

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

ORGANIZED EXCURSIONS

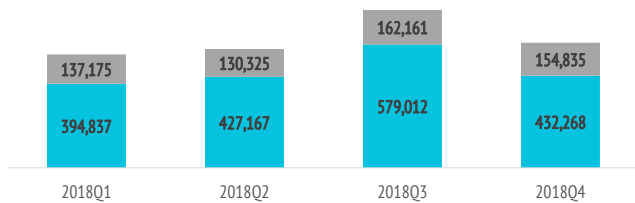
How many are they and how much do they spend?



	Organized excursions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,417,780	13,485,651
- book holiday package	1,833,284	7,848,516
- do not book holiday package	584,496	5,637,135
- % tourists who book holiday package	75.8%	58.2%
Share of total tourist	17.9%	100%

TOURISTS BY QUARTER: ORGANIZED EXCURSIONS

■ do not book holiday package ■ book holiday package



	Organized excursions	Total
Expenditure per tourist (€)		
- book holiday package	1,269	1,196
- holiday package	1,331	1,309
- others	1,073	1,064
- do not book holiday package	259	246
- flight	1,071	1,037
- accommodation	292	288
- others	372	350
- others	407	399
Average length of stay		
- book holiday package	8.92	9.32
- do not book holiday package	8.58	8.66
- do not book holiday package	10.00	10.23
Average daily expenditure (€)		
- book holiday package	154.1	143.6
- do not book holiday package	163.0	159.8
- do not book holiday package	126.2	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	3,067	16,124
- do not book holiday package	2,441	10,277
- do not book holiday package	626	5,848

AVERAGE LENGTH OF STAY (nights)

■ Organized excursions ■ Total



EXPENDITURE PER TOURIST (€)

■ Organized excursions ■ Total



Importance of each factor in the destination choice



	Organized excursions	Total
Climate	75.8%	78.1%
Safety	54.0%	51.4%
Tranquility	44.6%	46.2%
Sea	44.5%	43.3%
Accommodation supply	43.9%	41.7%
Landscapes	37.6%	31.6%
Beaches	37.0%	37.1%
Price	37.0%	36.5%
European belonging	34.9%	35.8%
Effortless trip	33.5%	34.8%
Environment	31.8%	30.6%
Fun possibilities	24.3%	20.7%
Authenticity	21.6%	19.1%
Gastronomy	21.5%	22.6%
Exoticism	13.3%	10.5%
Culture	10.1%	7.3%
Shopping	10.1%	9.6%
Historical heritage	9.4%	7.1%
Hiking trail network	8.7%	9.0%
Nightlife	7.2%	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?



	Organized excursions	Total
Rest	49.5%	55.1%
Enjoy family time	11.9%	14.7%
Have fun	9.0%	7.8%
Explore the destination	27.3%	18.5%
Practice their hobbies	0.9%	1.8%
Other reasons	1.4%	2.1%

EXPLORE THE DESTINATION



Organized excursions 27.3%

Total 18.5%

How far in advance do they book their trip?



	Organized excursions	Total
The same day	0.5%	0.7%
Between 1 and 30 days	22.3%	23.2%
Between 1 and 2 months	21.1%	23.0%
Between 3 and 6 months	34.1%	32.4%
More than 6 months	22.1%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

ORGANIZED EXCURSIONS

34.1%



TOTAL

32.4%

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 organized excursions.

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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ORGANIZED EXCURSIONS

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

	Organized excursions	Total
Previous visits to the Canary Islands	38.8%	50.9%
Friends or relatives	28.0%	27.8%
Internet or social media	58.1%	56.1%
Mass Media	2.5%	1.7%
Travel guides and magazines	12.4%	9.5%
Travel Blogs or Forums	6.3%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	38.5%	24.7%
Public administrations or similar	0.7%	0.4%
Others	1.9%	2.3%

* Multi-choice question

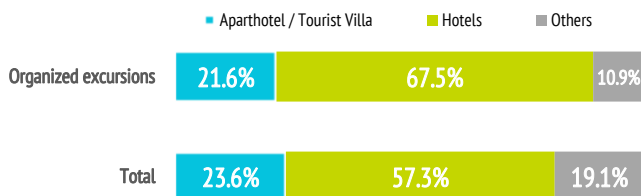
With whom did they book their flight and accommodation?

	Organized excursions	Total
Flight		
- Directly with the airline	23.3%	39.5%
- Tour Operator or Travel Agency	76.7%	60.5%
Accommodation		
- Directly with the accommodation	17.7%	28.8%
- Tour Operator or Travel Agency	82.3%	71.2%

Where do they stay?

