

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

SWIMMING POOL / HOTEL FACILITIES

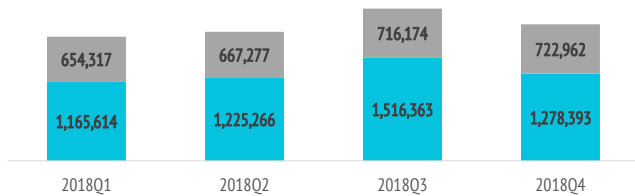
How many are they and how much do they spend?



	Swimming pool / ...	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	7,946,365	13,485,651
- book holiday package	5,185,636	7,848,516
- do not book holiday package	2,760,729	5,637,135
- % tourists who book holiday package	65.3%	58.2%
Share of total tourist	58.9%	100%

TOURISTS BY QUARTER: SWIMMING POOL / HOTEL FACILITIES

■ do not book holiday package ■ book holiday package



	Swimming pool / ...	Total
Expenditure per tourist (€)	1,267	1,196
- book holiday package	1,330	1,309
- holiday package	1,082	1,064
- others	247	246
- do not book holiday package	1,148	1,037
- flight	306	288
- accommodation	432	350
- others	410	399
Average length of stay	8.84	9.32
- book holiday package	8.43	8.66
- do not book holiday package	9.61	10.23
Average daily expenditure (€)	155.4	143.6
- book holiday package	165.6	159.8
- do not book holiday package	136.2	121.0
Total turnover (> 15 years old) (€m)	10,065	16,124
- book holiday package	6,896	10,277
- do not book holiday package	3,170	5,848

AVERAGE LENGTH OF STAY (nights)

■ Swimming pool / ... ■ Total



EXPENDITURE PER TOURIST (€)

■ Swimming pool / ... ■ Total



Importance of each factor in the destination choice



	Swimming pool / ...	Total
Climate	80.8%	78.1%
Safety	53.8%	51.4%
Accommodation supply	46.9%	41.7%
Tranquility	46.1%	46.2%
Sea	41.5%	43.3%
Price	39.5%	36.5%
Beaches	36.7%	37.1%
European belonging	35.6%	35.8%
Effortless trip	35.2%	34.8%
Environment	29.4%	30.6%
Landscapes	27.0%	31.6%
Fun possibilities	23.3%	20.7%
Gastronomy	22.4%	22.6%
Authenticity	18.0%	19.1%
Exoticism	10.8%	10.5%
Shopping	9.9%	9.6%
Nightlife	8.0%	7.5%
Culture	6.6%	7.3%
Hiking trail network	6.2%	9.0%
Historical heritage	6.1%	7.1%

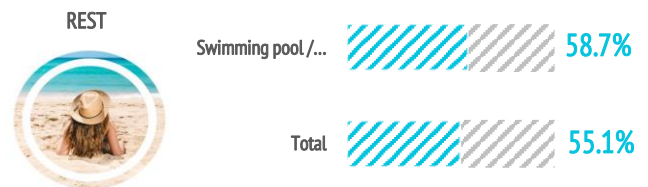
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Swimming pool / ...	Total
Rest	58.7%	55.1%
Enjoy family time	16.2%	14.7%
Have fun	8.5%	7.8%
Explore the destination	14.3%	18.5%
Practice their hobbies	1.0%	1.8%
Other reasons	1.4%	2.1%



How far in advance do they book their trip?



	Swimming pool / ...	Total
The same day	0.6%	0.7%
Between 1 and 30 days	21.2%	23.2%
Between 1 and 2 months	21.8%	23.0%
Between 3 and 6 months	33.3%	32.4%
More than 6 months	23.0%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SWIMMING POOL / HOTEL FACILITIES
23.0%



TOTAL
20.7%

Picture: Freepik.com

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SWIMMING POOL / HOTEL FACILITIES



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

	Swimming pool / ...	Total
Previous visits to the Canary Islands	52.1%	50.9%
Friends or relatives	27.4%	27.8%
Internet or social media	58.5%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	8.9%	9.5%
Travel Blogs or Forums	5.4%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	27.5%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.9%	2.3%

* Multi-choice question

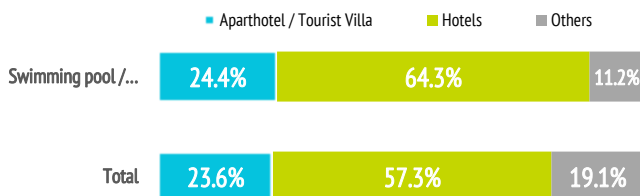
With whom did they book their flight and accommodation?

	Swimming pool / ...	Total
Flight		
- Directly with the airline	34.3%	39.5%
- Tour Operator or Travel Agency	65.7%	60.5%
Accommodation		
- Directly with the accommodation	25.9%	28.8%
- Tour Operator or Travel Agency	74.1%	71.2%

Where do they stay?

