

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

SEA EXCURSIONS / WHALE WATCHING

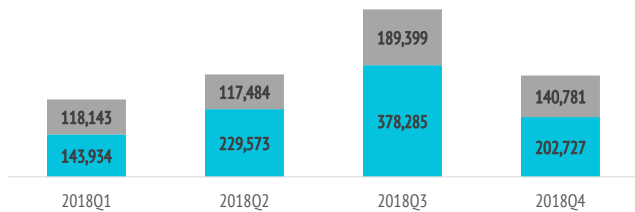
How many are they and how much do they spend?



	Sea excursions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,520,326	13,485,651
- book holiday package	954,519	7,848,516
- do not book holiday package	565,808	5,637,135
- % tourists who book holiday package	62.8%	58.2%
Share of total tourist	11.3%	100%

TOURISTS BY QUARTER: SEA EXCURSIONS / WHALE WATCHING

■ do not book holiday package ■ book holiday package



	Sea excursions	Total
Expenditure per tourist (€)	1,288	1,196
- book holiday package	1,388	1,309
- holiday package	1,091	1,064
- others	297	246
- do not book holiday package	1,119	1,037
- flight	299	288
- accommodation	377	350
- others	443	399
Average length of stay	9.01	9.32
- book holiday package	8.52	8.66
- do not book holiday package	9.84	10.23
Average daily expenditure (€)	156.2	143.6
- book holiday package	171.7	159.8
- do not book holiday package	130.0	121.0
Total turnover (> 15 years old) (€m)	1,958	16,124
- book holiday package	1,325	10,277
- do not book holiday package	633	5,848

AVERAGE LENGTH OF STAY (nights)

■ Sea excursions ■ Total



EXPENDITURE PER TOURIST (€)

■ Sea excursions ■ Total



Importance of each factor in the destination choice



	Sea excursions	Total
Climate	75.7%	78.1%
Safety	53.7%	51.4%
Sea	49.1%	43.3%
Tranquility	45.6%	46.2%
Accommodation supply	42.1%	41.7%
Beaches	40.0%	37.1%
Landscapes	38.4%	31.6%
Price	38.0%	36.5%
European belonging	34.8%	35.8%
Effortless trip	33.1%	34.8%
Environment	32.3%	30.6%
Fun possibilities	28.8%	20.7%
Gastronomy	22.5%	22.6%
Authenticity	22.1%	19.1%
Exoticism	15.4%	10.5%
Shopping	9.7%	9.6%
Culture	9.4%	7.3%
Hiking trail network	9.0%	9.0%
Historical heritage	8.2%	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?



	Sea excursions	Total
Rest	45.0%	55.1%
Enjoy family time	15.5%	14.7%
Have fun	10.7%	7.8%
Explore the destination	26.5%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	1.3%	2.1%

EXPLORE THE DESTINATION



Sea excursions 26.5%

Total 18.5%

How far in advance do they book their trip?



	Sea excursions	Total
The same day	0.7%	0.7%
Between 1 and 30 days	20.4%	23.2%
Between 1 and 2 months	21.6%	23.0%
Between 3 and 6 months	33.4%	32.4%
More than 6 months	23.9%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SEA EXCURSIONS / WHALE WATCHING
23.9%



TOTAL
20.7%

Picture: Freepik.com

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

	Sea excursions	Total
Previous visits to the Canary Islands	39.2%	50.9%
Friends or relatives	31.9%	27.8%
Internet or social media	62.7%	56.1%
Mass Media	2.6%	1.7%
Travel guides and magazines	12.8%	9.5%
Travel Blogs or Forums	7.7%	5.4%
Travel TV Channels	1.2%	0.7%
Tour Operator or Travel Agency	30.1%	24.7%
Public administrations or similar	0.7%	0.4%
Others	2.4%	2.3%

* Multi-choice question

With whom did they book their flight and accommodation?

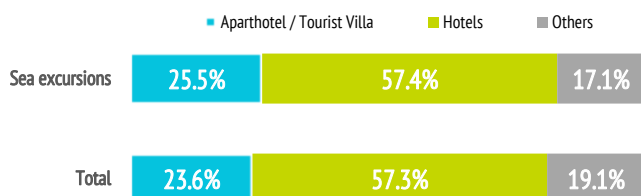
	Sea excursions	Total
Flight		
- Directly with the airline	35.0%	39.5%
- Tour Operator or Travel Agency	65.0%	60.5%

	Sea excursions	Total
Accommodation		
- Directly with the accommodation	26.4%	28.8%
- Tour Operator or Travel Agency	73.6%	71.2%

Where do they stay?

