

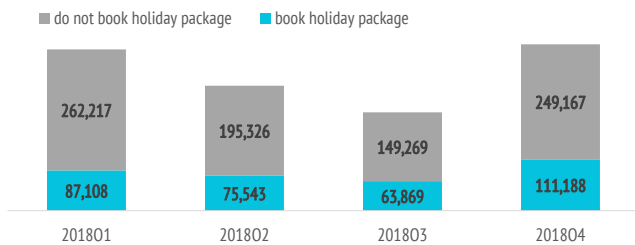
PROFILE OF TOURIST BY COMPANIONS (2018) UNACCOMPANIED



How many are they and how much do they spend?

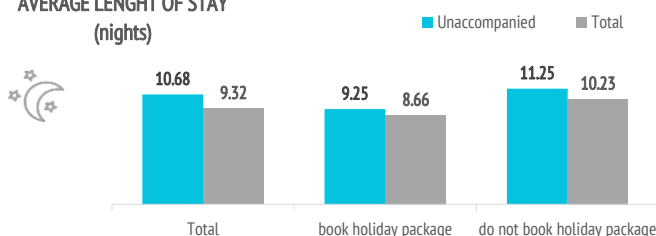
	Unaccompanied	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,193,687	13,485,651
- book holiday package	337,709	7,848,516
- do not book holiday package	855,978	5,637,135
- % tourists who book holiday package	28.3%	58.2%
Share of total tourist	8.9%	100%

TOURISTS BY QUARTER: UNACCOMPANIED

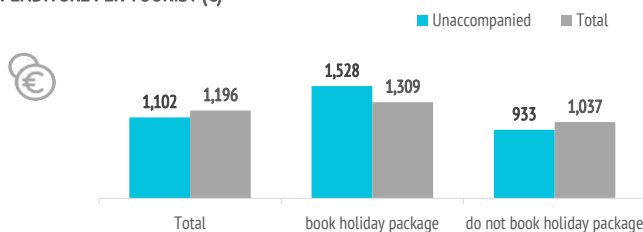


	Unaccompanied	Total
Expenditure per tourist (€)		
- book holiday package	1,102	1,196
- holiday package	1,528	1,309
- others	1,210	1,064
- do not book holiday package	318	246
- do not book holiday package	933	1,037
- flight	933	1,037
- accommodation	281	288
- others	224	350
- others	427	399
Average length of stay		
- book holiday package	10.68	9.32
- book holiday package	9.25	8.66
- do not book holiday package	11.25	10.23
Average daily expenditure (€)		
- book holiday package	133.8	143.6
- book holiday package	180.6	159.8
- do not book holiday package	115.3	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,315	16,124
- book holiday package	516	10,277
- do not book holiday package	799	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Unaccompanied	Total
Climate	69.6%	78.1%
Sea	47.8%	43.3%
Tranquility	45.1%	46.2%
Safety	44.7%	51.4%
Beaches	41.4%	37.1%
Landscapes	38.5%	31.6%
European belonging	35.9%	35.8%
Environment	33.8%	30.6%
Effortless trip	33.1%	34.8%
Price	30.3%	36.5%
Accommodation supply	28.0%	41.7%
Authenticity	22.9%	19.1%
Gastronomy	21.6%	22.6%
Fun possibilities	20.0%	20.7%
Hiking trail network	14.7%	9.0%
Nightlife	13.1%	7.5%
Exoticism	11.8%	10.5%
Shopping	10.1%	9.6%
Culture	9.5%	7.3%
Historical heritage	8.5%	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?

	Unaccompanied	Total
Rest	46.7%	55.1%
Enjoy family time	18.4%	14.7%
Have fun	9.1%	7.8%
Explore the destination	15.4%	18.5%
Practice their hobbies	4.8%	1.8%
Other reasons	5.6%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?

	Unaccompanied	Total
The same day	1.8%	0.7%
Between 1 and 30 days	44.2%	23.2%
Between 1 and 2 months	25.4%	23.0%
Between 3 and 6 months	20.4%	32.4%
More than 6 months	8.2%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

UNACCOMPANIED

44.2%



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 unaccompanied.

