

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

EXPLORE THE ISLAND ON THEIR OWN

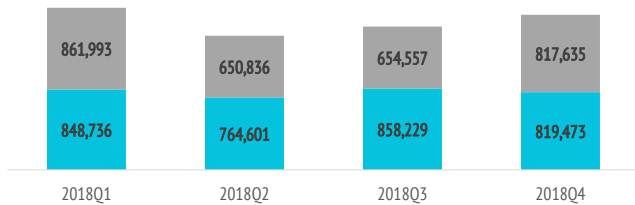
How many are they and how much do they spend?



	Explore the island	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	6,276,060	13,485,651
- book holiday package	3,291,039	7,848,516
- do not book holiday package	2,985,021	5,637,135
- % tourists who book holiday package	52.4%	58.2%
Share of total tourist	46.5%	100%

TOURISTS BY QUARTER: EXPLORE THE ISLAND ON THEIR OWN

■ do not book holiday package ■ book holiday package



	Explore the island	Total
Expenditure per tourist (€)	1,160	1,196
- book holiday package	1,279	1,309
- holiday package	1,011	1,064
- others	268	246
- do not book holiday package	1,029	1,037
- flight	284	288
- accommodation	334	350
- others	412	399
Average length of stay	9.60	9.32
- book holiday package	8.68	8.66
- do not book holiday package	10.61	10.23
Average daily expenditure (€)	136.3	143.6
- book holiday package	155.7	159.8
- do not book holiday package	115.0	121.0
Total turnover (> 15 years old) (€m)	7,279	16,124
- book holiday package	4,208	10,277
- do not book holiday package	3,071	5,848

AVERAGE LENGTH OF STAY (nights)

■ Explore the island ■ Total



EXPENDITURE PER TOURIST (€)

■ Explore the island ■ Total



Importance of each factor in the destination choice



	Explore the island	Total
Climate	76.2%	78.1%
Safety	48.3%	51.4%
Sea	45.6%	43.3%
Tranquility	45.4%	46.2%
Landscapes	41.2%	31.6%
Beaches	37.6%	37.1%
Accommodation supply	36.3%	41.7%
European belonging	34.4%	35.8%
Environment	34.1%	30.6%
Price	33.7%	36.5%
Effortless trip	31.9%	34.8%
Gastronomy	22.1%	22.6%
Authenticity	22.1%	19.1%
Fun possibilities	19.7%	20.7%
Exoticism	12.0%	10.5%
Hiking trail network	11.8%	9.0%
Historical heritage	9.0%	7.1%
Shopping	8.7%	9.6%
Culture	8.5%	7.3%
Nightlife	6.3%	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?



	Explore the island	Total
Rest	45.4%	55.1%
Enjoy family time	13.7%	14.7%
Have fun	7.9%	7.8%
Explore the destination	29.2%	18.5%
Practice their hobbies	1.7%	1.8%
Other reasons	2.1%	2.1%

EXPLORE THE DESTINATION



Explore the island 29.2%

Total 18.5%

How far in advance do they book their trip?



	Explore the island	Total
The same day	0.8%	0.7%
Between 1 and 30 days	23.4%	23.2%
Between 1 and 2 months	24.6%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	18.9%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

EXPLORE THE ISLAND

24.6%



TOTAL

23.2%

Picture: Freepik.com

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

	Explore the island	Total
Previous visits to the Canary Islands	47.2%	50.9%
Friends or relatives	30.8%	27.8%
Internet or social media	62.2%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	13.2%	9.5%
Travel Blogs or Forums	7.9%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	22.6%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.3%	2.3%

* Multi-choice question

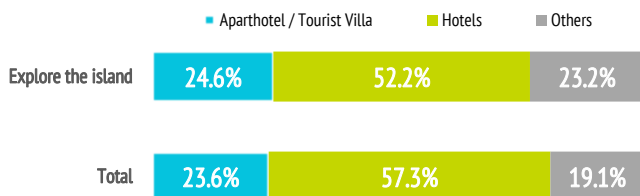
With whom did they book their flight and accommodation? 👁

	Explore the island	Total
Flight		
- Directly with the airline	43.6%	39.5%
- Tour Operator or Travel Agency	56.4%	60.5%
Accommodation		
- Directly with the accommodation	32.1%	28.8%
- Tour Operator or Travel Agency	67.9%	71.2%

Where do they stay? 🏠

	Explore the island	Total
1-2-3* Hotel	12.6%	12.8%
4* Hotel	34.0%	37.7%
5* Hotel / 5* Luxury Hotel	5.6%	6.8%
Aparthotel / Tourist Villa	24.6%	23.6%
House/room rented in a private dwelling	7.5%	5.3%
Private accommodation (1)	7.8%	7.0%
Others (Cottage, cruise, camping,...)	8.0%	6.8%

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



What do they book? 🍽

	Explore the island	Total
Room only	33.1%	28.8%
Bed and Breakfast	12.8%	11.7%
Half board	23.3%	22.4%
Full board	2.7%	3.0%
All inclusive	28.1%	34.1%

