.4%	34.4%	31.2%	--
More than 6 months	13.5%	5.7%	17.4%	13.8%	--

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.
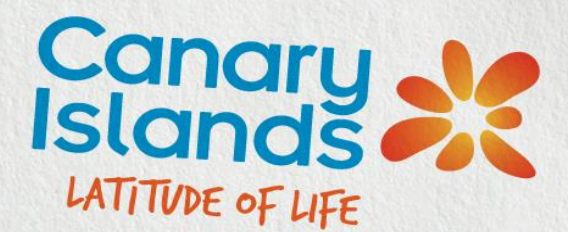
What channels did they use to get information about the trip? 🔍

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	68.8%	43.6%	64.4%	56.1%	--
Friends or relatives	19.0%	21.7%	20.1%	16.4%	--
Internet or social media	57.1%	49.0%	48.6%	45.3%	--
Mass Media	3.4%	0.8%	2.0%	2.2%	--
Travel guides and magazines	14.1%	7.7%	4.8%	9.0%	--
Travel Blogs or Forums	0.0%	0.9%	3.0%	1.3%	--
Travel TV Channels	0.0%	0.3%	0.3%	0.0%	--
Tour Operator or Travel Agency	30.2%	14.3%	16.6%	9.4%	--
Public administrations or similar	0.0%	0.0%	0.1%	0.3%	--
Others	0.8%	0.0%	1.7%	2.3%	--

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	17.7%	16.1%	34.6%	46.0%	--
- Tour Operator or Travel Agency	82.3%	83.9%	65.4%	54.0%	--
Accommodation					
- Directly with the accommodation	14.7%	15.2%	26.7%	39.8%	--
- Tour Operator or Travel Agency	85.3%	84.8%	73.3%	60.2%	--

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	11.1%	14.7%	18.2%	12.4%	--
4* Hotel	41.7%	58.1%	27.1%	37.3%	--
5* Hotel / 5* Luxury Hotel	7.9%	3.6%	5.1%	7.3%	--
Aparthotel / Tourist Villa	37.3%	20.2%	38.8%	35.1%	--
House/room rented in a private dwelling	0.0%	1.0%	2.5%	2.4%	--
Private accommodation (1)	0.0%	1.4%	3.2%	3.3%	--
Others (Cottage, cruise, camping,..)	2.1%	0.9%	4.9%	2.3%	--