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

PROFILE OF TOURIST BY COMPANIONS (2018)

UNACCOMPANIED

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

	Unaccompanied	Total
Previous visits to the Canary Islands	47.9%	50.9%
Friends or relatives	36.1%	27.8%
Internet or social media	43.7%	56.1%
Mass Media	1.5%	1.7%
Travel guides and magazines	6.8%	9.5%
Travel Blogs or Forums	3.4%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	14.3%	24.7%
Public administrations or similar	1.0%	0.4%
Others	4.7%	2.3%

* Multi-choice question

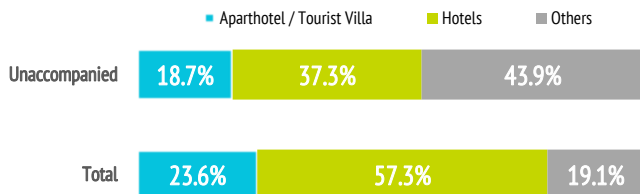
With whom did they book their flight and accommodation?

	Unaccompanied	Total
Flight		
- Directly with the airline	61.1%	39.5%
- Tour Operator or Travel Agency	38.9%	60.5%
Accommodation		
- Directly with the accommodation	39.7%	28.8%
- Tour Operator or Travel Agency	60.3%	71.2%

Where do they stay?

	Unaccompanied	Total
1-2-3* Hotel	12.1%	12.8%
4* Hotel	22.1%	37.7%
5* Hotel / 5* Luxury Hotel	3.1%	6.8%
Aparthotel / Tourist Villa	18.7%	23.6%
House/room rented in a private dwelling	6.8%	5.3%
Private accommodation (1)	28.5%	7.0%
Others (Cottage, cruise, camping,...)	8.6%	6.8%

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



What do they book?

	Unaccompanied	Total
Room only	41.2%	28.8%
Bed and Breakfast	18.0%	11.7%
Half board	19.5%	22.4%
Full board	3.7%	3.0%
All inclusive	17.6%	34.1%

”
41.2% of tourists book room only.
(Canary Islands: 28.8%)

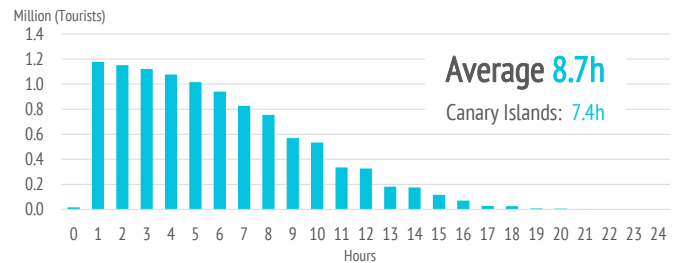
Other expenses

	Unaccompanied	Total
Restaurants or cafes	67.8%	63.2%
Supermarkets	59.1%	55.9%
Car rental	16.8%	26.6%
Organized excursions	13.2%	21.8%
Taxi, transfer, chauffeur service	36.4%	51.7%
Theme Parks	3.4%	8.8%
Sport activities	6.2%	6.4%
Museums	4.1%	5.0%
Flights between islands	5.7%	4.8%

Activities in the Canary Islands

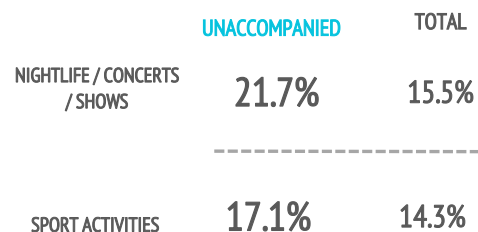
Outdoor time per day	Unaccompanied	Total
0 hours	1.4%	2.2%
1 - 2 hours	4.7%	10.0%
3 - 6 hours	24.6%	32.6%
7 - 12 hours	54.1%	46.5%
More than 12 hours	15.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Unaccompanied	Total
Walk, wander	65.4%	71.0%
Beach	63.0%	68.0%
Explore the island on their own	40.2%	46.5%
Swimming pool, hotel facilities	31.3%	58.9%
Taste Canarian gastronomy	24.6%	25.4%
Nightlife / concerts / shows	21.7%	15.5%
Sport activities	17.1%	14.3%
Wineries / markets / popular festivals	10.6%	12.0%
Nature activities	10.4%	10.0%
Museums / exhibitions	9.8%	9.8%
Organized excursions	9.8%	17.9%
Activities at sea	9.4%	9.8%
Theme parks	6.6%	15.5%
Sea excursions / whale watching	6.2%	11.3%
Beauty and health treatments	6.2%	5.7%
Astronomical observation	3.3%	3.4%

