

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT IN THE CANARY ISLANDS (2018)

NATURE ACTIVITIES

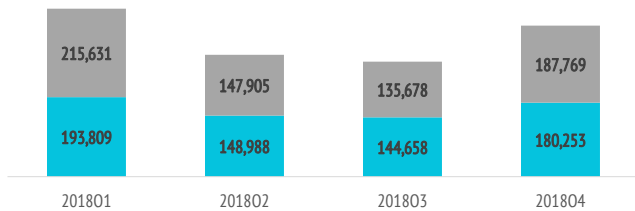
How many are they and how much do they spend?



	Nature activities	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,354,691	13,485,651
- book holiday package	667,708	7,848,516
- do not book holiday package	686,983	5,637,135
- % tourists who book holiday package	49.3%	58.2%
Share of total tourist	10.0%	100%

TOURISTS BY QUARTER: NATURE ACTIVITIES

■ do not book holiday package ■ book holiday package



	Nature activities	Total
Expenditure per tourist (€)		
- book holiday package	1,213	1,196
- holiday package	1,384	1,309
- others	1,098	1,064
- 286	286	246
- do not book holiday package	1,046	1,037
- flight	300	288
- accommodation	324	350
- others	422	399
Average length of stay		
- book holiday package	10.20	9.32
- do not book holiday package	9.04	8.66
- do not book holiday package	11.33	10.23
Average daily expenditure (€)		
- book holiday package	136.7	143.6
- do not book holiday package	161.9	159.8
- do not book holiday package	112.3	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,643	16,124
- do not book holiday package	924	10,277
- do not book holiday package	719	5,848

AVERAGE LENGTH OF STAY (nights)

■ Nature activities ■ Total



EXPENDITURE PER TOURIST (€)

■ Nature activities ■ Total



Importance of each factor in the destination choice



	Nature activities	Total
Climate	73.7%	78.1%
Landscapes	51.3%	31.6%
Sea	46.1%	43.3%
Tranquility	44.9%	46.2%
Safety	43.5%	51.4%
Environment	38.6%	30.6%
Beaches	34.9%	37.1%
European belonging	33.6%	35.8%
Accommodation supply	31.8%	41.7%
Effortless trip	30.4%	34.8%
Price	30.0%	36.5%
Authenticity	26.1%	19.1%
Hiking trail network	22.2%	9.0%
Gastronomy	22.2%	22.6%
Fun possibilities	19.8%	20.7%
Exoticism	13.8%	10.5%
Historical heritage	10.6%	7.1%
Culture	9.9%	7.3%
Shopping	7.1%	9.6%
Nightlife	5.1%	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?



	Nature activities	Total
Rest	34.3%	55.1%
Enjoy family time	13.2%	14.7%
Have fun	8.1%	7.8%
Explore the destination	37.4%	18.5%
Practice their hobbies	3.6%	1.8%
Other reasons	3.4%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Nature activities	Total
The same day	0.8%	0.7%
Between 1 and 30 days	26.1%	23.2%
Between 1 and 2 months	24.6%	23.0%
Between 3 and 6 months	31.7%	32.4%
More than 6 months	16.8%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

NATURE ACTIVITIES
26.1%



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 answer that one of the activities carried out in the Canary Island was nature activities.

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 ACTIVITIES CARRIED OUT IN THE CANARY ISLANDS (2018)

NATURE ACTIVITIES

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

	Nature activities	Total
Previous visits to the Canary Islands	44.2%	50.9%
Friends or relatives	32.2%	27.8%
Internet or social media	62.6%	56.1%
Mass Media	2.5%	1.7%
Travel guides and magazines	16.4%	9.5%
Travel Blogs or Forums	9.3%	5.4%
Travel TV Channels	1.2%	0.7%
Tour Operator or Travel Agency	20.9%	24.7%
Public administrations or similar	0.8%	0.4%
Others	3.1%	2.3%

* Multi-choice question

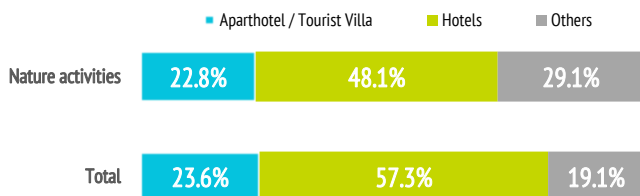
With whom did they book their flight and accommodation?

	Nature activities	Total
Flight		
- Directly with the airline	46.4%	39.5%
- Tour Operator or Travel Agency	53.6%	60.5%
Accommodation		
- Directly with the accommodation	34.1%	28.8%
- Tour Operator or Travel Agency	65.9%	71.2%

Where do they stay?

