Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Beaches	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,503,983	5,827,892
- book holiday package	1,126,312	2,549,012
- do not book holiday package	1,377,671	3,278,880
- % tourists who book holiday package	45.0%	43.7%
Share of total tourist	44.6%	100%
Expenditure per tourist (€)	**1,211**	**1,206**
- book holiday package	1,403	1,415
- holiday package	1,146	1,135
- others	258	280
- do not book holiday package	1,054	1,044
- flight	249	248
- accommodation	375	369
- others	430	427
Average lenght of stay	**9.81**	**9.54**
- book holiday package	8.83	8.59
- do not book holiday package	10.61	10.28
Average daily expenditure (€)	**140.3**	**144.0**
- book holiday package	167.4	172.8
- do not book holiday package	118.2	121.6
Total turnover (> 15 years old) (€m)	**3,032**	**7,028**
- book holiday package	1,581	3,606
- do not book holiday package	1,452	3,422

AVERAGE LENGHT OF STAY (nights)

■ Beaches ■ Total

	Total	book holiday package	do not book holiday package
Beaches	9.81	8.83	10.61
Total	9.54	8.59	10.28

EXPENDITURE PER TOURIST (€)

■ Beaches ■ Total

	Total	book holiday package	do not book holiday package
Beaches	1,211	1,403	1,054
Total	1,206	1,415	1,044

Where did they spend their main holiday last year?*

	Beaches	Total
Didn't have holidays	34.3%	35.7%
Canary Islands	19.5%	17.6%
Other destination	46.2%	46.8%

What other destinations do they consider for this trip?*

	Beaches	Total
None	28.2%	29.4%
Canary Islands (other island)	26.5%	25.4%
Other destination	45.3%	45.1%

*Percentage of valid answers

Importance of each factor in the destination choice

	Beaches	Total
Beaches	100%	44.6%
Climate	91.1%	76.0%
Sea	90.7%	52.0%
Tranquility	60.5%	48.5%
Safety	59.8%	49.0%
Landscapes	52.6%	39.1%
European belonging	48.2%	40.2%
Accommodation supply	45.4%	37.8%
Environment	44.7%	34.7%
Effortless trip	42.7%	34.9%
Price	41.4%	32.4%
Gastronomy	35.9%	27.9%
Authenticity	32.5%	24.4%
Fun possibilities	29.6%	22.4%
Exoticism	20.2%	14.5%
Hiking trail network	14.1%	12.1%
Culture	12.9%	8.7%
Shopping	12.7%	8.8%
Historical heritage	12.6%	9.1%
Nightlife	12.1%	8.4%

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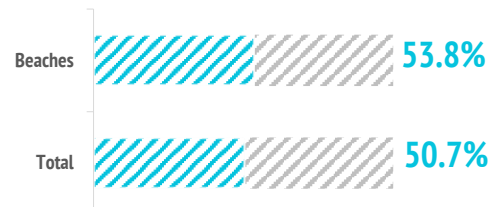
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Beaches	Total
Rest	53.8%	50.7%
Enjoy family time	13.8%	14.0%
Have fun	7.6%	7.3%
Explore the destination	20.6%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	2.0%	2.1%

REST

Beaches	53.8%
Total	50.7%

How far in advance do they book their trip?

	Beaches	Total
The same day	0.9%	1.0%
Between 1 and 30 days	42.6%	42.5%
Between 1 and 2 months	26.5%	26.7%
Between 3 and 6 months	19.0%	18.7%
More than 6 months	11.0%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

BEACHES **19.0%**   TOTAL **18.7%**

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that beaches are "very important" in their choice

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?