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
LZ	37.3%	60.6%	2.1%
FUE	20.2%	76.4%	3.4%
GC	38.8%	50.5%	10.7%
TFE	35.1%	56.9%	8.0%
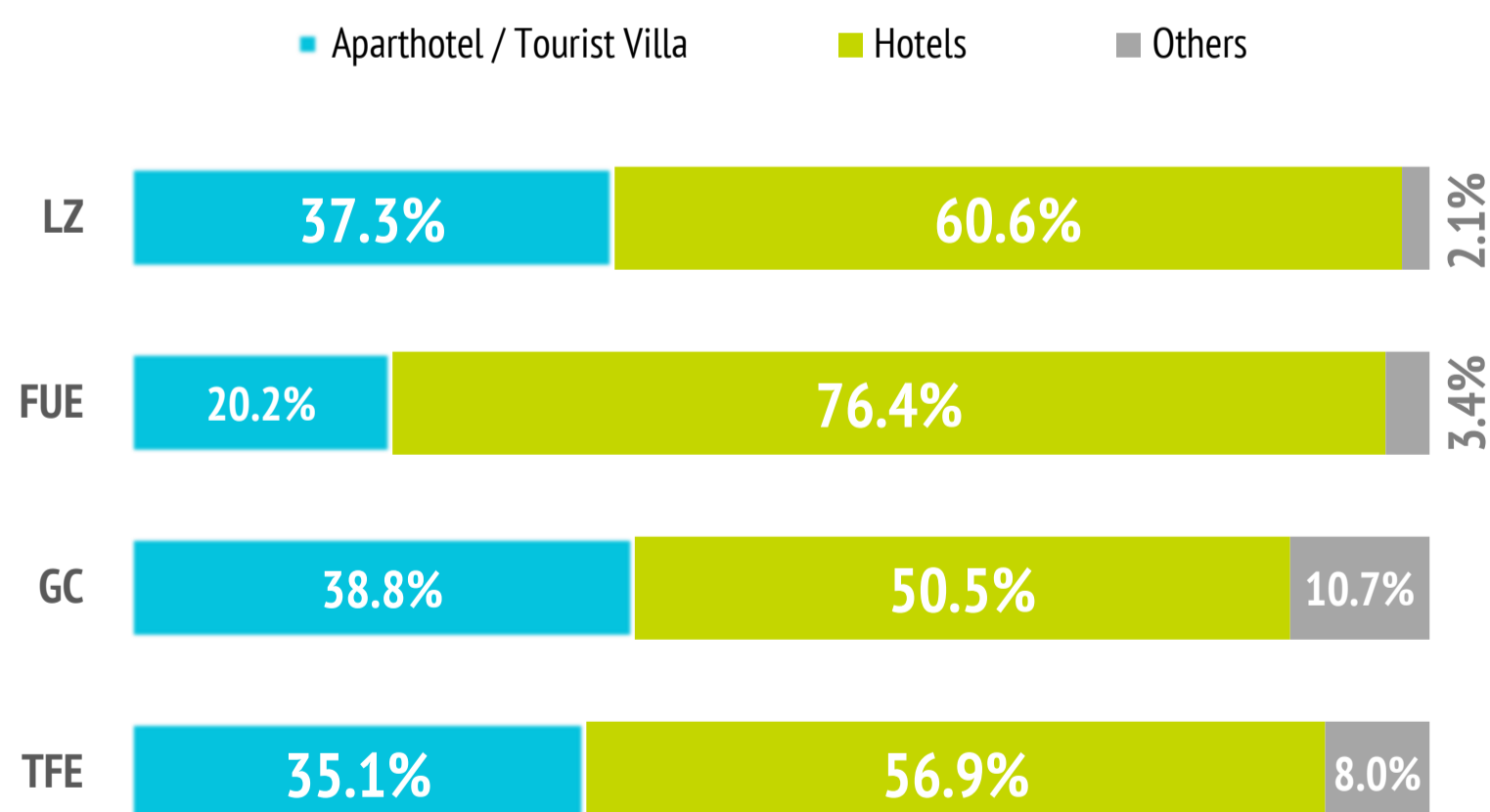
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	19.6%	17.4%	39.9%	31.7%	--
Bed and Breakfast	11.4%	10.5%	13.9%	17.2%	--
Half board	21.9%	20.8%	12.8%	18.5%	--
Full board	6.9%	9.2%	2.0%	1.6%	--
All inclusive	40.2%	42.1%	31.4%	31.1%	--

## Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	49.5%	47.4%	64.9%	49.4%	--
Supermarkets	63.0%	49.9%	62.8%	45.5%	--
Car rental	26.8%	17.9%	13.7%	13.3%	--
Organized excursions	22.9%	8.4%	17.5%	11.0%	--
Taxi, transfer, chauffeur service	64.4%	59.7%	67.9%	52.1%	--
Theme Parks	4.9%	5.1%	3.4%	2.6%	--
Sport activities	4.4%	10.4%	4.5%	1.6%	--
Museums	14.9%	1.5%	2.4%	1.0%	--
Flights between islands	5.5%	1.2%	1.9%	3.1%	--

Activities in the Canary Islands 🚶✝

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.8%	6.6%	1.7%	3.1%	--
1 - 2 hours	20.4%	13.9%	13.2%	10.8%	--
3 - 6 hours	30.6%	35.7%	34.2%	33.2%	--
7 - 12 hours	44.9%	35.7%	43.8%	45.4%	--
More than 12 hours	3.3%	8.1%	7.1%	7.5%	--