	Nature activities	Total
1-2-3* Hotel	13.1%	12.8%
4* Hotel	29.7%	37.7%
5* Hotel / 5* Luxury Hotel	5.3%	6.8%
Aparthotel / Tourist Villa	22.8%	23.6%
House/room rented in a private dwelling	10.0%	5.3%
Private accommodation (1)	9.6%	7.0%
Others (Cottage, cruise, camping,...)	9.5%	6.8%

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



What do they book?

	Nature activities	Total
Room only	36.3%	28.8%
Bed and Breakfast	13.7%	11.7%
Half board	24.5%	22.4%
Full board	3.1%	3.0%
All inclusive	22.4%	34.1%

36.3% of tourists book room only.
(Canary Islands: 28,8%)

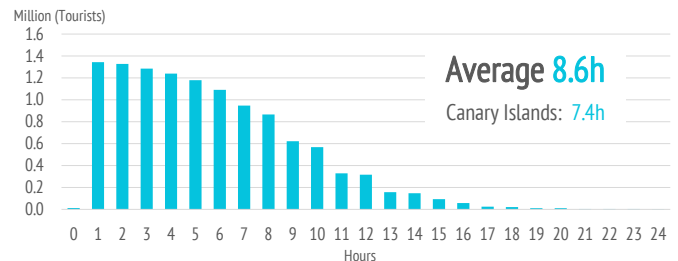
Other expenses

	Nature activities	Total
Restaurants or cafes	71.0%	63.2%
Supermarkets	66.8%	55.9%
Car rental	47.4%	26.6%
Organized excursions	32.1%	21.8%
Taxi, transfer, chauffeur service	40.3%	51.7%
Theme Parks	11.9%	8.8%
Sport activities	10.5%	6.4%
Museums	9.8%	5.0%
Flights between islands	8.1%	4.8%

Activities in the Canary Islands

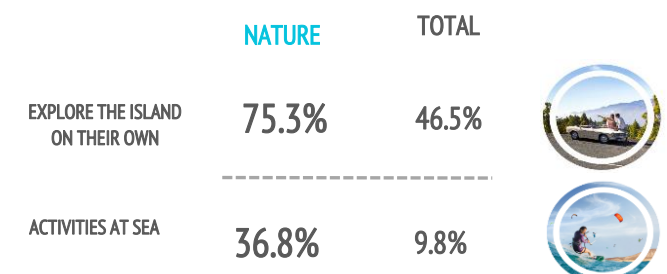
Outdoor time per day	Nature activities	Total
0 hours	0.9%	2.2%
1 - 2 hours	4.3%	10.0%
3 - 6 hours	24.9%	32.6%
7 - 12 hours	58.4%	46.5%
More than 12 hours	11.5%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Nature activities	Total
Nature activities	100%	10.0%
Walk, wander	82.4%	71.0%
Beach	76.1%	68.0%
Explore the island on their own	75.3%	46.5%
Swimming pool, hotel facilities	48.3%	58.9%
Taste Canarian gastronomy	40.4%	25.4%
Activities at sea	36.8%	9.8%
Sport activities	27.4%	14.3%
Organized excursions	22.8%	17.9%
Museums / exhibitions	21.1%	9.8%
Wineries / markets / popular festivals	19.8%	12.0%
Theme parks	19.3%	15.5%
Sea excursions / whale watching	15.2%	11.3%
Nightlife / concerts / shows	14.0%	15.5%
Astronomical observation	8.1%	3.4%
Beauty and health treatments	6.3%	5.7%

* Multi-choice question



PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT IN THE CANARY ISLANDS (2018)

NATURE ACTIVITIES

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Nature activities	1,354,691	183,314	172,226	321,631	580,456	76,381
- Share by islands	100%	13.5%	12.7%	23.7%	42.8%	5.6%
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%
% Nature activities	10.0%	7.5%	9.3%	8.4%	11.6%	30.7%

How many islands do they visit during their trip?

	Nature activities	Total
One island	86.5%	90.9%
Two islands	10.7%	7.7%
Three or more islands	2.8%	1.4%

Internet usage during their trip

	Nature activities	Total
Research		
- Tourist package	14.5%	15.4%
- Flights	10.4%	13.0%
- Accommodation	14.8%	17.7%
- Transport	16.3%	15.6%
- Restaurants	30.2%	27.0%
- Excursions	32.0%	26.3%
- Activities	38.1%	31.0%
Book or purchase		
- Tourist package	34.4%	38.1%
- Flights	70.0%	64.4%
- Accommodation	59.0%	54.5%
- Transport	51.7%	44.7%
- Restaurants	12.3%	10.5%
- Excursions	19.0%	11.4%
- Activities	18.9%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Nature activities	Total
Did not use the Internet	6.8%	9.8%
Used the Internet	93.2%	90.2%
- Own Internet connection	42.0%	36.5%
- Free Wifi connection	37.7%	41.1%
Applications*		
- Search for locations or maps	75.7%	60.7%
- Search for destination info	55.3%	44.7%
- Share pictures or trip videos	56.7%	55.6%
- Download tourist apps	8.7%	6.5%
- Others	21.2%	23.9%