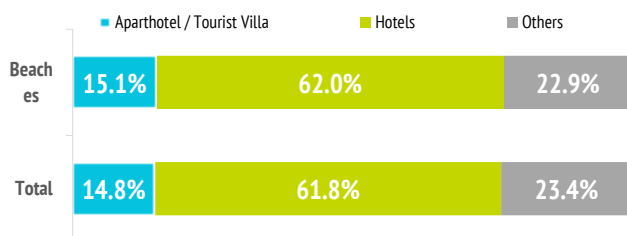|	Beaches	Total
Previous visits to the Canary Islands	45.7%	45.7%
Friends or relatives	30.9%	30.9%
Internet or social media	53.2%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	6.2%	7.0%
Travel Blogs or Forums	8.3%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	19.3%	19.4%
Public administrations or similar	1.7%	1.9%
Others	2.2%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

	Beaches	Total
Flight		
- Directly with the airline	52.1%	52.8%
- Tour Operator or Travel Agency	47.9%	47.2%
Accommodation		
- Directly with the accommodation	38.9%	39.9%
- Tour Operator or Travel Agency	61.1%	60.1%

Where do they stay?

	Beaches	Total
1-2-3* Hotel	12.1%	11.5%
4* Hotel	40.3%	39.4%
5* Hotel / 5* Luxury Hotel	9.6%	10.9%
Aparthotel / Tourist Villa	15.1%	14.8%
House/room rented in a private dwelling	6.7%	6.9%
Private accommodation (1)	10.4%	9.9%
Others (Cottage, cruise, camping,..)	5.9%	6.6%

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

Beaches: Aparthotel / Tourist Villa 15.1% | Hotels 62.0% | Others 22.9%
Total: 14.8% | 61.8% | 23.4%

What do they book?

	Beaches	Total
Room only	27.5%	28.1%
Bed and Breakfast	12.9%	15.3%
Half board	19.5%	19.5%
Full board	3.6%	3.2%
All inclusive	36.5%	33.8%

36.5% of tourists book all inclusive.
(Canary Islands: 33.8%)

Other expenses

	Beaches	Total
Restaurants or cafes	63.3%	66.9%
Supermarkets	55.8%	55.6%
Car rental	35.7%	37.3%
Organized excursions	24.2%	23.7%
Taxi, transfer, chauffeur service	46.9%	46.0%
Theme Parks	7.8%	8.6%
Sport activities	9.6%	9.3%
Museums	4.1%	4.7%
Flights between islands	6.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Beaches	Total
0 hours	2.1%	2.4%
1 - 2 hours	9.0%	10.0%
3 - 6 hours	29.5%	30.1%
7 - 12 hours	48.5%	47.1%
More than 12 hours	10.9%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Average **7.8h**
Canary Islands: 7.7h
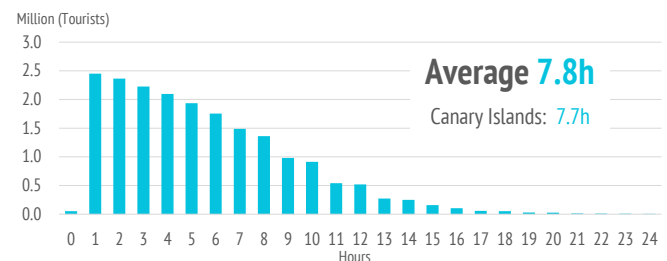
Activities in the Canary Islands	Beaches	Total
Beach	87.0%	75.1%
Walk, wander	70.9%	72.2%
Swimming pool, hotel facilities	58.6%	57.5%
Explore the island on their own	52.8%	52.5%
Swim	45.1%	38.8%
Taste Canarian gastronomy	29.1%	30.2%
Hiking	19.9%	22.5%
Organized excursions	16.1%	16.0%
Sea excursions / whale watching	13.7%	13.5%
Nightlife / concerts / shows	13.4%	12.3%
Theme parks	11.3%	12.2%
Museums / exhibitions	10.0%	10.7%
Wineries / markets / popular festivals	9.8%	10.0%
Other Nature Activities	9.4%	9.5%
Running	7.6%	7.6%
Practice other sports	6.1%	5.9%
Surf	5.8%	4.8%
Beauty and health treatments	5.7%	5.6%
Scuba Diving	4.9%	4.2%
Astronomical observation	4.3%	4.2%
Cycling / Mountain bike	4.0%	4.2%
Golf	2.1%	2.3%
Windsurf / Kitesurf	1.9%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by beaches	2,503,983	383,278	556,045	700,526	829,047	20,287
- Share by islands	100%	15.3%	22.2%	28.0%	33.1%	0.8%
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 motivated by beaches	44.6%	40.5%	67.2%	48.0%	37.1%	21.7%