	Organized excursions	Total
1-2-3* Hotel	15.3%	12.8%
4* Hotel	46.6%	37.7%
5* Hotel / 5* Luxury Hotel	5.7%	6.8%
Aparthotel / Tourist Villa	21.6%	23.6%
House/room rented in a private dwelling	2.4%	5.3%
Private accommodation (1)	1.8%	7.0%
Others (Cottage, cruise, camping,...)	6.7%	6.8%

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



What do they book?

	Organized excursions	Total
Room only	18.0%	28.8%
Bed and Breakfast	9.8%	11.7%
Half board	25.6%	22.4%
Full board	4.2%	3.0%
All inclusive	42.4%	34.1%

42.4% of tourists book all inclusive.
(Canary Islands: 34.1%)

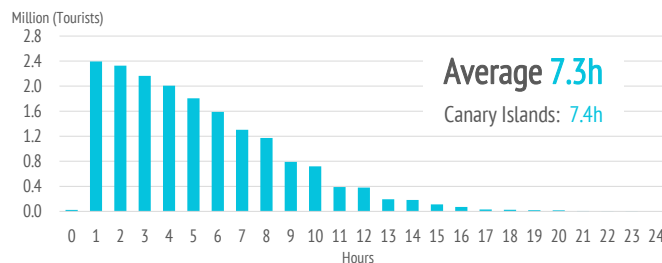
Other expenses

	Organized excursions	Total
Restaurants or cafes	56.3%	63.2%
Supermarkets	50.5%	55.9%
Car rental	18.4%	26.6%
Organized excursions	61.8%	21.8%
Taxi, transfer, chauffeur service	65.2%	51.7%
Theme Parks	11.7%	8.8%
Sport activities	7.1%	6.4%
Museums	4.8%	5.0%
Flights between islands	6.2%	4.8%

Activities in the Canary Islands

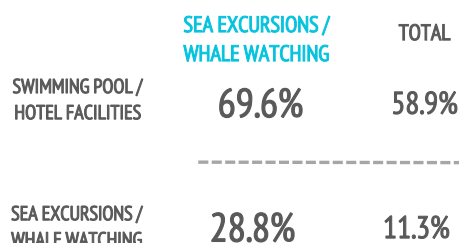
Outdoor time per day	Organized excursions	Total
0 hours	1.0%	2.2%
1 - 2 hours	9.5%	10.0%
3 - 6 hours	35.6%	32.6%
7 - 12 hours	45.9%	46.5%
More than 12 hours	8.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Organized excursions	Total
Organized excursions	100.0%	17.9%
Walk, wander	77.7%	71.0%
Beach	75.6%	68.0%
Swimming pool, hotel facilities	69.6%	58.9%
Explore the island on their own	45.3%	46.5%
Taste Canarian gastronomy	29.0%	25.4%
Sea excursions / whale watching	28.8%	11.3%
Theme parks	24.4%	15.5%
Wineries / markets / popular festivals	18.6%	12.0%
Nightlife / concerts / shows	17.4%	15.5%
Activities at sea	14.6%	9.8%
Sport activities	14.2%	14.3%
Nature activities	12.8%	10.0%
Museums / exhibitions	12.6%	9.8%
Beauty and health treatments	7.8%	5.7%
Astronomical observation	6.4%	3.4%

* Multi-choice question



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

ORGANIZED EXCURSIONS

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Organized excursions	2,417,780	487,351	292,610	535,354	1,022,111	46,535
- Share by islands	100%	20.2%	12.1%	22.1%	42.3%	1.9%
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%
% Organized excursions	17.9%	19.8%	15.8%	14.0%	20.5%	18.7%

How many islands do they visit during their trip?

	Organized excursions	Total
One island	84.9%	90.9%
Two islands	12.5%	7.7%
Three or more islands	2.6%	1.4%

Internet usage during their trip

	Organized excursions	Total
Research		
- Tourist package	19.2%	15.4%
- Flights	15.8%	13.0%
- Accommodation	23.3%	17.7%
- Transport	18.7%	15.6%
- Restaurants	26.8%	27.0%
- Excursions	34.4%	26.3%
- Activities	36.3%	31.0%
Book or purchase		
- Tourist package	39.8%	38.1%
- Flights	50.7%	64.4%
- Accommodation	45.4%	54.5%
- Transport	36.2%	44.7%
- Restaurants	9.0%	10.5%
- Excursions	20.0%	11.4%
- Activities	16.4%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Organized excursions	Total
Did not use the Internet	10.0%	9.8%
Used the Internet	90.0%	90.2%
- Own Internet connection	35.9%	36.5%
- Free Wifi connection	42.1%	41.1%
Applications*		
- Search for locations or maps	63.3%	60.7%
- Search for destination info	50.3%	44.7%
- Share pictures or trip videos	61.0%	55.6%
- Download tourist apps	8.0%	6.5%
- Others	20.3%	23.9%

