

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

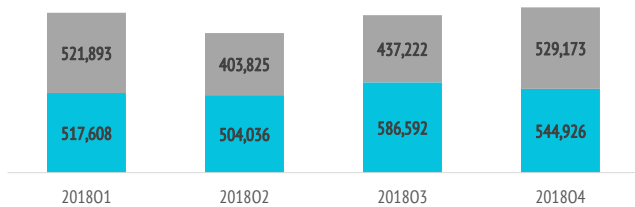
## ENVIRONMENT

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

	Environment	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,559,787
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	4,045,275	13,485,651
- book holiday package	2,153,162	7,848,516
- do not book holiday package	1,892,113	5,637,135
- % tourists who book holiday package	53.2%	58.2%
Share of total tourist	30.6%	100%

### TOURISTS MOTIVATED BY ENVIRONMENT

■ do not book holiday package ■ book holiday package



	Environment	Total
<b>Expenditure per tourist (€)</b>	1,198	1,196
- book holiday package	1,322	1,309
- holiday package	1,065	1,064
- others	256	246
- do not book holiday package	1,057	1,037
- flight	290	288
- accommodation	360	350
- others	407	399
<b>Average length of stay</b>	9.63	9.32
- book holiday package	8.80	8.66
- do not book holiday package	10.57	10.23
<b>Average daily expenditure (€)</b>	141.6	143.6
- book holiday package	160.2	159.8
- do not book holiday package	120.4	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	4,845	16,124
- book holiday package	2,845	10,277
- do not book holiday package	1,999	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Environment	Total
Environment	100%	30.6%
Climate	85.4%	78.1%
Safety	67.4%	51.4%
Landscapes	65.5%	31.6%
Tranquility	62.4%	46.2%
Sea	58.8%	43.3%
Accommodation supply	52.9%	41.7%
Beaches	49.9%	37.1%
Price	46.9%	36.5%
European belonging	46.4%	35.8%
Effortless trip	46.3%	34.8%
Authenticity	35.7%	19.1%
Gastronomy	34.7%	22.6%
Fun possibilities	29.8%	20.7%
Hiking trail network	18.8%	9.0%
Exoticism	18.7%	10.5%
Culture	15.9%	7.3%
Historical heritage	15.8%	7.1%
Shopping	15.7%	9.6%
Nightlife	11.3%	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?

	Environment	Total
Rest	50.5%	55.1%
Enjoy family time	14.3%	14.7%
Have fun	7.3%	7.8%
Explore the destination	23.5%	18.5%
Practice their hobbies	1.9%	1.8%
Other reasons	2.5%	2.1%

### EXPLORE THE DESTINATION



Environment 23.5%

Total 18.5%

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

	Environment	Total
The same day	0.8%	0.7%
Between 1 and 30 days	21.9%	23.2%
Between 1 and 2 months	23.0%	23.0%
Between 3 and 6 months	32.3%	32.4%
More than 6 months	22.0%	20.7%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ENVIRONMENT  
22.0%



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 environment 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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## ENVIRONMENT



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

	Environment	Total
Previous visits to the Canary Islands	51.7%	50.9%
Friends or relatives	29.7%	27.8%
Internet or social media	55.5%	56.1%
Mass Media	2.3%	1.7%
Travel guides and magazines	11.0%	9.5%
Travel Blogs or Forums	6.7%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	22.1%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.3%	2.3%

\* Multi-choice question

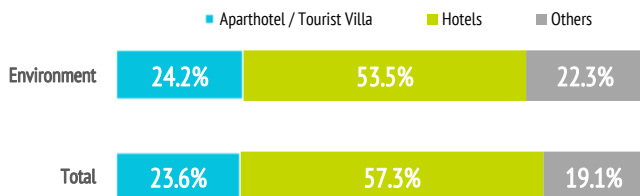
### With whom did they book their flight and accommodation?

