Canary Islands
LATITUDE OF LIFE

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

TOURISTS	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourist arrivals (FRONTUR) *(*)*	**240.2**	**58.3**	**36.0**	**211.9**	**546.4**
Tourist arrivals > 15 years old (EGT) *(*)*	**200.3**	**47.4**	**27.5**	**181.6**	**456.9**
- book holiday package *(*)*	160.4	--	--	135.2	**349.8**
- do not book holiday package *(*)*	40.0	--	--	46.3	**107.1**
- % tourists who book holiday package	80.0%	--	--	74.5%	**76.6%**

(*) Thousand of tourists

RANKING POSITION BY NUMBER OF TOURISTS

7th

RANKING POSITION BY TURNOVER

5th

" 64% of Swedish travel to Gran Canaria.

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	**1,210**	**--**	**--**	**1,389**	**1,279**
- book holiday package	1,203	--	--	1,402	**1,304**
- holiday package	951	--	--	1,184	**1,061**
- others	251	--	--	218	**243**
- do not book holiday package	1,240	--	--	1,353	**1,197**
- flight	306	--	--	544	**405**
- accommodation	488	--	--	391	**381**
- others	446	--	--	418	**411**
Average lenght of stay	**10.15**	**--**	**--**	**9.14**	**9.52**
- book holiday package	9.03	--	--	8.26	**8.65**
- do not book holiday package	14.65	--	--	11.69	**12.37**
Average daily expenditure (€)	**132.6**	**--**	**--**	**165.2**	**148.4**
- book holiday package	141.8	--	--	180.7	**161.4**
- do not book holiday package	95.8	--	--	120.2	**106.1**
Total turnover (> 15 years old) (€m)	**242**	**--**	**--**	**252**	**584**
- book holiday package	193	--	--	190	**456**
- do not book holiday package	50	--	--	63	**128**

AVERAGE LENGHT OF STAY (nights)

■ Sweden ■ All markets

	Total	book holiday package	do not book holiday package
Sweden	9.52	8.65	12.37
All markets	9.09	8.64	9.68

EXPENDITURE PER TOURIST (€)

■ Sweden ■ All markets

	Total	book holiday package	do not book holiday package
Sweden	1,279	1,304	1,197
All markets	1,136	1,268	967

Importance of each factor in the destination choice 👥?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	89.5%	--	--	90.6%	**88.6%**
Sea	44.4%	--	--	55.7%	**49.9%**
Safety	36.0%	--	--	40.2%	**38.5%**
Beaches	34.9%	--	--	42.3%	**38.4%**
Tranquility	32.5%	--	--	39.7%	**36.3%**
European belonging	27.8%	--	--	31.2%	**29.9%**
Accommodation supply	29.6%	--	--	27.9%	**28.1%**
Effortless trip	26.2%	--	--	28.4%	**27.9%**
Environment	27.7%	--	--	28.7%	**27.6%**
Price	26.6%	--	--	23.9%	**25.8%**
Landscapes	21.1%	--	--	17.6%	**18.8%**
Gastronomy	18.4%	--	--	17.6%	**18.5%**
Fun possibilities	11.8%	--	--	13.2%	**12.4%**
Authenticity	11.2%	--	--	12.1%	**11.5%**
Hiking trail network	8.0%	--	--	4.1%	**6.1%**
Exoticism	4.1%	--	--	4.0%	**4.7%**
Culture	5.4%	--	--	2.4%	**4.0%**
Nightlife	4.2%	--	--	3.3%	**3.7%**
Historical heritage	4.9%	--	--	2.9%	**3.7%**
Shopping	4.2%	--	--	2.1%	**3.4%**

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

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

% TOURISTS WHO CHOOSE CLIMATE

SWEDEN 88.6%

ALL MARKETS 78.4%

What is the main motivation for their holidays? 🍦

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	47.2%	--	--	47.2%	**46.8%**
Enjoy family time	32.3%	--	--	41.0%	**37.2%**
Have fun	5.7%	--	--	3.8%	**4.6%**
Explore the destination	9.7%	--	--	4.6%	**7.0%**
Practice their hobbies	1.8%	--	--	2.4%	**2.2%**
Other reasons	3.3%	--	--	1.0%	**2.1%**

