

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

WALK / WANDER

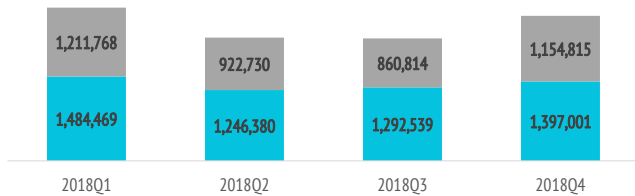
How many are they and how much do they spend?



	Walk / Wander	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	9,570,516	13,485,651
- book holiday package	5,420,390	7,848,516
- do not book holiday package	4,150,127	5,637,135
- % tourists who book holiday package	56.6%	58.2%
Share of total tourist	71.0%	100%

TOURISTS BY QUARTER: WALK / WANDER

■ do not book holiday package ■ book holiday package



	Walk / Wander	Total
Expenditure per tourist (€)		
- book holiday package	1,172	1,196
- holiday package	1,287	1,309
- others	1,032	1,064
- do not book holiday package	255	246
- do not book holiday package	1,021	1,037
- flight	1,021	1,037
- accommodation	281	288
- others	344	350
- others	396	399
Average length of stay		
- book holiday package	9.30	9.32
- do not book holiday package	8.58	8.66
- do not book holiday package	10.23	10.23
Average daily expenditure (€)		
- book holiday package	140.9	143.6
- do not book holiday package	158.5	159.8
- do not book holiday package	117.9	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	11,212	16,124
- do not book holiday package	6,974	10,277
- do not book holiday package	4,238	5,848

AVERAGE LENGTH OF STAY (nights)

■ Walk / Wander ■ Total



EXPENDITURE PER TOURIST (€)

■ Walk / Wander ■ Total



Importance of each factor in the destination choice



	Walk / Wander	Total
Climate	78.5%	78.1%
Safety	50.9%	51.4%
Tranquility	46.0%	46.2%
Sea	42.1%	43.3%
Accommodation supply	41.1%	41.7%
Price	36.6%	36.5%
Beaches	36.1%	37.1%
European belonging	35.2%	35.8%
Effortless trip	34.0%	34.8%
Landscapes	33.4%	31.6%
Environment	32.2%	30.6%
Gastronomy	22.8%	22.6%
Fun possibilities	20.4%	20.7%
Authenticity	19.5%	19.1%
Exoticism	10.7%	10.5%
Hiking trail network	10.0%	9.0%
Shopping	9.2%	9.6%
Culture	7.3%	7.3%
Historical heritage	7.2%	7.1%
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?



	Walk / Wander	Total
Rest	54.7%	55.1%
Enjoy family time	14.7%	14.7%
Have fun	7.6%	7.8%
Explore the destination	19.7%	18.5%
Practice their hobbies	1.4%	1.8%
Other reasons	2.0%	2.1%

EXPLORE THE DESTINATION



Walk / Wander 19.7%

Total 18.5%

How far in advance do they book their trip?



	Walk / Wander	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.7%	23.2%
Between 1 and 2 months	23.4%	23.0%
Between 3 and 6 months	32.6%	32.4%
More than 6 months	20.7%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

WALK / WANDER

23.4%



TOTAL

23.0%

Picture: Freepik.com

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WALK / WANDER



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

	Walk / Wander	Total
Previous visits to the Canary Islands	52.2%	50.9%
Friends or relatives	28.9%	27.8%
Internet or social media	59.0%	56.1%
Mass Media	1.8%	1.7%
Travel guides and magazines	10.3%	9.5%
Travel Blogs or Forums	6.2%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	24.3%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.2%	2.3%

* Multi-choice question

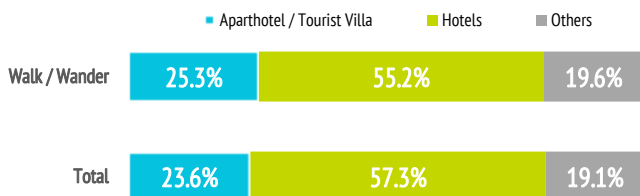
With whom did they book their flight and accommodation?

	Walk / Wander	Total
Flight		
- Directly with the airline	40.6%	39.5%
- Tour Operator or Travel Agency	59.4%	60.5%
Accommodation		
- Directly with the accommodation	29.5%	28.8%
- Tour Operator or Travel Agency	70.5%	71.2%

Where do they stay?

	Walk / Wander	Total
1-2-3* Hotel	12.4%	12.8%
4* Hotel	36.5%	37.7%
5* Hotel / 5* Luxury Hotel	6.3%	6.8%
Aparthotel / Tourist Villa	25.3%	23.6%
House/room rented in a private dwelling	5.4%	5.3%
Private accommodation (1)	7.2%	7.0%
Others (Cottage, cruise, camping,...)	6.9%	6.8%

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



What do they book?

