PROFILE OF TOURIST BY COMPANIONS (2018)
FRIENDS
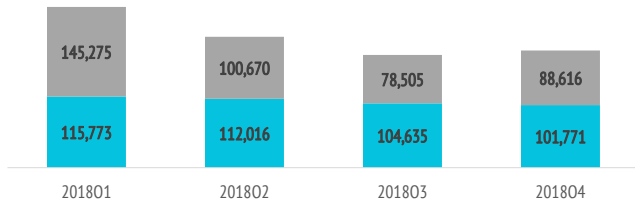
Canary Islands LATITUDE OF LIFE

How many are they and how much do they spend?

	Friends	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**847,261**	**13,485,651**
- book holiday package	434,194	7,848,516
- do not book holiday package	413,067	5,637,135
- % tourists who book holiday package	51.2%	58.2%
Share of total tourist	6.3%	100%

TOURISTS BY QUARTER: FRIENDS

■ do not book holiday package   ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	145,275	100,670	78,505	88,616
book holiday package	115,773	112,016	104,635	101,771

	Friends	Total
Expenditure per tourist (€)	**820**	**1,196**
- book holiday package	904	1,309
- holiday package	705	1,064
- others	198	246
- do not book holiday package	732	1,037
- flight	186	288
- accommodation	233	350
- others	313	399
Average lenght of stay	**7.89**	**9.32**
- book holiday package	7.71	8.66
- do not book holiday package	8.07	10.23
Average daily expenditure (€)	**111.8**	**143.6**
- book holiday package	120.9	159.8
- do not book holiday package	102.3	121.0
Total turnover (> 15 years old) (€m)	**695**	**16,124**
- book holiday package	392	10,277
- do not book holiday package	302	5,848

AVERAGE LENGHT OF STAY (nights)

■ Friends   ■ Total

	Total	book holiday package	do not book holiday package
Friends	7.89	7.71	8.07
Total	9.32	8.66	10.23
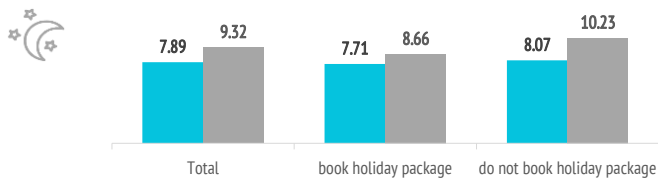
EXPENDITURE PER TOURIST (€)

■ Friends   ■ Total

	Total	book holiday package	do not book holiday package
Friends	820	904	732
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

	Friends	Total
Climate	75.6%	78.1%
Safety	45.8%	51.4%
Sea	45.4%	43.3%
Price	41.3%	36.5%
Beaches	41.0%	37.1%
Tranquility	38.9%	46.2%
Accommodation supply	38.1%	41.7%
Effortless trip	32.6%	34.8%
European belonging	31.5%	35.8%
Landscapes	31.2%	31.6%
Environment	30.3%	30.6%
Fun possibilities	26.5%	20.7%
Gastronomy	21.6%	22.6%
Authenticity	19.8%	19.1%
Nightlife	18.8%	7.5%
Exoticism	12.6%	10.5%
Shopping	12.1%	9.6%
Hiking trail network	8.9%	9.0%
Culture	7.3%	7.3%
Historical heritage	5.8%	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?

	Friends	Total
Rest	51.6%	55.1%
Enjoy family time	1.7%	14.7%
Have fun	21.4%	7.8%
Explore the destination	19.0%	18.5%
Practice their hobbies	3.4%	1.8%
Other reasons	2.8%	2.1%

HAVE FUN

Friends **21.4%**

Total **7.8%**

How far in advance do they book their trip?

	Friends	Total
The same day	1.5%	0.7%
Between 1 and 30 days	24.8%	23.2%
Between 1 and 2 months	25.0%	23.0%
Between 3 and 6 months	32.5%	32.4%
More than 6 months	16.1%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

FRIENDS 24.8%   **TOTAL** 23.2%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who visited Canary Islands with friends.

