

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

## THEME PARKS

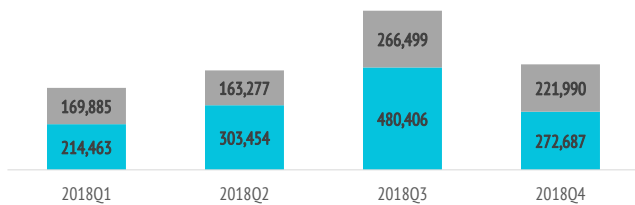
### How many are they and how much do they spend?



	Theme parks	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>2,092,661</b>	<b>13,485,651</b>
- book holiday package	1,271,011	7,848,516
- do not book holiday package	821,651	5,637,135
- % tourists who book holiday package	60.7%	58.2%
Share of total tourist	15.5%	100%

### TOURISTS BY QUARTER: THEME PARKS

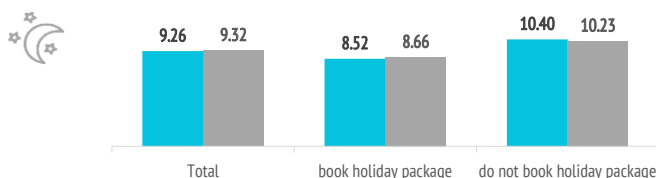
■ do not book holiday package ■ book holiday package



	Theme parks	Total
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,335</b>	<b>1,196</b>
- holiday package	1,412	1,309
- others	1,110	1,064
- do not book holiday package	302	246
<b>- do not book holiday package</b>	<b>1,216</b>	<b>1,037</b>
- flight	1,216	1,037
- accommodation	359	288
- others	377	350
- others	479	399
<b>Average length of stay</b>		
<b>- book holiday package</b>	<b>9.26</b>	<b>9.32</b>
- book holiday package	8.52	8.66
- do not book holiday package	10.40	10.23
<b>Average daily expenditure (€)</b>		
<b>- book holiday package</b>	<b>159.8</b>	<b>143.6</b>
- book holiday package	175.5	159.8
- do not book holiday package	135.6	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
<b>- book holiday package</b>	<b>2,794</b>	<b>16,124</b>
- book holiday package	1,795	10,277
- do not book holiday package	999	5,848

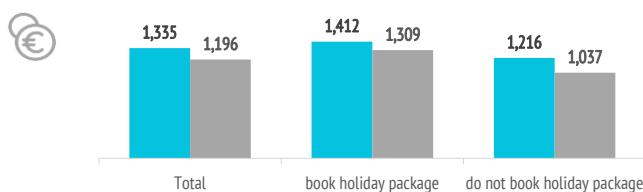
### AVERAGE LENGTH OF STAY (nights)

■ Theme parks ■ Total



### EXPENDITURE PER TOURIST (€)

■ Theme parks ■ Total



### Importance of each factor in the destination choice



	Theme parks	Total
Climate	76.6%	78.1%
Safety	53.2%	51.4%
Sea	42.6%	43.3%
Tranquility	42.4%	46.2%
Accommodation supply	41.3%	41.7%
Price	39.5%	36.5%
Beaches	37.0%	37.1%
Fun possibilities	34.3%	20.7%
European belonging	34.1%	35.8%
Landscapes	33.7%	31.6%
Effortless trip	33.6%	34.8%
Environment	31.1%	30.6%
Gastronomy	21.8%	22.6%
Authenticity	20.1%	19.1%
Exoticism	13.8%	10.5%
Shopping	11.3%	9.6%
Nightlife	9.6%	7.5%
Culture	8.9%	7.3%
Historical heritage	8.0%	7.1%
Hiking trail network	7.1%	9.0%

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?



	Theme parks	Total
Rest	39.8%	55.1%
Enjoy family time	23.1%	14.7%
Have fun	13.1%	7.8%
Explore the destination	22.3%	18.5%
Practice their hobbies	0.6%	1.8%
Other reasons	1.1%	2.1%



Theme parks **13.1%**

Total **7.8%**

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



	Theme parks	Total
The same day	0.7%	0.7%
Between 1 and 30 days	19.7%	23.2%
Between 1 and 2 months	20.6%	23.0%
Between 3 and 6 months	34.0%	32.4%
More than 6 months	25.0%	20.7%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

THEME PARKS

**25.0%**



TOTAL

**20.7%**

Picture: Freepik.com

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## THEME PARKS



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

	Theme parks	Total
Previous visits to the Canary Islands	43.6%	50.9%
Friends or relatives	34.6%	27.8%
Internet or social media	62.2%	56.1%
Mass Media	2.0%	1.7%
Travel guides and magazines	10.5%	9.5%
Travel Blogs or Forums	7.1%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	27.6%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.3%	2.3%

\* Multi-choice question

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

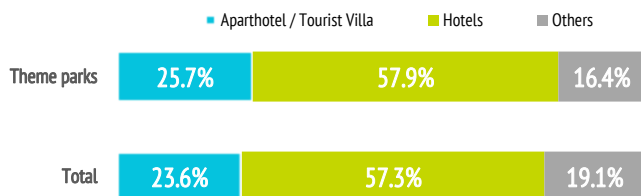
	Theme parks	Total
<b>Flight</b>		
- Directly with the airline	36.6%	39.5%
- Tour Operator or Travel Agency	63.4%	60.5%

