

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

## ASTRONOMICAL OBSERVATION

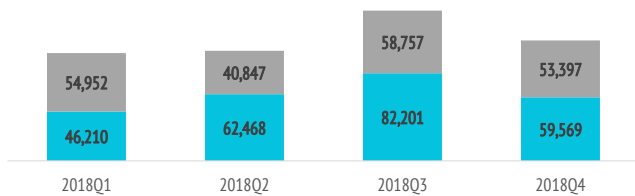
### How many are they and how much do they spend?



	Astronomical observ.	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>458,400</b>	<b>13,485,651</b>
- book holiday package	250,447	7,848,516
- do not book holiday package	207,952	5,637,135
- % tourists who book holiday package	54.6%	58.2%
Share of total tourist	3.4%	100%

### TOURISTS BY QUARTER: ASTRONOMICAL OBSERVATION

■ do not book holiday package ■ book holiday package



	Astronomical observ.	Total
<b>Expenditure per tourist (€)</b>	<b>1,251</b>	<b>1,196</b>
- book holiday package	1,334	1,309
- holiday package	1,052	1,064
- others	283	246
- do not book holiday package	1,150	1,037
- flight	304	288
- accommodation	296	350
- others	550	399
<b>Average length of stay</b>	<b>9.84</b>	<b>9.32</b>
- book holiday package	8.82	8.66
- do not book holiday package	11.07	10.23
<b>Average daily expenditure (€)</b>	<b>138.5</b>	<b>143.6</b>
- book holiday package	157.7	159.8
- do not book holiday package	115.5	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>573</b>	<b>16,124</b>
- book holiday package	334	10,277
- do not book holiday package	239	5,848

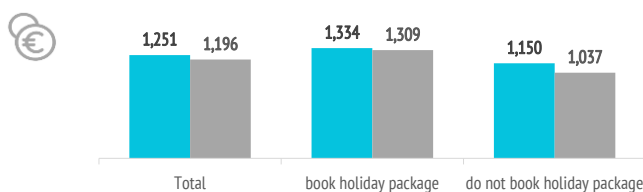
### AVERAGE LENGTH OF STAY (nights)

■ Astronomical observ. ■ Total



### EXPENDITURE PER TOURIST (€)

■ Astronomical observ. ■ Total



### Importance of each factor in the destination choice



	Astronomical observ.	Total
Climate	72.0%	78.1%
Safety	49.9%	51.4%
Sea	49.7%	43.3%
Tranquility	48.4%	46.2%
Landscapes	47.1%	31.6%
Environment	39.5%	30.6%
Beaches	39.4%	37.1%
Accommodation supply	38.7%	41.7%
Price	35.6%	36.5%
Effortless trip	35.6%	34.8%
European belonging	35.5%	35.8%
Gastronomy	26.5%	22.6%
Authenticity	26.2%	19.1%
Fun possibilities	23.5%	20.7%
Hiking trail network	17.1%	9.0%
Exoticism	15.6%	10.5%
Culture	10.6%	7.3%
Historical heritage	10.2%	7.1%
Shopping	10.0%	9.6%
Nightlife	9.2%	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?



	Astronomical observ.	Total
Rest	43.5%	55.1%
Enjoy family time	11.8%	14.7%
Have fun	11.1%	7.8%
Explore the destination	28.7%	18.5%
Practice their hobbies	2.1%	1.8%
Other reasons	2.8%	2.1%

### EXPLORE THE DESTINATION



Astronomical observ. 28.7%

Total 18.5%

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



	Astronomical observ.	Total
The same day	1.1%	0.7%
Between 1 and 30 days	27.4%	23.2%
Between 1 and 2 months	22.0%	23.0%
Between 3 and 6 months	29.6%	32.4%
More than 6 months	19.9%	20.7%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

ASTRONOMICAL OBSERVATION

27.4%



TOTAL

23.2%

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 astronomical observation.

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

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

## ASTRONOMICAL OBSERVATION

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

	Astronomical observ.	Total
Previous visits to the Canary Islands	45.4%	50.9%
Friends or relatives	34.3%	27.8%
Internet or social media	63.1%	56.1%
Mass Media	3.1%	1.7%
Travel guides and magazines	15.1%	9.5%
Travel Blogs or Forums	9.8%	5.4%
Travel TV Channels	1.3%	0.7%
Tour Operator or Travel Agency	24.3%	24.7%
Public administrations or similar	1.1%	0.4%
Others	2.9%	2.3%

\* Multi-choise question

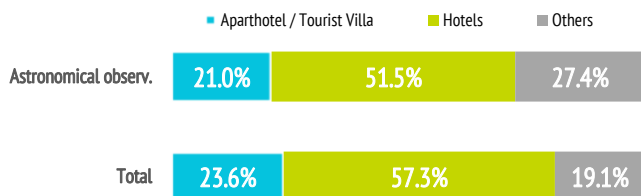
### With whom did they book their flight and accommodation?