	Swimming pool / ...	Total
1-2-3* Hotel	12.7%	12.8%
4* Hotel	43.0%	37.7%
5* Hotel / 5* Luxury Hotel	8.6%	6.8%
Aparthotel / Tourist Villa	24.4%	23.6%
House/room rented in a private dwelling	2.6%	5.3%
Private accommodation (1)	2.8%	7.0%
Others (Cottage, cruise, camping,...)	5.9%	6.8%

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



What do they book?

	Swimming pool / ...	Total
Room only	24.0%	28.8%
Bed and Breakfast	11.2%	11.7%
Half board	22.9%	22.4%
Full board	3.1%	3.0%
All inclusive	38.8%	34.1%

38.8% of tourists book all inclusive.

(Canary Islands: 34.1%)

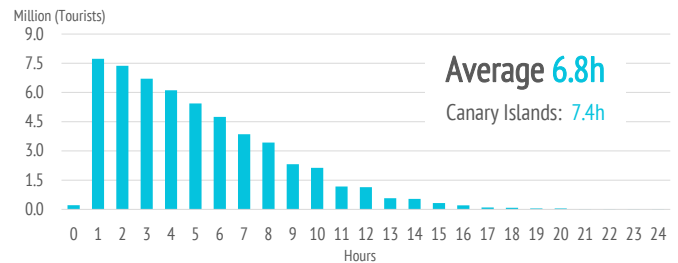
Other expenses

	Swimming pool / ...	Total
Restaurants or cafes	61.2%	63.2%
Supermarkets	54.7%	55.9%
Car rental	23.8%	26.6%
Organized excursions	23.9%	21.8%
Taxi, transfer, chauffeur service	58.4%	51.7%
Theme Parks	10.9%	8.8%
Sport activities	7.0%	6.4%
Museums	4.1%	5.0%
Flights between islands	4.6%	4.8%

Activities in the Canary Islands

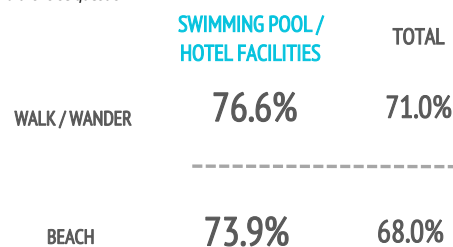
Outdoor time per day	Swimming pool / ...	Total
0 hours	2.7%	2.2%
1 - 2 hours	12.9%	10.0%
3 - 6 hours	35.9%	32.6%
7 - 12 hours	41.3%	46.5%
More than 12 hours	7.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Swimming pool / ...	Total
Swimming pool, hotel facilities	100.0%	58.9%
Walk, wander	76.6%	71.0%
Beach	73.9%	68.0%
Explore the island on their own	45.2%	46.5%
Taste Canarian gastronomy	23.7%	25.4%
Organized excursions	21.2%	17.9%
Theme parks	19.4%	15.5%
Nightlife / concerts / shows	18.1%	15.5%
Sport activities	15.1%	14.3%
Sea excursions / whale watching	13.4%	11.3%
Wineries / markets / popular festivals	12.2%	12.0%
Activities at sea	10.1%	9.8%
Museums / exhibitions	8.8%	9.8%
Nature activities	8.2%	10.0%
Beauty and health treatments	7.4%	5.7%
Astronomical observation	3.5%	3.4%

* Multi-choice question



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

SWIMMING POOL / HOTEL FACILITIES

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Swimming pool / hotel facilities	7,946,365	1,579,645	1,062,364	2,190,622	2,990,548	97,475
- Share by islands	100%	19.9%	13.4%	27.6%	37.6%	1.2%
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%
% Swimming pool / hotel facilities	58.9%	64.3%	57.2%	57.3%	59.9%	39.1%

How many islands do they visit during their trip?

	Swimming pool / ...	Total
One island	92.1%	90.9%
Two islands	7.0%	7.7%
Three or more islands	0.9%	1.4%

Internet usage during their trip

	Swimming pool / ...	Total
Research		
- Tourist package	16.6%	15.4%
- Flights	14.7%	13.0%
- Accommodation	19.7%	17.7%
- Transport	16.1%	15.6%
- Restaurants	27.6%	27.0%
- Excursions	27.6%	26.3%
- Activities	32.2%	31.0%
Book or purchase		
- Tourist package	41.3%	38.1%
- Flights	62.2%	64.4%
- Accommodation	55.0%	54.5%
- Transport	45.6%	44.7%
- Restaurants	11.0%	10.5%
- Excursions	11.9%	11.4%
- Activities	13.0%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Swimming pool / ...	Total
Did not use the Internet	8.4%	9.8%
Used the Internet	91.6%	90.2%
- Own Internet connection	34.9%	36.5%
- Free Wifi connection	44.3%	41.1%
Applications*		
- Search for locations or maps	59.5%	60.7%
- Search for destination info	46.1%	44.7%
- Share pictures or trip videos	58.5%	55.6%
- Download tourist apps	6.9%	6.5%
- Others	24.1%	23.9%