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

	0 hours	More than 1 hour	More than 3 hours	More than 7 hours	More than 12 hours
LZ	1%	99%	79%	48%	3%
FUE	7%	93%	80%	44%	8%
GC	2%	98%	85%	51%	7%
TFE	3%	97%	86%	53%	8%
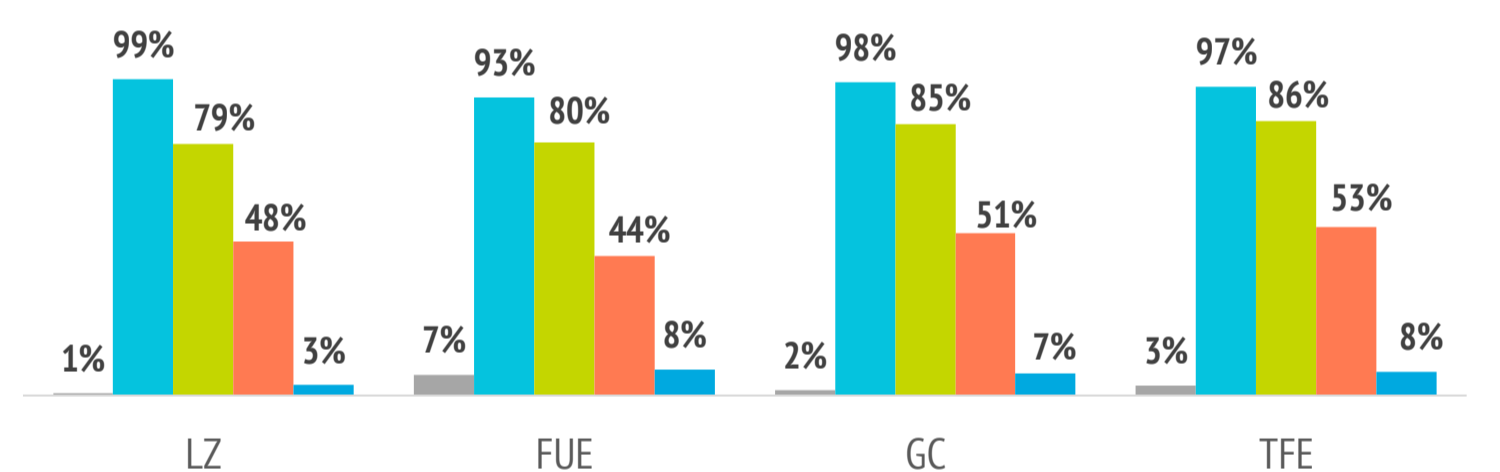
| Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	79.3%	59.8%	76.8%	66.1%	--
Swimming pool, hotel facilities	73.1%	66.8%	74.0%	66.9%	--
Beach	71.7%	66.5%	69.0%	56.1%	--
Explore the island on their own	43.2%	38.0%	36.0%	35.4%	--
Taste Canarian gastronomy	19.6%	15.1%	20.5%	19.5%	--
Wineries / markets / popular festiva	21.3%	13.0%	16.9%	12.4%	--
Sport activities	23.8%	35.0%	12.4%	10.2%	--
Organized excursions	19.8%	7.8%	10.1%	12.4%	--
Nightlife / concerts / shows	3.1%	5.0%	11.4%	10.0%	--
Nature activities	19.6%	11.1%	6.4%	15.7%	--
Sea excursions / whale watching	2.9%	0.9%	7.9%	4.4%	--
Museums / exhibitions	14.6%	1.5%	5.5%	5.2%	--
Beauty and health treatments	6.1%	5.2%	4.6%	6.0%	--
Theme parks	6.2%	3.4%	4.4%	6.5%	--
Activities at sea	4.1%	8.0%	4.7%	3.5%	--
Astronomical observation	3.1%	1.7%	0.7%	1.8%	--

* Multi-choise question

CANARY ISLANDS

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

Which island do they choose?

