

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

## WINERIES / MARKETS / POPULAR FESTIVALS

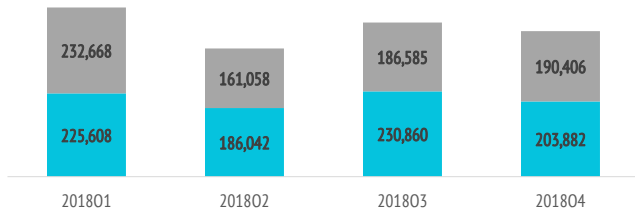
### How many are they and how much do they spend?



	Wineries/Markets/...	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,617,110</b>	<b>13,485,651</b>
- book holiday package	846,393	7,848,516
- do not book holiday package	770,717	5,637,135
- % tourists who book holiday package	52.3%	58.2%
Share of total tourist	12.0%	100%

### TOURISTS BY QUARTER: WINERIES / MARKETS / POPULAR FESTIVALS

■ do not book holiday package ■ book holiday package



	Wineries/Markets/...	Total
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,246</b>	<b>1,196</b>
- holiday package	1,308	1,309
- others	1,020	1,064
- do not book holiday package	287	246
<b>- do not book holiday package</b>	<b>1,178</b>	<b>1,037</b>
- flight	308	288
- accommodation	371	350
- others	499	399
<b>Average length of stay</b>		
<b>- book holiday package</b>	<b>10.83</b>	<b>9.32</b>
- do not book holiday package	9.20	8.66
- do not book holiday package	12.63	10.23
<b>Average daily expenditure (€)</b>		
<b>- book holiday package</b>	<b>133.4</b>	<b>143.6</b>
- do not book holiday package	152.1	159.8
- do not book holiday package	112.8	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
<b>- book holiday package</b>	<b>2,015</b>	<b>16,124</b>
- do not book holiday package	1,107	10,277
- do not book holiday package	908	5,848

### AVERAGE LENGTH OF STAY (nights)

■ Wineries/Markets/... ■ Total



### EXPENDITURE PER TOURIST (€)

■ Wineries/Markets/... ■ Total



### Importance of each factor in the destination choice



	Wineries/Markets/...	Total
Climate	75.2%	78.1%
Safety	50.0%	51.4%
Tranquility	46.5%	46.2%
Sea	44.7%	43.3%
Landscapes	41.9%	31.6%
Environment	38.1%	30.6%
Accommodation supply	36.8%	41.7%
Beaches	35.8%	37.1%
Effortless trip	34.3%	34.8%
Price	33.3%	36.5%
European belonging	33.1%	35.8%
Gastronomy	28.1%	22.6%
Authenticity	24.7%	19.1%
Fun possibilities	20.7%	20.7%
Exoticism	12.6%	10.5%
Historical heritage	12.0%	7.1%
Hiking trail network	11.4%	9.0%
Culture	11.4%	7.3%
Shopping	10.7%	9.6%
Nightlife	7.5%	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?



	Wineries/Markets/...	Total
Rest	44.3%	55.1%
Enjoy family time	15.2%	14.7%
Have fun	7.2%	7.8%
Explore the destination	30.3%	18.5%
Practice their hobbies	0.9%	1.8%
Other reasons	2.2%	2.1%

### EXPLORE THE DESTINATION



Wineries/Markets/... 30.3%

Total 18.5%

### How far in advance do they book their trip?



	Wineries/Markets/...	Total
The same day	0.7%	0.7%
Between 1 and 30 days	21.1%	23.2%
Between 1 and 2 months	23.3%	23.0%
Between 3 and 6 months	33.9%	32.4%
More than 6 months	21.1%	20.7%

### % TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

WINERIES / MARKETS/... 33.9%



TOTAL 32.4%

Picture: Freepik.com

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## WINERIES / MARKETS / POPULAR FESTIVALS



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

	Wineries/Markets/...	Total
Previous visits to the Canary Islands	49.9%	50.9%
Friends or relatives	33.7%	27.8%
Internet or social media	60.3%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	14.0%	9.5%
Travel Blogs or Forums	8.3%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	24.7%	24.7%
Public administrations or similar	0.8%	0.4%
Others	2.4%	2.3%

