

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

BEAUTY AND HEALTH TREATMENTS

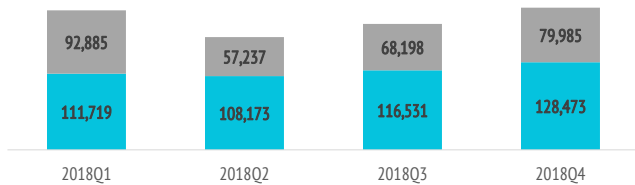
How many are they and how much do they spend?



	Beauty	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	763,199	13,485,651
- book holiday package	464,896	7,848,516
- do not book holiday package	298,304	5,637,135
- % tourists who book holiday package	60.9%	58.2%
Share of total tourist	5.7%	100%

TOURISTS BY QUARTER: BEAUTY AND HEALTH TREATMENTS

■ do not book holiday package ■ book holiday package



	Beauty	Total
Expenditure per tourist (€)	1,323	1,196
- book holiday package	1,346	1,309
- holiday package	1,064	1,064
- others	282	246
- do not book holiday package	1,289	1,037
- flight	308	288
- accommodation	444	350
- others	537	399
Average length of stay	10.36	9.32
- book holiday package	8.63	8.66
- do not book holiday package	13.05	10.23
Average daily expenditure (€)	153.8	143.6
- book holiday package	165.2	159.8
- do not book holiday package	136.0	121.0
Total turnover (> 15 years old) (€m)	1,010	16,124
- book holiday package	626	10,277
- do not book holiday package	385	5,848

AVERAGE LENGTH OF STAY (nights)

■ Beauty ■ Total



EXPENDITURE PER TOURIST (€)

■ Beauty ■ Total



Importance of each factor in the destination choice



	Beauty	Total
Climate	81.3%	78.1%
Safety	58.0%	51.4%
Tranquility	53.0%	46.2%
Accommodation supply	48.7%	41.7%
Sea	45.6%	43.3%
Price	39.9%	36.5%
Effortless trip	39.8%	34.8%
Beaches	39.4%	37.1%
European belonging	38.8%	35.8%
Environment	32.7%	30.6%
Landscapes	30.9%	31.6%
Gastronomy	27.7%	22.6%
Fun possibilities	26.8%	20.7%
Authenticity	21.8%	19.1%
Shopping	13.8%	9.6%
Exoticism	13.0%	10.5%
Nightlife	10.5%	7.5%
Culture	9.7%	7.3%
Hiking trail network	8.7%	9.0%
Historical heritage	8.5%	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?



	Beauty	Total
Rest	59.3%	55.1%
Enjoy family time	14.1%	14.7%
Have fun	7.7%	7.8%
Explore the destination	15.6%	18.5%
Practice their hobbies	1.2%	1.8%
Other reasons	2.1%	2.1%

REST



How far in advance do they book their trip?



	Beauty	Total
The same day	0.5%	0.7%
Between 1 and 30 days	22.5%	23.2%
Between 1 and 2 months	23.1%	23.0%
Between 3 and 6 months	33.5%	32.4%
More than 6 months	20.3%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

BEAUTY AND HEALTH TREATMENTS
33.5%



TOTAL
32.4%

Picture: Freepik.com

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

	Beauty	Total
Previous visits to the Canary Islands	51.4%	50.9%
Friends or relatives	30.1%	27.8%
Internet or social media	59.6%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	10.2%	9.5%
Travel Blogs or Forums	5.5%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	29.1%	24.7%
Public administrations or similar	0.7%	0.4%
Others	2.3%	2.3%

* Multi-choice question

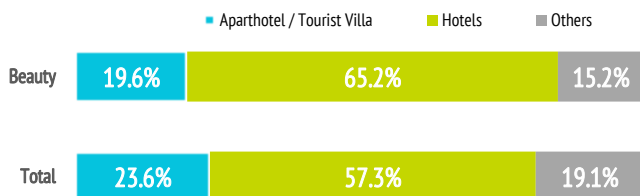
With whom did they book their flight and accommodation?

	Beauty	Total
Flight		
- Directly with the airline	38.4%	39.5%
- Tour Operator or Travel Agency	61.6%	60.5%
Accommodation		
- Directly with the accommodation	27.6%	28.8%
- Tour Operator or Travel Agency	72.4%	71.2%

Where do they stay?

	Beauty	Total
1-2-3* Hotel	11.8%	12.8%
4* Hotel	41.7%	37.7%
5* Hotel / 5* Luxury Hotel	11.8%	6.8%
Aparthotel / Tourist Villa	19.6%	23.6%
House/room rented in a private dwelling	3.1%	5.3%
Private accommodation (1)	6.1%	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?

