

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

## BEACH

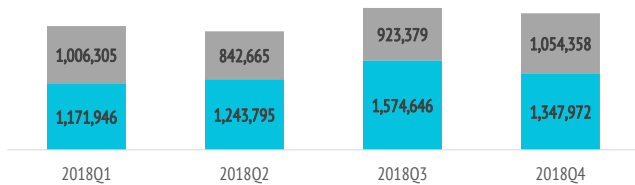
### How many are they and how much do they spend?



	Beach	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,559,787
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	9,165,066	13,485,651
- book holiday package	5,338,358	7,848,516
- do not book holiday package	3,826,708	5,637,135
- % tourists who book holiday package	58.2%	58.2%
Share of total tourist	68.0%	100%

### TOURISTS BY QUARTER: BEACH

■ do not book holiday package ■ book holiday package



	Beach	Total
<b>Expenditure per tourist (€)</b>	1,205	1,196
- book holiday package	1,308	1,309
- holiday package	1,056	1,064
- others	253	246
- do not book holiday package	1,060	1,037
- flight	296	288
- accommodation	354	350
- others	410	399
<b>Average length of stay</b>	9.41	9.32
- book holiday package	8.72	8.66
- do not book holiday package	10.38	10.23
<b>Average daily expenditure (€)</b>	142.6	143.6
- book holiday package	158.8	159.8
- do not book holiday package	119.9	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	11,042	16,124
- book holiday package	6,985	10,277
- do not book holiday package	4,058	5,848

### AVERAGE LENGTH OF STAY (nights)

■ Beach ■ Total



### EXPENDITURE PER TOURIST (€)

■ Beach ■ Total



### Importance of each factor in the destination choice



	Beach	Total
Climate	78.4%	78.1%
Safety	52.1%	51.4%
Sea	50.9%	43.3%
Tranquility	46.5%	46.2%
Beaches	46.4%	37.1%
Accommodation supply	40.5%	41.7%
Price	36.8%	36.5%
European belonging	35.9%	35.8%
Effortless trip	34.8%	34.8%
Landscapes	33.6%	31.6%
Environment	31.2%	30.6%
Gastronomy	22.5%	22.6%
Fun possibilities	22.1%	20.7%
Authenticity	20.1%	19.1%
Exoticism	11.5%	10.5%
Shopping	10.0%	9.6%
Hiking trail network	8.7%	9.0%
Nightlife	8.0%	7.5%
Culture	7.7%	7.3%
Historical heritage	7.5%	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?



	Beach	Total
Rest	52.9%	55.1%
Enjoy family time	15.5%	14.7%
Have fun	8.5%	7.8%
Explore the destination	19.8%	18.5%
Practice their hobbies	1.5%	1.8%
Other reasons	1.9%	2.1%

### EXPLORE THE DESTINATION



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



	Beach	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.3%	23.2%
Between 1 and 2 months	23.5%	23.0%
Between 3 and 6 months	32.3%	32.4%
More than 6 months	20.3%	20.7%

### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

BEACH

23.5%



TOTAL

23.0%

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 beach.

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

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

	Beach	Total
Previous visits to the Canary Islands	48.9%	50.9%
Friends or relatives	29.7%	27.8%
Internet or social media	58.3%	56.1%
Mass Media	1.9%	1.7%
Travel guides and magazines	10.1%	9.5%
Travel Blogs or Forums	6.1%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	24.4%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.3%

\* Multi-choice question

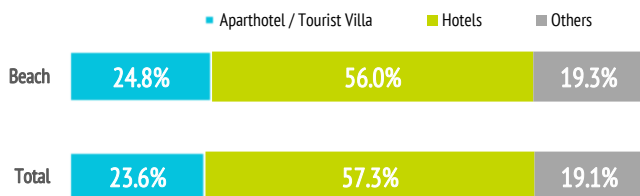
### With whom did they book their flight and accommodation?

	Beach	Total
<b>Flight</b>		
- Directly with the airline	39.5%	39.5%
- Tour Operator or Travel Agency	60.5%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	28.8%	28.8%
- Tour Operator or Travel Agency	71.2%	71.2%

### Where do they stay?

	Beach	Total
1-2-3* Hotel	13.3%	12.8%
4* Hotel	36.9%	37.7%
5* Hotel / 5* Luxury Hotel	5.8%	6.8%
Aparthotel / Tourist Villa	24.8%	23.6%
House/room rented in a private dwelling	5.8%	5.3%
Private accommodation (1)	7.0%	7.0%
Others (Cottage, cruise, camping,...)	6.5%	6.8%