	Walk / Wander	Total
Room only	30.7%	28.8%
Bed and Breakfast	12.5%	11.7%
Half board	22.2%	22.4%
Full board	2.9%	3.0%
All inclusive	31.8%	34.1%

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31.8% of tourists book all inclusive.
 (Canary Islands: 34.1%)

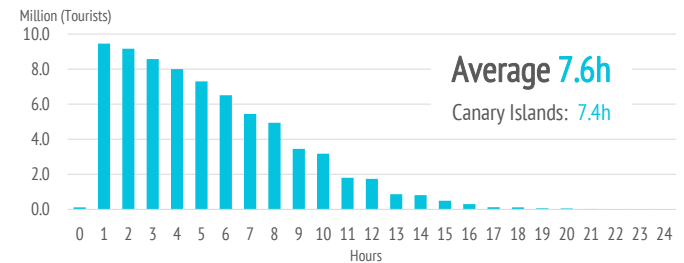
Other expenses

	Walk / Wander	Total
Restaurants or cafes	66.4%	63.2%
Supermarkets	59.3%	55.9%
Car rental	28.4%	26.6%
Organized excursions	22.9%	21.8%
Taxi, transfer, chauffeur service	52.0%	51.7%
Theme Parks	9.6%	8.8%
Sport activities	6.6%	6.4%
Museums	5.8%	5.0%
Flights between islands	5.4%	4.8%

Activities in the Canary Islands

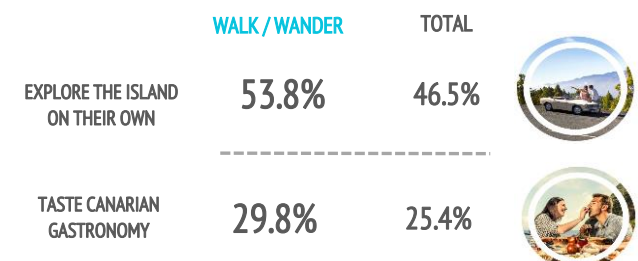
Outdoor time per day	Walk / Wander	Total
0 hours	1.2%	2.2%
1 - 2 hours	9.2%	10.0%
3 - 6 hours	32.6%	32.6%
7 - 12 hours	47.9%	46.5%
More than 12 hours	9.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Walk / Wander	Total
Walk, wander	100.0%	71.0%
Beach	72.6%	68.0%
Swimming pool, hotel facilities	63.6%	58.9%
Explore the island on their own	53.8%	46.5%
Taste Canarian gastronomy	29.8%	25.4%
Organized excursions	19.6%	17.9%
Nightlife / concerts / shows	17.5%	15.5%
Theme parks	17.1%	15.5%
Wineries / markets / popular festivals	14.6%	12.0%
Sport activities	14.4%	14.3%
Sea excursions / whale watching	12.1%	11.3%
Museums / exhibitions	11.7%	9.8%
Nature activities	11.7%	10.0%
Activities at sea	10.2%	9.8%
Beauty and health treatments	6.5%	5.7%
Astronomical observation	4.0%	3.4%

* Multi-choice question



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk / Wander	9,570,516	1,898,789	1,146,097	2,620,641	3,626,988	205,632
- Share by islands	100%	19.8%	12.0%	27.4%	37.9%	2.1%
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%
% Walk / Wander	71.0%	77.3%	61.7%	68.5%	72.7%	82.6%

How many islands do they visit during their trip?

	Walk / Wander	Total
One island	90.6%	90.9%
Two islands	8.1%	7.7%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Walk / Wander	Total
Research		
- Tourist package	15.3%	15.4%
- Flights	12.8%	13.0%
- Accommodation	17.5%	17.7%
- Transport	15.7%	15.6%
- Restaurants	28.5%	27.0%
- Excursions	27.3%	26.3%
- Activities	32.6%	31.0%
Book or purchase		
- Tourist package	38.0%	38.1%
- Flights	66.6%	64.4%
- Accommodation	56.5%	54.5%
- Transport	46.9%	44.7%
- Restaurants	10.7%	10.5%
- Excursions	11.7%	11.4%
- Activities	12.5%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Walk / Wander	Total
Did not use the Internet	8.7%	9.8%
Used the Internet	91.3%	90.2%
- Own Internet connection	37.8%	36.5%
- Free Wifi connection	41.5%	41.1%
Applications*		
- Search for locations or maps	63.7%	60.7%
- Search for destination info	47.4%	44.7%
- Share pictures or trip videos	57.3%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	23.3%	23.9%