	Theme parks	Total
<b>Accommodation</b>		
- Directly with the accommodation	27.1%	28.8%
- Tour Operator or Travel Agency	72.9%	71.2%

### Where do they stay?

	Theme parks	Total
1-2-3* Hotel	13.2%	12.8%
4* Hotel	39.2%	37.7%
5* Hotel / 5* Luxury Hotel	5.6%	6.8%
Aparthotel / Tourist Villa	25.7%	23.6%
House/room rented in a private dwelling	5.1%	5.3%
Private accommodation (1)	5.4%	7.0%
Others (Cottage, cruise, camping,...)	6.0%	6.8%

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



### What do they book?

	Theme parks	Total
Room only	27.1%	28.8%
Bed and Breakfast	11.3%	11.7%
Half board	22.7%	22.4%
Full board	2.9%	3.0%
All inclusive	36.0%	34.1%

**36%** of tourists book all inclusive.  
(Canary Islands: 34.1%)

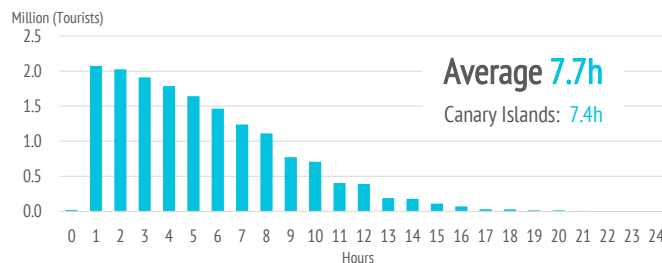
### Other expenses

	Theme parks	Total
Restaurants or cafes	63.9%	63.2%
Supermarkets	60.1%	55.9%
Car rental	33.1%	26.6%
Organized excursions	31.2%	21.8%
Taxi, transfer, chauffeur service	53.8%	51.7%
Theme Parks	43.7%	8.8%
Sport activities	9.2%	6.4%
Museums	4.9%	5.0%
Flights between islands	5.5%	4.8%

### Activities in the Canary Islands

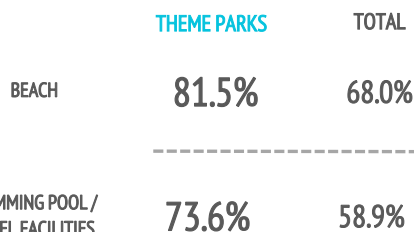
Outdoor time per day	Theme parks	Total
0 hours	0.9%	2.2%
1 - 2 hours	7.7%	10.0%
3 - 6 hours	32.2%	32.6%
7 - 12 hours	50.0%	46.5%
More than 12 hours	9.1%	8.7%

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



Activities in the Canary Islands	Theme parks	Total
Theme parks	100.0%	15.5%
Beach	81.5%	68.0%
Walk, wander	78.3%	71.0%
Swimming pool, hotel facilities	73.6%	58.9%
Explore the island on their own	59.6%	46.5%
Taste Canarian gastronomy	32.4%	25.4%
Organized excursions	28.1%	17.9%
Nightlife / concerts / shows	23.6%	15.5%
Sea excursions / whale watching	20.8%	11.3%
Sport activities	16.6%	14.3%
Wineries / markets / popular festivals	15.8%	12.0%
Activities at sea	14.9%	9.8%
Museums / exhibitions	12.9%	9.8%
Nature activities	12.5%	10.0%
Beauty and health treatments	8.6%	5.7%
Astronomical observation	5.4%	3.4%

\* Multi-choice question



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

## THEME PARKS

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Theme parks	2,092,661	202,990	177,923	437,643	1,263,146	5,430
- Share by islands	100%	9.7%	8.5%	20.9%	60.4%	0.3%
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%
% Theme parks	15.5%	8.3%	9.6%	11.4%	25.3%	2.2%

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

	Theme parks	Total
One island	90.2%	90.9%
Two islands	8.5%	7.7%
Three or more islands	1.3%	1.4%

### Internet usage during their trip

	Theme parks	Total
<b>Research</b>		
- Tourist package	17.8%	15.4%
- Flights	13.9%	13.0%
- Accommodation	19.6%	17.7%
- Transport	18.0%	15.6%
- Restaurants	31.8%	27.0%
- Excursions	34.7%	26.3%
- Activities	41.1%	31.0%
<b>Book or purchase</b>		
- Tourist package	37.8%	38.1%
- Flights	63.3%	64.4%
- Accommodation	55.3%	54.5%
- Transport	46.9%	44.7%
- Restaurants	11.4%	10.5%
- Excursions	17.0%	11.4%
- Activities	19.8%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Theme parks	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	45.3%	36.5%
- Free Wifi connection	35.8%	41.1%
<b>Applications*</b>		
- Search for locations or maps	72.1%	60.7%
- Search for destination info	56.7%	44.7%
- Share pictures or trip videos	61.9%	55.6%
- Download tourist apps	7.7%	6.5%
- Others	16.7%	23.9%

