

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

SPORT AND NATURE ACTIVITIES

How many are they and how much do they spend?



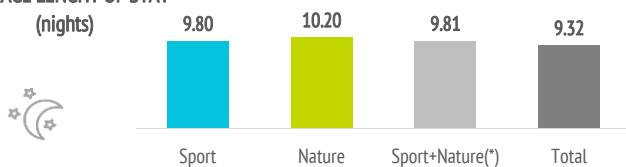
	Sport	Nature	Sport+Nature(*)	Total
TOURISTS				
Tourist arrivals (FRONTUR) (MM)	n.d.	n.d.	n.d.	15.56
Tourist arrivals > 15 years old (EGT) (MM)	1.92	1.35	2.91	13.49
- book holiday package (MM)	1.01	0.67	1.50	7.85
- do not book holiday package (MM)	0.91	0.69	1.40	5.64
- % tourists who book holiday package	52.5%	49.3%	51.7%	58.2%
Share of total tourist	14.3%	10.0%	21.6%	100%

% TOURISTS WHO BOOK HOLIDAY PACKAGE

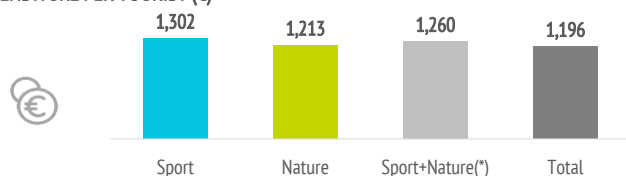


	Sport	Nature	Sport+Nature(*)	Total
Expenditure per tourist (€)	1,302	1,213	1,260	1,196
- book holiday package	1,428	1,384	1,408	1,309
- holiday package	1,157	1,098	1,133	1,064
- others	272	286	274	246
- do not book holiday package	1,162	1,046	1,102	1,037
- flight	325	300	311	288
- accommodation	383	324	360	350
- others	454	422	431	399
Average length of stay	9.80	10.20	9.81	9.32
- book holiday package	8.82	9.04	8.85	8.66
- do not book holiday package	10.89	11.33	10.84	10.23
Average daily expenditure (€)	150.5	136.7	145.5	143.6
- book holiday package	171.3	161.9	167.9	159.8
- do not book holiday package	127.4	112.3	121.4	121.0
Total turnover (> 15 years old) (€m)	2,504	1,643	3,664	16,124
- book holiday package	1,444	924	2,117	10,277
- do not book holiday package	1,061	719	1,547	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

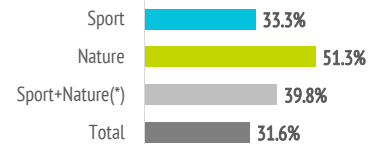


	Sport	Nature	Sport+Nature(*)	Total
Climate	78.5%	73.7%	76.5%	78.1%
Safety	50.1%	43.5%	47.7%	51.4%
Sea	49.6%	46.1%	47.5%	43.3%
Tranquility	45.5%	44.9%	45.1%	46.2%
Landscapes	33.3%	51.3%	39.8%	31.6%
Beaches	41.0%	34.9%	38.0%	37.1%
Accommodation supply	39.5%	31.8%	36.6%	41.7%
European belonging	34.9%	33.6%	34.5%	35.8%
Environment	32.1%	38.6%	34.1%	30.6%
Effortless trip	35.1%	30.4%	33.1%	34.8%
Price	34.7%	30.0%	32.8%	36.5%
Fun possibilities	27.8%	19.8%	24.2%	20.7%
Gastronomy	22.9%	22.2%	22.5%	22.6%
Authenticity	20.8%	26.1%	22.5%	19.1%
Hiking trail network	11.6%	22.2%	15.0%	9.0%
Exoticism	12.2%	13.8%	12.5%	10.5%
Culture	7.4%	9.9%	8.2%	7.3%
Historical heritage	6.7%	10.6%	8.2%	7.1%
Shopping	8.4%	7.1%	8.0%	9.6%
Nightlife	7.5%	5.1%	6.6%	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.

% TOURISTS WHO CHOOSE LANDSCAPES



What is the main motivation for their holidays?



	Sport	Nature	Sport+Nature(*)	Total
Rest	43.8%	34.3%	40.7%	55.1%
Enjoy family time	17.2%	13.2%	15.6%	14.7%
Have fun	10.4%	8.1%	9.5%	7.8%
Explore the destination	16.8%	37.4%	24.8%	18.5%
Practice their hobbies	8.6%	3.6%	6.3%	1.8%
Other reasons	3.2%	3.4%	3.1%	2.1%

How far in advance do they book their trip?



