

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

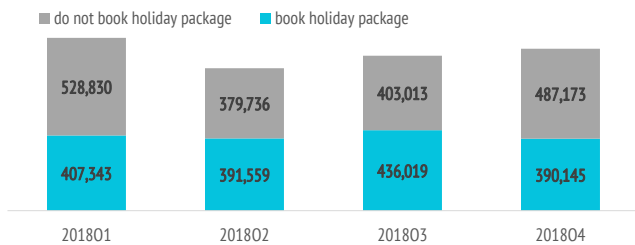
TASTE CANARIAN GASTRONOMY

How many are they and how much do they spend?



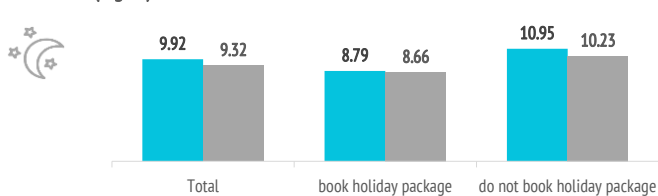
	Canarian gastronomy	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	3,423,818	13,485,651
- book holiday package	1,625,066	7,848,516
- do not book holiday package	1,798,752	5,637,135
- % tourists who book holiday package	47.5%	58.2%
Share of total tourist	25.4%	100%

TOURISTS BY QUARTER: TASTE CANARIAN GASTRONOMY



	Canarian gastronomy	Total
Expenditure per tourist (€)		
- book holiday package	1,158	1,196
- holiday package	1,287	1,309
- others	983	1,064
- do not book holiday package	304	246
- do not book holiday package	1,042	1,037
- flight	289	288
- accommodation	310	350
- others	443	399
Average length of stay		
- book holiday package	9.92	9.32
- book holiday package	8.79	8.66
- do not book holiday package	10.95	10.23
Average daily expenditure (€)		
- book holiday package	133.7	143.6
- book holiday package	155.8	159.8
- do not book holiday package	113.9	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	3,966	16,124
- book holiday package	2,092	10,277
- do not book holiday package	1,874	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Canarian gastronomy	Total
Climate	74.9%	78.1%
Safety	49.9%	51.4%
Tranquility	47.5%	46.2%
Sea	45.8%	43.3%
Landscapes	40.9%	31.6%
Beaches	37.0%	37.1%
Accommodation supply	36.3%	41.7%
Effortless trip	35.5%	34.8%
Environment	35.1%	30.6%
European belonging	35.0%	35.8%
Price	33.4%	36.5%
Gastronomy	30.0%	22.6%
Authenticity	23.9%	19.1%
Fun possibilities	21.0%	20.7%
Exoticism	11.9%	10.5%
Hiking trail network	11.0%	9.0%
Culture	9.7%	7.3%
Historical heritage	9.6%	7.1%
Shopping	9.3%	9.6%
Nightlife	7.3%	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?



	Canarian gastronomy	Total
Rest	45.6%	55.1%
Enjoy family time	15.4%	14.7%
Have fun	8.1%	7.8%
Explore the destination	27.2%	18.5%
Practice their hobbies	1.5%	1.8%
Other reasons	2.2%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Canarian gastronomy	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.8%	23.2%
Between 1 and 2 months	24.1%	23.0%
Between 3 and 6 months	33.2%	32.4%
More than 6 months	19.3%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

CANARIAN GASTRONOMY

24.1%



TOTAL

23.0%

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 taste Canarian gastronomy.

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

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TASTE CANARIAN GASTRONOMY



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

	Canarian gastronomy	Total
Previous visits to the Canary Islands	51.0%	50.9%
Friends or relatives	33.8%	27.8%
Internet or social media	62.1%	56.1%
Mass Media	2.3%	1.7%
Travel guides and magazines	12.4%	9.5%
Travel Blogs or Forums	8.3%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	20.9%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.6%	2.3%

* Multi-choice question

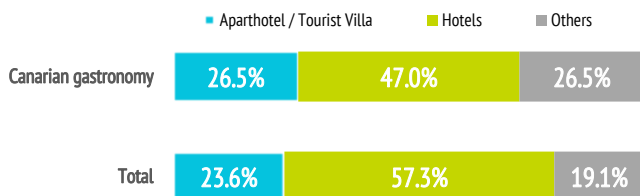
With whom did they book their flight and accommodation? 👁

	Canarian gastronomy	Total
Flight		
- Directly with the airline	47.2%	39.5%
- Tour Operator or Travel Agency	52.8%	60.5%
Accommodation		
- Directly with the accommodation	33.5%	28.8%
- Tour Operator or Travel Agency	66.5%	71.2%

Where do they stay? 🏠

	Canarian gastronomy	Total
1-2-3* Hotel	11.6%	12.8%
4* Hotel	29.4%	37.7%
5* Hotel / 5* Luxury Hotel	5.9%	6.8%
Aparthotel / Tourist Villa	26.5%	23.6%
House/room rented in a private dwelling	7.8%	5.3%
Private accommodation (1)	11.1%	7.0%
Others (Cottage, cruise, camping,...)	7.5%	6.8%