	Beauty	Total
Room only	22.2%	28.8%
Bed and Breakfast	13.1%	11.7%
Half board	27.3%	22.4%
Full board	3.8%	3.0%
All inclusive	33.7%	34.1%

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33.7% of tourists book all inclusive..
(Canary Islands: 34.1%)

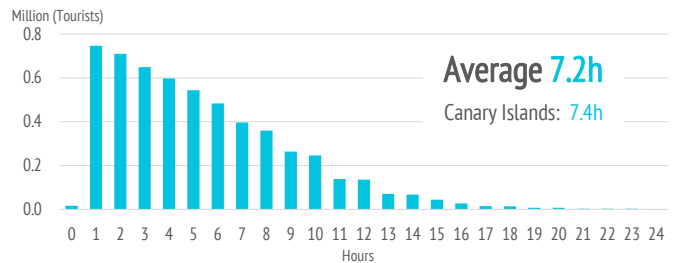
Other expenses

	Beauty	Total
Restaurants or cafes	64.1%	63.2%
Supermarkets	54.6%	55.9%
Car rental	26.2%	26.6%
Organized excursions	25.7%	21.8%
Taxi, transfer, chauffeur service	58.2%	51.7%
Theme Parks	11.4%	8.8%
Sport activities	8.8%	6.4%
Museums	6.3%	5.0%
Flights between islands	4.8%	4.8%

Activities in the Canary Islands

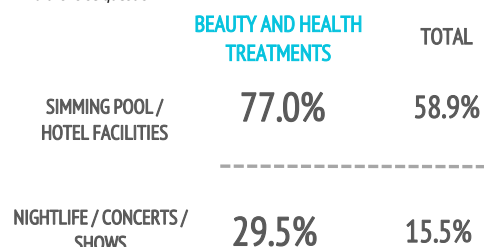
Outdoor time per day	Beauty	Total
0 hours	2.2%	2.2%
1 - 2 hours	12.8%	10.0%
3 - 6 hours	33.1%	32.6%
7 - 12 hours	42.6%	46.5%
More than 12 hours	9.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Beauty	Total
Beauty and health treatments	100.0%	5.7%
Walk, wander	82.0%	71.0%
Beach	77.8%	68.0%
Swimming pool, hotel facilities	77.0%	58.9%
Explore the island on their own	53.6%	46.5%
Taste Canarian gastronomy	37.0%	25.4%
Nightlife / concerts / shows	29.5%	15.5%
Organized excursions	24.8%	17.9%
Theme parks	23.6%	15.5%
Sport activities	23.3%	14.3%
Wineries / markets / popular festivals	20.8%	12.0%
Sea excursions / whale watching	16.7%	11.3%
Museums / exhibitions	15.6%	9.8%
Activities at sea	14.6%	9.8%
Nature activities	11.2%	10.0%
Astronomical observation	7.4%	3.4%

* Multi-choice question



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BEAUTY AND HEALTH TREATMENTS

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Beauty and health treatments	763,199	131,748	98,698	231,457	289,199	9,100
- Share by islands	100%	17.3%	12.9%	30.3%	37.9%	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%
% Beauty and health treatments	5.7%	5.4%	5.3%	6.1%	5.8%	3.7%

How many islands do they visit during their trip?

	Beauty	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

	Beauty	Total
Research		
- Tourist package	17.3%	15.4%
- Flights	14.7%	13.0%
- Accommodation	21.2%	17.7%
- Transport	17.8%	15.6%
- Restaurants	30.0%	27.0%
- Excursions	28.9%	26.3%
- Activities	33.3%	31.0%
Book or purchase		
- Tourist package	38.9%	38.1%
- Flights	61.7%	64.4%
- Accommodation	52.5%	54.5%
- Transport	44.4%	44.7%
- Restaurants	12.4%	10.5%
- Excursions	13.2%	11.4%
- Activities	14.3%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Beauty	Total
Did not use the Internet	7.6%	9.8%
Used the Internet	92.4%	90.2%
- Own Internet connection	36.4%	36.5%
- Free Wifi connection	41.6%	41.1%
Applications*		
- Search for locations or maps	63.0%	60.7%
- Search for destination info	49.0%	44.7%
- Share pictures or trip videos	62.8%	55.6%
- Download tourist apps	7.9%	6.5%
- Others	22.4%	23.9%