	Sport	Nature	Sport+Nature(*)	Total
The same day	1.0%	0.8%	0.8%	0.7%
Between 1 and 30 days	24.0%	26.1%	24.8%	23.2%
Between 1 and 2 months	23.6%	24.6%	23.8%	23.0%
Between 3 and 6 months	31.3%	31.7%	31.5%	32.4%
More than 6 months	20.1%	16.8%	19.1%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



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 at least of the activities carried out in the Canary Island was sport or nature activities.

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

(*) "Sport +Nature" does not match with the breakdown because "Activities in the Canary Islands" is a multi-choice question.

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

SPORT AND NATURE ACTIVITIES



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

	Sport	Nature	Sport+Nature(*)	Total
Previous visits to the Canary Islands	52.0%	44.2%	49.2%	50.9%
Friends or relatives	30.9%	32.2%	30.9%	27.8%
Internet or social media	59.5%	62.6%	60.5%	56.1%
Mass Media	2.0%	2.5%	2.2%	1.7%
Travel guides and magazines	9.8%	16.4%	12.3%	9.5%
Travel Blogs or Forums	6.2%	9.3%	7.3%	5.4%
Travel TV Channels	0.7%	1.2%	0.9%	0.7%
Tour Operator or Travel Agency	21.3%	20.9%	21.2%	24.7%
Public administrations or similar	0.5%	0.8%	0.6%	0.4%
Others	2.8%	3.1%	2.8%	2.3%

* Multi-choise question

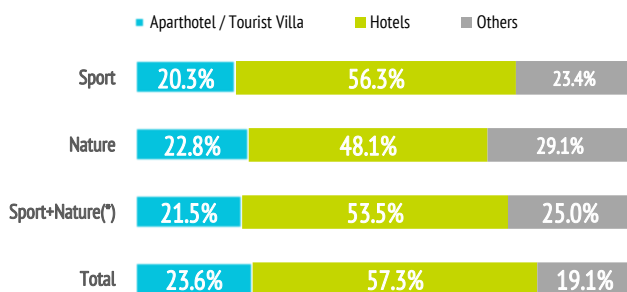
With whom did they book their flight and accommodation?

	Sport	Nature	Sport+Nature(*)	Total
Flight				
- Directly with the airline	44.9%	46.4%	45.3%	39.5%
- Tour Operator or Travel Agency	55.1%	53.6%	54.7%	60.5%
Accommodation				
- Directly with the accommodation	33.2%	34.1%	33.3%	28.8%
- Tour Operator or Travel Agency	66.8%	65.9%	66.7%	71.2%

Where do they stay?

	Sport	Nature	Sport+Nature(*)	Total
1-2-3* Hotel	12.5%	13.1%	12.7%	12.8%
4* Hotel	35.9%	29.7%	33.8%	37.7%
5* Hotel / 5* Luxury Hotel	8.0%	5.3%	7.0%	6.8%
Aparthotel / Tourist Villa	20.3%	22.8%	21.5%	23.6%
House/room rented in a private dwelling	6.9%	10.0%	7.8%	5.3%
Private accommodation (1)	8.1%	9.6%	8.5%	7.0%
Others (Cottage, cruise, camping...)	8.3%	9.5%	8.7%	6.8%

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



What do they book?

	Sport	Nature	Sport+Nature(*)	Total
Room only	29.6%	36.3%	31.9%	28.8%
Bed and Breakfast	11.6%	13.7%	12.5%	11.7%
Half board	23.7%	24.5%	23.8%	22.4%
Full board	3.2%	3.1%	3.2%	3.0%
All inclusive	31.9%	22.4%	28.7%	34.1%

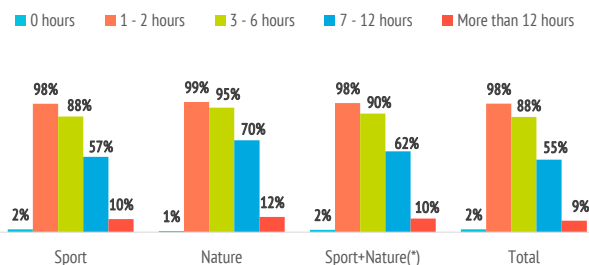
Other expenses

	Sport	Nature	Sport+Nature(*)	Total
Restaurants or cafes	65.1%	71.0%	67.2%	63.2%
Supermarkets	60.7%	66.8%	62.6%	55.9%
Car rental	30.1%	47.4%	36.4%	26.6%
Organized excursions	21.5%	32.1%	25.4%	21.8%
Taxi, transfer, chauffeur service	49.4%	40.3%	46.3%	51.7%
Theme Parks	10.0%	11.9%	10.8%	8.8%
Sport activities	28.7%	10.5%	20.2%	6.4%
Museums	6.1%	9.8%	7.5%	5.0%
Flights between islands	5.5%	8.1%	6.3%	4.8%

