

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

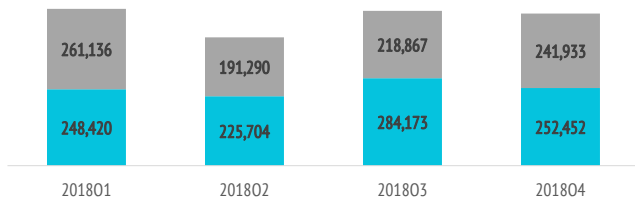
SPORT ACTIVITIES

How many are they and how much do they spend?

	Sport activities	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,923,975	13,485,651
- book holiday package	1,010,749	7,848,516
- do not book holiday package	913,226	5,637,135
- % tourists who book holiday package	52.5%	58.2%
Share of total tourist	14.3%	100%

TOURISTS BY QUARTER: SPORT ACTIVITIES

■ do not book holiday package ■ book holiday package

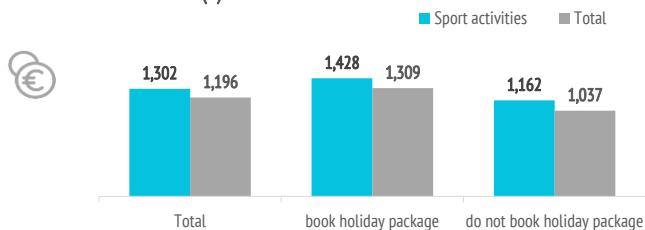


	Sport activities	Total
Expenditure per tourist (€)	1,302	1,196
- book holiday package	1,428	1,309
- holiday package	1,157	1,064
- others	272	246
- do not book holiday package	1,162	1,037
- flight	325	288
- accommodation	383	350
- others	454	399
Average length of stay	9.80	9.32
- book holiday package	8.82	8.66
- do not book holiday package	10.89	10.23
Average daily expenditure (€)	150.5	143.6
- book holiday package	171.3	159.8
- do not book holiday package	127.4	121.0
Total turnover (> 15 years old) (€m)	2,504	16,124
- book holiday package	1,444	10,277
- do not book holiday package	1,061	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Sport activities	Total
Climate	78.5%	78.1%
Safety	50.1%	51.4%
Sea	49.6%	43.3%
Tranquility	45.5%	46.2%
Beaches	41.0%	37.1%
Accommodation supply	39.5%	41.7%
Effortless trip	35.1%	34.8%
European belonging	34.9%	35.8%
Price	34.7%	36.5%
Landscapes	33.3%	31.6%
Environment	32.1%	30.6%
Fun possibilities	27.8%	20.7%
Gastronomy	22.9%	22.6%
Authenticity	20.8%	19.1%
Exoticism	12.2%	10.5%
Hiking trail network	11.6%	9.0%
Shopping	8.4%	9.6%
Nightlife	7.5%	7.5%
Culture	7.4%	7.3%
Historical heritage	6.7%	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?

	Sport activities	Total
Rest	43.8%	55.1%
Enjoy family time	17.2%	14.7%
Have fun	10.4%	7.8%
Explore the destination	16.8%	18.5%
Practice their hobbies	8.6%	1.8%
Other reasons	3.2%	2.1%

PRACTICE THEIR HOBBIES



Sport activities  8.6%

Total  1.8%

How far in advance do they book their trip?

	Sport activities	Total
The same day	1.0%	0.7%
Between 1 and 30 days	24.0%	23.2%
Between 1 and 2 months	23.6%	23.0%
Between 3 and 6 months	31.3%	32.4%
More than 6 months	20.1%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

SPORT ACTIVITIES
24.0%



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 sport 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)

SPORT ACTIVITIES

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

	Sport activities	Total
Previous visits to the Canary Islands	52.0%	50.9%
Friends or relatives	30.9%	27.8%
Internet or social media	59.5%	56.1%
Mass Media	2.0%	1.7%
Travel guides and magazines	9.8%	9.5%
Travel Blogs or Forums	6.2%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	21.3%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.8%	2.3%

* Multi-choice question

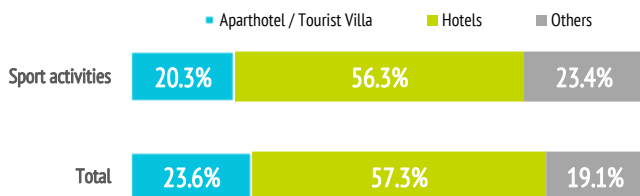
With whom did they book their flight and accommodation?