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



What do they book? 🍽

	Canarian gastronomy	Total
Room only	38.6%	28.8%
Bed and Breakfast	16.4%	11.7%
Half board	22.1%	22.4%
Full board	2.1%	3.0%
All inclusive	20.9%	34.1%

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38.6% of tourists book room only.
 (Canary Islands: 28.8%)

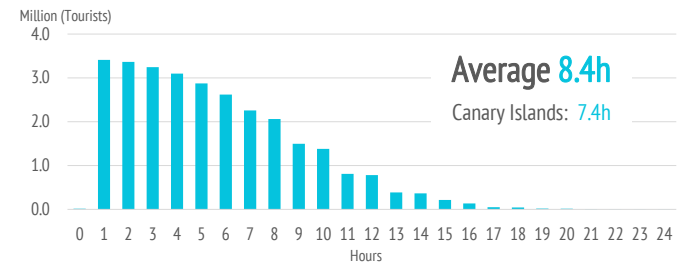
Other expenses 📍

	Canarian gastronomy	Total
Restaurants or cafes	78.9%	63.2%
Supermarkets	65.0%	55.9%
Car rental	38.5%	26.6%
Organized excursions	25.5%	21.8%
Taxi, transfer, chauffeur service	44.6%	51.7%
Theme Parks	10.5%	8.8%
Sport activities	7.6%	6.4%
Museums	8.9%	5.0%
Flights between islands	6.3%	4.8%

Activities in the Canary Islands 🚶

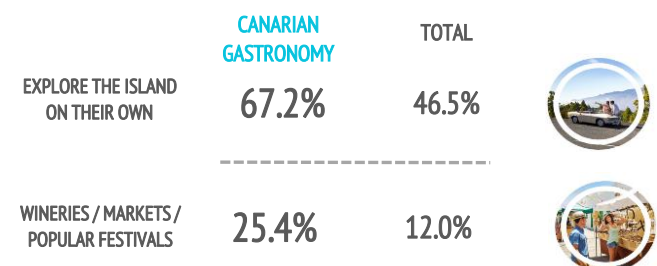
Outdoor time per day	Canarian gastronomy	Total
0 hours	0.4%	2.2%
1 - 2 hours	4.8%	10.0%
3 - 6 hours	28.8%	32.6%
7 - 12 hours	54.7%	46.5%
More than 12 hours	11.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Canarian gastronomy	Total
Taste Canarian gastronomy	100.0%	25.4%
Walk, wander	83.3%	71.0%
Beach	77.1%	68.0%
Explore the island on their own	67.2%	46.5%
Swimming pool, hotel facilities	54.9%	58.9%
Wineries / markets / popular festivals	25.4%	12.0%
Nightlife / concerts / shows	20.8%	15.5%
Organized excursions	20.5%	17.9%
Theme parks	19.8%	15.5%
Museums / exhibitions	18.9%	9.8%
Sport activities	17.2%	14.3%
Nature activities	16.0%	10.0%
Sea excursions / whale watching	14.3%	11.3%
Activities at sea	14.1%	9.8%
Beauty and health treatments	8.3%	5.7%
Astronomical observation	6.4%	3.4%

* Multi-choice question



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

TASTE CANARIAN GASTRONOMY

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Taste Canarian gastronomy	3,423,818	678,585	423,931	929,183	1,253,708	108,282
- Share by islands	100%	19.8%	12.4%	27.1%	36.6%	3.2%
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%
% Taste Canarian gastronomy	25.4%	27.6%	22.8%	24.3%	25.1%	43.5%

How many islands do they visit during their trip?

	Canarian gastronomy	Total
One island	89.3%	90.9%
Two islands	9.1%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Canarian gastronomy	Total
Research		
- Tourist package	14.9%	15.4%
- Flights	11.8%	13.0%
- Accommodation	16.3%	17.7%
- Transport	16.5%	15.6%
- Restaurants	35.9%	27.0%
- Excursions	31.1%	26.3%
- Activities	37.4%	31.0%
Book or purchase		
- Tourist package	33.2%	38.1%
- Flights	70.7%	64.4%
- Accommodation	57.5%	54.5%
- Transport	49.6%	44.7%
- Restaurants	12.7%	10.5%
- Excursions	13.3%	11.4%
- Activities	13.8%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Canarian gastronomy	Total
Did not use the Internet	7.0%	9.8%
Used the Internet	93.0%	90.2%
- Own Internet connection	43.9%	36.5%
- Free Wifi connection	37.8%	41.1%
Applications*		
- Search for locations or maps	72.7%	60.7%
- Search for destination info	55.3%	44.7%
- Share pictures or trip videos	60.3%	55.6%
- Download tourist apps	8.2%	6.5%
- Others	18.9%	23.9%