	Astronomical observ.	Total
<b>Flight</b>		
- Directly with the airline	41.0%	39.5%
- Tour Operator or Travel Agency	59.0%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	29.9%	28.8%
- Tour Operator or Travel Agency	70.1%	71.2%

### Where do they stay?

	Astronomical observ.	Total
1-2-3* Hotel	11.7%	12.8%
4* Hotel	33.9%	37.7%
5* Hotel / 5* Luxury Hotel	6.0%	6.8%
Aparthotel / Tourist Villa	21.0%	23.6%
House/room rented in a private dwelling	8.1%	5.3%
Private accommodation (1)	8.6%	7.0%
Others (Cottage, cruise, camping,...)	10.7%	6.8%

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



### What do they book?

	Astronomical observ.	Total
Room only	32.1%	28.8%
Bed and Breakfast	14.7%	11.7%
Half board	21.4%	22.4%
Full board	3.3%	3.0%
All inclusive	28.5%	34.1%

”  
**32.1%** of tourists book room only.  
(Canary Islands: 28.8%)

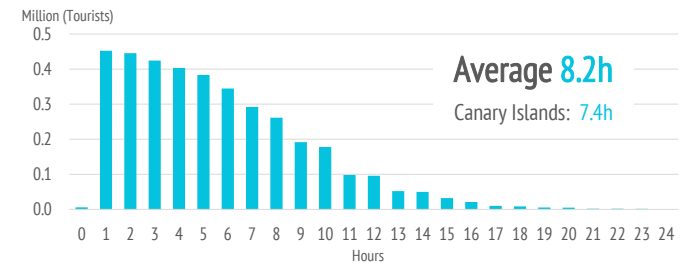
### Other expenses

	Astronomical observ.	Total
Restaurants or cafes	67.4%	63.2%
Supermarkets	62.9%	55.9%
Car rental	36.9%	26.6%
Organized excursions	32.8%	21.8%
Taxi, transfer, chauffeur service	48.7%	51.7%
Theme Parks	11.6%	8.8%
Sport activities	8.0%	6.4%
Museums	8.3%	5.0%
Flights between islands	6.0%	4.8%

### Activities in the Canary Islands

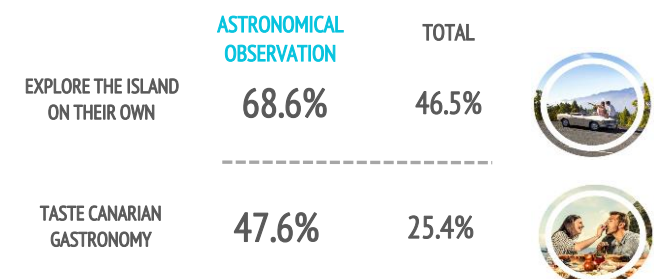
Outdoor time per day	Astronomical observ.	Total
0 hours	1.3%	2.2%
1 - 2 hours	6.2%	10.0%
3 - 6 hours	28.8%	32.6%
7 - 12 hours	52.4%	46.5%
More than 12 hours	11.4%	8.7%

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



Activities in the Canary Islands	Astronomical observ.	Total
Astronomical observation	100.0%	3.4%
Walk, wander	84.5%	71.0%
Beach	81.0%	68.0%
Explore the island on their own	68.6%	46.5%
Swimming pool, hotel facilities	60.4%	58.9%
Taste Canarian gastronomy	47.6%	25.4%
Organized excursions	33.5%	17.9%
Wineries / markets / popular festivals	25.7%	12.0%
Theme parks	24.7%	15.5%
Sport activities	24.5%	14.3%
Nature activities	23.9%	10.0%
Nightlife / concerts / shows	23.6%	15.5%
Sea excursions / whale watching	23.4%	11.3%
Museums / exhibitions	21.0%	9.8%
Activities at sea	19.6%	9.8%
Beauty and health treatments	12.4%	5.7%

\* Multi-choise question



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

## ASTRONOMICAL OBSERVATION

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Astronomical observation	458,400	47,992	55,739	106,203	212,238	32,438
- Share by islands	100%	10.5%	12.2%	23.2%	46.3%	7.1%
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%
% Astronomical observation	3.4%	2.0%	3.0%	2.8%	4.3%	13.0%

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

	Astronomical observ.	Total
One island	88.2%	90.9%
Two islands	9.9%	7.7%
Three or more islands	1.9%	1.4%

### Internet usage during their trip

	Astronomical observ.	Total
<b>Research</b>		
- Tourist package	15.0%	15.4%
- Flights	13.0%	13.0%
- Accommodation	17.1%	17.7%
- Transport	16.1%	15.6%
- Restaurants	31.1%	27.0%
- Excursions	30.4%	26.3%
- Activities	34.5%	31.0%
<b>Book or purchase</b>		
- Tourist package	38.9%	38.1%
- Flights	65.3%	64.4%
- Accommodation	55.0%	54.5%
- Transport	46.5%	44.7%
- Restaurants	12.7%	10.5%
- Excursions	20.5%	11.4%
- Activities	18.8%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Astronomical observ.	Total
<b>Did not use the Internet</b>	<b>6.4%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>93.6%</b>	<b>90.2%</b>
- Own Internet connection	42.0%	36.5%
- Free Wifi connection	38.6%	41.1%
<b>Applications*</b>		
- Search for locations or maps	75.3%	60.7%
- Search for destination info	59.8%	44.7%
- Share pictures or trip videos	62.5%	55.6%
- Download tourist apps	11.3%	6.5%
- Others	19.6%	23.9%