* Multi-choice question



56.7% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



NATURE ACTIVITIES



TREKKING
40.6%



VISIT NATIONAL PARKS
8.2%



EL TEIDE
9.3%



EXCURSIONS
4.8%

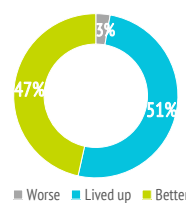
The data refers to % of tourists who carried out nature activities during their stay in the Canary Islands.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Nature activities	Total
Average rating	8.64	8.58

Experience in the Canary Islands	Nature activities	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	50.7%	57.4%
Better or much better than expected	46.5%	39.7%

Future intentions (scale 1-10)	Nature activities	Total
Return to the Canary Islands	8.55	8.60
Recommend visiting the Canary Islands	8.94	8.86



Experience in the Canary

8.55/10

Return to the Canary Islands



8.94/10

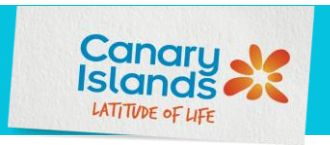
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Nature activities	Total
Repeat tourists	66.6%	71.0%
Repeat tourists (last 5 years)	60.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	15.0%	18.4%
At least 10 previous visits	14.3%	17.8%

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT IN THE CANARY ISLANDS (2018)

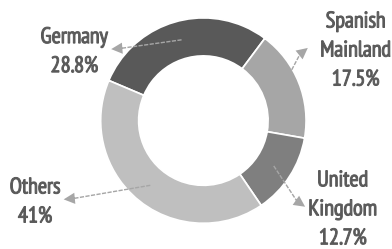
NATURE ACTIVITIES



Where are they from?



	%	Absolute
Germany	28.8%	390,462
Spanish Mainland	17.5%	237,410
United Kingdom	12.7%	172,614
Netherlands	5.3%	71,547
France	4.9%	66,554
Belgium	3.7%	50,199
Sweden	3.5%	46,929
Switzerland	3.3%	44,705
Norway	2.7%	36,738
Italy	2.3%	31,456
Denmark	2.3%	31,398
Poland	2.2%	30,395
Austria	1.5%	20,470
Ireland	1.5%	20,033
Russia	1.1%	14,264
Finland	0.9%	12,064
Czech Republic	0.7%	9,969
Others	5.0%	67,482



Who do they come with?



	Nature activities	Total
Unaccompanied	9.1%	8.9%
Only with partner	50.3%	47.4%
Only with children (< 13 years old)	5.3%	5.9%
Partner + children (< 13 years old)	6.9%	7.2%
Other relatives	5.9%	9.0%
Friends	6.0%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	15.7%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	16.7%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	13.8%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	83.3%	80.7%
Group composition:		
- 1 person	13.7%	12.4%
- 2 people	55.5%	54.1%
- 3 people	11.4%	12.6%
- 4 or 5 people	16.1%	17.1%
- 6 or more people	3.3%	3.8%
Average group size:	2.52	2.58

Who are they?



	Nature activities	Total
Gender		
Men	50.0%	48.2%
Women	50.0%	51.8%
Age		
Average age (tourist > 15 years old)	45.5	46.7
Standard deviation	15.2	15.3
Age range (> 15 years old)		
16 - 24 years old	8.1%	7.7%
25 - 30 years old	13.5%	10.8%
31 - 45 years old	28.3%	28.6%
46 - 60 years old	30.6%	31.3%
Over 60 years old	19.5%	21.5%
Occupation		
Salaried worker	54.9%	55.5%
Self-employed	11.5%	11.0%
Unemployed	1.3%	1.1%
Business owner	10.2%	9.2%
Student	5.4%	4.2%
Retired	15.3%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.9%	17.0%
€25,000 - €49,999	37.5%	36.5%
€50,000 - €74,999	24.4%	25.0%
More than €74,999	20.2%	21.5%
Education level		
No studies	1.9%	4.8%
Primary education	2.9%	2.8%
Secondary education	19.9%	23.1%
Higher education	75.2%	69.3%

3 IN 10 TOURISTS ARE GERMAN

45 YEARS OLD
AVERAGE AGE

50% ONLY WITH PARTNER

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who answer that one of the activities carried out in the Canary Island was nature activities.

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