

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

MUSEUMS / EXHIBITIONS

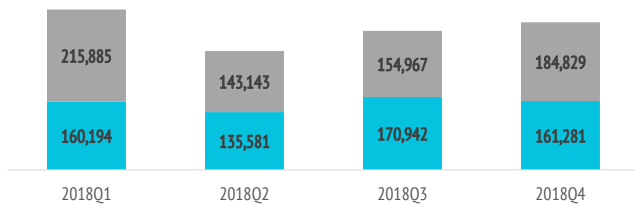
How many are they and how much do they spend?



	Museums/Exhibitions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,326,824	13,485,651
- book holiday package	627,999	7,848,516
- do not book holiday package	698,825	5,637,135
- % tourists who book holiday package	47.3%	58.2%
Share of total tourist	9.8%	100%

TOURISTS BY QUARTER: ORGANIZED EXCURSIONS

■ do not book holiday package ■ book holiday package



	Museums/Exhibitions	Total
Expenditure per tourist (€)		
- book holiday package	1,198	1,196
- holiday package	1,328	1,309
- others	1,041	1,064
- do not book holiday package	287	246
- flight	1,082	1,037
- accommodation	298	288
- others	332	350
- others	451	399
Average length of stay		
- book holiday package	10.31	9.32
- do not book holiday package	8.87	8.66
- do not book holiday package	11.61	10.23
Average daily expenditure (€)		
- book holiday package	135.4	143.6
- do not book holiday package	158.9	159.8
- do not book holiday package	114.3	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,590	16,124
- do not book holiday package	834	10,277
- do not book holiday package	756	5,848

AVERAGE LENGTH OF STAY (nights)

■ Museums/Exhibitions ■ Total



EXPENDITURE PER TOURIST (€)

■ Museums/Exhibitions ■ Total



Importance of each factor in the destination choice



	Museums/Exhibitions	Total
Climate	71.9%	78.1%
Landscapes	49.2%	31.6%
Safety	46.0%	51.4%
Sea	44.5%	43.3%
Tranquility	43.8%	46.2%
Environment	39.2%	30.6%
Beaches	33.7%	37.1%
Accommodation supply	33.4%	41.7%
European belonging	32.7%	35.8%
Effortless trip	30.2%	34.8%
Price	29.1%	36.5%
Authenticity	27.1%	19.1%
Gastronomy	23.2%	22.6%
Fun possibilities	17.6%	20.7%
Historical heritage	15.8%	7.1%
Culture	14.6%	7.3%
Hiking trail network	13.6%	9.0%
Exoticism	12.8%	10.5%
Shopping	7.2%	9.6%
Nightlife	5.1%	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?



	Museums/Exhibitions	Total
Rest	36.3%	55.1%
Enjoy family time	13.3%	14.7%
Have fun	5.4%	7.8%
Explore the destination	41.5%	18.5%
Practice their hobbies	1.4%	1.8%
Other reasons	2.1%	2.1%

EXPLORE THE DESTINATION



Museums/Exhibitions 41.5%

Total 18.5%

How far in advance do they book their trip?



	Museums/Exhibitions	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.3%	23.2%
Between 1 and 2 months	25.6%	23.0%
Between 3 and 6 months	33.5%	32.4%
More than 6 months	17.9%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

MUSEUMS / EXHIBITIONS

25.6%



TOTAL

23.0%

Picture: Freepik.com

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MUSEUMS / EXHIBITIONS



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

	Museums/Exhibitions	Total
Previous visits to the Canary Islands	44.2%	50.9%
Friends or relatives	33.4%	27.8%
Internet or social media	66.0%	56.1%
Mass Media	3.0%	1.7%
Travel guides and magazines	19.2%	9.5%
Travel Blogs or Forums	10.1%	5.4%
Travel TV Channels	1.2%	0.7%
Tour Operator or Travel Agency	22.0%	24.7%
Public administrations or similar	1.0%	0.4%
Others	2.7%	2.3%

* Multi-choise question

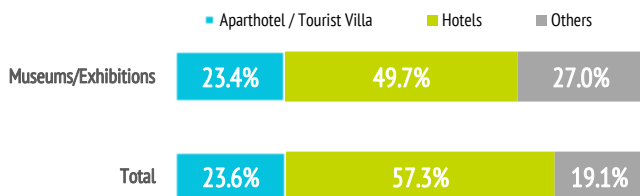
With whom did they book their flight and accommodation?

	Museums/Exhibitions	Total
Flight		
- Directly with the airline	46.5%	39.5%
- Tour Operator or Travel Agency	53.5%	60.5%
Accommodation		
- Directly with the accommodation	34.1%	28.8%
- Tour Operator or Travel Agency	65.9%	71.2%

Where do they stay?