Activities in the Canary Islands

Outdoor time per day	Sport	Nature	Sport+Nature(*)	Total
0 hours	2.2%	0.9%	1.8%	2.2%
1 - 2 hours	9.7%	4.3%	8.0%	10.0%
3 - 6 hours	30.7%	24.9%	28.7%	32.6%
7 - 12 hours	47.4%	58.4%	51.2%	46.5%
More than 12 hours	10.0%	11.5%	10.4%	8.7%

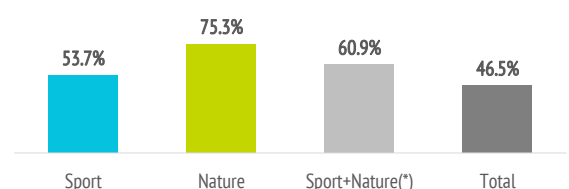
TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sport	Nature	Sport+Nature(*)	Total
Beach	76.5%	76.1%	75.5%	68.0%
Walk, wander	71.4%	82.4%	75.2%	71.0%
Sport activities	100%	27.4%	66.2%	14.3%
Explore the island on their own	53.7%	75.3%	60.9%	46.5%
Swimming pool, hotel facilities	62.6%	48.3%	57.4%	58.9%
Nature activities	19.3%	100%	46.6%	10.0%
Taste Canarian gastronomy	30.6%	40.4%	33.4%	25.4%
Activities at sea	24.7%	36.8%	26.7%	9.8%
Organized excursions	17.9%	22.8%	19.6%	17.9%
Theme parks	18.1%	19.3%	18.4%	15.5%
Nightlife/concerts/shows	19.6%	14.0%	17.1%	15.5%
Wineries/markets/popular festivals	14.3%	19.8%	15.8%	12.0%
Museums/exhibitions	12.3%	21.1%	15.2%	9.8%
Sea excursions/whale watching	14.2%	15.2%	14.2%	11.3%
Beauty and health treatments	9.3%	6.3%	7.9%	5.7%
Astronomical observation	5.8%	8.1%	6.3%	3.4%

* Multi-choise question

% TOURISTS WHO EXPLORE THE ISLAND ON THEIR OWN



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

SPORT AND NATURE ACTIVITIES



Which island do they choose?

Tourists (> 15 years old)	Sport	Nature	Sport+Nature(*)	Total
Lanzarote	388,848	183,314	522,231	2,457,120
Fuerteventura	363,364	172,226	471,166	1,856,705
Gran Canaria	490,668	321,631	719,972	3,825,110
Tenerife	630,334	580,456	1,069,283	4,991,173
La Palma	35,803	76,381	95,529	249,069

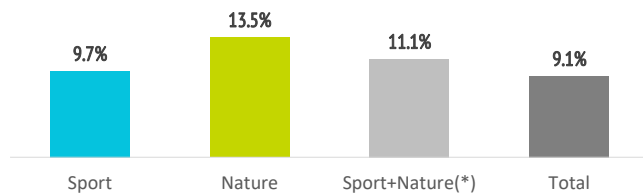
Share by islands	Sport	Nature	Sport+Nature(*)	Total
Lanzarote	20.4%	13.7%	18.1%	18.4%
Fuerteventura	19.0%	12.9%	16.4%	13.9%
Gran Canaria	25.7%	24.1%	25.0%	28.6%
Tenerife	33.0%	43.5%	37.2%	37.3%
La Palma	1.9%	5.7%	3.3%	1.9%

How many islands do they visit during their trip?