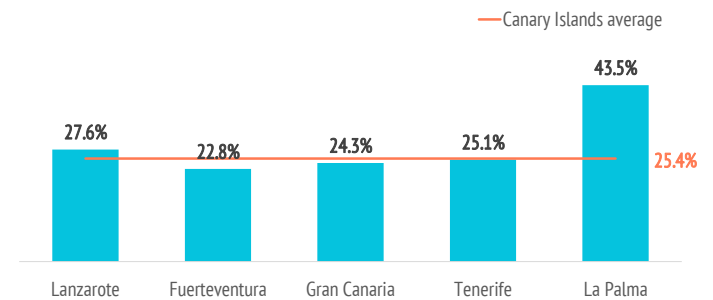
* Multi-choice question

60.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

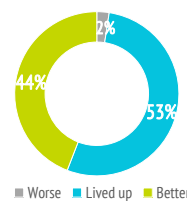


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Canarian gastronomy	Total
Average rating	8.68	8.58

Experience in the Canary Islands	Canarian gastronomy	Total
Worse or much worse than expected	2.4%	2.9%
Lived up to expectations	53.5%	57.4%
Better or much better than expected	44.1%	39.7%

Future intentions (scale 1-10)	Canarian gastronomy	Total
Return to the Canary Islands	8.74	8.60
Recommend visiting the Canary Islands	9.03	8.86



Experience in the Canary

8.74/10

Return to the Canary Islands

9.03/10

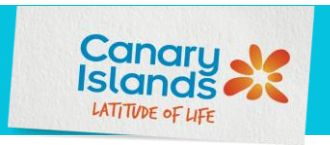
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Canarian gastronomy	Total
Repeat tourists	70.9%	71.0%
Repeat tourists (last 5 years)	64.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.0%	18.4%
At least 10 previous visits	17.8%	17.8%

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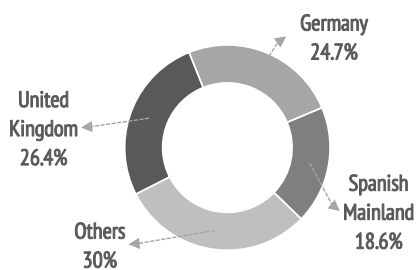
TASTE CANARIAN GASTRONOMY



Where are they from?



	%	Absolute
United Kingdom	26.4%	904,817
Germany	24.7%	846,587
Spanish Mainland	18.6%	635,942
Italy	4.0%	135,704
Ireland	3.0%	101,522
Sweden	2.9%	99,262
Netherlands	2.6%	88,003
Switzerland	2.2%	75,633
France	2.2%	74,481
Belgium	2.1%	70,411
Poland	1.9%	63,574
Denmark	1.7%	58,546
Finland	1.4%	47,850
Austria	1.2%	41,212
Norway	0.8%	27,192
Russia	0.8%	25,685
Czech Republic	0.4%	12,159
Others	3.4%	115,236



Who do they come with?



	Canarian gastronomy	Total
Unaccompanied	8.6%	8.9%
Only with partner	49.9%	47.4%
Only with children (< 13 years old)	4.7%	5.9%
Partner + children (< 13 years old)	6.7%	7.2%
Other relatives	7.9%	9.0%
Friends	6.3%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	15.4%	14.6%

(1) Different situations have been isolated

Tourists with children	16.2%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	13.4%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
Tourists without children	83.8%	80.7%
Group composition:		
- 1 person	12.0%	12.4%
- 2 people	56.1%	54.1%
- 3 people	11.6%	12.6%
- 4 or 5 people	16.9%	17.1%
- 6 or more people	3.4%	3.8%
Average group size:	2.54	2.58

Who are they?



	Canarian gastronomy	Total
Gender		
Men	49.6%	48.2%
Women	50.4%	51.8%
Age		
Average age (tourist > 15 years old)	45.0	46.7
Standard deviation	14.9	15.3
Age range (> 15 years old)		
16 - 24 years old	8.4%	7.7%
25 - 30 years old	13.2%	10.8%
31 - 45 years old	29.1%	28.6%
46 - 60 years old	32.2%	31.3%
Over 60 years old	17.1%	21.5%
Occupation		
Salaried worker	56.5%	55.5%
Self-employed	11.3%	11.0%
Unemployed	1.2%	1.1%
Business owner	9.8%	9.2%
Student	5.2%	4.2%
Retired	14.6%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	17.8%	17.0%
€25,000 - €49,999	38.0%	36.5%
€50,000 - €74,999	24.0%	25.0%
More than €74,999	20.3%	21.5%
Education level		
No studies	3.4%	4.8%
Primary education	2.2%	2.8%
Secondary education	20.5%	23.1%
Higher education	73.8%	69.3%



3 IN 10 TOURISTS ARE
BRITISH

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 taste Canarian gastronomy.

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