

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2018)

CLIMATE

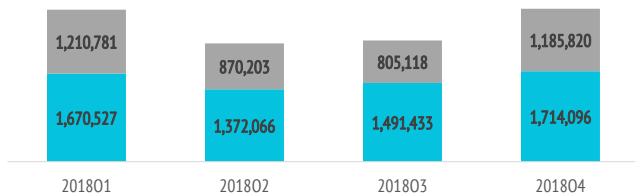
How many are they and how much do they spend?



	Climate	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	10,320,044	13,485,651
- book holiday package	6,248,122	7,848,516
- do not book holiday package	4,071,922	5,637,135
- % tourists who book holiday package	60.5%	58.2%
Share of total tourist	78.1%	100%

TOURISTS MOTIVATED BY CLIMATE

■ do not book holiday package ■ book holiday package



	Climate	Total
Expenditure per tourist (€)	1,229	1,196
- book holiday package	1,321	1,309
- holiday package	1,077	1,064
- others	245	246
- do not book holiday package	1,089	1,037
- flight	295	288
- accommodation	387	350
- others	406	399
Average length of stay	9.34	9.32
- book holiday package	8.69	8.66
- do not book holiday package	10.35	10.23
Average daily expenditure (€)	146.4	143.6
- book holiday package	160.8	159.8
- do not book holiday package	124.3	121.0
Total turnover (> 15 years old) (€m)	12,688	16,124
- book holiday package	8,255	10,277
- do not book holiday package	4,433	5,848

AVERAGE LENGTH OF STAY (nights)

■ Climate ■ Total



EXPENDITURE PER TOURIST (€)

■ Climate ■ Total



Importance of each factor in the destination choice



	Climate	Total
Climate	100%	78.1%
Safety	56.1%	51.4%
Tranquility	50.9%	46.2%
Sea	49.8%	43.3%
Accommodation supply	46.7%	41.7%
Beaches	44.0%	37.1%
Price	40.6%	36.5%
European belonging	39.6%	35.8%
Effortless trip	38.9%	34.8%
Landscapes	33.9%	31.6%
Environment	33.5%	30.6%
Gastronomy	24.8%	22.6%
Fun possibilities	22.4%	20.7%
Authenticity	20.4%	19.1%
Exoticism	11.4%	10.5%
Shopping	10.7%	9.6%
Hiking trail network	9.3%	9.0%
Nightlife	8.3%	7.5%
Culture	7.6%	7.3%
Historical heritage	7.4%	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?



	Climate	Total
Rest	57.8%	55.1%
Enjoy family time	14.3%	14.7%
Have fun	7.6%	7.8%
Explore the destination	16.7%	18.5%
Practice their hobbies	1.6%	1.8%
Other reasons	2.0%	2.1%



How far in advance do they book their trip?



	Climate	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.3%	23.2%
Between 1 and 2 months	22.7%	23.0%
Between 3 and 6 months	32.9%	32.4%
More than 6 months	21.5%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

CLIMATE
21.5%



TOTAL
20.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that climate is "very important" in their choice.

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?

	Climate	Total
Previous visits to the Canary Islands	53.8%	50.9%
Friends or relatives	26.4%	27.8%
Internet or social media	57.5%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.5%	9.5%
Travel Blogs or Forums	5.3%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	25.3%	24.7%
Public administrations or similar	0.3%	0.4%
Others	1.8%	2.3%

* Multi-choice question

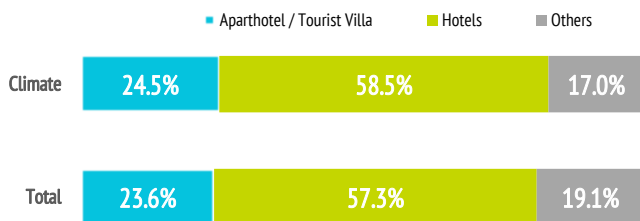
With whom did they book their flight and accommodation?

	Climate	Total
Flight		
- Directly with the airline	38.2%	39.5%
- Tour Operator or Travel Agency	61.8%	60.5%
Accommodation		
- Directly with the accommodation	28.3%	28.8%
- Tour Operator or Travel Agency	71.7%	71.2%

Where do they stay?

	Climate	Total
1-2-3* Hotel	12.7%	12.8%
4* Hotel	38.6%	37.7%
5* Hotel / 5* Luxury Hotel	7.2%	6.8%
Aparthotel / Tourist Villa	24.5%	23.6%
House/room rented in a private dwelling	4.9%	5.3%
Private accommodation (1)	5.6%	7.0%
Others (Cottage, cruise, camping,...)	6.4%	6.8%

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



What do they book?