\* Multi-choice question

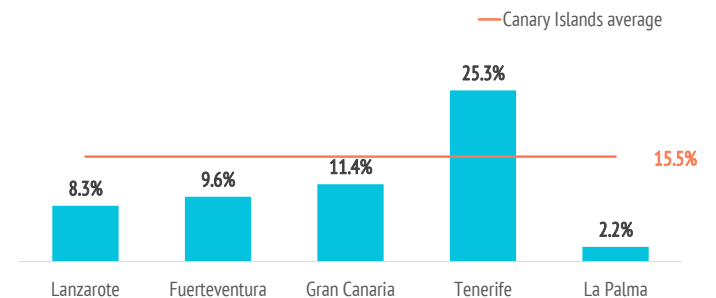


**61.9%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

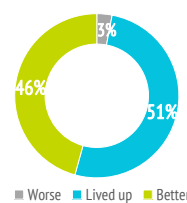


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Theme parks	Total
Average rating	8.61	8.58

Experience in the Canary Islands	Theme parks	Total
Worse or much worse than expected	3.0%	2.9%
Lived up to expectations	51.3%	57.4%
Better or much better than expected	45.7%	39.7%

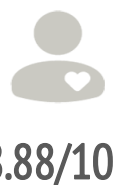
Future intentions (scale 1-10)	Theme parks	Total
Return to the Canary Islands	8.52	8.60
Recommend visiting the Canary Islands	8.88	8.86



Experience in the Canary



Return to the Canary Islands



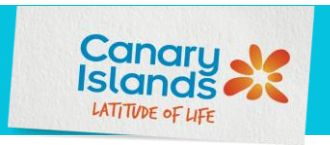
Recommend visiting the Canary Islands

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

	Theme parks	Total
<b>Repeat tourists</b>	<b>62.2%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	55.2%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	10.4%	18.4%
<b>At least 10 previous visits</b>	<b>9.5%</b>	<b>17.8%</b>

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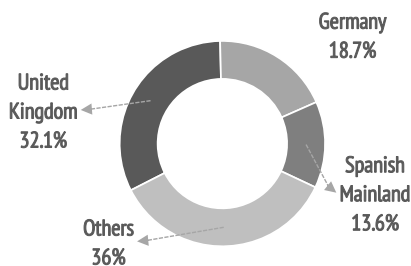
## THEME PARKS



### Where are they from?



	%	Absolute
United Kingdom	32.1%	672,779
Germany	18.7%	391,909
Spanish Mainland	13.6%	284,865
Ireland	3.7%	77,658
Netherlands	3.6%	75,148
Poland	3.3%	68,840
Italy	3.1%	65,031
France	3.1%	64,684
Belgium	2.4%	49,433
Norway	2.0%	41,758
Switzerland	1.9%	39,198
Finland	1.8%	37,895
Sweden	1.7%	35,948
Denmark	1.4%	28,253
Russia	1.3%	28,014
Austria	1.1%	23,418
Czech Republic	0.8%	17,008
Others	4.3%	90,823



### Who do they come with?



	Theme parks	Total
Unaccompanied	3.8%	8.9%
Only with partner	33.3%	47.4%
Only with children (< 13 years old)	11.7%	5.9%
Partner + children (< 13 years old)	15.2%	7.2%
Other relatives	10.9%	9.0%
Friends	5.4%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	19.3%	14.6%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>38.7%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.5%	1.8%
- Between 3 and 12 years old	32.7%	15.8%
- Between 0 -2 and 3-12 years	3.5%	1.6%
<b>Tourists without children</b>	<b>61.3%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	6.5%	12.4%
- 2 people	40.0%	54.1%
- 3 people	18.0%	12.6%
- 4 or 5 people	29.0%	17.1%
- 6 or more people	6.5%	3.8%
<b>Average group size:</b>	<b>3.10</b>	<b>2.58</b>

### Who are they?



	Theme parks	Total
<b>Gender</b>		
Men	48.1%	48.2%
Women	51.9%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	39.4	46.7
Standard deviation	12.9	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	13.5%	7.7%
25 - 30 years old	14.9%	10.8%
31 - 45 years old	41.1%	28.6%
46 - 60 years old	23.6%	31.3%
Over 60 years old	6.9%	21.5%
<b>Occupation</b>		
Salaried worker	63.0%	55.5%
Self-employed	11.2%	11.0%
Unemployed	1.2%	1.1%
Business owner	11.3%	9.2%
Student	5.3%	4.2%
Retired	6.2%	17.3%
Unpaid domestic work	1.1%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	20.1%	17.0%
€25,000 - €49,999	37.3%	36.5%
€50,000 - €74,999	22.9%	25.0%
More than €74,999	19.8%	21.5%
<b>Education level</b>		
No studies	5.3%	4.8%
Primary education	3.0%	2.8%
Secondary education	22.6%	23.1%
Higher education	69.1%	69.3%

**3 IN 10 TOURISTS ARE BRITISH**

**39 YEARS OLD**

AVERAGE AGE

**39% WITH CHILDREN**

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 theme parks.

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