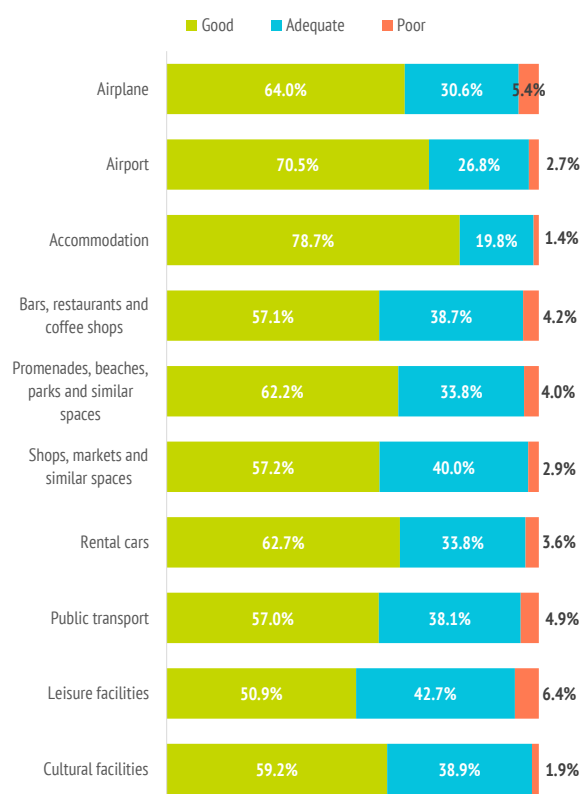## How many islands do they visit during their trip?

	Beaches	Total
One island	91.2%	90.9%
Two islands	7.6%	7.8%
Three or more islands	1.2%	1.3%

Health safety

Planning the trip: Importance	Beaches	Total
Average rating (scale 0-10)	8.21	7.99

During the stay: Rate	Beaches	Total
Average rating (scale 0-10)	8.56	8.42

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

Lanzarote 40.5% | Fuerteventura 67.2% | Gran Canaria 48.0% | Tenerife 37.1% | La Palma 21.7% | 44.6%

HEALTH SAFETY MEASURES (RATE)

■ Good ■ Adequate ■ Poor

	Good	Adequate	Poor
Airplane	64.0%	30.6%	5.4%
Airport	70.5%	26.8%	2.7%
Accommodation	78.7%	19.8%	1.4%
Bars, restaurants and coffee shops	57.1%	38.7%	4.2%
Promenades, beaches, parks and similar spaces	62.2%	33.8%	4.0%
Shops, markets and similar spaces	57.2%	40.0%	2.9%
Rental cars	62.7%	33.8%	3.6%
Public transport	57.0%	38.1%	4.9%
Leisure facilities	50.9%	42.7%	6.4%
Cultural facilities	59.2%	38.9%	1.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beaches	Total
Average rating	9.02	8.86

Experience in the Canary Islands	Beaches	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	48.3%	51.4%
Better or much better than expected	49.1%	45.9%

Future intentions (scale 1-10)	Beaches	Total
Return to the Canary Islands	9.04	8.86
Recommend visiting the Canary Islands	9.26	9.10

■ Worse ■ Lived up ■ Better

3% | 49% | 48%

Experience in the Canary Islands
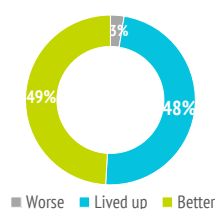
9.04/10
Return to the Canary Islands

9.26/10
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

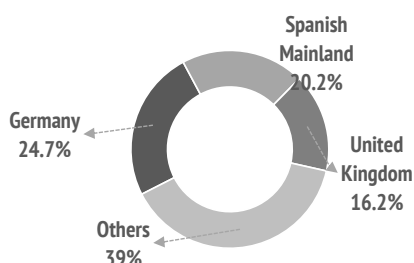|	Beaches	Total
Repeat tourists	**67.8%**	**68.0%**
Repeat tourists (last 5 years)	62.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	15.0%
At least 10 previous visits	**19.0%**	**18.3%**