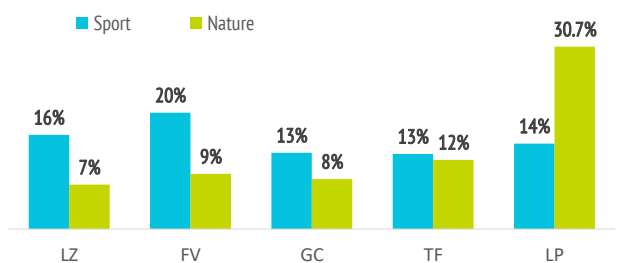


	Sport	Nature	Sport+Nature(*)	Total
One island	90.3%	86.5%	88.9%	90.9%
Two islands	8.1%	10.7%	9.2%	7.7%
Three or more islands	1.6%	2.8%	1.9%	1.4%

% TOURISTS WHO VISIT MORE THAN ONE ISLAND



% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

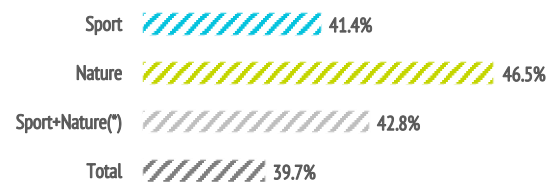


Satisfaction (scale 0-10)	Sport	Nature	Sport+Nature(*)	Total
Average rating	8.63	8.64	8.61	8.58

Experience in the Canary Islands	Sport	Nature	Sport+Nature(*)	Total
Worse or much worse than expected	2.4%	2.8%	2.7%	2.9%
Lived up to expectations	56.2%	50.7%	54.5%	57.4%
Better or much better than expected	41.4%	46.5%	42.8%	39.7%

Future intentions (scale 1-10)	Sport	Nature	Sport+Nature(*)	Total
Return to the Canary Islands	8.65	8.55	8.61	8.60
Recommend visiting the Canary Islands	8.88	8.94	8.89	8.86

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED

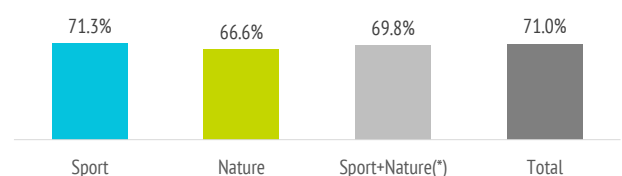


How many are loyal to the Canary Islands?



	Sport	Nature	Sport+Nature(*)	Total
Repeat tourists	71.3%	66.6%	69.8%	71.0%
Repeat tourists (last 5 years)	65.3%	60.8%	63.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.4%	15.0%	17.0%	18.4%
At least 10 previous visits	16.8%	14.3%	16.0%	17.8%

REPEAT TOURISTS



Internet usage during their trip



	Sport	Nature	Sport+Nature(*)	Total
Research				
- Tourist package	14.8%	14.5%	14.8%	15.4%
- Flights	12.3%	10.4%	11.5%	13.0%
- Accommodation	16.6%	14.8%	16.0%	17.7%
- Transport	15.7%	16.3%	15.8%	15.6%
- Restaurants	28.8%	30.2%	29.1%	27.0%
- Excursions	27.3%	32.0%	29.0%	26.3%
- Activities	34.1%	38.1%	35.4%	31.0%
Book or purchase				
- Tourist package	36.9%	34.4%	36.4%	38.1%
- Flights	68.4%	70.0%	68.9%	64.4%
- Accommodation	57.2%	59.0%	57.9%	54.5%
- Transport	46.7%	51.7%	48.8%	44.7%
- Restaurants	11.6%	12.3%	12.0%	10.5%
- Excursions	13.9%	19.0%	15.6%	11.4%
- Activities	20.4%	18.9%	19.3%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Sport	Nature	Sport+Nature(*)	Total
Did not use the Internet	6.8%	6.8%	6.7%	9.8%
Used the Internet	93.2%	93.2%	93.3%	90.2%
- Own Internet connection	39.2%	42.0%	40.2%	36.5%
- Free Wifi connection	41.4%	37.7%	40.4%	41.1%
Applications*				
- Search for locations or maps	66.3%	75.7%	69.3%	60.7%
- Search for destination info	50.6%	55.3%	52.0%	44.7%
- Share pictures or trip videos	59.2%	56.7%	58.0%	55.6%
- Download tourist apps	8.9%	8.7%	8.6%	6.5%
- Others	24.1%	21.2%	22.9%	23.9%

* Multi-choice question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

SPORT AND NATURE ACTIVITIES

Where are they from?