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



### What do they book?

	Beach	Total
Room only	29.8%	28.8%
Bed and Breakfast	10.6%	11.7%
Half board	22.4%	22.4%
Full board	2.8%	3.0%
All inclusive	34.4%	34.1%

**34.4%** of tourists book all inclusive.  
(Canary Islands: 34.1%)

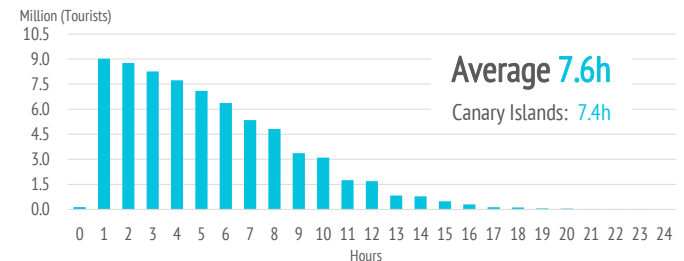
### Other expenses

	Beach	Total
Restaurants or cafes	63.7%	63.2%
Supermarkets	59.0%	55.9%
Car rental	29.4%	26.6%
Organized excursions	24.3%	21.8%
Taxi, transfer, chauffeur service	51.5%	51.7%
Theme Parks	10.3%	8.8%
Sport activities	7.5%	6.4%
Museums	5.5%	5.0%
Flights between islands	5.5%	4.8%

### Activities in the Canary Islands

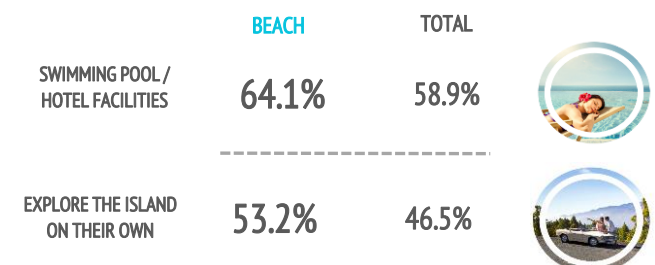
Outdoor time per day	Beach	Total
0 hours	1.5%	2.2%
1 - 2 hours	8.4%	10.0%
3 - 6 hours	31.8%	32.6%
7 - 12 hours	49.2%	46.5%
More than 12 hours	9.1%	8.7%

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



Activities in the Canary Islands	Beach	Total
Beach	100.0%	68.0%
Walk, wander	75.8%	71.0%
Swimming pool, hotel facilities	64.1%	58.9%
Explore the island on their own	53.2%	46.5%
Taste Canarian gastronomy	28.8%	25.4%
Organized excursions	19.9%	17.9%
Theme parks	18.6%	15.5%
Nightlife / concerts / shows	17.7%	15.5%
Sport activities	16.1%	14.3%
Wineries / markets / popular festivals	13.9%	12.0%
Sea excursions / whale watching	13.7%	11.3%
Activities at sea	12.7%	9.8%
Museums / exhibitions	11.3%	9.8%
Nature activities	11.2%	10.0%
Beauty and health treatments	6.5%	5.7%
Astronomical observation	4.0%	3.4%

\* Multi-choice question



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### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Beach	9,165,066	1,579,987	1,539,390	2,751,950	3,104,967	138,668
- Share by islands	100%	17.2%	16.8%	30.0%	33.9%	1.5%
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%
% Beach	68.0%	64.3%	82.9%	71.9%	62.2%	55.7%

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

	Beach	Total
One island	90.5%	90.9%
Two islands	8.2%	7.7%
Three or more islands	1.2%	1.4%

### Internet usage during their trip

	Beach	Total
<b>Research</b>		
- Tourist package	15.9%	15.4%
- Flights	13.2%	13.0%
- Accommodation	18.1%	17.7%
- Transport	16.5%	15.6%
- Restaurants	28.9%	27.0%
- Excursions	28.9%	26.3%
- Activities	33.8%	31.0%
<b>Book or purchase</b>		
- Tourist package	37.8%	38.1%
- Flights	64.7%	64.4%
- Accommodation	55.1%	54.5%
- Transport	45.3%	44.7%
- Restaurants	10.6%	10.5%
- Excursions	12.0%	11.4%
- Activities	13.2%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Beach	Total
<b>Did not use the Internet</b>	<b>8.4%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>91.6%</b>	<b>90.2%</b>
- Own Internet connection	39.0%	36.5%
- Free Wifi connection	39.9%	41.1%
<b>Applications*</b>		
- Search for locations or maps	64.6%	60.7%
- Search for destination info	47.8%	44.7%
- Share pictures or trip videos	58.1%	55.6%
- Download tourist apps	7.0%	6.5%
- Others	21.4%	23.9%