- Lanzarote 4.9%
- Fuerteventura 6.6%
- La Palma 1.6%
- Tenerife 22.5%
- Gran Canaria 64.3%
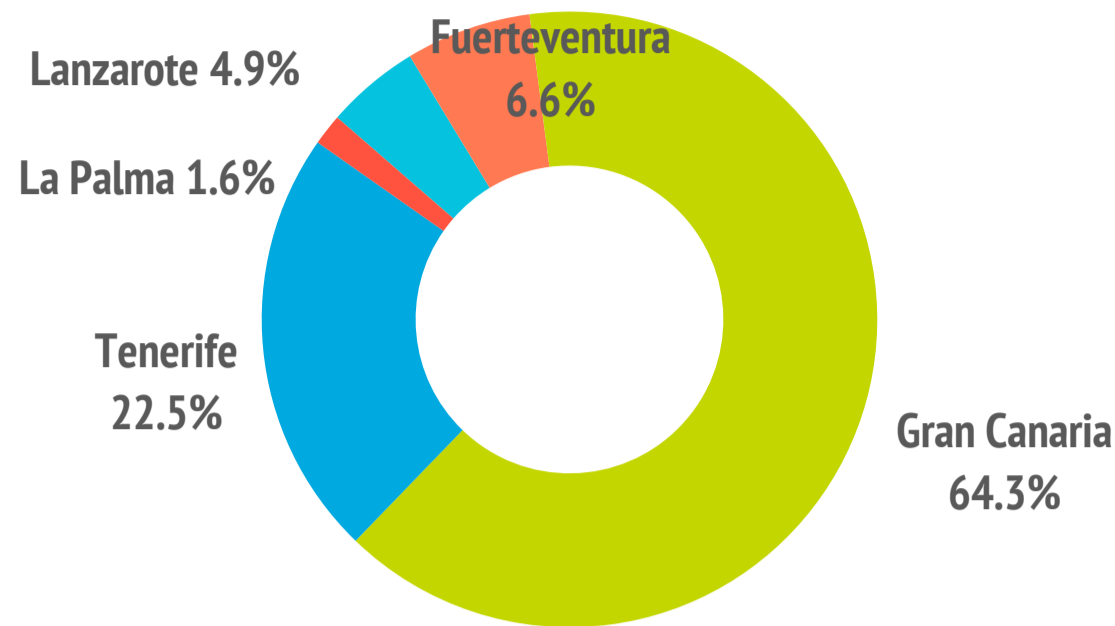
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	92.4%	95.6%	96.7%	93.2%	--
Two islands	7.6%	3.7%	3.0%	5.8%	--
Three or more islands	0.0%	0.7%	0.4%	0.9%	--

% TOURISTS VISITNG MORE THAN ONE ISLAND

- Lanzarote 7.6%
- Gran Canaria 3.3%
- Fuerteventura 4.4%
- Tenerife 6.8%

Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	11.6%	10.6%	7.5%	7.6%	--
- Flights	10.0%	11.4%	7.9%	12.0%	--
- Accommodation	16.5%	14.7%	7.8%	12.5%	--
- Transport	7.9%	8.3%	9.8%	12.3%	--
- Restaurants	19.8%	31.0%	22.2%	27.7%	--
- Excursions	25.9%	29.8%	22.7%	26.5%	--
- Activities	25.7%	35.5%	24.3%	28.2%	--
Book or purchase					
- Tourist package	73.1%	64.4%	59.0%	58.2%	--
- Flights	71.0%	72.2%	78.4%	74.8%	--
- Accommodation	66.0%	70.0%	71.4%	69.3%	--
- Transport	68.3%	68.5%	63.4%	61.9%	--
- Restaurants	15.9%	15.3%	18.1%	13.5%	--
- Excursions	23.3%	15.7%	13.9%	19.5%	--
- Activities	17.3%	21.3%	14.1%	14.5%	--