	Sea excursions	Total
1-2-3* Hotel	13.9%	12.8%
4* Hotel	37.9%	37.7%
5* Hotel / 5* Luxury Hotel	5.6%	6.8%
Aparthotel / Tourist Villa	25.5%	23.6%
House/room rented in a private dwelling	5.8%	5.3%
Private accommodation (1)	3.7%	7.0%
Others (Cottage, cruise, camping,...)	7.6%	6.8%

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



What do they book?

	Sea excursions	Total
Room only	27.6%	28.8%
Bed and Breakfast	11.5%	11.7%
Half board	22.0%	22.4%
Full board	2.4%	3.0%
All inclusive	36.6%	34.1%

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36.6% of tourists book all inclusive.
 (Canary Islands: 34.1%)

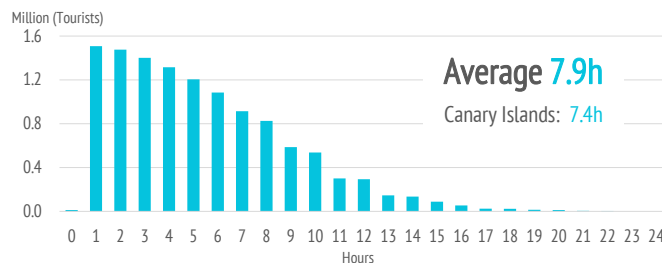
Other expenses

	Sea excursions	Total
Restaurants or cafes	62.4%	63.2%
Supermarkets	57.8%	55.9%
Car rental	30.3%	26.6%
Organized excursions	50.6%	21.8%
Taxi, transfer, chauffeur service	55.7%	51.7%
Theme Parks	14.1%	8.8%
Sport activities	11.0%	6.4%
Museums	4.8%	5.0%
Flights between islands	7.2%	4.8%

Activities in the Canary Islands

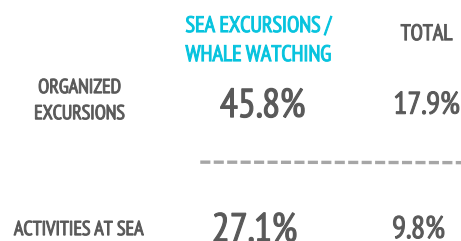
Outdoor time per day	Sea excursions	Total
0 hours	0.8%	2.2%
1 - 2 hours	7.0%	10.0%
3 - 6 hours	32.0%	32.6%
7 - 12 hours	50.5%	46.5%
More than 12 hours	9.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sea excursions	Total
Sea excursions / whale watching	100.0%	11.3%
Beach	82.8%	68.0%
Walk, wander	76.4%	71.0%
Swimming pool, hotel facilities	70.1%	58.9%
Explore the island on their own	57.7%	46.5%
Organized excursions	45.8%	17.9%
Taste Canarian gastronomy	32.3%	25.4%
Theme parks	28.6%	15.5%
Activities at sea	27.1%	9.8%
Nightlife / concerts / shows	20.4%	15.5%
Sport activities	18.0%	14.3%
Wineries / markets / popular festivals	16.5%	12.0%
Nature activities	13.5%	10.0%
Museums / exhibitions	12.5%	9.8%
Beauty and health treatments	8.4%	5.7%
Astronomical observation	7.1%	3.4%

* Multi-choice question



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

SEA EXCURSIONS / WHALE WATCHING

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Sea excursions / Whale watching	1,520,326	163,945	140,595	401,686	765,851	34,800
- Share by islands	100%	10.8%	9.2%	26.4%	50.4%	2.3%
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%
% Sea excursions / Whale watching	11.3%	6.7%	7.6%	10.5%	15.3%	14.0%

How many islands do they visit during their trip?

	Sea excursions	Total
One island	86.5%	90.9%
Two islands	11.6%	7.7%
Three or more islands	1.9%	1.4%

Internet usage during their trip

	Sea excursions	Total
Research		
- Tourist package	17.3%	15.4%
- Flights	14.2%	13.0%
- Accommodation	20.0%	17.7%
- Transport	17.7%	15.6%
- Restaurants	29.9%	27.0%
- Excursions	34.9%	26.3%
- Activities	37.4%	31.0%
Book or purchase		
- Tourist package	37.4%	38.1%
- Flights	60.9%	64.4%
- Accommodation	53.8%	54.5%
- Transport	45.2%	44.7%
- Restaurants	11.6%	10.5%
- Excursions	21.6%	11.4%
- Activities	21.1%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Sea excursions	Total
Did not use the Internet	6.8%	9.8%
Used the Internet	93.2%	90.2%
- Own Internet connection	41.3%	36.5%
- Free Wifi connection	39.3%	41.1%
Applications*		
- Search for locations or maps	69.5%	60.7%
- Search for destination info	54.0%	44.7%
- Share pictures or trip videos	61.6%	55.6%
- Download tourist apps	8.1%	6.5%
- Others	18.6%	23.9%