”
33.1% of tourists book room only.
 (Canary Islands: 28.8%)

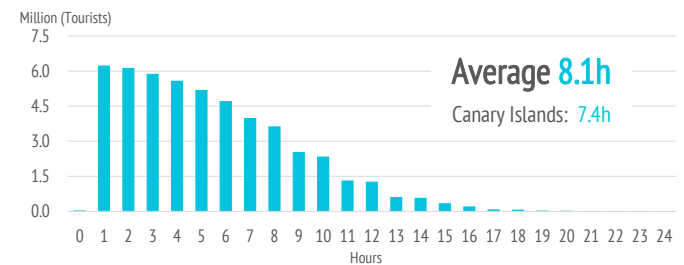
Other expenses 📍

	Explore the island	Total
Restaurants or cafes	69.0%	63.2%
Supermarkets	61.8%	55.9%
Car rental	45.1%	26.6%
Organized excursions	25.1%	21.8%
Taxi, transfer, chauffeur service	44.3%	51.7%
Theme Parks	11.6%	8.8%
Sport activities	7.7%	6.4%
Museums	8.9%	5.0%
Flights between islands	6.5%	4.8%

Activities in the Canary Islands 🚶

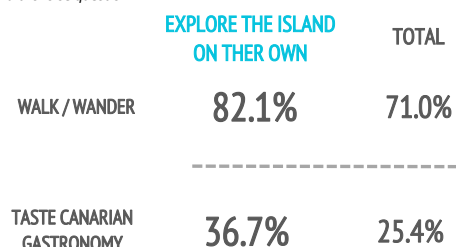
Outdoor time per day	Explore the island	Total
0 hours	0.6%	2.2%
1 - 2 hours	5.7%	10.0%
3 - 6 hours	30.0%	32.6%
7 - 12 hours	53.9%	46.5%
More than 12 hours	9.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Explore the island	Total
Explore the island on their own	100.0%	46.5%
Walk, wander	82.1%	71.0%
Beach	77.6%	68.0%
Swimming pool, hotel facilities	57.2%	58.9%
Taste Canarian gastronomy	36.7%	25.4%
Theme parks	19.9%	15.5%
Wineries / markets / popular festivals	18.3%	12.0%
Organized excursions	17.4%	17.9%
Museums / exhibitions	17.2%	9.8%
Sport activities	16.4%	14.3%
Nightlife / concerts / shows	16.4%	15.5%
Nature activities	16.3%	10.0%
Sea excursions / whale watching	14.0%	11.3%
Activities at sea	12.5%	9.8%
Beauty and health treatments	6.5%	5.7%
Astronomical observation	5.0%	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
Explore the island on their own	6,276,060	1,215,069	811,404	1,690,125	2,311,155	186,205
- Share by islands	100%	19.4%	12.9%	26.9%	36.8%	3.0%
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%
% Explore the island on their own	46.5%	49.5%	43.7%	44.2%	46.3%	74.8%

How many islands do they visit during their trip?

	Explore the island	Total
One island	88.9%	90.9%
Two islands	9.4%	7.7%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Explore the island	Total
Research		
- Tourist package	15.3%	15.4%
- Flights	11.7%	13.0%
- Accommodation	16.4%	17.7%
- Transport	16.1%	15.6%
- Restaurants	31.0%	27.0%
- Excursions	30.3%	26.3%
- Activities	36.2%	31.0%
Book or purchase		
- Tourist package	35.1%	38.1%
- Flights	69.0%	64.4%
- Accommodation	58.5%	54.5%
- Transport	51.0%	44.7%
- Restaurants	11.3%	10.5%
- Excursions	13.5%	11.4%
- Activities	14.6%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Explore the island	Total
Did not use the Internet	7.1%	9.8%
Used the Internet	92.9%	90.2%
- Own Internet connection	42.6%	36.5%
- Free Wifi connection	38.2%	41.1%
Applications*		
- Search for locations or maps	75.2%	60.7%
- Search for destination info	54.1%	44.7%
- Share pictures or trip videos	58.1%	55.6%
- Download tourist apps	7.9%	6.5%
- Others	18.3%	23.9%

* Multi-choice question

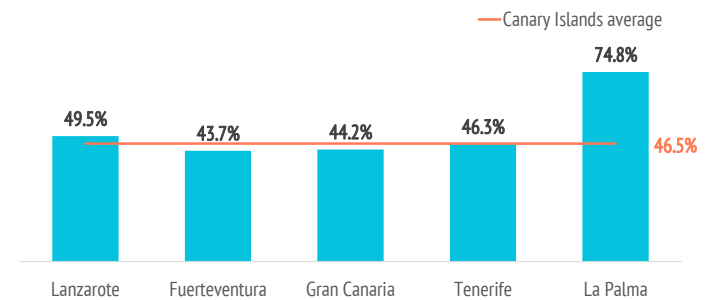


58.1% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

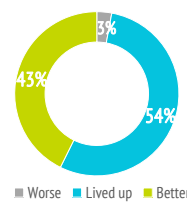


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Explore the island	Total
Average rating	8.60	8.58