* Multi-choise question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**8.9%**	**13.7%**	**7.5%**	**7.7%**	**--**
Used the Internet	**91.1%**	**86.3%**	**92.5%**	**92.3%**	**--**
- Own Internet connection	33.0%	21.9%	32.4%	30.6%	--
- Free Wifi connection	52.0%	48.8%	44.6%	39.0%	--
Applications*					
- Search for locations or maps	50.0%	50.1%	53.3%	61.1%	--
- Search for destination info	50.6%	48.1%	50.7%	54.3%	--
- Share pictures or trip videos	61.9%	53.3%	51.9%	45.1%	--
- Download tourist apps	8.3%	12.3%	8.1%	7.5%	--
- Others	27.9%	44.2%	33.7%	23.7%	--

* Multi-choise question

Which is the most visited place in each island?

LANZAROTE	FUERTEVENTURA	GRAN CANARIA
19% ARRECIFE	21% PLAYAS DE JANDÍA	35% DUNAS DE MASPALOMAS

TENERIFE	LA PALMA
27% PARQUE NACIONAL DEL TEIDE	57% SANTA CRUZ DE LA PALMA

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	8.58	8.48	8.60	8.40	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.6%	3.6%	1.5%	2.2%	--
Lived up to expectations	50.9%	40.0%	57.6%	57.7%	--
Better or much better than expected	48.5%	56.4%	40.9%	40.1%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.61	8.34	8.38	8.10	--
Recommend visiting the Canary Islands	8.87	8.72	8.82	8.51	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	73.8%	62.6%	78.4%	67.7%	--
At least 10 previous visits	3.1%	2.5%	17.2%	5.7%	--
Repeat tourists	86.5%	73.1%	82.9%	79.1%	--
At least 10 previous visits	10.6%	11.4%	25.8%	15.5%	--

REPEAT TOURIST OF EACH ISLAND

- 73.8% Lanzarote
- 78.4% Gran Canaria
- 62.6% Fuerteventura
- 67.7% Tenerife

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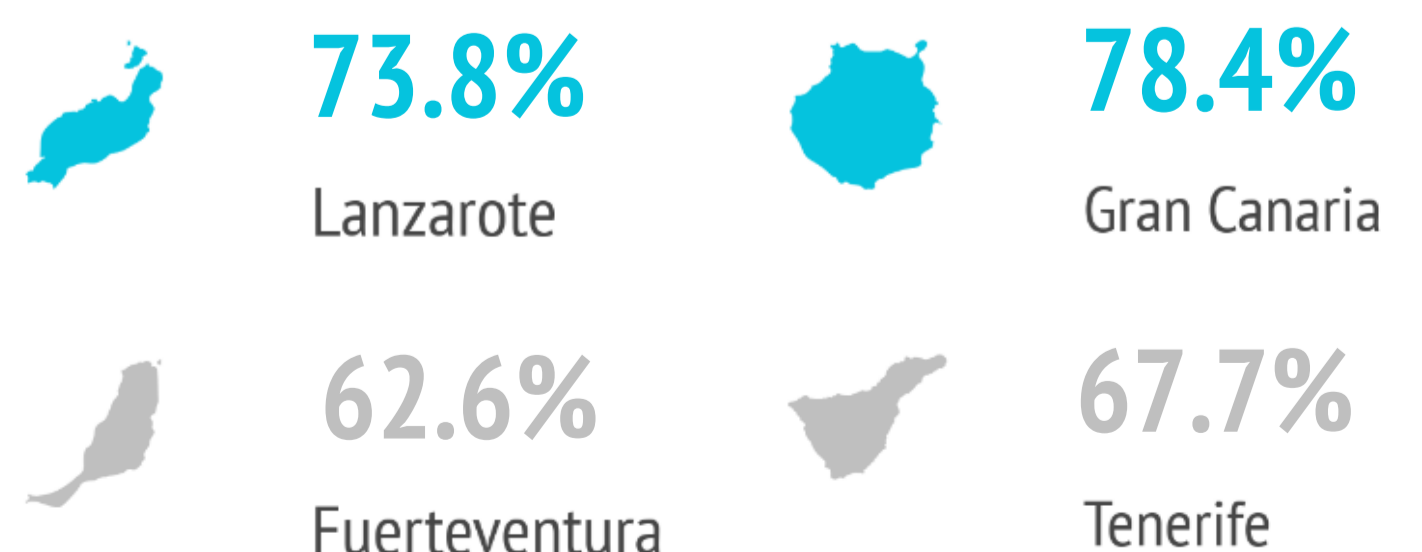
Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Sweden	96.6%	78.9%	89.2%	85.8%	--
Denmark	3.4%	13.2%	7.7%	10.0%	--
Norway	0.0%	2.6%	1.7%	1.3%	--
Spanish Mainland	0.0%	0.0%	0.6%	0.7%	--
Germany	0.0%	5.0%	0.2%	0.5%	--
United Kingdom	0.0%	0.4%	0.1%	1.1%	--
Italy	0.0%	0.0%	0.2%	0.0%	--
Poland	0.0%	0.0%	0.0%	0.4%	--
Swizerland	0.0%	0.0%	0.1%	0.2%	--
Netherlands	0.0%	0.0%	0.1%	0.0%	--
Portugal	0.0%	0.0%	0.0%	0.0%	--
Others	0.0%	0.0%	0.1%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