\* Multi-choice question

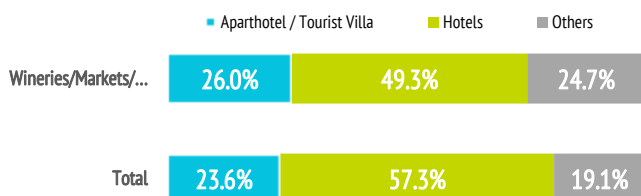
### With whom did they book their flight and accommodation?

	Wineries/Markets/...	Total
<b>Flight</b>		
- Directly with the airline	43.1%	39.5%
- Tour Operator or Travel Agency	56.9%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	31.0%	28.8%
- Tour Operator or Travel Agency	69.0%	71.2%

### Where do they stay?

	Wineries/Markets/...	Total
1-2-3* Hotel	11.7%	12.8%
4* Hotel	32.6%	37.7%
5* Hotel / 5* Luxury Hotel	5.0%	6.8%
Aparthotel / Tourist Villa	26.0%	23.6%
House/room rented in a private dwelling	7.4%	5.3%
Private accommodation (1)	9.1%	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?

	Wineries/Markets/...	Total
Room only	35.2%	28.8%
Bed and Breakfast	12.3%	11.7%
Half board	20.8%	22.4%
Full board	2.9%	3.0%
All inclusive	28.8%	34.1%

**35.2%** of tourists book room only.  
(Canary Islands: 28.8%)

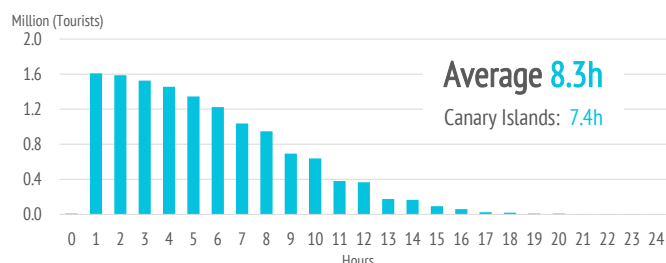
### Other expenses

	Wineries/Markets/...	Total
Restaurants or cafes	71.0%	63.2%
Supermarkets	64.0%	55.9%
Car rental	40.1%	26.6%
Organized excursions	30.9%	21.8%
Taxi, transfer, chauffeur service	47.1%	51.7%
Theme Parks	10.8%	8.8%
Sport activities	6.9%	6.4%
Museums	12.5%	5.0%
Flights between islands	7.2%	4.8%

### Activities in the Canary Islands

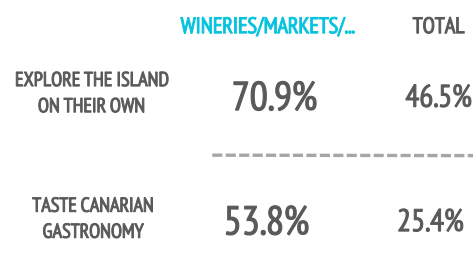
Outdoor time per day	Wineries/Markets/...	Total
0 hours	0.6%	2.2%
1 - 2 hours	5.1%	10.0%
3 - 6 hours	30.2%	32.6%
7 - 12 hours	53.3%	46.5%
More than 12 hours	10.8%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Wineries/Markets/...	Total
Wineries / markets / popular festivals	100.0%	12.0%
Walk, wander	86.3%	71.0%
Beach	78.8%	68.0%
Explore the island on their own	70.9%	46.5%
Swimming pool, hotel facilities	60.1%	58.9%
Taste Canarian gastronomy	53.8%	25.4%
Organized excursions	27.7%	17.9%
Museums / exhibitions	27.2%	9.8%
Nightlife / concerts / shows	22.1%	15.5%
Theme parks	20.5%	15.5%
Sport activities	17.0%	14.3%
Nature activities	16.6%	10.0%
Sea excursions / whale watching	15.5%	11.3%
Activities at sea	13.6%	9.8%
Beauty and health treatments	9.8%	5.7%
Astronomical observation	7.3%	3.4%