* Multi-choice question



PROFILE OF TOURIST BY COMPANIONS (2018)

UNACCOMPANIED

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling unaccompanied	1,193,687	115,862	149,751	493,208	404,724	20,219
- Share by islands	100%	9.7%	12.5%	41.3%	33.9%	1.7%
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 unaccompanied	8.9%	4.7%	8.1%	12.9%	8.1%	8.1%

How many islands do they visit during their trip?

	Unaccompanied	Total
One island	88.2%	90.9%
Two islands	9.8%	7.7%
Three or more islands	2.0%	1.4%

Internet usage during their trip

	Unaccompanied	Total
Research		
- Tourist package	10.1%	15.4%
- Flights	8.8%	13.0%
- Accommodation	10.8%	17.7%
- Transport	16.5%	15.6%
- Restaurants	22.5%	27.0%
- Excursions	17.1%	26.3%
- Activities	22.4%	31.0%
Book or purchase		
- Tourist package	24.3%	38.1%
- Flights	73.0%	64.4%
- Accommodation	46.1%	54.5%
- Transport	30.8%	44.7%
- Restaurants	7.8%	10.5%
- Excursions	8.2%	11.4%
- Activities	10.1%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Unaccompanied	Total
Did not use the Internet	12.0%	9.8%
Used the Internet	88.0%	90.2%
- Own Internet connection	44.8%	36.5%
- Free Wifi connection	29.9%	41.1%
Applications*		
- Search for locations or maps	56.1%	60.7%
- Search for destination info	33.5%	44.7%
- Share pictures or trip videos	51.2%	55.6%
- Download tourist apps	5.1%	6.5%
- Others	27.9%	23.9%

* Multi-choice question

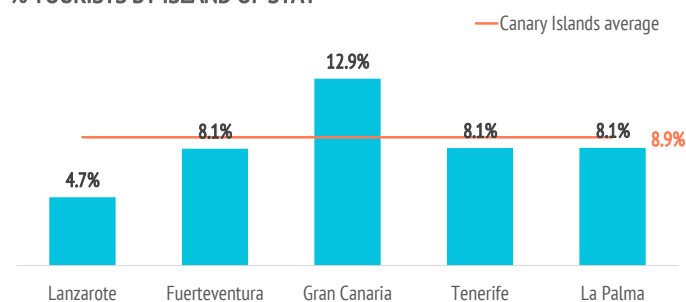


51.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

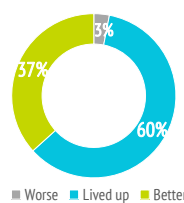


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Unaccompanied	Total
Average rating	8.52	8.58

Experience in the Canary Islands	Unaccompanied	Total
Worse or much worse than expected	3.1%	2.9%
Lived up to expectations	60.3%	57.4%
Better or much better than expected	36.7%	39.7%

Future intentions (scale 1-10)	Unaccompanied	Total
Return to the Canary Islands	8.86	8.60
Recommend visiting the Canary Islands	8.95	8.86



Experience in the Canary



8.86/10

Return to the Canary Islands



8.95/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Unaccompanied	Total
Repeat tourists	74.7%	71.0%
Repeat tourists (last 5 years)	70.3%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	29.8%	18.4%
At least 10 previous visits	29.8%	17.8%

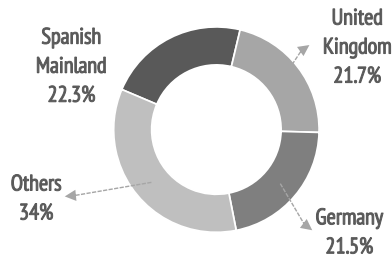
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Where are they from?



