How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR)	2,257,845	2,094,605	2,459,411		
Tourist arrivals (> 16 years old)	2,014,678	1,789,714	2,012,414		
Average daily expenditure (€)	140.72	144.15	157.04		
Average lenght of stay (estimation)	8.6	8.1	9.0		
Turnover per tourist (€)	1,204	1,163	1,408		
Total turnover (€m) (estimation)	2,717	2,435	3,463		
Share of total tourists	--	--	--		
Share of total turnover	--	--	--		
Turnover per tourist (€)					
Package:	918	892	1,091		
Accommodation:	8.4	5.8	8.9		
- Accommodation	--	--	--		
- Additional accommodation expenses	8.4	5.8	8.9		
Transport:	22	26	25		
- National/international transport	--	--	--		
- Local transport	22	26	25		
Food and drink:	172	141	161		
- Food purchases at supermarkets	61	46	59		
- Restaurants / cafes	111	94	102		
Leisure, culture and sports:	35	46	63		
Shopping:	39	45	49		
Others:	10	6.7	10		

Main source markets: Tourist arrivals

- Q1
- Q2
- Q3

	Germany	Spanish Mainland	Nordics	United Kingdom
Q1	514,046	80,905	451,530	574,657
Q2	479,940	153,080	83,515	619,214
Q3	514,589	187,158	59,905	701,128
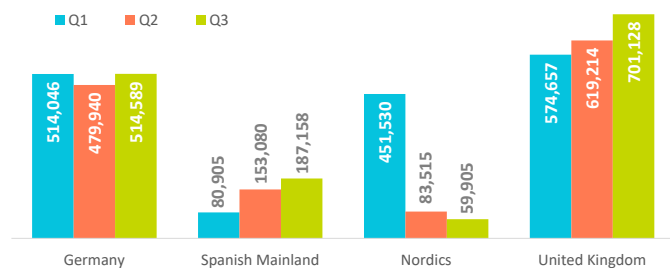
Tourists over 16 years old.

What is the main motivation for their holidays?

	Q1	Q2	Q3	Q4	Total
Rest	60.8%	53.6%	46.5%		
Explore the destination	18.4%	21.3%	22.7%		
Other reasons	20.4%	24.5%	30.5%		

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
Between 0 and 30 days	23.7%	21.5%	24.0%		
Between 1 and 2 months	24.7%	21.0%	17.7%		
More than 3 months	51.6%	57.5%	58.2%		

What do they book?

	Q1	Q2	Q3	Q4	Total
Room only / B&B	45.7%	36.8%	36.3%		
Half board / Full board	22.0%	24.3%	23.0%		
All inclusive	32.3%	38.9%	40.7%		

What channels do they use to plan their trip?

	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	56.8%	48.6%	40.3%		
Friends / relatives	21.2%	21.1%	25.9%		
Internet or social media	59.2%	57.7%	63.1%		
Tour Operator or Travel Agency	33.7%	39.0%	38.2%		
Others	14.4%	20.2%	25.2%		

* Multi-choise question

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel / 5* Luxury Hotel	1.0%	2.2%	1.7%		
4* Hotel	18.9%	19.6%	21.2%		
1-2-3* Hotel	5.0%	6.1%	6.3%		
Aparthotel / Tourist Villa	70.0%	68.5%	68.0%		
Other collective accommodation (1)	4.4%	2.9%	2.3%		
House/room rented in a private dwelling	0.6%	0.7%	0.6%		
Private accommodation (2)	0.0%	0.0%	0.0%		

(1) Cottage, cruise camping, etc.

(2) Own property /House of friend or relative / Free housing exchange / Other private accommodation.

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	3.6%	5.1%	3.5%		
Partner	61.2%	53.1%	47.9%		
Children	15.9%	22.3%	28.1%		
Friends or acquaintances	7.7%	7.5%	7.3%		
Other relatives	10.6%	11.5%	12.7%		
Others	0.9%	0.5%	0.5%		
Tourists with children	15.4%	20.0%	29.4%		
- Between 0 and 2 years old	12.8%	7.8%	4.8%		
- Between 3 and 12 years old	74.1%	84.5%	87.0%		
- Between 0 -2 and 3-12 years old	13.1%	7.8%	8.3%		
Tourists without children	84.6%	80.0%	70.6%		

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Men	45.9%	46.2%	47.1%		
Women	54.1%	53.8%	52.9%		
Age range (> 16 years old)					
16-44 years old	31.1%	45.9%	58.4%		
Over 44 years old	68.9%	54.1%	41.6%		
Educational level					
No studies or primary education	9.5%	7.6%	9.5%		
Secondary education	28.7%	25.6%	26.3%		
Higher education	61.8%	66.9%	64.2%		
Occupation					
Salaried worker / paid internship	48.0%	59.4%	64.5%		
Entrepreneur without employees	17.4%	17.4%	16.5%		
Student /unemployed / housework	4.3%	5.6%	10.4%		
Retired, pre-retired or has ceased work	29.8%	16.6%	8.1%		
Other type of inactivity	0.5%	1.1%	0.4%		
Annual household income level					
Less than €25,000	12.8%	19.4%	19.1%		
€25,000 - €49,999	40.7%	36.6%	40.9%		
€50,000 - €74,999	27.8%	28.3%	23.7%		
More than €74,999	18.7%	15.7%	16.3%		

Tourist profile by quarter of trip (2018)
Canary Islands

Canary Islands — LATITUDE OF LIFE

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	360,708	337,582	373,054		
- Fuerteventura	340,011	337,413	381,231		
- Gran Canaria	568,281	437,416	558,933		
- Tenerife	653,792	637,146	665,704		
- La Palma	45,968	24,601	27,648		

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	18.3%	19.0%	18.6%		
- Fuerteventura	17.3%	19.0%	19.0%		
- Gran Canaria	28.9%	24.7%	27.9%		
- Tenerife	33.2%	35.9%	33.2%		
- La Palma	2.3%	1.4%	1.4%		

How many islands do they visit during their trip?