Where are they from? 🌐

	%	Absolute
Germany	24.7%	617,833
Spanish Mainland	20.2%	505,322
United Kingdom	16.2%	404,674
France	7.0%	175,680
Italy	5.2%	129,357
Poland	4.3%	107,030
Netherlands	3.8%	95,215
Belgium	3.0%	74,212
Ireland	2.6%	66,227
Sweden	2.2%	55,960
Switzerland	1.5%	38,493
Norway	1.4%	34,532
Denmark	1.3%	31,407
Czech Republic	0.9%	22,991
Finland	0.8%	19,601
Austria	0.8%	19,174
Luxembourg	0.7%	17,966
Others	3.5%	88,307

Spanish Mainland 20.2%
Germany 24.7%
United Kingdom 16.2%
Others 39%

Who do they come with? 👫

	Beaches	Total
Unaccompanied	12.9%	13.5%
Only with partner	47.4%	48.2%
Only with children (< 13 years old)	4.7%	3.9%
Partner + children (< 13 years old)	4.9%	4.9%
Other relatives	8.5%	8.4%
Friends	9.4%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.9%	11.5%
(1) Different situations have been isolated		
Tourists with children	**13.2%**	**12.5%**
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	10.7%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	**86.8%**	**87.5%**
Group composition:		
- 1 person	15.7%	16.5%
- 2 people	56.8%	56.7%
- 3 people	11.3%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	2.4%	2.5%
Average group size:	**2.38**	**2.37**

*People who share the main expenses of the trip

Who are they? 👤

	Beaches	Total
Gender		
Men	46.2%	49.6%
Women	53.8%	50.4%
Age		
Average age (tourist > 15 years old)	42.4	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	12.9%	11.9%
25 - 30 years old	15.6%	14.8%
31 - 45 years old	31.2%	30.2%
46 - 60 years old	25.6%	26.6%
Over 60 years old	14.7%	16.4%
Occupation		
Salaried worker	57.8%	57.8%
Self-employed	11.1%	11.1%
Unemployed	2.0%	1.7%
Business owner	10.0%	10.0%
Student	6.6%	5.9%
Retired	11.2%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	17.5%	16.1%
€25,000 - €49,999	38.0%	37.0%
€50,000 - €74,999	22.5%	23.4%
More than €74,999	21.9%	23.5%
Education level		
No studies	2.0%	2.2%
Primary education	2.4%	2.2%
Secondary education	17.9%	18.8%
Higher education	77.8%	76.9%

20% · 25% · 16% · 39%

42 YEARS OLD
AVERAGE AGE

47% ONLY WITH **PARTNER**
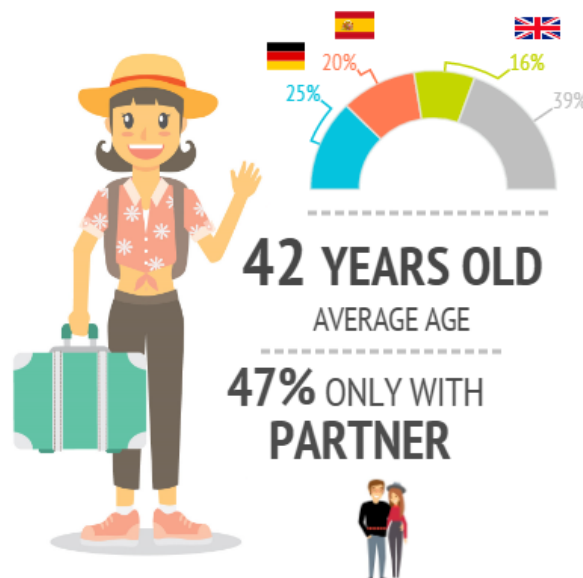
Pictures: Freepik.com

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