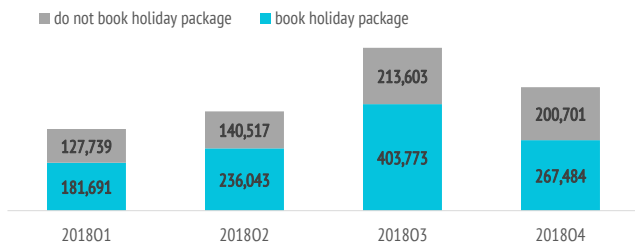


PROFILE OF TOURIST BY COMPANIONS (2018) FAMILIES

How many are they and how much do they spend?

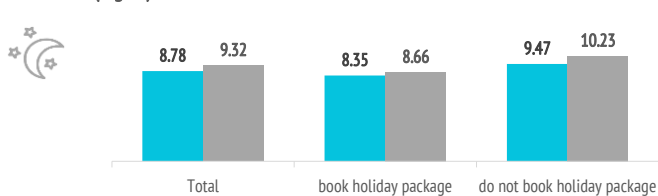
	Families	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,771,551	13,485,651
- book holiday package	1,088,992	7,848,516
- do not book holiday package	682,560	5,637,135
- % tourists who book holiday package	61.5%	58.2%
Share of total tourist	13.1%	100%

TOURISTS BY QUARTER: FAMILIES



	Families	Total
Expenditure per tourist (€)	1,694	1,196
- book holiday package	1,803	1,309
- holiday package	1,502	1,064
- others	301	246
- do not book holiday package	1,519	1,037
- flight	491	288
- accommodation	537	350
- others	491	399
Average length of stay	8.78	9.32
- book holiday package	8.35	8.66
- do not book holiday package	9.47	10.23
Average daily expenditure (€)	207.9	143.6
- book holiday package	228.2	159.8
- do not book holiday package	175.7	121.0
Total turnover (> 15 years old) (€m)	3,000	16,124
- book holiday package	1,963	10,277
- do not book holiday package	1,037	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Families	Total
Climate	79.8%	78.1%
Safety	55.9%	51.4%
Accommodation supply	43.3%	41.7%
Tranquility	43.2%	46.2%
Sea	42.7%	43.3%
Beaches	38.3%	37.1%
Price	37.6%	36.5%
European belonging	35.7%	35.8%
Effortless trip	33.5%	34.8%
Environment	29.8%	30.6%
Landscapes	28.5%	31.6%
Fun possibilities	27.4%	20.7%
Gastronomy	19.2%	22.6%
Authenticity	18.2%	19.1%
Exoticism	10.9%	10.5%
Shopping	7.8%	9.6%
Culture	6.7%	7.3%
Historical heritage	6.7%	7.1%
Hiking trail network	6.4%	9.0%
Nightlife	3.5%	7.5%

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?

	Families	Total
Rest	34.6%	55.1%
Enjoy family time	42.9%	14.7%
Have fun	7.0%	7.8%
Explore the destination	14.1%	18.5%
Practice their hobbies	0.6%	1.8%
Other reasons	0.9%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?

	Families	Total
The same day	0.5%	0.7%
Between 1 and 30 days	17.7%	23.2%
Between 1 and 2 months	19.1%	23.0%
Between 3 and 6 months	34.9%	32.4%
More than 6 months	27.9%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

FAMILIES
27.9%



TOTAL
20.7%

Picture: Freepik.com

PROFILE OF TOURIST BY COMPANIONS (2018)

FAMILIES



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

	Families	Total
Previous visits to the Canary Islands	50.3%	50.9%
Friends or relatives	27.2%	27.8%
Internet or social media	61.6%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	9.1%	9.5%
Travel Blogs or Forums	6.5%	5.4%
Travel TV Channels	0.5%	0.7%
Tour Operator or Travel Agency	27.3%	24.7%
Public administrations or similar	0.2%	0.4%
Others	1.6%	2.3%

* Multi-choise question

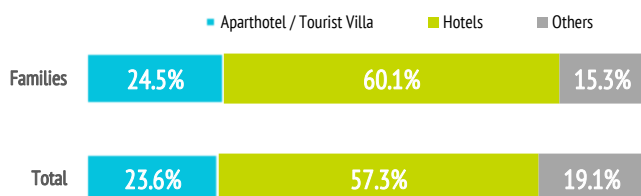
With whom did they book their flight and accommodation? 👁

	Families	Total
Flight		
- Directly with the airline	36.1%	39.5%
- Tour Operator or Travel Agency	63.9%	60.5%
Accommodation		
- Directly with the accommodation	27.6%	28.8%
- Tour Operator or Travel Agency	72.4%	71.2%