* Multi-choice question

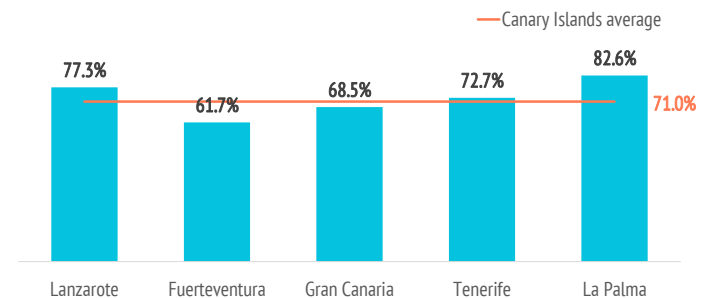


57.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

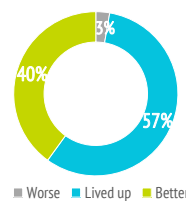


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Walk / Wander	Total
Average rating	8.62	8.58

Experience in the Canary Islands	Walk / Wander	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	57.3%	57.4%
Better or much better than expected	40.0%	39.7%

Future intentions (scale 1-10)	Walk / Wander	Total
Return to the Canary Islands	8.64	8.60
Recommend visiting the Canary Islands	8.89	8.86



Experience in the Canary



8.64/10

Return to the Canary Islands

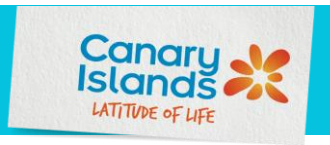


8.89/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

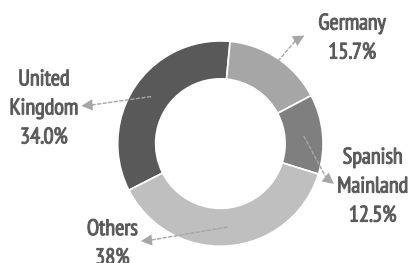
	Walk / Wander	Total
Repeat tourists	72.3%	71.0%
Repeat tourists (last 5 years)	65.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.9%	18.4%
At least 10 previous visits	18.1%	17.8%



Where are they from?



	%	Absolute
United Kingdom	34.0%	3,255,083
Germany	15.7%	1,506,465
Spanish Mainland	12.5%	1,200,225
Netherlands	4.0%	379,768
Sweden	4.0%	379,617
France	3.9%	371,847
Ireland	3.8%	365,265
Italy	3.2%	310,803
Norway	3.1%	300,264
Belgium	2.9%	279,523
Poland	2.2%	211,572
Denmark	2.0%	196,003
Finland	1.9%	186,198
Switzerland	1.5%	144,531
Austria	0.7%	65,187
Russia	0.6%	59,226
Czech Republic	0.5%	45,437
Others	3.3%	313,500



Who are they?



	Walk / Wander	Total
Gender		
Men	46.9%	48.2%
Women	53.1%	51.8%
Age		
Average age (tourist > 15 years old)	46.6	46.7
Standard deviation	15.3	15.3
Age range (> 15 years old)		
16 - 24 years old	7.7%	7.7%
25 - 30 years old	11.2%	10.8%
31 - 45 years old	28.4%	28.6%
46 - 60 years old	31.3%	31.3%
Over 60 years old	21.3%	21.5%
Occupation		
Salaried worker	55.7%	55.5%
Self-employed	10.7%	11.0%
Unemployed	1.1%	1.1%
Business owner	8.6%	9.2%
Student	4.2%	4.2%
Retired	18.0%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	17.5%	17.0%
€25,000 - €49,999	37.3%	36.5%
€50,000 - €74,999	24.8%	25.0%
More than €74,999	20.4%	21.5%
Education level		
No studies	5.0%	4.8%
Primary education	2.5%	2.8%
Secondary education	22.9%	23.1%
Higher education	69.5%	69.3%

Who do they come with?



	Walk / Wander	Total
Unaccompanied	8.2%	8.9%
Only with partner	49.0%	47.4%
Only with children (< 13 years old)	5.3%	5.9%
Partner + children (< 13 years old)	7.3%	7.2%
Other relatives	9.2%	9.0%
Friends	6.0%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	14.5%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	18.7%	19.3%
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	15.4%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	81.3%	80.7%
Group composition:		
- 1 person	18.7%	12.4%
- 2 people	1.8%	54.1%
- 3 people	15.4%	12.6%
- 4 or 5 people	1.4%	17.1%
- 6 or more people	81.3%	3.8%
Average group size:	2.58	2.58


3 IN 10 TOURISTS ARE BRITISH
47 YEARS OLD
 AVERAGE AGE
49% ONLY WITH PARTNER

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 walk / wander.

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