Experience in the Canary Islands	Explore the island	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	54.4%	57.4%
Better or much better than expected	42.7%	39.7%

Future intentions (scale 1-10)	Explore the island	Total
Return to the Canary Islands	8.55	8.60
Recommend visiting the Canary Islands	8.89	8.86



Experience in the Canary

8.55/10

Return to the Canary Islands

8.89/10

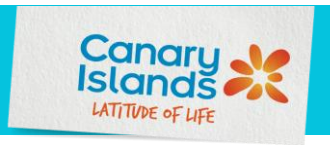
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Explore the island	Total
Repeat tourists	67.5%	71.0%
Repeat tourists (last 5 years)	60.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	15.1%	18.4%
At least 10 previous visits	13.9%	17.8%

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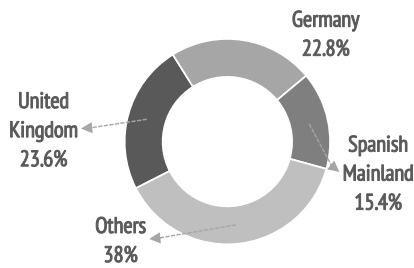
EXPLORE THE ISLAND ON THEIR OWN



Where are they from?



	%	Absolute
United Kingdom	23.6%	1,480,670
Germany	22.8%	1,432,478
Spanish Mainland	15.4%	964,396
France	4.7%	297,081
Italy	4.3%	271,165
Netherlands	4.2%	265,380
Sweden	2.8%	176,583
Poland	2.7%	166,339
Belgium	2.6%	161,142
Denmark	2.5%	159,530
Ireland	2.3%	143,482
Switzerland	2.2%	135,811
Norway	2.1%	134,066
Finland	1.6%	100,447
Austria	1.0%	64,204
Russia	0.8%	50,905
Czech Republic	0.6%	35,108
Others	3.8%	237,272



Who do they come with?



	Explore the island	Total
Unaccompanied	7.6%	8.9%
Only with partner	49.3%	47.4%
Only with children (< 13 years old)	5.6%	5.9%
Partner + children (< 13 years old)	7.5%	7.2%
Other relatives	8.1%	9.0%
Friends	6.1%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	15.2%	14.6%

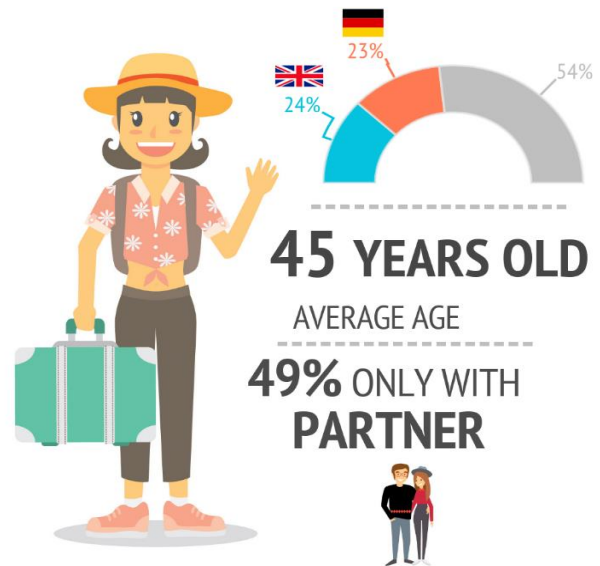
(1) Different situations have been isolated

Tourists with children	18.7%	19.3%
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	15.5%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	81.3%	80.7%
Group composition:		
- 1 person	10.9%	12.4%
- 2 people	55.8%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	17.1%	17.1%
- 6 or more people	3.6%	3.8%
Average group size:	2.58	2.58

Who are they?



	Explore the island	Total
Gender		
Men	49.5%	48.2%
Women	50.5%	51.8%
Age		
Average age (tourist > 15 years old)	44.6	46.7
Standard deviation	14.9	15.3
Age range (> 15 years old)		
16 - 24 years old	9.0%	7.7%
25 - 30 years old	13.4%	10.8%
31 - 45 years old	30.3%	28.6%
46 - 60 years old	30.3%	31.3%
Over 60 years old	17.1%	21.5%
Occupation		
Salaried worker	56.8%	55.5%
Self-employed	11.3%	11.0%
Unemployed	1.3%	1.1%
Business owner	9.7%	9.2%
Student	4.9%	4.2%
Retired	14.6%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	18.0%	17.0%
€25,000 - €49,999	37.1%	36.5%
€50,000 - €74,999	24.7%	25.0%
More than €74,999	20.1%	21.5%
Education level		
No studies	3.6%	4.8%
Primary education	2.5%	2.8%
Secondary education	21.1%	23.1%
Higher education	72.9%	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 explore the island on their own.

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