\* Multi-choice question

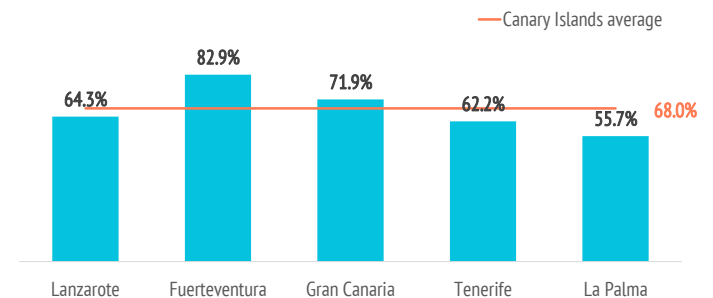


**58.1%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

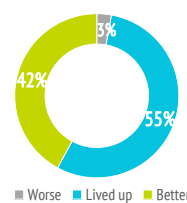


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beach	Total
Average rating	8.60	8.58

Experience in the Canary Islands	Beach	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	55.1%	57.4%
Better or much better than expected	42.1%	39.7%

Future intentions (scale 1-10)	Beach	Total
Return to the Canary Islands	8.61	8.60
Recommend visiting the Canary Islands	8.87	8.86



Experience in the Canary

8.61/10

Return to the Canary Islands

8.87/10

Recommend visiting the Canary Islands

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

	Beach	Total
<b>Repeat tourists</b>	<b>69.0%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	62.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.5%	18.4%
<b>At least 10 previous visits</b>	<b>15.8%</b>	<b>17.8%</b>

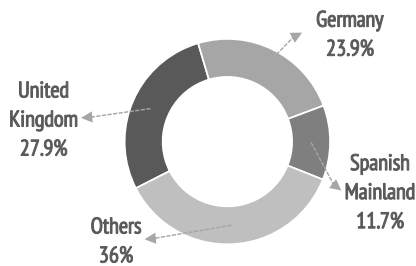
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## BEACH

### Where are they from?



	%	Absolute
United Kingdom	27.9%	2,557,392
Germany	23.9%	2,189,843
Spanish Mainland	11.7%	1,074,527
Italy	4.0%	367,288
France	3.8%	350,932
Netherlands	3.7%	343,636
Sweden	3.6%	332,998
Ireland	3.3%	303,587
Norway	2.5%	230,819
Poland	2.5%	226,551
Switzerland	2.3%	208,883
Belgium	2.1%	191,682
Denmark	1.5%	136,139
Finland	1.4%	129,768
Austria	1.0%	87,773
Russia	0.7%	60,764
Czech Republic	0.6%	51,952
Others	3.5%	320,531



### Who do they come with?



	Beach	Total
Unaccompanied	8.2%	8.9%
Only with partner	44.9%	47.4%
Only with children (< 13 years old)	6.7%	5.9%
Partner + children (< 13 years old)	8.4%	7.2%
Other relatives	9.2%	9.0%
Friends	6.6%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.2%
Other combinations <sup>(1)</sup>	15.6%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>21.8%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.0%	1.8%
- Between 3 and 12 years old	18.0%	15.8%
- Between 0 -2 and 3-12 years	1.8%	1.6%
<b>Tourists without children</b>	<b>78.2%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	11.5%	12.4%
- 2 people	52.0%	54.1%
- 3 people	13.6%	12.6%
- 4 or 5 people	18.9%	17.1%
- 6 or more people	4.0%	3.8%
<b>Average group size:</b>	<b>2.65</b>	<b>2.58</b>

### Who are they?



	Beach	Total
<b>Gender</b>		
Men	47.9%	48.2%
Women	52.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	44.5	46.7
Standard deviation	14.8	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	9.1%	7.7%
25 - 30 years old	12.5%	10.8%
31 - 45 years old	31.4%	28.6%
46 - 60 years old	30.5%	31.3%
Over 60 years old	16.5%	21.5%
<b>Occupation</b>		
Salaried worker	57.9%	55.5%
Self-employed	11.4%	11.0%
Unemployed	1.2%	1.1%
Business owner	9.4%	9.2%
Student	4.9%	4.2%
Retired	13.4%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	17.7%	17.0%
€25,000 - €49,999	37.1%	36.5%
€50,000 - €74,999	25.0%	25.0%
More than €74,999	20.2%	21.5%
<b>Education level</b>		
No studies	4.4%	4.8%
Primary education	2.8%	2.8%
Secondary education	22.5%	23.1%
Higher education	70.2%	69.3%



Pictures: Freepik.com

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