* Multi-choice question

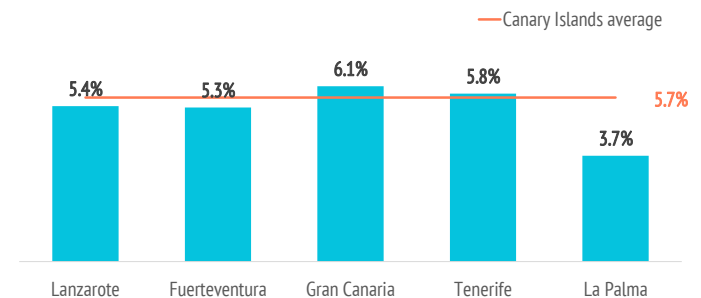


62.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

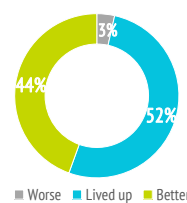


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beauty	Total
Average rating	8.68	8.58

Experience in the Canary Islands	Beauty	Total
Worse or much worse than expected	3.5%	2.9%
Lived up to expectations	52.0%	57.4%
Better or much better than expected	44.5%	39.7%

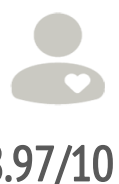
Future intentions (scale 1-10)	Beauty	Total
Return to the Canary Islands	8.76	8.60
Recommend visiting the Canary Islands	8.97	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Beauty	Total
Repeat tourists	71.8%	71.0%
Repeat tourists (last 5 years)	64.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.1%	18.4%
At least 10 previous visits	17.9%	17.8%

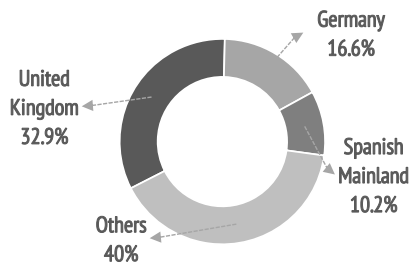
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Where are they from?



	%	Absolute
United Kingdom	32.9%	250,930
Germany	16.6%	126,933
Spanish Mainland	10.2%	77,493
France	6.2%	47,468
Ireland	5.4%	41,258
Norway	4.2%	32,339
Belgium	3.1%	23,645
Italy	3.1%	23,461
Netherlands	3.0%	22,869
Sweden	2.7%	20,763
Finland	2.6%	19,769
Switzerland	2.3%	17,668
Denmark	1.9%	14,260
Poland	0.9%	7,097
Austria	0.7%	5,658
Russia	0.2%	1,330
Czech Republic	0.1%	480
Others	3.9%	29,778



Who do they come with?



	Beauty	Total
Unaccompanied	9.6%	8.9%
Only with partner	46.1%	47.4%
Only with children (< 13 years old)	4.1%	5.9%
Partner + children (< 13 years old)	6.1%	7.2%
Other relatives	10.2%	9.0%
Friends	7.6%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	15.6%	14.6%

(1) Different situations have been isolated

Tourists with children	17.0%	19.3%
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	13.5%	15.8%
- Between 0 -2 and 3-12 years	1.7%	1.6%
Tourists without children	83.0%	80.7%
Group composition:		
- 1 person	13.1%	12.4%
- 2 people	55.5%	54.1%
- 3 people	12.1%	12.6%
- 4 or 5 people	15.3%	17.1%
- 6 or more people	3.9%	3.8%
Average group size:	2.55	2.58

Who are they?



	Beauty	Total
Gender		
Men	38.9%	48.2%
Women	61.1%	51.8%
Age		
Average age (tourist > 15 years old)	45.2	46.7
Standard deviation	14.8	15.3
Age range (> 15 years old)		
16 - 24 years old	9.0%	7.7%
25 - 30 years old	12.3%	10.8%
31 - 45 years old	27.5%	28.6%
46 - 60 years old	34.4%	31.3%
Over 60 years old	16.8%	21.5%
Occupation		
Salaried worker	58.2%	55.5%
Self-employed	11.5%	11.0%
Unemployed	1.0%	1.1%
Business owner	10.8%	9.2%
Student	3.4%	4.2%
Retired	13.1%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	16.3%	17.0%
€25,000 - €49,999	33.6%	36.5%
€50,000 - €74,999	26.5%	25.0%
More than €74,999	23.6%	21.5%
Education level		
No studies	4.1%	4.8%
Primary education	2.6%	2.8%
Secondary education	21.4%	23.1%
Higher education	71.8%	69.3%



Pictures: Freepik.com