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

Canary Islands
LATITUDE OF LIFE

What channels did they use to get information about the trip? 🔍

	Friends	Total
Previous visits to the Canary Islands	38.4%	50.9%
Friends or relatives	39.5%	27.8%
Internet or social media	54.5%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	8.8%	9.5%
Travel Blogs or Forums	4.9%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	20.1%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.2%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Friends	Total
Flight		
- Directly with the airline	46.6%	39.5%
- Tour Operator or Travel Agency	53.4%	60.5%
Accommodation		
- Directly with the accommodation	35.6%	28.8%
- Tour Operator or Travel Agency	64.4%	71.2%

Where do they stay? 🛏

	Friends	Total
1-2-3* Hotel	13.7%	12.8%
4* Hotel	30.7%	37.7%
5* Hotel / 5* Luxury Hotel	3.9%	6.8%
Aparthotel / Tourist Villa	28.8%	23.6%
House/room rented in a private dwelling	8.4%	5.3%
Private accommodation (1)	6.3%	7.0%
Others (Cottage, cruise, camping,..)	8.2%	6.8%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

Friends	28.8%	48.4%	22.8%
Total	23.6%	57.3%	19.1%
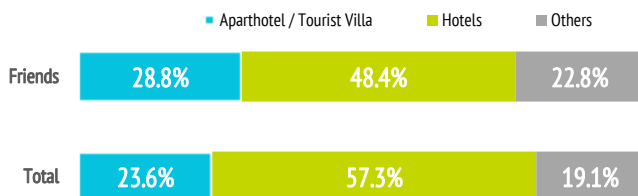
What do they book? 🍽

	Friends	Total
Room only	40.2%	28.8%
Bed and Breakfast	10.7%	11.7%
Half board	18.1%	22.4%
Full board	3.1%	3.0%
All inclusive	28.0%	34.1%

"

40.2% of tourists book room only.

(Canary Islands: 28.8%)

Other expenses 📍

	Friends	Total
Restaurants or cafes	63.9%	63.2%
Supermarkets	60.0%	55.9%
Car rental	21.9%	26.6%
Organized excursions	20.5%	21.8%
Taxi, transfer, chauffeur service	49.8%	51.7%
Theme Parks	6.8%	8.8%
Sport activities	7.3%	6.4%
Museums	3.5%	5.0%
Flights between islands	5.6%	4.8%

Activities in the Canary Islands 🚶

Outdoor time per day	Friends	Total
0 hours	1.9%	2.2%
1 - 2 hours	7.4%	10.0%
3 - 6 hours	24.8%	32.6%
7 - 12 hours	50.8%	46.5%
More than 12 hours	15.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Thousands (Tourists)

Average 8.5h

Canary Islands: 7.4h

Hours
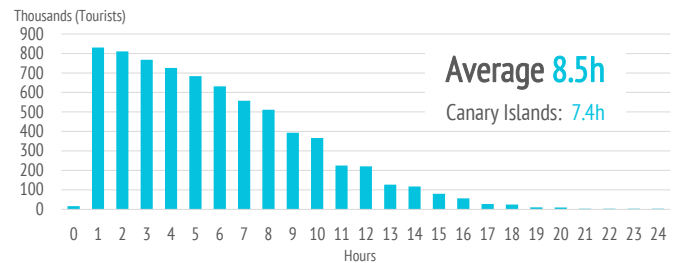
Activities in the Canary Islands	Friends	Total
Beach	70.9%	68.0%
Walk, wander	67.5%	71.0%
Swimming pool, hotel facilities	56.2%	58.9%
Explore the island on their own	45.0%	46.5%
Nightlife / concerts / shows	33.7%	15.5%
Taste Canarian gastronomy	25.4%	25.4%
Organized excursions	18.6%	17.9%
Sport activities	17.3%	14.3%
Theme parks	13.3%	15.5%
Wineries / markets / popular festivals	11.1%	12.0%
Sea excursions / whale watching	11.1%	11.3%
Activities at sea	10.4%	9.8%
Nature activities	9.6%	10.0%
Museums / exhibitions	7.6%	9.8%
Beauty and health treatments	6.9%	5.7%
Astronomical observation	4.1%	3.4%