	Museums/Exhibitions	Total
1-2-3* Hotel	11.8%	12.8%
4* Hotel	31.9%	37.7%
5* Hotel / 5* Luxury Hotel	6.0%	6.8%
Aparthotel / Tourist Villa	23.4%	23.6%
House/room rented in a private dwelling	9.3%	5.3%
Private accommodation (1)	8.6%	7.0%
Others (Cottage, cruise, camping,...)	9.0%	6.8%

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



What do they book?

	Museums/Exhibitions	Total
Room only	34.3%	28.8%
Bed and Breakfast	14.7%	11.7%
Half board	24.2%	22.4%
Full board	3.1%	3.0%
All inclusive	23.6%	34.1%

34.3% of tourists book room only.
(Canary Islands: 28.8%)

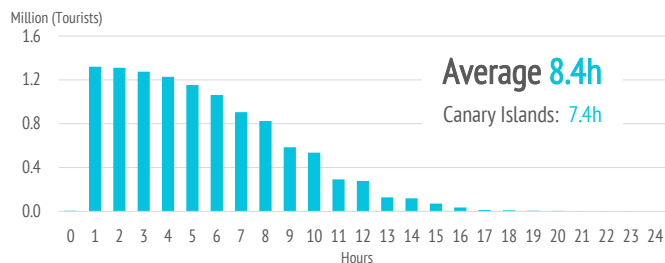
Other expenses

	Museums/Exhibitions	Total
Restaurants or cafes	72.7%	63.2%
Supermarkets	64.6%	55.9%
Car rental	52.7%	26.6%
Organized excursions	31.8%	21.8%
Taxi, transfer, chauffeur service	39.7%	51.7%
Theme Parks	11.0%	8.8%
Sport activities	7.8%	6.4%
Museums	35.7%	5.0%
Flights between islands	8.6%	4.8%

Activities in the Canary Islands

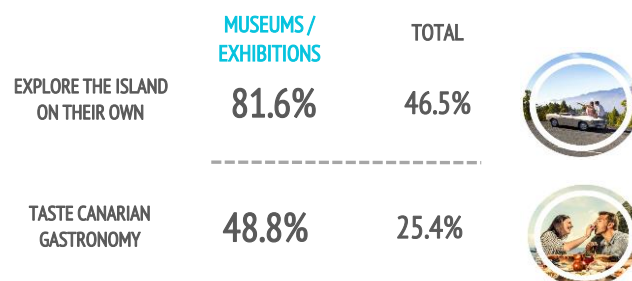
Outdoor time per day	Museums/Exhibitions	Total
0 hours	0.5%	2.2%
1 - 2 hours	3.5%	10.0%
3 - 6 hours	27.8%	32.6%
7 - 12 hours	58.7%	46.5%
More than 12 hours	9.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Museums/Exhibitions	Total
Museums / exhibitions	100.0%	9.8%
Walk, wander	84.5%	71.0%
Explore the island on their own	81.6%	46.5%
Beach	78.1%	68.0%
Swimming pool, hotel facilities	52.4%	58.9%
Taste Canarian gastronomy	48.8%	25.4%
Wineries / markets / popular festivals	33.1%	12.0%
Organized excursions	22.9%	17.9%
Nature activities	21.6%	10.0%
Theme parks	20.4%	15.5%
Sport activities	17.9%	14.3%
Nightlife / concerts / shows	15.5%	15.5%
Sea excursions / whale watching	14.3%	11.3%
Activities at sea	13.9%	9.8%
Beauty and health treatments	9.0%	5.7%
Astronomical observation	7.2%	3.4%

* Multi-choise question



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

MUSEUMS / EXHIBITIONS

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Museums / exhibitions	1,326,824	476,473	121,647	330,560	335,676	51,923
- Share by islands	100%	35.9%	9.2%	24.9%	25.3%	3.9%
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%
% Museums / exhibitions	9.8%	19.4%	6.6%	8.6%	6.7%	20.8%

How many islands do they visit during their trip?

	Museums/Exhibitions	Total
One island	86.6%	90.9%
Two islands	10.5%	7.7%
Three or more islands	2.9%	1.4%

Internet usage during their trip

	Museums/Exhibitions	Total
Research		
- Tourist package	16.4%	15.4%
- Flights	10.5%	13.0%
- Accommodation	15.3%	17.7%
- Transport	17.2%	15.6%
- Restaurants	32.9%	27.0%
- Excursions	34.3%	26.3%
- Activities	40.7%	31.0%
Book or purchase		
- Tourist package	31.8%	38.1%
- Flights	70.3%	64.4%
- Accommodation	60.6%	54.5%
- Transport	52.0%	44.7%
- Restaurants	12.0%	10.5%
- Excursions	14.3%	11.4%
- Activities	16.0%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Museums/Exhibitions	Total
Did not use the Internet	6.5%	9.8%
Used the Internet	93.5%	90.2%
- Own Internet connection	43.1%	36.5%
- Free Wifi connection	38.9%	41.1%
Applications*		
- Search for locations or maps	80.1%	60.7%
- Search for destination info	61.7%	44.7%
- Share pictures or trip videos	60.7%	55.6%
- Download tourist apps	11.0%	6.5%
- Others	16.6%	23.9%