\* Multi-choice question



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

## WINERIES / MARKETS / POPULAR FESTIVALS

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Wineries / markets / popular festivals	1,617,110	492,203	174,793	415,175	466,884	53,318
- Share by islands	100%	30.4%	10.8%	25.7%	28.9%	3.3%
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%
% Wineries / markets / popular festivals	12.0%	20.0%	9.4%	10.9%	9.4%	21.4%

### How many islands do they visit during their trip?

	Wineries/Markets/...	Total
One island	87.9%	90.9%
Two islands	10.2%	7.7%
Three or more islands	1.9%	1.4%

### Internet usage during their trip

	Wineries/Markets/...	Total
<b>Research</b>		
- Tourist package	14.5%	15.4%
- Flights	11.9%	13.0%
- Accommodation	16.8%	17.7%
- Transport	15.9%	15.6%
- Restaurants	31.3%	27.0%
- Excursions	31.2%	26.3%
- Activities	36.0%	31.0%
<b>Book or purchase</b>		
- Tourist package	34.0%	38.1%
- Flights	67.8%	64.4%
- Accommodation	55.9%	54.5%
- Transport	49.8%	44.7%
- Restaurants	13.0%	10.5%
- Excursions	13.8%	11.4%
- Activities	14.3%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Wineries/Markets/...	Total
<b>Did not use the Internet</b>	<b>8.4%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>91.6%</b>	<b>90.2%</b>
- Own Internet connection	41.6%	36.5%
- Free Wifi connection	38.6%	41.1%
<b>Applications*</b>		
- Search for locations or maps	72.6%	60.7%
- Search for destination info	54.7%	44.7%
- Share pictures or trip videos	61.8%	55.6%
- Download tourist apps	9.7%	6.5%
- Others	19.7%	23.9%

\* Multi-choice question

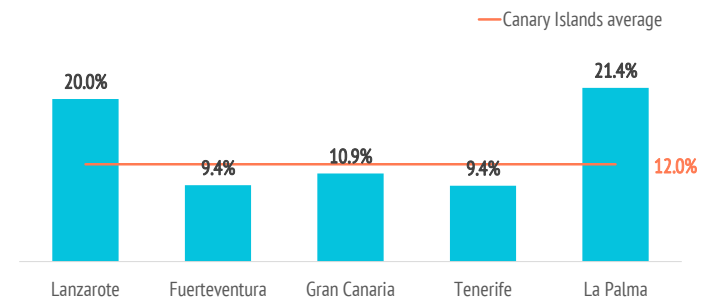


**61.8%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

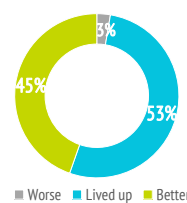


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Wineries/Markets/...	Total
Average rating	8.67	8.58

Experience in the Canary Islands	Wineries/Markets/...	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	52.7%	57.4%
Better or much better than expected	44.6%	39.7%

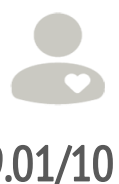
Future intentions (scale 1-10)	Wineries/Markets/...	Total
Return to the Canary Islands	8.69	8.60
Recommend visiting the Canary Islands	9.01	8.86



Experience in the Canary



Return to the Canary Islands



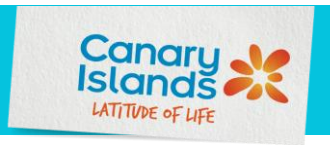
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Wineries/Markets/...	Total
<b>Repeat tourists</b>	<b>70.8%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	64.3%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.2%	18.4%
<b>At least 10 previous visits</b>	<b>16.8%</b>	<b>17.8%</b>