■ Sweden ■ Others

	LZ	FUE	GC	TFE
Sweden	97%	79%	89%	86%
Others	3%	21%	11%	14%
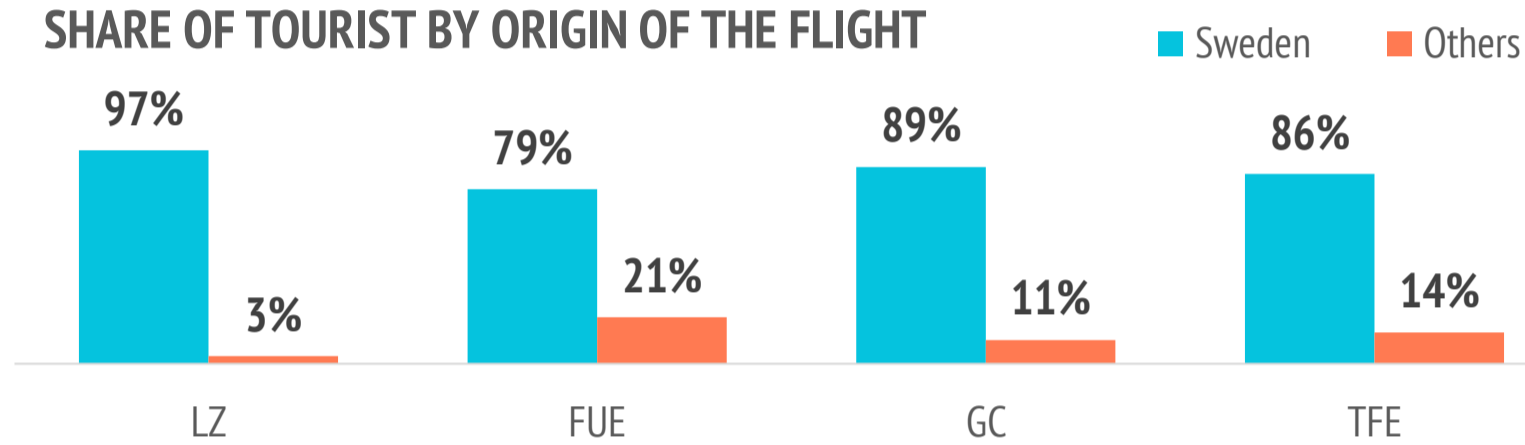
Who do they come with? 🚶🚶🚶