ENJOY FAMILY TIME

Sweden 37.2%

All markets 14.4%

How far in advance do they book their trip? 📅

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.8%	--	--	0.7%	**0.7%**
Between 1 and 30 days	30.6%	--	--	24.6%	**27.8%**
Between 1 and 2 months	24.1%	--	--	21.8%	**23.2%**
Between 3 and 6 months	28.1%	--	--	37.2%	**32.8%**
More than 6 months	16.3%	--	--	15.8%	**15.5%**

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? 🔍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	62.7%	--	--	61.5%	**61.1%**
Friends or relatives	18.9%	--	--	17.2%	**19.1%**
Internet or social media	49.5%	--	--	47.8%	**48.8%**
Mass Media	1.4%	--	--	2.7%	**2.1%**
Travel guides and magazines	6.2%	--	--	5.5%	**6.5%**
Travel Blogs or Forums	2.6%	--	--	2.3%	**2.4%**
Travel TV Channels	0.3%	--	--	0.1%	**0.2%**
Tour Operator or Travel Agency	14.2%	--	--	16.8%	**15.6%**
Public administrations or similar	0.2%	--	--	0.1%	**0.1%**
Others	1.6%	--	--	1.2%	**1.6%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	33.9%	--	--	35.5%	**34.7%**
- Tour Operator or Travel Agency	66.1%	--	--	64.5%	**65.3%**
Accommodation					
- Directly with the accommodation	26.3%	--	--	31.1%	**27.9%**
- Tour Operator or Travel Agency	73.7%	--	--	68.9%	**72.1%**

Where do they stay? 🛏

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	16.8%	--	--	15.9%	**16.0%**
4* Hotel	32.4%	--	--	34.2%	**33.1%**
5* Hotel / 5* Luxury Hotel	7.0%	--	--	4.3%	**5.5%**
Aparthotel / Tourist Villa	35.7%	--	--	35.4%	**36.1%**
House/room rented in a private dwelli	2.4%	--	--	2.3%	**2.4%**
Private accommodation [(1)]	2.3%	--	--	2.8%	**3.0%**
Others (Cottage, cruise, camping,..)	3.4%	--	--	5.1%	**3.9%**

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

	Aparthotel / Tourist Villa	Hotels	Others
Denmark	36.1%	54.7%	9.3%
All markets	22.5%	58.1%	19.4%
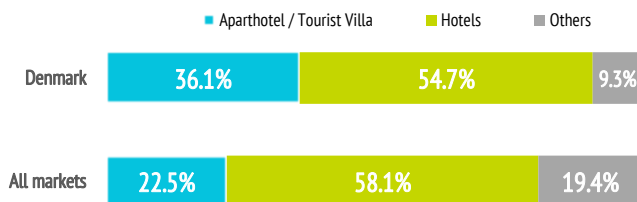
What do they book? 🍽

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	36.0%	--	--	32.1%	**34.8%**
Bed and Breakfast	15.8%	--	--	14.0%	**14.2%**
Half board	14.4%	--	--	15.4%	**15.1%**
Full board	3.2%	--	--	1.8%	**2.6%**
All inclusive	30.7%	--	--	36.7%	**33.2%**

,,

34.8% of Swedish book room only.
(Canary Islands: 27.9%)

Other expenses 📍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	61.8%	--	--	55.6%	**59.3%**
Supermarkets	58.3%	--	--	54.3%	**57.8%**
Car rental	12.9%	--	--	18.2%	**14.9%**
Organized excursions	17.9%	--	--	13.5%	**15.9%**
Taxi, transfer, chauffeur service	67.1%	--	--	60.8%	**63.4%**
Theme Parks	3.2%	--	--	2.9%	**3.3%**
Sport activities	3.2%	--	--	4.1%	**4.1%**
Museums	2.0%	--	--	3.9%	**2.9%**
Flights between islands	2.7%	--	--	0.9%	**2.4%**