* Multi-choise question

	FRIENDS	TOTAL
NIGHTLIFE / CONCERTS / SHOWS	33.7%	15.5%
SPORT ACTIVITIES	17.3%	14.3%
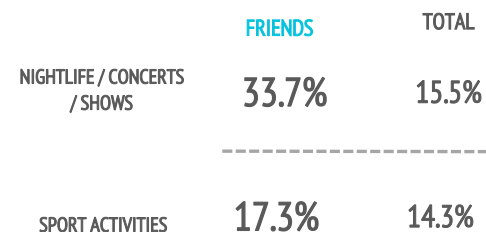
Which island do they choose?

Tourist ≥ 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with friends	847,261	115,152	110,839	290,973	315,466	9,828
- Share by islands	100%	13.6%	13.1%	34.3%	37.2%	1.2%
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 travelling with friends	6.3%	4.7%	6.0%	7.6%	6.3%	3.9%

How many islands do they visit during their trip?

	Friends	Total
One island	89.7%	90.9%
Two islands	8.9%	7.7%
Three or more islands	1.5%	1.4%

Internet usage during their trip

	Friends	Total
Research		
- Tourist package	14.0%	15.4%
- Flights	12.1%	13.0%
- Accommodation	15.1%	17.7%
- Transport	17.8%	15.6%
- Restaurants	29.2%	27.0%
- Excursions	27.0%	26.3%
- Activities	33.8%	31.0%
Book or purchase		
- Tourist package	31.9%	38.1%
- Flights	67.2%	64.4%
- Accommodation	57.2%	54.5%
- Transport	42.6%	44.7%
- Restaurants	10.1%	10.5%
- Excursions	10.5%	11.4%
- Activities	12.6%	12.5%

* Multi-choise question

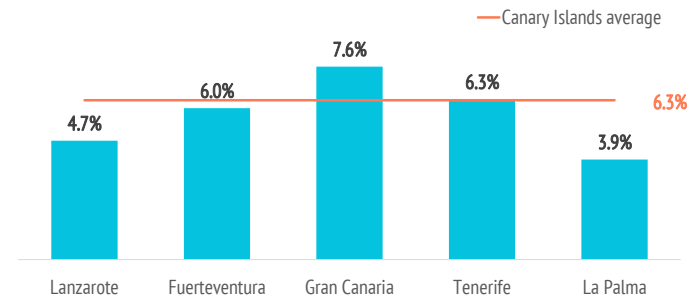| Internet usage in the Canary Islands	Friends	Total
Did not use the Internet	**10.9%**	**9.8%**
Used the Internet	**89.1%**	**90.2%**
- Own Internet connection	43.6%	36.5%
- Free Wifi connection	32.7%	41.1%
Applications*		
- Search for locations or maps	61.3%	60.7%
- Search for destination info	42.7%	44.7%
- Share pictures or trip videos	62.4%	55.6%
- Download tourist apps	5.2%	6.5%
- Others	20.5%	23.9%

* Multi-choise question

62.4% of tourists share pictures or trip videos during their stay in the Canary Islands
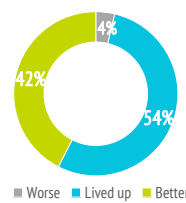
(Canary Islands: 55.6%)

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
	4.7%	6.0%	7.6%	6.3%	3.9%

6.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Friends	Total
Average rating	8.51	8.58

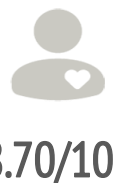| Experience in the Canary Islands	Friends	Total
Worse or much worse than expected	3.7%	2.9%
Lived up to expectations	53.8%	57.4%
Better or much better than expected	42.5%	39.7%

Future intentions (scale 1-10)	Friends	Total
Return to the Canary Islands	8.40	8.60
Recommend visiting the Canary Islands	8.70	8.86