	Climate	Total
Room only	28.3%	28.8%
Bed and Breakfast	11.1%	11.7%
Half board	22.6%	22.4%
Full board	2.8%	3.0%
All inclusive	35.2%	34.1%

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35.2% of tourists book all inclusive.
 (Canary Islands: 34.1%)

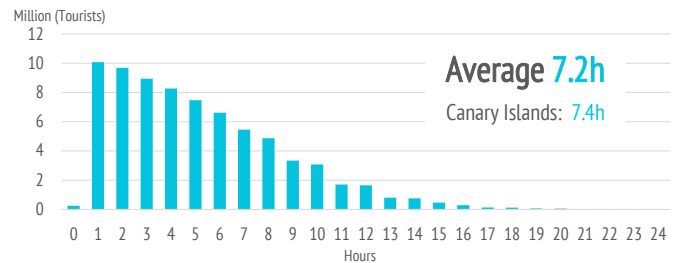
Other expenses

	Climate	Total
Restaurants or cafes	62.7%	63.2%
Supermarkets	56.4%	55.9%
Car rental	25.8%	26.6%
Organized excursions	21.7%	21.8%
Taxi, transfer, chauffeur service	53.9%	51.7%
Theme Parks	8.8%	8.8%
Sport activities	6.5%	6.4%
Museums	4.7%	5.0%
Flights between islands	4.6%	4.8%

Activities in the Canary Islands

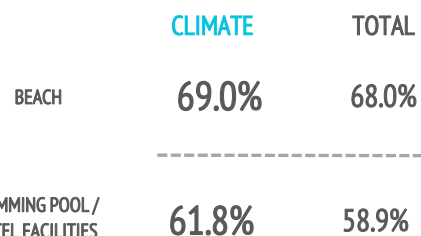
Outdoor time per day	Climate	Total
0 hours	2.4%	2.2%
1 - 2 hours	10.9%	10.0%
3 - 6 hours	33.8%	32.6%
7 - 12 hours	45.1%	46.5%
More than 12 hours	7.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Climate	Total
Walk, wander	71.9%	71.0%
Beach	69.0%	68.0%
Swimming pool, hotel facilities	61.8%	58.9%
Explore the island on their own	45.8%	46.5%
Taste Canarian gastronomy	24.5%	25.4%
Organized excursions	17.7%	17.9%
Nightlife / concerts / shows	15.7%	15.5%
Theme parks	15.4%	15.5%
Sport activities	14.1%	14.3%
Wineries / markets / popular festivals	11.7%	12.0%
Sea excursions / whale watching	11.1%	11.3%
Activities at sea	9.7%	9.8%
Nature activities	9.5%	10.0%
Museums / exhibitions	9.1%	9.8%
Beauty and health treatments	6.0%	5.7%
Astronomical observation	3.2%	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
Tourists motivated by climate	10,320,044	1,883,029	1,465,573	2,952,084	3,766,803	178,657
- Share by islands	100%	18.2%	14.2%	28.6%	36.5%	1.7%
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%
% Tourists motivated by climate	78.1%	77.5%	80.0%	79.9%	76.8%	72.9%

How many islands do they visit during their trip?

	Climate	Total
One island	91.5%	90.9%
Two islands	7.3%	7.7%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Climate	Total
Research		
- Tourist package	15.8%	15.4%
- Flights	13.1%	13.0%
- Accommodation	18.0%	17.7%
- Transport	15.3%	15.6%
- Restaurants	27.1%	27.0%
- Excursions	26.5%	26.3%
- Activities	31.4%	31.0%
Book or purchase		
- Tourist package	39.9%	38.1%
- Flights	64.7%	64.4%
- Accommodation	56.0%	54.5%
- Transport	46.1%	44.7%
- Restaurants	10.9%	10.5%
- Excursions	11.6%	11.4%
- Activities	12.5%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Climate	Total
Did not use the Internet	9.4%	9.8%
Used the Internet	90.6%	90.2%
- Own Internet connection	35.7%	36.5%
- Free Wifi connection	42.6%	41.1%
Applications*		
- Search for locations or maps	60.4%	60.7%
- Search for destination info	45.8%	44.7%
- Share pictures or trip videos	56.6%	55.6%
- Download tourist apps	6.6%	6.5%
- Others	24.2%	23.9%