Where do they stay? 🏠

	Families	Total
1-2-3* Hotel	12.4%	12.8%
4* Hotel	39.0%	37.7%
5* Hotel / 5* Luxury Hotel	8.8%	6.8%
Aparthotel / Tourist Villa	24.5%	23.6%
House/room rented in a private dwelling	4.5%	5.3%
Private accommodation (1)	5.3%	7.0%
Others (Cottage, cruise, camping,...)	5.5%	6.8%

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



What do they book? 🍽

	Families	Total
Room only	23.7%	28.8%
Bed and Breakfast	7.8%	11.7%
Half board	18.3%	22.4%
Full board	3.6%	3.0%
All inclusive	46.5%	34.1%

”
46.5% of tourists book all inclusive.
 (Canary Islands: 34.1%)

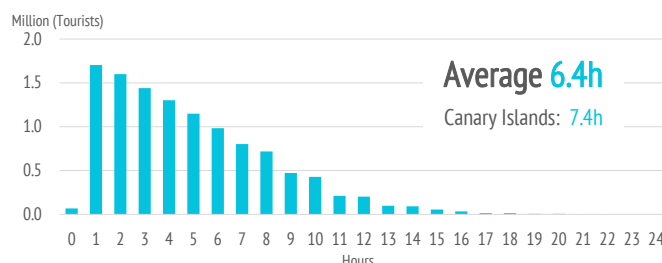
Other expenses 📍

	Families	Total
Restaurants or cafes	57.1%	63.2%
Supermarkets	57.5%	55.9%
Car rental	33.2%	26.6%
Organized excursions	27.9%	21.8%
Taxi, transfer, chauffeur service	52.3%	51.7%
Theme Parks	19.7%	8.8%
Sport activities	8.1%	6.4%
Museums	4.9%	5.0%
Flights between islands	4.7%	4.8%

Activities in the Canary Islands 🚶

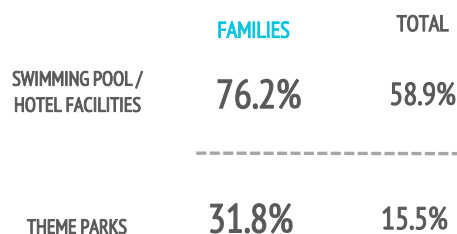
Outdoor time per day	Families	Total
0 hours	3.8%	2.2%
1 - 2 hours	14.9%	10.0%
3 - 6 hours	36.1%	32.6%
7 - 12 hours	39.7%	46.5%
More than 12 hours	5.5%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Families	Total
Beach	78.2%	68.0%
Swimming pool, hotel facilities	76.2%	58.9%
Walk, wander	68.3%	71.0%
Explore the island on their own	46.7%	46.5%
Theme parks	31.8%	15.5%
Taste Canarian gastronomy	22.0%	25.4%
Organized excursions	18.7%	17.9%
Sea excursions / whale watching	15.3%	11.3%
Sport activities	15.3%	14.3%
Activities at sea	10.4%	9.8%
Wineries / markets / popular festivals	10.4%	12.0%
Museums / exhibitions	10.0%	9.8%
Nature activities	9.4%	10.0%
Nightlife / concerts / shows	7.6%	15.5%
Beauty and health treatments	4.4%	5.7%
Astronomical observation	2.7%	3.4%

* Multi-choise question



PROFILE OF TOURIST BY COMPANIONS (2018)

FAMILIES

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with family	1,771,551	370,025	207,961	437,361	721,000	25,947
- Share by islands	100%	20.9%	11.7%	24.7%	40.7%	1.5%
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 family	13.1%	15.1%	11.2%	11.4%	14.4%	10.4%

How many islands do they visit during their trip?

	Families	Total
One island	92.3%	90.9%
Two islands	7.0%	7.7%
Three or more islands	0.8%	1.4%

Internet usage during their trip

	Families	Total
Research		
- Tourist package	17.2%	15.4%
- Flights	13.5%	13.0%
- Accommodation	19.2%	17.7%
- Transport	15.4%	15.6%
- Restaurants	27.0%	27.0%
- Excursions	29.4%	26.3%
- Activities	35.5%	31.0%
Book or purchase		
- Tourist package	39.4%	38.1%
- Flights	64.3%	64.4%
- Accommodation	55.7%	54.5%
- Transport	49.4%	44.7%
- Restaurants	11.1%	10.5%
- Excursions	13.7%	11.4%
- Activities	15.4%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Families	Total
Did not use the Internet	6.7%	9.8%
Used the Internet	93.3%	90.2%
- Own Internet connection	39.9%	36.5%
- Free Wifi connection	42.3%	41.1%
Applications*		
- Search for locations or maps	65.7%	60.7%
- Search for destination info	52.3%	44.7%
- Share pictures or trip videos	57.6%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	20.7%	23.9%