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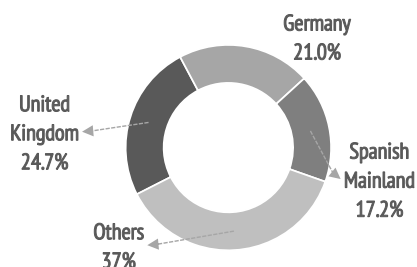
## WINERIES / MARKETS / POPULAR FESTIVALS



### Where are they from?



	%	Absolute
United Kingdom	24.7%	399,755
Germany	21.0%	339,733
Spanish Mainland	17.2%	277,448
Sweden	5.3%	85,742
France	5.1%	81,674
Italy	4.5%	72,855
Ireland	3.0%	48,600
Norway	2.6%	41,918
Netherlands	2.5%	40,734
Poland	2.0%	31,906
Switzerland	1.9%	30,532
Belgium	1.8%	28,446
Finland	1.4%	23,348
Denmark	1.3%	21,719
Russia	0.9%	13,996
Austria	0.6%	9,591
Czech Republic	0.4%	5,905
Others	3.9%	63,209



### Who do they come with?



	Wineries/Markets/...	Total
Unaccompanied	7.9%	8.9%
Only with partner	48.7%	47.4%
Only with children (< 13 years old)	4.7%	5.9%
Partner + children (< 13 years old)	6.7%	7.2%
Other relatives	8.9%	9.0%
Friends	5.8%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	16.7%	14.6%

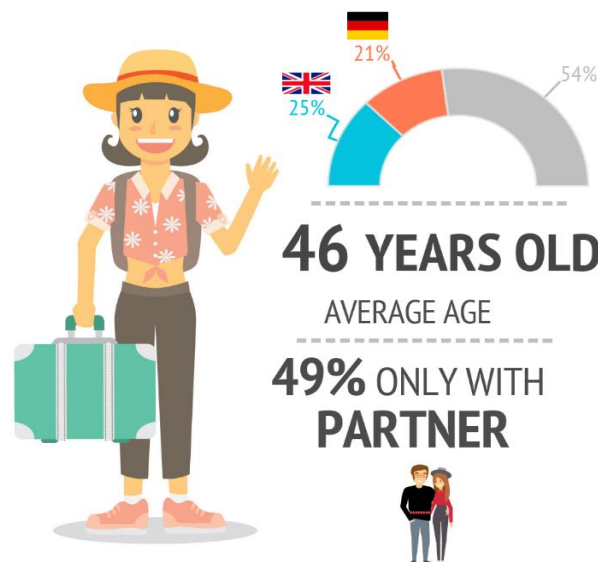
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>16.7%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.3%	1.8%
- Between 3 and 12 years old	14.1%	15.8%
- Between 0-2 and 3-12 years	1.2%	1.6%
<b>Tourists without children</b>	<b>83.3%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	11.2%	12.4%
- 2 people	55.1%	54.1%
- 3 people	11.5%	12.6%
- 4 or 5 people	18.4%	17.1%
- 6 or more people	3.8%	3.8%
<b>Average group size:</b>	<b>2.61</b>	<b>2.58</b>

### Who are they?



	Wineries/Markets/...	Total
<b>Gender</b>		
Men	46.5%	48.2%
Women	53.5%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	46.1	46.7
Standard deviation	15.6	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.8%	7.7%
25 - 30 years old	12.0%	10.8%
31 - 45 years old	27.2%	28.6%
46 - 60 years old	31.2%	31.3%
Over 60 years old	20.8%	21.5%
<b>Occupation</b>		
Salaried worker	54.4%	55.5%
Self-employed	10.3%	11.0%
Unemployed	1.3%	1.1%
Business owner	8.7%	9.2%
Student	5.3%	4.2%
Retired	18.5%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	18.6%	17.0%
€25,000 - €49,999	37.5%	36.5%
€50,000 - €74,999	25.2%	25.0%
More than €74,999	18.7%	21.5%
<b>Education level</b>		
No studies	3.3%	4.8%
Primary education	2.9%	2.8%
Secondary education	22.6%	23.1%
Higher education	71.1%	69.3%



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 wineries/markets/popular festivals.

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