	Sport activities	Total
Flight		
- Directly with the airline	44.9%	39.5%
- Tour Operator or Travel Agency	55.1%	60.5%
Accommodation		
- Directly with the accommodation	33.2%	28.8%
- Tour Operator or Travel Agency	66.8%	71.2%

Where do they stay?

	Sport activities	Total
1-2-3* Hotel	12.5%	12.8%
4* Hotel	35.9%	37.7%
5* Hotel / 5* Luxury Hotel	8.0%	6.8%
Aparthotel / Tourist Villa	20.3%	23.6%
House/room rented in a private dwelling	6.9%	5.3%
Private accommodation (1)	8.1%	7.0%
Others (Cottage, cruise, camping,...)	8.3%	6.8%

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



What do they book?

	Sport activities	Total
Room only	29.6%	28.8%
Bed and Breakfast	11.6%	11.7%
Half board	23.7%	22.4%
Full board	3.2%	3.0%
All inclusive	31.9%	34.1%

31.9% of tourists book all inclusive.

(Canary Islands: 34.1%)

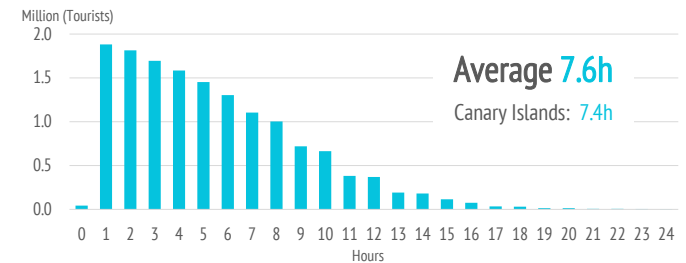
Other expenses

	Sport activities	Total
Restaurants or cafes	65.1%	63.2%
Supermarkets	60.7%	55.9%
Car rental	30.1%	26.6%
Organized excursions	21.5%	21.8%
Taxi, transfer, chauffeur service	49.4%	51.7%
Theme Parks	10.0%	8.8%
Sport activities	28.7%	6.4%
Museums	6.1%	5.0%
Flights between islands	5.5%	4.8%

Activities in the Canary Islands

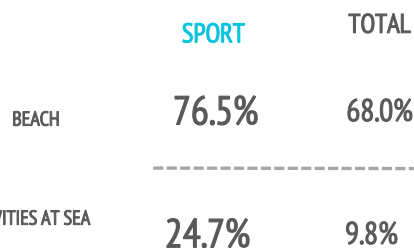
Outdoor time per day	Sport activities	Total
0 hours	2.2%	2.2%
1 - 2 hours	9.7%	10.0%
3 - 6 hours	30.7%	32.6%
7 - 12 hours	47.4%	46.5%
More than 12 hours	10.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sport activities	Total
Sport activities	100%	14.3%
Beach	76.5%	68.0%
Walk, wander	71.4%	71.0%
Swimming pool, hotel facilities	62.6%	58.9%
Explore the island on their own	53.7%	46.5%
Taste Canarian gastronomy	30.6%	25.4%
Activities at sea	24.7%	9.8%
Nightlife / concerts / shows	19.6%	15.5%
Nature activities	19.3%	10.0%
Theme parks	18.1%	15.5%
Organized excursions	17.9%	17.9%
Wineries / markets / popular festivals	14.3%	12.0%
Sea excursions / whale watching	14.2%	11.3%
Museums / exhibitions	12.3%	9.8%
Beauty and health treatments	9.3%	5.7%
Astronomical observation	5.8%	3.4%

* Multi-choice question



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

SPORT ACTIVITIES



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Sport activities	1,923,975	388,848	363,364	490,668	630,334	35,803
- Share by islands	100%	20.2%	18.9%	25.5%	32.8%	1.9%
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%
% Sport activities	14.3%	15.8%	19.6%	12.8%	12.6%	14.4%

How many islands do they visit during their trip?