* Multi-choice question

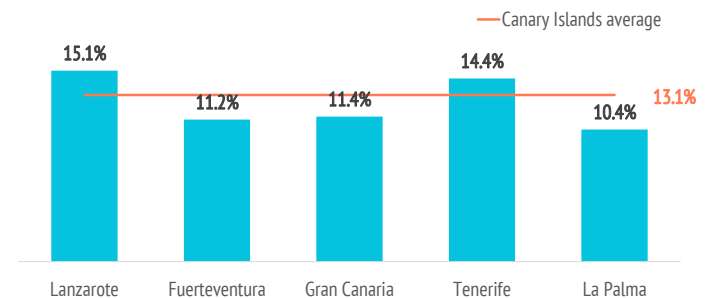


57.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

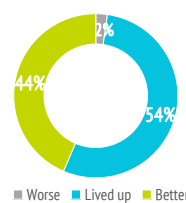


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Families	Total
Average rating	8.63	8.58

Experience in the Canary Islands	Families	Total
Worse or much worse than expected	2.3%	2.9%
Lived up to expectations	54.2%	57.4%
Better or much better than expected	43.6%	39.7%

Future intentions (scale 1-10)	Families	Total
Return to the Canary Islands	8.65	8.60
Recommend visiting the Canary Islands	8.90	8.86



Experience in the Canary



Return to the Canary Islands



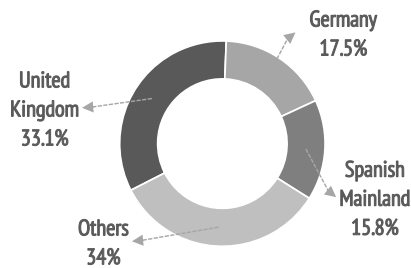
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Families	Total
Repeat tourists	70.0%	71.0%
Repeat tourists (last 5 years)	61.1%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	11.3%	18.4%
At least 10 previous visits	10.5%	17.8%

Where are they from?

	%	Absolute
United Kingdom	33.1%	586,443
Germany	17.5%	310,424
Spanish Mainland	15.8%	280,220
Sweden	4.1%	73,165
France	3.7%	65,433
Ireland	3.4%	60,841
Netherlands	3.4%	59,625
Italy	2.8%	50,483
Belgium	2.4%	41,978
Poland	2.2%	39,744
Denmark	2.0%	34,567
Finland	1.6%	29,083
Norway	1.6%	28,836
Switzerland	1.4%	24,555
Russia	0.8%	13,827
Austria	0.5%	8,713
Czech Republic	0.4%	6,903
Others	3.2%	56,713



Who do they come with?

	Families	Total
Unaccompanied	--	8.9%
Only with partner	--	47.4%
Only with children (< 13 years old)	45.1%	5.9%
Partner + children (< 13 years old)	54.9%	7.2%
Other relatives	--	9.0%
Friends	--	6.3%
Work colleagues	--	0.5%
Organized trip	--	0.2%
Other combinations ⁽¹⁾	--	14.6%

(1) Different situations have been isolated

Tourists with children	100%	19.3%
- Between 0 and 2 years old	9.0%	1.8%
- Between 3 and 12 years old	83.2%	15.8%
- Between 0 -2 and 3-12 years	7.8%	1.6%
Tourists without children	0.0%	80.7%
Group composition:		
- 1 person	0.0%	12.4%
- 2 people	5.1%	54.1%
- 3 people	36.3%	12.6%
- 4 or 5 people	54.6%	17.1%
- 6 or more people	4.0%	3.8%
Average group size:	3.75	2.58

Who are they?

	Families	Total
Gender		
Men	50.8%	48.2%
Women	49.2%	51.8%
Age		
Average age (tourist > 15 years old)	41.7	46.7
Standard deviation	7.7	15.3
Age range (> 15 years old)		
16 - 24 years old	0.6%	7.7%
25 - 30 years old	4.8%	10.8%
31 - 45 years old	68.3%	28.6%
46 - 60 years old	23.7%	31.3%
Over 60 years old	2.5%	21.5%
Occupation		
Salaried worker	66.1%	55.5%
Self-employed	14.1%	11.0%
Unemployed	0.9%	1.1%
Business owner	12.9%	9.2%
Student	1.5%	4.2%
Retired	2.3%	17.3%
Unpaid domestic work	1.7%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	11.0%	17.0%
€25,000 - €49,999	32%	36.5%
€50,000 - €74,999	27.8%	25.0%
More than €74,999	29.3%	21.5%
Education level		
No studies	5.1%	4.8%
Primary education	1.9%	2.8%
Secondary education	19.5%	23.1%
Higher education	73.5%	69.3%

3 IN 10 TOURISTS ARE **BRITISH**

42 YEARS OLD

AVERAGE AGE

39% STAY IN 4* HOTEL

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 family (Single or couple + children <13 years old).

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