

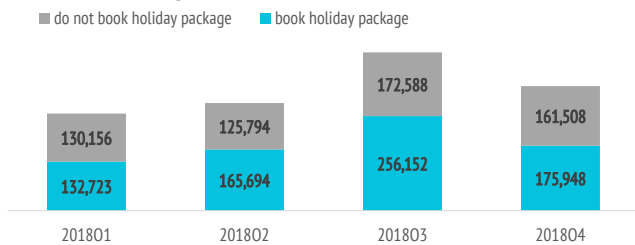
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT IN THE CANARY ISLANDS (2018)

ACTIVITIES AT SEA

How many are they and how much do they spend?

	Activities at sea	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,320,562	13,485,651
- book holiday package	730,516	7,848,516
- do not book holiday package	590,046	5,637,135
- % tourists who book holiday package	55.3%	58.2%
Share of total tourist	9.8%	100%

TOURISTS BY QUARTER: ACTIVITIES AT SEA



	Activities at sea	Total
Expenditure per tourist (€)		
- book holiday package	1,305	1,196
- holiday package	1,456	1,309
- others	1,156	1,064
- do not book holiday package	300	246
- flight	1,118	1,037
- accommodation	318	288
- others	339	350
- others	460	399
Average length of stay		
- book holiday package	9.97	9.32
- do not book holiday package	9.28	8.66
- do not book holiday package	10.84	10.23
Average daily expenditure (€)		
- book holiday package	145.0	143.6
- do not book holiday package	166.1	159.8
- do not book holiday package	118.9	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,723	16,124
- do not book holiday package	1,064	10,277
- do not book holiday package	659	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Activities at sea	Total
Climate	76.8%	78.1%
Sea	58.9%	43.3%
Safety	52.8%	51.4%
Beaches	48.0%	37.1%
Tranquility	47.6%	46.2%
Accommodation supply	39.9%	41.7%
Landscapes	38.0%	31.6%
Effortless trip	35.6%	34.8%
Price	35.5%	36.5%
European belonging	35.4%	35.8%
Environment	33.5%	30.6%
Fun possibilities	28.9%	20.7%
Gastronomy	24.3%	22.6%
Authenticity	23.8%	19.1%
Exoticism	13.3%	10.5%
Hiking trail network	10.5%	9.0%
Culture	9.8%	7.3%
Shopping	9.6%	9.6%
Historical heritage	8.9%	7.1%
Nightlife	7.9%	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?

	Activities at sea	Total
Rest	44.2%	55.1%
Enjoy family time	14.8%	14.7%
Have fun	10.6%	7.8%
Explore the destination	23.3%	18.5%
Practice their hobbies	4.6%	1.8%
Other reasons	2.5%	2.1%

EXPLORE THE DESTINATION



Activities at sea  23.3%

Total  18.5%

How far in advance do they book their trip?

	Activities at sea	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.9%	23.2%
Between 1 and 2 months	22.8%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	21.1%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ACTIVITIES AT SEA
21.1%



TOTAL
20.7%

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 activities at sea.

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)

ACTIVITIES AT SEA



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

	Activities at sea	Total
Previous visits to the Canary Islands	49.2%	50.9%
Friends or relatives	31.8%	27.8%
Internet or social media	59.9%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	12.1%	9.5%
Travel Blogs or Forums	7.3%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	24.8%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.8%	2.3%

* Multi-choice question

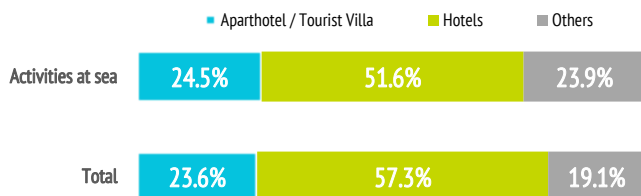
With whom did they book their flight and accommodation?

	Activities at sea	Total
Flight		
- Directly with the airline	42.0%	39.5%
- Tour Operator or Travel Agency	58.0%	60.5%
Accommodation		
- Directly with the accommodation	29.6%	28.8%
- Tour Operator or Travel Agency	70.4%	71.2%

Where do they stay?

	Activities at sea	Total
1-2-3* Hotel	13.0%	12.8%
4* Hotel	33.2%	37.7%
5* Hotel / 5* Luxury Hotel	5.4%	6.8%
Aparthotel / Tourist Villa	24.5%	23.6%
House/room rented in a private dwelling	7.6%	5.3%
Private accommodation (1)	8.1%	7.0%
Others (Cottage, cruise, camping,...)	8.2%	6.8%

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



What do they book?