	LZ	FUE	GC	TFE	LP
Unaccompanied	3.3%	5.1%	8.8%	4.2%	--
Only with partner	44.5%	43.1%	44.7%	54.6%	--
Only with children (< 13 years old)	6.5%	7.7%	6.6%	6.8%	--
Partner + children (< 13 years old)	6.9%	12.6%	8.7%	3.7%	--
Other relatives	12.5%	8.7%	6.1%	6.1%	--
Friends	1.5%	4.4%	6.1%	7.1%	--
Work colleagues	0.0%	0.0%	0.5%	0.2%	--
Organized trip	0.0%	1.6%	0.4%	0.3%	--
Other combinations [1]	24.8%	16.7%	18.2%	17.2%	--

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**25.2%**	**27.2%**	**20.6%**	**18.2%**	**--**
- Between 0 and 2 years old	1.5%	1.5%	1.2%	1.8%	--
- Between 3 and 12 years old	21.3%	24.0%	18.4%	15.2%	--
- Between 0 -2 and 3-12 years o	2.4%	1.7%	1.0%	1.2%	--
Tourists without children	**74.8%**	**72.8%**	**79.4%**	**81.8%**	**--**
Group composition:					
- 1 person	3.3%	10.0%	11.4%	8.7%	--
- 2 people	53.5%	49.9%	54.0%	62.7%	--
- 3 people	11.3%	12.6%	8.8%	11.4%	--
- 4 or 5 people	20.2%	25.7%	20.9%	13.0%	--
- 6 or more people	11.7%	1.7%	4.9%	4.2%	--
Average group size:	**3.28**	**2.93**	**2.74**	**2.52**	**--**

Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	48.4%	41.1%	46.1%	45.7%	--
Women	51.6%	58.9%	53.9%	54.3%	--
Age					
Average age (tourist > 15 years old)	54.0	52.8	53.7	52.8	--
Standard deviation	13.0	15.0	15.4	15.9	--
Age range (> 15 years old)					
16 - 24 years old	3.0%	2.8%	5.1%	4.6%	--
25 - 30 years old	1.2%	5.4%	4.9%	8.9%	--
31 - 45 years old	17.6%	25.3%	19.3%	16.3%	--
46 - 60 years old	47.4%	29.3%	31.6%	33.5%	--
Over 60 years old	30.8%	37.1%	39.2%	36.7%	--
Occupation					
Salaried worker	36.7%	34.0%	35.9%	40.2%	--
Self-employed	13.1%	9.0%	6.3%	10.0%	--
Unemployed	0.0%	1.2%	0.4%	0.5%	--
Business owner	10.5%	13.7%	15.4%	13.1%	--
Student	0.6%	3.6%	3.8%	2.4%	--
Retired	38.4%	37.1%	37.4%	33.5%	--
Unpaid domestic work	0.0%	1.5%	0.7%	0.3%	--
Others	0.7%	0.0%	0.1%	0.0%	--
Annual household income level					
Less than €25,000	2.8%	7.4%	9.1%	13.2%	--
€25,000 - €49,999	23.3%	29.0%	29.5%	32.0%	--
€50,000 - €74,999	34.3%	21.5%	34.9%	28.7%	--
More than €74,999	39.6%	42.1%	26.5%	26.2%	--
Education level					
No studies	3.5%	0.0%	1.0%	1.8%	--
Primary education	3.0%	3.8%	6.1%	5.8%	--
Secondary education	34.9%	29.2%	36.7%	37.5%	--
Higher education	58.5%	67.0%	56.2%	54.9%	--

% WOMEN

Lanzarote	51.6%
Fuerteventura	58.9%
Gran Canaria	53.9%
Tenerife	54.3%

% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
40%	42%	26%	26%

TOURIST TRAVELLING WITH CHILDREN

Lanzarote	25.2%
Fuerteventura	27.2%
Gran Canaria	20.6%
Tenerife	18.2%

(Under the age of 13)

% OF TOURISTS TRAVELLING ONLY WITH PARTNER

Lanzarote	45%
Fuerteventura	43%
Gran Canaria	45%
Tenerife	55%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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