	Sport activities	Total
One island	90.3%	90.9%
Two islands	8.1%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Sport activities	Total
Research		
- Tourist package	14.8%	15.4%
- Flights	12.3%	13.0%
- Accommodation	16.6%	17.7%
- Transport	15.7%	15.6%
- Restaurants	28.8%	27.0%
- Excursions	27.3%	26.3%
- Activities	34.1%	31.0%
Book or purchase		
- Tourist package	36.9%	38.1%
- Flights	68.4%	64.4%
- Accommodation	57.2%	54.5%
- Transport	46.7%	44.7%
- Restaurants	11.6%	10.5%
- Excursions	13.9%	11.4%
- Activities	20.4%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Sport activities	Total
Did not use the Internet	6.8%	9.8%
Used the Internet	93.2%	90.2%
- Own Internet connection	39.2%	36.5%
- Free Wifi connection	41.4%	41.1%
Applications*		
- Search for locations or maps	66.3%	60.7%
- Search for destination info	50.6%	44.7%
- Share pictures or trip videos	59.2%	55.6%
- Download tourist apps	8.9%	6.5%
- Others	24.1%	23.9%

* Multi-choice question

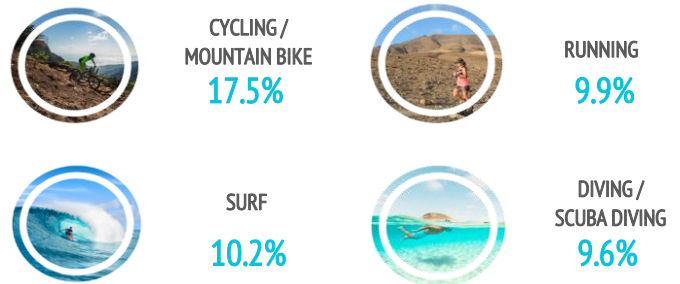


59.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



SPORT ACTIVITIES



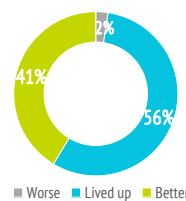
The data refers to % of tourists who carried out sport activities during their stay in the Canary Islands.

How do they rate the Canary Islands?

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

Experience in the Canary Islands	Sport activities	Total
Worse or much worse than expected	2.4%	2.9%
Lived up to expectations	56.2%	57.4%
Better or much better than expected	41.4%	39.7%

Future intentions (scale 1-10)	Sport activities	Total
Return to the Canary Islands	8.65	8.60
Recommend visiting the Canary Islands	8.88	8.86



Experience in the Canary

8.65/10

Return to the Canary Islands

8.88/10

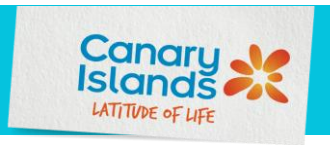
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sport activities	Total
Repeat tourists	71.3%	71.0%
Repeat tourists (last 5 years)	65.3%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.4%	18.4%
At least 10 previous visits	16.8%	17.8%

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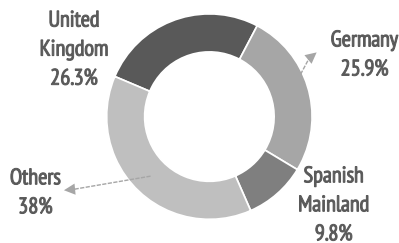
SPORT ACTIVITIES



Where are they from?