	Activities at sea	Total
Room only	30.9%	28.8%
Bed and Breakfast	10.5%	11.7%
Half board	23.1%	22.4%
Full board	2.7%	3.0%
All inclusive	32.8%	34.1%

32.8% of tourists book all inclusive.

(Canary Islands: 34.1%)

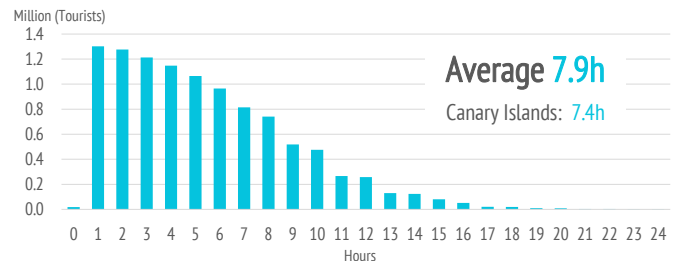
Other expenses

	Activities at sea	Total
Restaurants or cafes	65.9%	63.2%
Supermarkets	62.6%	55.9%
Car rental	34.1%	26.6%
Organized excursions	33.0%	21.8%
Taxi, transfer, chauffeur service	49.8%	51.7%
Theme Parks	13.1%	8.8%
Sport activities	20.4%	6.4%
Museums	6.5%	5.0%
Flights between islands	7.8%	4.8%

Activities in the Canary Islands

Outdoor time per day	Activities at sea	Total
0 hours	1.4%	2.2%
1 - 2 hours	6.8%	10.0%
3 - 6 hours	30.1%	32.6%
7 - 12 hours	51.8%	46.5%
More than 12 hours	9.9%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Activities at sea	Total
Activities at sea	100%	9.8%
Beach	88.4%	68.0%
Walk, wander	73.6%	71.0%
Swimming pool, hotel facilities	60.6%	58.9%
Explore the island on their own	59.6%	46.5%
Nature activities	37.8%	10.0%
Taste Canarian gastronomy	36.6%	25.4%
Sport activities	36.0%	14.3%
Sea excursions / whale watching	31.2%	11.3%
Organized excursions	26.8%	17.9%
Theme parks	23.6%	15.5%
Nightlife / concerts / shows	20.9%	15.5%
Wineries / markets / popular festivals	16.7%	12.0%
Museums / exhibitions	14.0%	9.8%
Beauty and health treatments	8.4%	5.7%
Astronomical observation	6.8%	3.4%

* Multi-choice question

	ACTIVITIES	TOTAL
NATURE ACTIVITIES	37.8%	10.0%
SPORT ACTIVITIES	36.0%	14.3%



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

ACTIVITIES AT SEA

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Activities at sea	1,320,562	221,285	244,774	348,308	460,891	31,491
- Share by islands	100%	16.8%	18.5%	26.4%	34.9%	2.4%
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%
% Activities at sea	9.8%	9.0%	13.2%	9.1%	9.2%	12.6%

How many islands do they visit during their trip?

	Activities at sea	Total
One island	87.1%	90.9%
Two islands	10.7%	7.7%
Three or more islands	2.1%	1.4%

Internet usage during their trip

	Activities at sea	Total
Research		
- Tourist package	14.7%	15.4%
- Flights	12.4%	13.0%
- Accommodation	16.4%	17.7%
- Transport	16.2%	15.6%
- Restaurants	29.1%	27.0%
- Excursions	30.6%	26.3%
- Activities	35.8%	31.0%
Book or purchase		
- Tourist package	35.7%	38.1%
- Flights	66.3%	64.4%
- Accommodation	56.6%	54.5%
- Transport	46.1%	44.7%
- Restaurants	11.2%	10.5%
- Excursions	17.0%	11.4%
- Activities	19.2%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Activities at sea	Total
Did not use the Internet	8.0%	9.8%
Used the Internet	92.0%	90.2%
- Own Internet connection	38.4%	36.5%
- Free Wifi connection	39.8%	41.1%
Applications*		
- Search for locations or maps	67.3%	60.7%
- Search for destination info	51.4%	44.7%
- Share pictures or trip videos	58.1%	55.6%
- Download tourist apps	7.5%	6.5%
- Others	23.7%	23.9%