* Multi-choice question

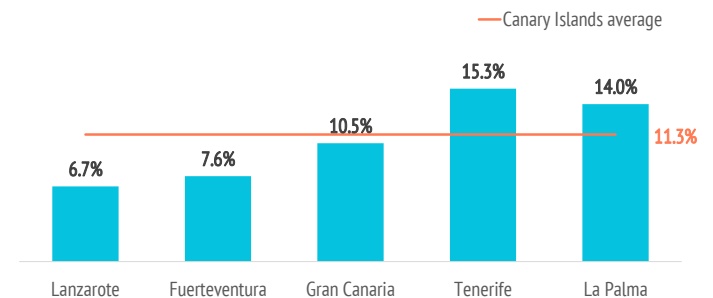


61.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

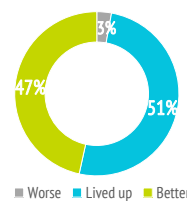


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sea excursions	Total
Average rating	8.63	8.58

Experience in the Canary Islands	Sea excursions	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	50.6%	57.4%
Better or much better than expected	46.5%	39.7%

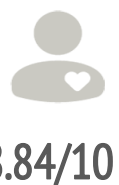
Future intentions (scale 1-10)	Sea excursions	Total
Return to the Canary Islands	8.45	8.60
Recommend visiting the Canary Islands	8.84	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sea excursions	Total
Repeat tourists	58.8%	71.0%
Repeat tourists (last 5 years)	52.1%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	9.6%	18.4%
At least 10 previous visits	9.2%	17.8%

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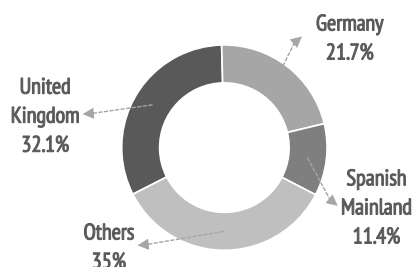
SEA EXCURSIONS / WHALE WATCHING



Where are they from?



	%	Absolute
United Kingdom	32.1%	487,687
Germany	21.7%	329,472
Spanish Mainland	11.4%	172,567
Netherlands	4.5%	69,169
France	4.5%	67,681
Poland	3.8%	57,538
Italy	3.2%	48,052
Ireland	2.8%	42,741
Belgium	2.7%	41,808
Switzerland	2.0%	29,755
Denmark	1.7%	25,299
Sweden	1.6%	24,728
Finland	1.3%	19,826
Norway	1.1%	17,304
Austria	0.9%	14,237
Russia	0.7%	10,550
Czech Republic	0.5%	7,005
Others	3.6%	54,908



Who are they?



	Sea excursions	Total
Gender		
Men	46.1%	48.2%
Women	53.9%	51.8%
Age		
Average age (tourist > 15 years old)	41.4	46.7
Standard deviation	14.2	15.3
Age range (> 15 years old)		
16 - 24 years old	12.7%	7.7%
25 - 30 years old	15.2%	10.8%
31 - 45 years old	33.2%	28.6%
46 - 60 years old	28.1%	31.3%
Over 60 years old	10.8%	21.5%
Occupation		
Salaried worker	62.2%	55.5%
Self-employed	10.5%	11.0%
Unemployed	1.1%	1.1%
Business owner	9.5%	9.2%
Student	5.4%	4.2%
Retired	9.5%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.2%	17.0%
€25,000 - €49,999	38.4%	36.5%
€50,000 - €74,999	24.2%	25.0%
More than €74,999	19.1%	21.5%
Education level		
No studies	5.5%	4.8%
Primary education	2.2%	2.8%
Secondary education	22.5%	23.1%
Higher education	69.8%	69.3%

Who do they come with?



	Sea excursions	Total
Unaccompanied	4.9%	8.9%
Only with partner	42.4%	47.4%
Only with children (< 13 years old)	7.9%	5.9%
Partner + children (< 13 years old)	10.0%	7.2%
Other relatives	10.1%	9.0%
Friends	6.2%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	17.9%	14.6%

(1) Different situations have been isolated

Tourists with children	25.9%	19.3%
- Between 0 and 2 years old	1.2%	1.8%
- Between 3 and 12 years old	22.7%	15.8%
- Between 0 -2 and 3-12 years	1.9%	1.6%
Tourists without children	74.1%	80.7%
Group composition:		
- 1 person	8.1%	12.4%
- 2 people	50.4%	54.1%
- 3 people	14.5%	12.6%
- 4 or 5 people	21.8%	17.1%
- 6 or more people	5.2%	3.8%
Average group size:	2.82	2.58



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 sea excursions / whale watching.

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