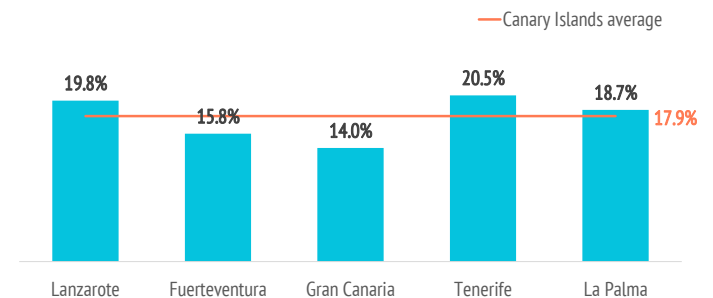
* Multi-choice question

61% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

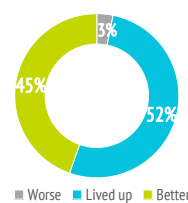


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Organized excursions	Total
Average rating	8.55	8.58

Experience in the Canary Islands	Organized excursions	Total
Worse or much worse than expected	3.2%	2.9%
Lived up to expectations	52.2%	57.4%
Better or much better than expected	44.6%	39.7%

Future intentions (scale 1-10)	Organized excursions	Total
Return to the Canary Islands	8.32	8.60
Recommend visiting the Canary Islands	8.76	8.86



Experience in the Canary

8.32/10

Return to the Canary Islands

8.76/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Organized excursions	Total
Repeat tourists	59.3%	71.0%
Repeat tourists (last 5 years)	52.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	8.7%	18.4%
At least 10 previous visits	7.9%	17.8%

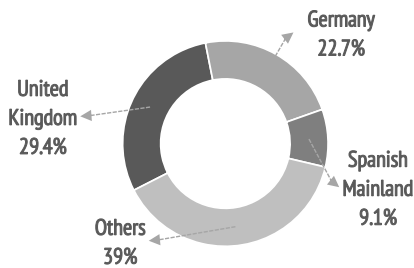
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Where are they from?



	%	Absolute
United Kingdom	29.4%	710,520
Germany	22.7%	549,185
Spanish Mainland	9.1%	219,297
France	5.8%	139,950
Poland	4.7%	114,554
Netherlands	4.4%	107,072
Italy	3.3%	80,024
Ireland	3.0%	73,665
Belgium	2.9%	70,480
Sweden	2.7%	64,682
Finland	2.0%	49,548
Switzerland	1.8%	42,849
Denmark	1.8%	42,422
Norway	1.3%	31,969
Austria	0.8%	19,386
Russia	0.6%	13,681
Czech Republic	0.5%	13,189
Others	3.1%	75,307



Who do they come with?



	Organized excursions	Total
Unaccompanied	4.8%	8.9%
Only with partner	48.1%	47.4%
Only with children (< 13 years old)	6.7%	5.9%
Partner + children (< 13 years old)	7.0%	7.2%
Other relatives	10.0%	9.0%
Friends	6.5%	6.3%
Work colleagues	0.5%	0.5%
Organized trip	0.6%	0.2%
Other combinations ⁽¹⁾	15.8%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	19.8%	19.3%
- Between 0 and 2 years old	1.0%	1.8%
- Between 3 and 12 years old	17.5%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	80.2%	80.7%
Group composition:		
- 1 person	8.3%	12.4%
- 2 people	57.4%	54.1%
- 3 people	13.0%	12.6%
- 4 or 5 people	17.5%	17.1%
- 6 or more people	3.8%	3.8%
Average group size:	2.63	2.58

Who are they?



	Organized excursions	Total
Gender		
Men	44.1%	48.2%
Women	55.9%	51.8%
Age		
Average age (tourist > 15 years old)	45.1	46.7
Standard deviation	15.8	15.3
Age range (> 15 years old)		
16 - 24 years old	10.6%	7.7%
25 - 30 years old	12.8%	10.8%
31 - 45 years old	27.8%	28.6%
46 - 60 years old	29.1%	31.3%
Over 60 years old	19.7%	21.5%
Occupation		
Salaried worker	58.3%	55.5%
Self-employed	9.6%	11.0%
Unemployed	1.0%	1.1%
Business owner	7.8%	9.2%
Student	4.9%	4.2%
Retired	16.8%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.1%	17.0%
€25,000 - €49,999	38.9%	36.5%
€50,000 - €74,999	25.5%	25.0%
More than €74,999	17.5%	21.5%
Education level		
No studies	4.5%	4.8%
Primary education	2.9%	2.8%
Secondary education	24.4%	23.1%
Higher education	68.2%	69.3%



Pictures: Freepik.com