Activities in the Canary Islands 🚶✝

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.0%	--	--	4.4%	**2.6%**
1 - 2 hours	12.2%	--	--	13.8%	**13.3%**
3 - 6 hours	31.5%	--	--	36.2%	**33.8%**
7 - 12 hours	46.1%	--	--	41.5%	**43.4%**
More than 12 hours	9.2%	--	--	4.2%	**7.0%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Thousands (Tourists)

Average 7h
Canary Islands: 7.4h

Hours
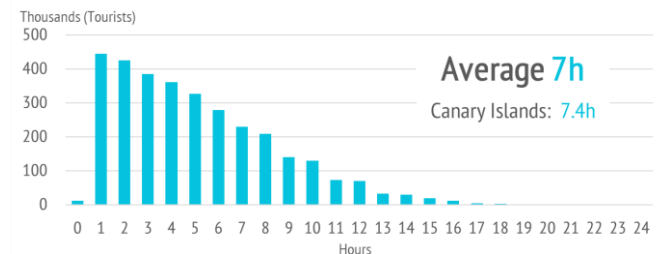
Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	76.3%	73.8%	71.8%	70.0%	**73.3%**
Swimming pool, hotel facilities	71.4%	78.3%	81.3%	69.4%	**71.9%**
Beach	63.9%	68.3%	77.8%	64.3%	**65.4%**
Explore the island on their own	36.7%	30.7%	48.5%	36.9%	**36.9%**
Taste Canarian gastronomy	22.0%	17.7%	20.3%	18.2%	**20.0%**
Wineries/markets/popular festival	18.9%	12.6%	15.4%	13.3%	**15.8%**
Sport activities	11.4%	19.9%	19.7%	15.0%	**14.2%**
Organized excursions	13.3%	14.7%	17.1%	7.0%	**11.1%**
Nightlife / concerts / shows	10.1%	8.6%	17.9%	9.6%	**10.2%**
Nature activities	10.3%	8.7%	12.9%	10.0%	**10.2%**
Sea excursions / whale watching	7.0%	8.6%	11.2%	4.5%	**6.4%**
Museums / exhibitions	5.7%	5.3%	6.9%	6.4%	**6.0%**
Beauty and health treatments	5.2%	5.8%	3.5%	4.8%	**5.0%**
Theme parks	4.9%	5.6%	7.7%	4.1%	**4.8%**
Activities at sea	4.3%	6.9%	9.7%	3.8%	**4.7%**
Astronomical observation	1.2%	1.9%	2.2%	1.1%	**1.3%**

* Multi-choise question

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

Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	12,155	--	--	7,609	**22,440**
Fuerteventura	12,691	--	--	10,920	**30,007**
Gran Canaria	124,927	--	--	117,486	**292,346**
Tenerife	47,073	--	--	40,474	**102,390**
La Palma	2,552	--	--	4,088	**7,454**

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	6.1%	--	--	4.2%	**4.9%**
Fuerteventura	6.4%	--	--	6.0%	**6.6%**
Gran Canaria	62.7%	--	--	65.1%	**64.3%**
Tenerife	23.6%	--	--	22.4%	**22.5%**
La Palma	1.3%	--	--	2.3%	**1.6%**

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	94.8%	--	--	96.7%	**95.4%**
Two islands	4.8%	--	--	2.6%	**4.1%**
Three or more islands	0.3%	--	--	0.6%	**0.5%**

Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	8.5%	--	--	7.4%	**8.0%**
- Flights	9.5%	--	--	9.1%	**9.1%**
- Accommodation	9.8%	--	--	10.1%	**9.7%**
- Transport	11.4%	--	--	8.8%	**10.2%**
- Restaurants	23.0%	--	--	24.9%	**24.0%**
- Excursions	24.1%	--	--	25.6%	**24.7%**
- Activities	25.1%	--	--	27.5%	**26.5%**
Book or purchase					
- Tourist package	63.0%	--	--	59.1%	**60.5%**
- Flights	78.2%	--	--	76.4%	**76.9%**
- Accommodation	72.4%	--	--	68.5%	**70.7%**
- Transport	62.7%	--	--	64.7%	**63.9%**
- Restaurants	16.5%	--	--	16.4%	**16.7%**
- Excursions	15.3%	--	--	15.8%	**15.7%**
- Activities	12.4%	--	--	16.7%	**14.8%**

* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**8.6%**	**--**	**--**	**8.7%**	**8.0%**
Used the Internet	**91.4%**	**--**	**--**	**91.3%**	**92.0%**
- Own Internet connection	32.6%	--	--	28.1%	**31.1%**
- Free Wifi connection	44.2%	--	--	45.5%	**44.2%**
Applications*					
- Search for locations or maps	55.2%	--	--	54.2%	**55.0%**
- Search for destination info	55.2%	--	--	47.9%	**51.4%**
- Share pictures or trip videos	50.6%	--	--	51.0%	**50.7%**
- Download tourist apps	7.9%	--	--	8.8%	**8.2%**
- Others	31.3%	--	--	31.8%	**31.7%**

* Multi-choise question

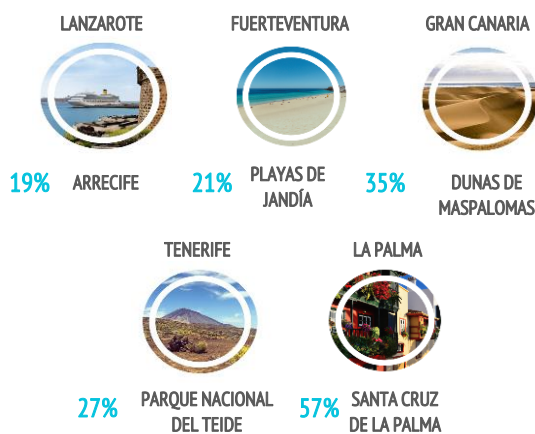> ## 51.4% of Swedish search for destination info during their stay in the Canary Islands
>
> (Canary Islands: 44.8%)

Picture: Freepik.com

● MOST VISITED PLACES IN EACH ISLAND ●

LANZAROTE
19% ARRECIFE

FUERTEVENTURA
21% PLAYAS DE JANDÍA

GRAN CANARIA
35% DUNAS DE MASPALOMAS

TENERIFE
27% PARQUE NACIONAL DEL TEIDE

LA PALMA
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)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.55	--	--	8.56	**8.54**

Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	1.1%	--	--	2.1%	**1.8%**
Lived up to expectations	54.2%	--	--	57.3%	**55.9%**
Better or much better than expected	44.7%	--	--	40.6%	**42.3%**

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	8.49	--	--	8.23	**8.32**
Recommend visiting the Canary Islands	8.87	--	--	8.69	**8.74**
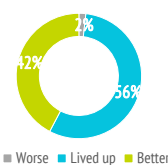
■ Worse ■ Lived up ■ Better

8.32/10

8.74/10

Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	**83.9%**	**--**	**--**	**82.5%**	**81.7%**
Repeat tourists (last 5 years)	80.5%	--	--	78.4%	**77.2%**
Repeat tourists (last 5 years)(5 or more visits)	23.4%	--	--	20.6%	**21.8%**
At least 10 previous visits	**22.1%**	**--**	**--**	**23.4%**	**21.9%**

Canary Islands
LATITUDE OF LIFE

Where does the flight come from? 🌐

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Sweden	90.2%	--	--	87.5%	**88.0%**
Denmark	7.4%	--	--	9.5%	**8.4%**
Norway	1.4%	--	--	1.7%	**1.6%**
Others	0.9%	--	--	1.3%	**2.0%**

Others 2.0%
Norway 1.6%
Denmark 8.4%
Sweden 88.0%
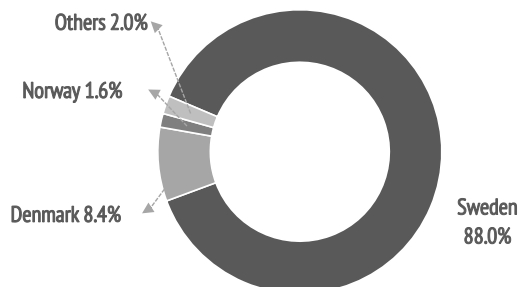
Who do they come with? 👫