■ Worse ■ Lived up ■ Better

4%
42%
54%

8.40/10
Experience in
the Canary

8.40/10
Return to the
Canary Islands

8.70/10
Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	Friends	Total
Repeat tourists	**60.0%**	**71.0%**
Repeat tourists (last 5 years)	53.4%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	11.4%	18.4%
At least 10 previous visits	**11.5%**	**17.8%**
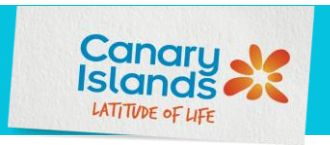
Where are they from? 🌐

	%	Absolute
United Kingdom	31.3%	265,074
Germany	19.9%	168,295
Spanish Mainland	10.7%	90,937
Italy	5.3%	45,239
France	4.3%	36,273
Netherlands	4.0%	33,716
Norway	3.3%	27,864
Ireland	2.8%	24,006
Switzerland	2.8%	23,943
Sweden	2.6%	22,450
Belgium	2.4%	20,325
Poland	2.1%	17,898
Finland	1.8%	15,104
Austria	0.9%	7,940
Denmark	0.9%	7,463
Russia	0.9%	7,241
Czech Republic	0.7%	5,987
Others	3.2%	27,507

Germany 19.9%
United Kingdom 31.3%
Spanish Mainland 10.7%
Others 38%
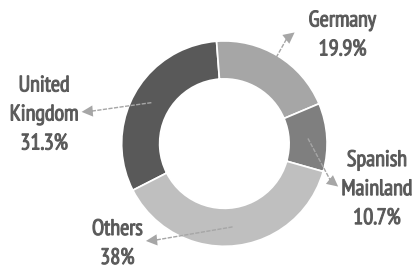
Who do they come with? 👪

	Friends	Total
Unaccompanied	--	8.9%
Only with partner	--	47.4%
Only with children (< 13 years old)	--	5.9%
Partner + children (< 13 years old)	--	7.2%
Other relatives	--	9.0%
Friends	100.0%	6.3%
Work colleagues	--	0.5%
Organized trip	--	0.2%
Other combinations [(1)]	--	14.6%
(1) Different situations have been isolated		
Tourists with children	**--**	**19.3%**
- Between 0 and 2 years old	--	1.8%
- Between 3 and 12 years old	--	15.8%
- Between 0 -2 and 3-12 years	--	1.6%
Tourists without children	**--**	**80.7%**
Group composition:		
- 1 person	13.3%	12.4%
- 2 people	51.3%	54.1%
- 3 people	13.1%	12.6%
- 4 or 5 people	17.6%	17.1%
- 6 or more people	4.7%	3.8%
Average group size:	**2.63**	**2.58**

Who are they? 👤

	Friends	Total
Gender		
Men	40.2%	48.2%
Women	59.8%	51.8%
Age		
Average age (tourist > 15 years old)	41.1	46.7
Standard deviation	16.8	15.3
Age range (> 15 years old)		
16 - 24 years old	17.8%	7.7%
25 - 30 years old	19.1%	10.8%
31 - 45 years old	24.6%	28.6%
46 - 60 years old	20.7%	31.3%
Over 60 years old	17.7%	21.5%
Occupation		
Salaried worker	55.7%	55.5%
Self-employed	9.7%	11.0%
Unemployed	1.7%	1.1%
Business owner	7.7%	9.2%
Student	8.1%	4.2%
Retired	15.4%	17.3%
Unpaid domestic work	0.5%	0.9%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	25.9%	17.0%
€25,000 - €49,999	41%	36.5%
€50,000 - €74,999	18.1%	25.0%
More than €74,999	15.2%	21.5%
Education level		
No studies	3.8%	4.8%
Primary education	3.1%	2.8%
Secondary education	20.8%	23.1%
Higher education	72.3%	69.3%

3 IN 10 TOURISTS ARE **BRITISH**

41 YEARS OLD AVERAGE AGE

42% STAY IN **APARTHOTEL / TOURIST VILLA**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who visited Canary Islands with friends.

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