	Q1	Q2	Q3	Q4	Total
One island	91.6%	93.7%	91.6%		
Two islands	5.9%	5.5%	7.9%		
Three or more islands	2.5%	0.8%	0.5%		

Internet use during their trip

	Q1	Q2	Q3	Q4	Total
Did not use the Internet	12.9%	11.8%	8.2%		
Used the Internet	87.1%	88.2%	91.8%		
- Own Internet connection	35.0%	42.7%	45.0%		
- Free Wifi connection	50.2%	43.3%	41.3%		
- Both connections	3.7%	4.5%	7.0%		
- Without specifying	11.1%	9.5%	6.7%		
Applications					
Search for maps, locations or routes	54.5%	57.3%	64.5%		
Search for destination information and activi	40.7%	40.9%	52.2%		
Share information, pictures or videos	50.5%	56.5%	59.9%		
Others	33.4%	30.8%	27.7%		

* Multi-choise question

How do they rate the Canary Islands?

Opinion on their stay	Q1	Q2	Q3	Q4	Total
Average rating (scale 1-10)	8.44	8.56	8.48		
Lived up/better than expected (% tourists)	97.7%	96.8%	95.7%		
Future intentions (scale 1-10)					
Return to the Canary Islands	8.58	8.52	8.33		
Recommend visiting the Canary Islands	8.81	8.82	8.76		

How many are loyal to the Canary Islands?

	Q1	Q2	Q3	Q4	Total
Repeat tourists	77.4%	67.9%	59.1%		
Five or more visits	40.5%	30.6%	22.9%		

Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	28.5%	34.6%	34.8%		
Germany	25.5%	26.8%	25.6%		
Spanish Mainland	4.0%	8.6%	9.3%		
Netherlands	4.7%	4.8%	5.4%		
France	3.2%	5.0%	4.7%		
Nordics	22.4%	4.7%	3.0%		
Belgium	2.3%	2.5%	3.0%		
Ireland	1.6%	2.6%	2.5%		
Switzerland	1.4%	1.8%	2.0%		
Others	6.3%	8.7%	9.6%		

Importance of each factor in the destination choice

% tourists	Q1	Q2	Q3	Q4	Total
Climate	96.6%	96.6%	96.5%		
Security	86.7%	89.9%	89.5%		
Tranquility	85.5%	86.3%	84.6%		
Accommodation supply	81.2%	83.7%	84.5%		
Price	78.5%	84.5%	83.6%		
Sea	73.3%	77.7%	79.9%		
Beaches	65.9%	70.8%	76.0%		
Effortless trip	74.5%	77.1%	74.3%		
Environment	71.2%	72.5%	71.8%		
Fun possibilities	49.6%	60.0%	69.2%		
Landscapes	66.7%	64.9%	68.5%		
Authenticity	51.2%	57.9%	60.0%		
European belonging	65.0%	66.1%	59.9%		
Gastronomy	61.3%	60.3%	57.4%		
Exoticism	30.8%	36.7%	43.0%		
Culture	28.3%	29.5%	38.5%		
Shopping	35.9%	33.9%	36.9%		
Historical heritage	27.9%	28.0%	32.2%		
Nightlife	18.7%	22.4%	26.7%		
Hiking trail network	26.6%	18.7%	16.0%		

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

** Each aspect is valued individually (100% distribution in each of them).

Activities in the Canary Islands

Outdoor time per day	Q1	Q2	Q3	Q4	Total
0 - 3 hours	13.0%	16.9%	18.4%		
4 - 8 hours	55.4%	46.9%	46.4%		
9 - 12 hours	24.8%	27.4%	25.0%		
More than 12 hours	6.8%	8.8%	10.2%		
Activities carried out in the Canary Islands					
Beach	64.5%	73.2%	81.7%		
Swimming pool, hotel facilities	54.6%	64.2%	72.0%		
Walk, wander	77.6%	69.1%	66.6%		
Explore the island on their own	46.4%	46.2%	45.1%		
Organized excursions	19.0%	23.0%	30.4%		
Theme parks	13.9%	17.5%	26.3%		
Taste Canarian gastronomy	24.6%	24.0%	25.4%		
Sea excursions / whale watching	8.0%	13.5%	19.2%		
Nightlife / concerts / shows	14.8%	16.6%	18.1%		
Sporting activities	11.5%	11.3%	14.4%		
Sea excursions / whale watching	7.6%	7.9%	14.3%		
Wineries / markets / popular festivals	12.4%	10.7%	11.9%		
Museums / exhibitions	7.3%	7.4%	10.2%		
Nature activities	10.1%	8.0%	9.3%		
Beauty and health treatments	4.7%	4.3%	4.4%		
Astronomical observation	3.1%	3.8%	3.1%		

* Multi-choise question