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	5.4%	--	--	7.4%	**7.1%**
Only with partner	50.5%	--	--	48.4%	**47.4%**
Only with children (< 13 years old)	4.9%	--	--	7.7%	**6.6%**
Partner + children (< 13 years old)	7.7%	--	--	7.3%	**7.6%**
Other relatives	6.4%	--	--	5.8%	**6.6%**
Friends	6.3%	--	--	5.1%	**5.9%**
Work colleagues	0.8%	--	--	0.0%	**0.4%**
Organized trip	0.1%	--	--	0.4%	**0.4%**
Other combinations [1]	17.9%	--	--	17.9%	**18.1%**

(1) Different situations have been isolated

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	**17.9%**	**--**	**--**	**20.7%**	**20.3%**
- Between 0 and 2 years old	1.7%	--	--	0.8%	**1.3%**
- Between 3 and 12 years old	14.5%	--	--	19.3%	**17.8%**
- Between 0 -2 and 3-12 years	1.7%	--	--	0.6%	**1.1%**
Tourists without children	**82.1%**	**--**	**--**	**79.3%**	**79.7%**
Group composition:					
- 1 person	8.5%	--	--	10.3%	**10.2%**
- 2 people	61.6%	--	--	53.9%	**56.2%**
- 3 people	10.7%	--	--	8.1%	**9.7%**
- 4 or 5 people	15.6%	--	--	21.6%	**19.1%**
- 6 or more people	3.6%	--	--	6.2%	**4.8%**
Average group size:	**2.53**	**--**	**--**	**2.91**	**2.71**

20.3% of Swedish travel with children.

(Canary Islands: 17.7%)

(Under the age of 13)

Who are they? 👤

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	44.8%	--	--	47.7%	**46.0%**
Women	55.2%	--	--	52.3%	**54.0%**
Age					
Average age (tourist > 15 years old)	54.5	--	--	55.3	**53.6**
Standard deviation	15.3	--	--	14.6	**15.3**
Age range (> 15 years old)					
16 - 24 years old	4.3%	--	--	3.7%	**4.6%**
25 - 30 years old	4.4%	--	--	4.3%	**5.6%**
31 - 45 years old	19.7%	--	--	14.9%	**18.6%**
46 - 60 years old	29.3%	--	--	36.2%	**32.7%**
Over 60 years old	42.3%	--	--	40.9%	**38.5%**
Occupation					
Salaried worker	36.3%	--	--	34.3%	**36.7%**
Self-employed	7.2%	--	--	8.6%	**7.7%**
Unemployed	0.2%	--	--	0.6%	**0.4%**
Business owner	12.7%	--	--	14.1%	**14.4%**
Student	3.7%	--	--	2.8%	**3.2%**
Retired	39.5%	--	--	39.6%	**36.8%**
Unpaid domestic work	0.2%	--	--	0.0%	**0.6%**
Others	0.2%	--	--	0.0%	**0.1%**
Annual household income level					
Less than €25,000	9.4%	--	--	11.3%	**9.5%**
€25,000 - €49,999	32.6%	--	--	23.3%	**29.7%**
€50,000 - €74,999	32.4%	--	--	34.7%	**32.4%**
More than €74,999	25.6%	--	--	30.7%	**28.3%**
Education level					
No studies	0.5%	--	--	1.4%	**1.3%**
Primary education	6.0%	--	--	7.7%	**5.8%**
Secondary education	37.0%	--	--	34.6%	**36.1%**
Higher education	56.5%	--	--	56.3%	**56.8%**

8 IN 10 TOURISTS ARE **REPEATERS**

54 YEARS OLD AVERAGE AGE

47% ONLY WITH **PARTNER**

Pictures: Freepik.com

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.