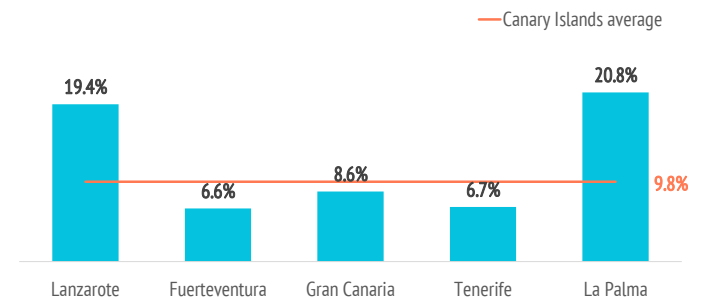
* Multi-choice question

60.7% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

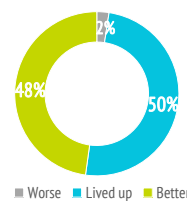


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Museums/Exhibitions	Total
Average rating	8.68	8.58

Experience in the Canary Islands	Museums/Exhibitions	Total
Worse or much worse than expected	2.4%	2.9%
Lived up to expectations	49.8%	57.4%
Better or much better than expected	47.8%	39.7%

Future intentions (scale 1-10)	Museums/Exhibitions	Total
Return to the Canary Islands	8.53	8.60
Recommend visiting the Canary Islands	8.96	8.86



Experience in the Canary

8.53/10

Return to the Canary Islands

8.96/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Museums/Exhibitions	Total
Repeat tourists	65.3%	71.0%
Repeat tourists (last 5 years)	58.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	13.5%	18.4%
At least 10 previous visits	11.8%	17.8%

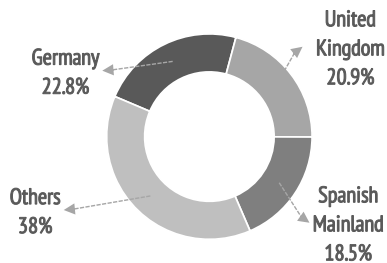
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MUSEUMS / EXHIBITIONS

Where are they from?



	%	Absolute
Germany	22.8%	302,203
United Kingdom	20.9%	277,251
Spanish Mainland	18.5%	244,918
France	6.3%	83,871
Italy	4.6%	61,695
Netherlands	3.8%	51,059
Switzerland	2.6%	34,998
Norway	2.2%	29,263
Belgium	2.0%	27,006
Poland	1.9%	25,556
Ireland	1.8%	24,126
Sweden	1.8%	23,318
Finland	1.4%	19,158
Austria	1.4%	18,357
Denmark	1.4%	17,948
Russia	0.9%	12,222
Czech Republic	0.6%	8,338
Others	4.9%	65,537



Who do they come with?



	Museums/Exhibitions	Total
Unaccompanied	8.8%	8.9%
Only with partner	49.4%	47.4%
Only with children (< 13 years old)	5.3%	5.9%
Partner + children (< 13 years old)	8.1%	7.2%
Other relatives	8.0%	9.0%
Friends	4.9%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	15.1%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	18.7%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	15.4%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
Tourists without children	81.3%	80.7%
Group composition:		
- 1 person	11.5%	12.4%
- 2 people	54.9%	54.1%
- 3 people	12.7%	12.6%
- 4 or 5 people	17.3%	17.1%
- 6 or more people	3.6%	3.8%
Average group size:	2.59	2.58

Who are they?



	Museums/Exhibitions	Total
Gender		
Men	52.8%	48.2%
Women	47.2%	51.8%
Age		
Average age (tourist > 15 years old)	45.6	46.7
Standard deviation	14.9	15.3
Age range (> 15 years old)		
16 - 24 years old	7.8%	7.7%
25 - 30 years old	12.2%	10.8%
31 - 45 years old	29.6%	28.6%
46 - 60 years old	32.0%	31.3%
Over 60 years old	18.4%	21.5%
Occupation		
Salaried worker	55.5%	55.5%
Self-employed	11.1%	11.0%
Unemployed	1.4%	1.1%
Business owner	9.6%	9.2%
Student	5.4%	4.2%
Retired	15.9%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	16.9%	17.0%
€25,000 - €49,999	36.5%	36.5%
€50,000 - €74,999	25.1%	25.0%
More than €74,999	21.6%	21.5%
Education level		
No studies	2.9%	4.8%
Primary education	2.0%	2.8%
Secondary education	16.2%	23.1%
Higher education	79.0%	69.3%



3 IN 10 TOURISTS ARE
GERMAN

46 YEARS OLD

AVERAGE AGE

**49% ONLY WITH
PARTNER**



Pictures: Freepik.com