* Multi-choice question

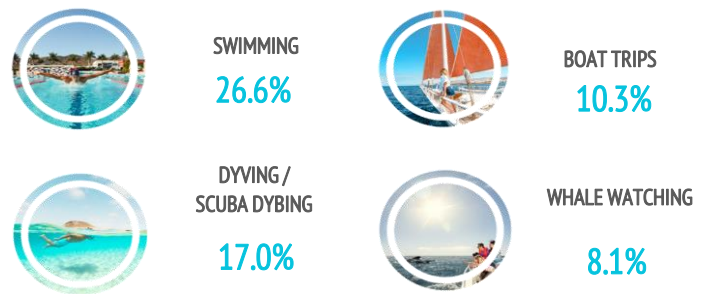


58.1% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



ACTIVITIES AT SEA



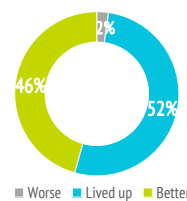
The data refers to % of tourists who carried out sport activities during their stay in the Canary Islands.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Activities at sea	Total
Average rating	8.73	8.58

Experience in the Canary Islands	Activities at sea	Total
Worse or much worse than expected	2.3%	2.9%
Lived up to expectations	52.1%	57.4%
Better or much better than expected	45.6%	39.7%

Future intentions (scale 1-10)	Activities at sea	Total
Return to the Canary Islands	8.66	8.60
Recommend visiting the Canary Islands	8.97	8.86



Experience in the Canary

8.66/10

Return to the Canary Islands

8.97/10

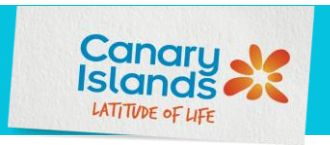
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Activities at sea	Total
Repeat tourists	69.2%	71.0%
Repeat tourists (last 5 years)	63.0%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.3%	18.4%
At least 10 previous visits	16.3%	17.8%

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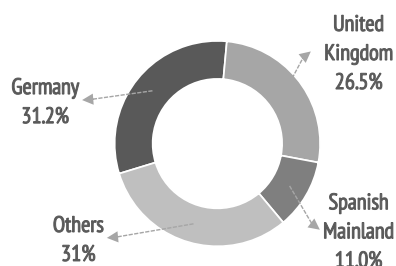
ACTIVITIES AT SEA



Where are they from?



	%	Absolute
Germany	31.2%	411,906
United Kingdom	26.5%	349,664
Spanish Mainland	11.0%	144,991
Netherlands	3.9%	51,841
France	3.6%	47,238
Switzerland	3.2%	42,329
Ireland	2.8%	37,444
Belgium	2.5%	33,380
Italy	2.1%	28,054
Poland	1.9%	25,444
Sweden	1.7%	22,454
Denmark	1.4%	18,565
Austria	1.2%	15,522
Russia	1.1%	14,863
Norway	1.0%	13,754
Finland	0.6%	8,473
Czech Republic	0.4%	5,417
Others	3.7%	49,224



Who are they?



	Activities at sea	Total
Gender		
Men	49.0%	48.2%
Women	51.0%	51.8%
Age		
Average age (tourist > 15 years old)	43.6	46.7
Standard deviation	15.3	15.3
Age range (> 15 years old)		
16 - 24 years old	12.5%	7.7%
25 - 30 years old	12.7%	10.8%
31 - 45 years old	28.2%	28.6%
46 - 60 years old	30.7%	31.3%
Over 60 years old	15.8%	21.5%
Occupation		
Salaried worker	56.5%	55.5%
Self-employed	11.3%	11.0%
Unemployed	1.1%	1.1%
Business owner	10.5%	9.2%
Student	6.5%	4.2%
Retired	12.3%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	18.7%	17.0%
€25,000 - €49,999	37.1%	36.5%
€50,000 - €74,999	23.3%	25.0%
More than €74,999	20.9%	21.5%
Education level		
No studies	4.1%	4.8%
Primary education	3.3%	2.8%
Secondary education	22.2%	23.1%
Higher education	70.4%	69.3%

Who do they come with?



	Activities at sea	Total
Unaccompanied	8.5%	8.9%
Only with partner	43.0%	47.4%
Only with children (< 13 years old)	6.6%	5.9%
Partner + children (< 13 years old)	7.4%	7.2%
Other relatives	8.3%	9.0%
Friends	6.7%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	18.9%	14.6%

(1) Different situations have been isolated

Tourists with children	20.6%	19.3%
- Between 0 and 2 years old	1.3%	1.8%
- Between 3 and 12 years old	17.7%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
Tourists without children	79.4%	80.7%
Group composition:		
- 1 person	12.2%	12.4%
- 2 people	49.9%	54.1%
- 3 people	13.2%	12.6%
- 4 or 5 people	20.0%	17.1%
- 6 or more people	4.8%	3.8%
Average group size:	2.71	2.58



Pictures: Freepik.com

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