	Sport	Nature	Sport+Nature(*)	Total
United Kingdom	26.3%	12.7%	21.9%	31.7%
Germany	25.9%	28.8%	26.1%	20.4%
Spanish Mainland	9.8%	17.5%	12.7%	11.5%
Netherlands	3.0%	5.3%	4.0%	4.0%
France	4.6%	4.9%	4.7%	3.8%
Sweden	3.9%	3.5%	3.8%	3.7%
Ireland	3.0%	1.5%	2.6%	3.4%
Italy	3.0%	2.3%	2.8%	3.3%
Norway	1.9%	2.7%	2.4%	2.8%
Belgium	2.8%	3.7%	3.1%	2.7%
Switzerland	3.4%	3.3%	3.3%	2.1%
Poland	2.5%	2.2%	2.3%	2.1%
Denmark	2.0%	2.3%	2.2%	2.0%
Finland	1.8%	0.9%	1.5%	1.6%
Austria	1.2%	1.5%	1.2%	0.9%
Russia	0.8%	1.1%	0.8%	0.5%
Czech Republic	0.5%	0.7%	0.6%	0.4%
Others	3.4%	5.0%	3.9%	3.3%

Who do they come with?



	Sport	Nature	Sport+Nature(*)	Total
Unaccompanied	10.6%	9.1%	9.8%	8.9%
Only with partner	40%	50%	44%	47%
Only with children (< 13 years old)	6.7%	5.3%	6.2%	5.9%
Partner + children (< 13 years old)	7.4%	6.9%	7.3%	7.2%
Other relatives	9.3%	5.9%	8.1%	9.0%
Friends	7.6%	6.0%	6.9%	6.3%
Work colleagues	0.6%	0.4%	0.5%	0.5%
Organized trip	0.4%	0.3%	0.4%	0.2%
Other combinations (1)	17.8%	15.7%	16.9%	14.6%

(1) Different situations have been isolated

Tourists with children	21.1%	16.7%	19.7%	19.3%
- Between 0 and 2 years old	1.3%	1.7%	1.5%	1.8%
- Between 3 and 12 years old	18.4%	13.8%	16.7%	15.8%
- Between 0 -2 and 3-12 years old	1.4%	1.3%	1.4%	1.6%
Tourists without children	78.9%	83.3%	80.3%	80.7%
Group composition:				
- 1 person	15.0%	13.7%	14.0%	12.4%
- 2 people	46.9%	55.5%	50.4%	54.1%
- 3 people	12.3%	11.4%	12.2%	12.6%
- 4 or 5 people	21.1%	16.1%	19.2%	17.1%
- 6 or more people	4.7%	3.3%	4.2%	3.8%
Average group size:	2.69	2.52	2.63	2.58

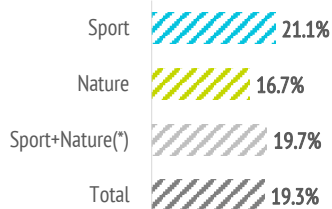
Who are they?



	Sport	Nature	Sport+Nature(*)	Total
Gender				
Men	55.0%	50.0%	53.0%	48.2%
Women	45.0%	50.0%	47.0%	51.8%
Age				
Average age (tourist > 15 years old)	42.6	45.5	44.0	46.7
Standard deviation	14.3	15.2	14.8	15.3
Age range (> 15 years old)				
16 - 24 years old	10.8%	8.1%	9.5%	7.7%
25 - 30 years old	14.1%	13.5%	13.4%	10.8%
31 - 45 years old	32.4%	28.3%	31.0%	28.6%
46 - 60 years old	30.8%	30.6%	30.6%	31.3%
Over 60 years old	11.9%	19.5%	15.4%	21.5%
Occupation				
Salaried worker	57.1%	54.9%	56.1%	55.5%
Self-employed	12.5%	11.5%	12.0%	11.0%
Unemployed	1.1%	1.3%	1.1%	1.1%
Business owner	12.0%	10.2%	11.4%	9.2%
Student	5.9%	5.4%	5.4%	4.2%
Retired	10.2%	15.3%	12.6%	17.3%
Unpaid domestic work	0.5%	0.6%	0.6%	0.9%
Others	0.6%	0.8%	0.8%	0.8%
Annual household income level				
Less than €25,000	15.4%	17.9%	16.2%	17.0%
€25,000 - €49,999	33.2%	37.5%	34.9%	36.5%
€50,000 - €74,999	24.7%	24.4%	24.8%	25.0%
More than €74,999	26.7%	20.2%	24.1%	21.5%
Education level				
No studies	4.4%	1.9%	3.5%	4.8%
Primary education	2.1%	2.9%	2.5%	2.8%
Secondary education	18.4%	19.9%	19.2%	23.1%
Higher education	75.1%	75.2%	74.7%	69.3%



% TOURISTS WHO TRAVEL WITH CHILDREN



% TOURISTS WHO TRAVEL WITH PARTNER



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