	%	Absolute
Spanish Mainland	22.3%	266,546
United Kingdom	21.7%	259,209
Germany	21.5%	256,285
Italy	4.8%	57,700
Norway	3.1%	36,995
France	2.8%	33,771
Netherlands	2.7%	32,479
Belgium	2.7%	32,245
Switzerland	2.5%	29,980
Sweden	2.4%	28,797
Ireland	2.3%	27,448
Finland	1.3%	15,723
Austria	1.2%	13,742
Denmark	1.1%	13,377
Poland	1.0%	11,552
Russia	0.5%	6,488
Czech Republic	0.4%	4,624
Others	5.6%	66,726



Who do they come with?

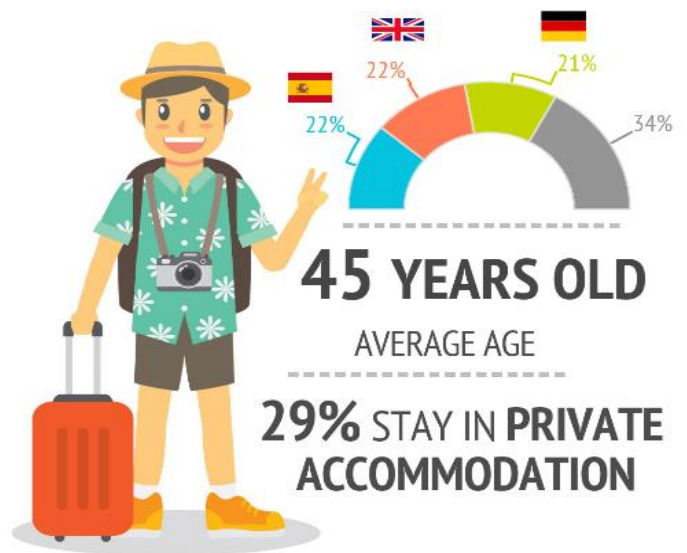


	Unaccompanied	Total
Unaccompanied	100%	8.9%
Only with partner	--	47.4%
Only with children (< 13 years old)	--	5.9%
Partner + children (< 13 years old)	--	7.2%
Other relatives	--	9.0%
Friends	--	6.3%
Work colleagues	--	0.5%
Organized trip	--	0.2%
Other combinations ⁽¹⁾	--	14.6%
<i>(1) Different situations have been isolated</i>		
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	100%	80.7%
Group composition:		
- 1 person	100%	12.4%
- 2 people	--	54.1%
- 3 people	--	12.6%
- 4 or 5 people	--	17.1%
- 6 or more people	--	3.8%
Average group size:	1.00	2.58

Who are they?



	Unaccompanied	Total
Gender		
Men	58.3%	48.2%
Women	41.7%	51.8%
Age		
Average age (tourist > 15 years old)	45.2	46.7
Standard deviation	15.7	15.3
Age range (> 15 years old)		
16 - 24 years old	8.5%	7.7%
25 - 30 years old	14.4%	10.8%
31 - 45 years old	28.6%	28.6%
46 - 60 years old	28.8%	31.3%
Over 60 years old	19.7%	21.5%
Occupation		
Salaried worker	54.2%	55.5%
Self-employed	13.6%	11.0%
Unemployed	2.1%	1.1%
Business owner	8.0%	9.2%
Student	5.7%	4.2%
Retired	15.1%	17.3%
Unpaid domestic work	0.3%	0.9%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	27.0%	17.0%
€25,000 - €49,999	39%	36.5%
€50,000 - €74,999	19.5%	25.0%
More than €74,999	14.3%	21.5%
Education level		
No studies	2.6%	4.8%
Primary education	2.8%	2.8%
Secondary education	20.5%	23.1%
Higher education	74.2%	69.3%



Pictures: Freepik.com