	%	Absolute
United Kingdom	26.3%	506,409
Germany	25.9%	498,767
Spanish Mainland	9.8%	188,154
France	4.6%	89,082
Sweden	3.9%	75,154
Switzerland	3.4%	66,147
Ireland	3.0%	58,592
Netherlands	3.0%	58,252
Italy	3.0%	56,759
Belgium	2.8%	53,322
Poland	2.5%	49,047
Denmark	2.0%	38,912
Norway	1.9%	36,968
Finland	1.8%	35,268
Austria	1.2%	22,232
Russia	0.8%	15,757
Czech Republic	0.5%	9,723
Others	3.4%	65,429



Who do they come with?



	Sport activities	Total
Unaccompanied	10.6%	8.9%
Only with partner	39.6%	47.4%
Only with children (< 13 years old)	6.7%	5.9%
Partner + children (< 13 years old)	7.4%	7.2%
Other relatives	9.3%	9.0%
Friends	7.6%	6.3%
Work colleagues	0.6%	0.5%
Organized trip	0.4%	0.2%
Other combinations ⁽¹⁾	17.8%	14.6%

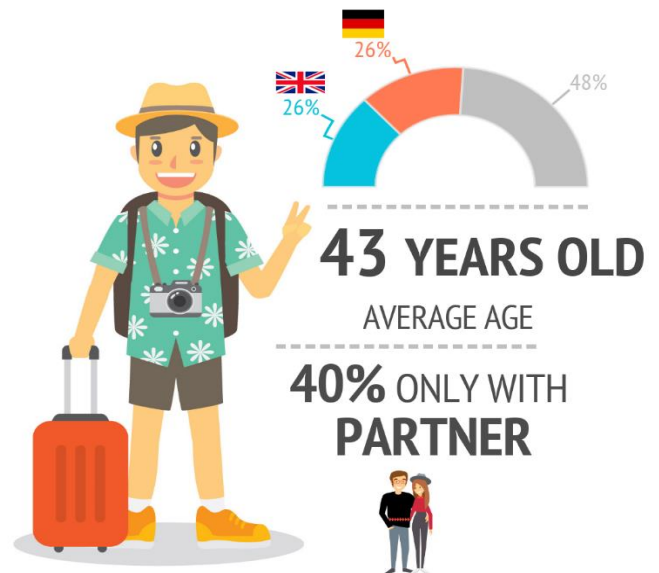
(1) Different situations have been isolated

Tourists with children	21.1%	19.3%
- Between 0 and 2 years old	1.3%	1.8%
- Between 3 and 12 years old	18.4%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	78.9%	80.7%
Group composition:		
- 1 person	15.0%	12.4%
- 2 people	46.9%	54.1%
- 3 people	12.3%	12.6%
- 4 or 5 people	21.1%	17.1%
- 6 or more people	4.7%	3.8%
Average group size:	2.69	2.58

Who are they?



	Sport activities	Total
Gender		
Men	55.0%	48.2%
Women	45.0%	51.8%
Age		
Average age (tourist > 15 years old)	42.6	46.7
Standard deviation	14.3	15.3
Age range (> 15 years old)		
16 - 24 years old	10.8%	7.7%
25 - 30 years old	14.1%	10.8%
31 - 45 years old	32.4%	28.6%
46 - 60 years old	30.8%	31.3%
Over 60 years old	11.9%	21.5%
Occupation		
Salaried worker	57.1%	55.5%
Self-employed	12.5%	11.0%
Unemployed	1.1%	1.1%
Business owner	12.0%	9.2%
Student	5.9%	4.2%
Retired	10.2%	17.3%
Unpaid domestic work	0.5%	0.9%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	15.4%	17.0%
€25,000 - €49,999	33.2%	36.5%
€50,000 - €74,999	24.7%	25.0%
More than €74,999	26.7%	21.5%
Education level		
No studies	4.4%	4.8%
Primary education	2.1%	2.8%
Secondary education	18.4%	23.1%
Higher education	75.1%	69.3%



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