* Multi-choice question

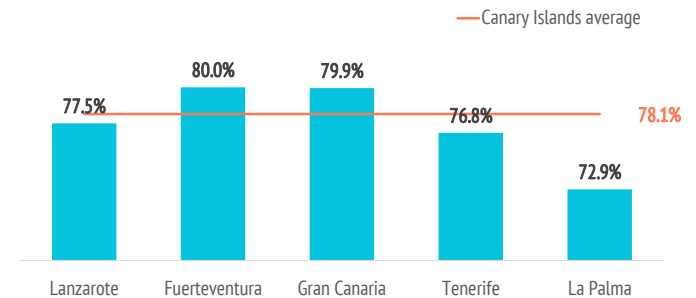


56.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

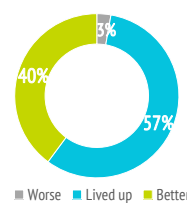


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Climate	Total
Average rating	8.65	8.58

Experience in the Canary Islands	Climate	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	57.4%	57.4%
Better or much better than expected	39.9%	39.7%

Future intentions (scale 1-10)	Climate	Total
Return to the Canary Islands	8.70	8.60
Recommend visiting the Canary Islands	8.94	8.86



Experience in the Canary

8.70/10

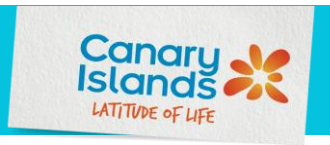
Return to the Canary Islands

8.94/10

Recommend visiting the Canary Islands

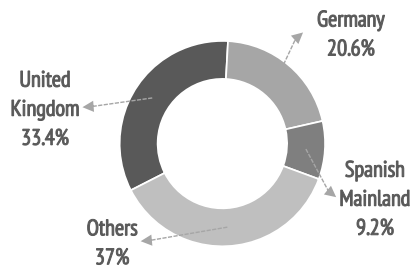
How many are loyal to the Canary Islands?

	Climate	Total
Repeat tourists	73.1%	71.0%
Repeat tourists (last 5 years)	66.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.9%	18.4%
At least 10 previous visits	18.2%	17.8%



Where are they from? 

	%	Absolute
United Kingdom	33.4%	3,444,208
Germany	20.6%	2,124,503
Spanish Mainland	9.2%	944,923
Sweden	4.2%	435,560
Netherlands	4.0%	409,823
France	3.9%	403,233
Ireland	3.6%	373,706
Italy	3.1%	324,889
Norway	3.1%	323,204
Belgium	2.6%	271,545
Poland	2.1%	211,935
Switzerland	2.0%	208,172
Denmark	2.0%	206,782
Finland	1.7%	179,812
Austria	0.8%	81,833
Russia	0.5%	52,161
Czech Republic	0.4%	38,184
Others	2.8%	285,571



Who do they come with? 


	Climate	Total
Unaccompanied	7.1%	8.9%
Only with partner	48.9%	47.4%
Only with children (< 13 years old)	6.1%	5.9%
Partner + children (< 13 years old)	7.5%	7.2%
Other relatives	9.1%	9.0%
Friends	6.1%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	14.9%	14.6%


(1) Different situations have been isolated

Tourists with children	20.0%	19.3%
- Between 0 and 2 years old	1.9%	1.8%
- Between 3 and 12 years old	16.5%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
Tourists without children	80.0%	80.7%
Group composition:		
- 1 person	10.3%	12.4%
- 2 people	55.5%	54.1%
- 3 people	12.7%	12.6%
- 4 or 5 people	17.5%	17.1%
- 6 or more people	4.0%	3.8%
Average group size:	2.62	2.58

Who are they? 

	Climate	Total
Gender		
Men	46.7%	48.2%
Women	53.3%	51.8%
Age		
Average age (tourist > 15 years old)	47.2	46.7
Standard deviation	15.2	15.3
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.7%
25 - 30 years old	10.2%	10.8%
31 - 45 years old	28.3%	28.6%
46 - 60 years old	32.1%	31.3%
Over 60 years old	22.2%	21.5%
Occupation		
Salaried worker	56.1%	55.5%
Self-employed	10.8%	11.0%
Unemployed	1.0%	1.1%
Business owner	8.8%	9.2%
Student	3.7%	4.2%
Retired	17.9%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.9%	17.0%
€25,000 - €49,999	36.3%	36.5%
€50,000 - €74,999	25.6%	25.0%
More than €74,999	22.3%	21.5%
Education level		
No studies	4.9%	4.8%
Primary education	2.6%	2.8%
Secondary education	22.9%	23.1%
Higher education	69.6%	69.3%




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

Pictures: Freepik.com

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