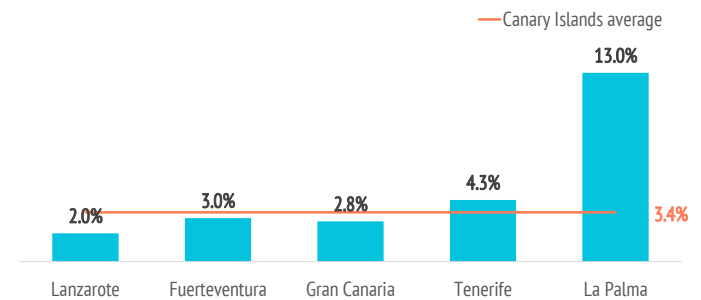
\* Multi-choice question

**62.5% of tourists share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

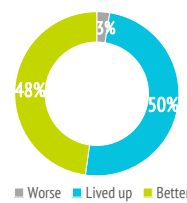


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Astronomical observ.	Total
Average rating	8.68	8.58

Experience in the Canary Islands	Astronomical observ.	Total
Worse or much worse than expected	2.5%	2.9%
Lived up to expectations	49.7%	57.4%
Better or much better than expected	47.8%	39.7%

Future intentions (scale 1-10)	Astronomical observ.	Total
Return to the Canary Islands	8.56	8.60
Recommend visiting the Canary Islands	8.91	8.86



Experience in the Canary

8.56/10

Return to the Canary Islands

8.91/10

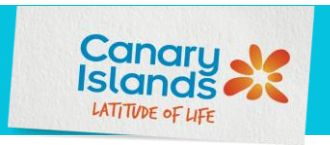
Recommend visiting the Canary Islands

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

	Astronomical observ.	Total
<b>Repeat tourists</b>	<b>65.1%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	58.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	14.3%	18.4%
<b>At least 10 previous visits</b>	<b>13.0%</b>	<b>17.8%</b>

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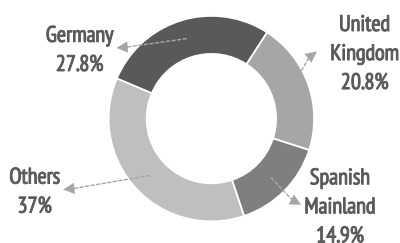
## ASTRONOMICAL OBSERVATION



### Where are they from?



	%	Absolute
Germany	27.8%	127,209
United Kingdom	20.8%	95,409
Spanish Mainland	14.9%	68,308
Finland	8.7%	39,979
Netherlands	5.2%	23,930
Belgium	3.7%	16,976
Switzerland	2.8%	12,892
Italy	1.9%	8,483
Austria	1.8%	8,288
Poland	1.6%	7,338
Denmark	1.5%	6,981
France	1.5%	6,810
Ireland	1.2%	5,384
Sweden	1.0%	4,577
Russia	1.0%	4,550
Norway	0.8%	3,566
Czech Republic	0.5%	2,153
Others	3.4%	15,565



### Who do they come with?



	Astronomical observ.	Total
Unaccompanied	8.6%	8.9%
Only with partner	48.7%	47.4%
Only with children (< 13 years old)	4.8%	5.9%
Partner + children (< 13 years old)	5.5%	7.2%
Other relatives	9.2%	9.0%
Friends	7.5%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	15.0%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>15.8%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.5%	1.8%
- Between 3 and 12 years old	13.3%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
<b>Tourists without children</b>	<b>84.2%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	12.1%	12.4%
- 2 people	55.7%	54.1%
- 3 people	11.4%	12.6%
- 4 or 5 people	17.6%	17.1%
- 6 or more people	3.2%	3.8%
<b>Average group size:</b>	<b>2.58</b>	<b>2.58</b>

### Who are they?



	Astronomical observ.	Total
<b>Gender</b>		
Men	52.5%	48.2%
Women	47.5%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	41.1	46.7
Standard deviation	14.7	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	13.6%	7.7%
25 - 30 years old	17.3%	10.8%
31 - 45 years old	30.4%	28.6%
46 - 60 years old	26.8%	31.3%
Over 60 years old	11.9%	21.5%
<b>Occupation</b>		
Salaried worker	58.9%	55.5%
Self-employed	10.5%	11.0%
Unemployed	2.0%	1.1%
Business owner	10.4%	9.2%
Student	6.7%	4.2%
Retired	9.7%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	1.1%	0.8%
<b>Annual household income level</b>		
Less than €25,000	21.6%	17.0%
€25,000 - €49,999	34.6%	36.5%
€50,000 - €74,999	24.8%	25.0%
More than €74,999	19.1%	21.5%
<b>Education level</b>		
No studies	3.7%	4.8%
Primary education	2.8%	2.8%
Secondary education	20.1%	23.1%
Higher education	73.4%	69.3%



Pictures: Freepik.com

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