* Multi-choice question

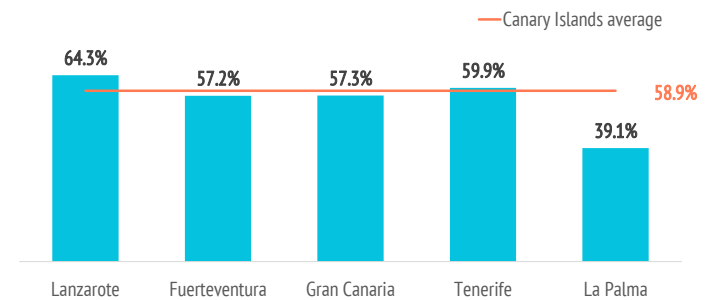


58.5% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

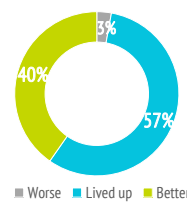


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Swimming pool / ...	Total
Average rating	8.60	8.58

Experience in the Canary Islands	Swimming pool / ...	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	56.8%	57.4%
Better or much better than expected	40.3%	39.7%

Future intentions (scale 1-10)	Swimming pool / ...	Total
Return to the Canary Islands	8.59	8.60
Recommend visiting the Canary Islands	8.85	8.86



Experience in the Canary

8.59/10

Return to the Canary Islands



8.85/10

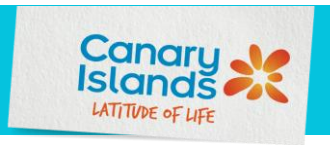
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Swimming pool / ...	Total
Repeat tourists	71.7%	71.0%
Repeat tourists (last 5 years)	64.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.3%	18.4%
At least 10 previous visits	16.0%	17.8%

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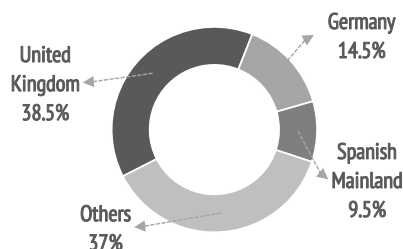
SWIMMING POOL / HOTEL FACILITIES



Where are they from?



	%	Absolute
United Kingdom	38.5%	3,060,923
Germany	14.5%	1,154,281
Spanish Mainland	9.5%	757,904
Sweden	4.5%	360,561
Ireland	4.3%	341,934
France	4.2%	332,054
Netherlands	4.2%	331,823
Belgium	3.0%	235,162
Norway	2.9%	231,297
Italy	2.4%	191,962
Poland	2.3%	179,112
Denmark	2.1%	170,564
Finland	1.9%	148,084
Switzerland	1.6%	125,577
Austria	0.6%	48,207
Czech Republic	0.4%	34,090
Russia	0.3%	27,291
Others	2.7%	215,539



Who do they come with?



	Swimming pool / ...	Total
Unaccompanied	4.7%	8.9%
Only with partner	44.7%	47.4%
Only with children (< 13 years old)	7.3%	5.9%
Partner + children (< 13 years old)	9.7%	7.2%
Other relatives	10.5%	9.0%
Friends	6.0%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	16.7%	14.6%

(1) Different situations have been isolated

Tourists with children	25.2%	19.3%
- Between 0 and 2 years old	2.1%	1.8%
- Between 3 and 12 years old	20.9%	15.8%
- Between 0 -2 and 3-12 years	2.2%	1.6%
Tourists without children	74.8%	80.7%
Group composition:		
- 1 person	7.6%	12.4%
- 2 people	51.7%	54.1%
- 3 people	14.5%	12.6%
- 4 or 5 people	21.2%	17.1%
- 6 or more people	5.0%	3.8%
Average group size:	2.80	2.58

Who are they?



	Swimming pool / ...	Total
Gender		
Men	46.3%	48.2%
Women	53.7%	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	8.6%	7.7%
25 - 30 years old	10.5%	10.8%
31 - 45 years old	31.0%	28.6%
46 - 60 years old	31.3%	31.3%
Over 60 years old	18.6%	21.5%
Occupation		
Salaried worker	57.9%	55.5%
Self-employed	11.1%	11.0%
Unemployed	1.0%	1.1%
Business owner	9.0%	9.2%
Student	3.9%	4.2%
Retired	15.3%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.9%	17.0%
€25,000 - €49,999	35.8%	36.5%
€50,000 - €74,999	26.0%	25.0%
More than €74,999	22.4%	21.5%
Education level		
No studies	5.9%	4.8%
Primary education	2.5%	2.8%
Secondary education	23.6%	23.1%
Higher education	68.0%	69.3%



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 swimming pool / hotel facilities.

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