	Environment	Total
<b>Flight</b>		
- Directly with the airline	44.3%	39.5%
- Tour Operator or Travel Agency	55.7%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	33.4%	28.8%
- Tour Operator or Travel Agency	66.6%	71.2%

### Where do they stay?

	Environment	Total
1-2-3* Hotel	12.0%	12.8%
4* Hotel	34.9%	37.7%
5* Hotel / 5* Luxury Hotel	6.5%	6.8%
Aparthotel / Tourist Villa	24.2%	23.6%
House/room rented in a private dwelling	6.5%	5.3%
Private accommodation (1)	8.5%	7.0%
Others (Cottage, cruise, camping,...)	7.4%	6.8%

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



### What do they book?

	Environment	Total
Room only	32.5%	28.8%
Bed and Breakfast	11.7%	11.7%
Half board	21.5%	22.4%
Full board	3.0%	3.0%
All inclusive	31.3%	34.1%

”  
**32.5%** of tourists book room only.  
 (Canary Islands: 28.8%)

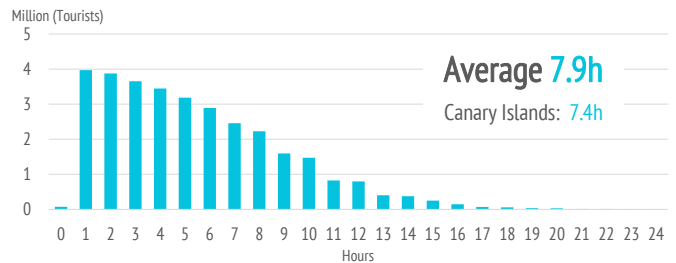
### Other expenses

	Environment	Total
Restaurants or cafes	64.2%	63.2%
Supermarkets	57.3%	55.9%
Car rental	29.6%	26.6%
Organized excursions	23.4%	21.8%
Taxi, transfer, chauffeur service	47.0%	51.7%
Theme Parks	8.9%	8.8%
Sport activities	6.0%	6.4%
Museums	6.4%	5.0%
Flights between islands	5.9%	4.8%

### Activities in the Canary Islands

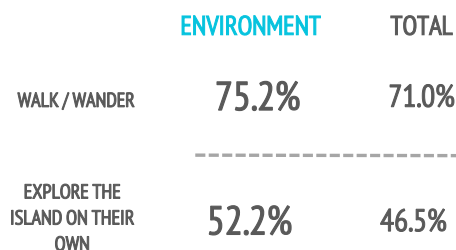
Outdoor time per day	Environment	Total
0 hours	1.8%	2.2%
1 - 2 hours	7.9%	10.0%
3 - 6 hours	29.5%	32.6%
7 - 12 hours	50.8%	46.5%
More than 12 hours	9.9%	8.7%

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



Activities in the Canary Islands	Environment	Total
Walk, wander	75.2%	71.0%
Beach	69.9%	68.0%
Swimming pool, hotel facilities	57.4%	58.9%
Explore the island on their own	52.2%	46.5%
Taste Canarian gastronomy	29.3%	25.4%
Organized excursions	18.9%	17.9%
Theme parks	16.0%	15.5%
Nightlife / concerts / shows	15.9%	15.5%
Wineries / markets / popular festivals	15.1%	12.0%
Sport activities	14.7%	14.3%
Nature activities	12.7%	10.0%
Museums / exhibitions	12.7%	9.8%
Sea excursions / whale watching	12.1%	11.3%
Activities at sea	10.8%	9.8%
Beauty and health treatments	6.1%	5.7%
Astronomical observation	4.4%	3.4%

\* Multi-choice question



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

## ENVIRONMENT

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by environment	4,045,275	805,400	499,361	956,682	1,629,066	114,238
- Share by islands	100%	19.9%	12.3%	23.6%	40.3%	2.8%
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 environment	30.6%	33.1%	27.2%	25.9%	33.2%	46.6%

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

	Environment	Total
One island	89.1%	90.9%
Two islands	9.2%	7.7%
Three or more islands	1.7%	1.4%

### Internet usage during their trip

	Environment	Total
<b>Research</b>		
- Tourist package	15.3%	15.4%
- Flights	12.3%	13.0%
- Accommodation	16.4%	17.7%
- Transport	15.7%	15.6%
- Restaurants	28.8%	27.0%
- Excursions	27.8%	26.3%
- Activities	32.8%	31.0%
<b>Book or purchase</b>		
- Tourist package	36.6%	38.1%
- Flights	67.7%	64.4%
- Accommodation	57.6%	54.5%
- Transport	49.4%	44.7%
- Restaurants	13.0%	10.5%
- Excursions	14.5%	11.4%
- Activities	15.3%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Environment	Total
<b>Did not use the Internet</b>	<b>10.0%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>90.0%</b>	<b>90.2%</b>
- Own Internet connection	37.5%	36.5%
- Free Wifi connection	38.8%	41.1%
<b>Applications*</b>		
- Search for locations or maps	63.6%	60.7%
- Search for destination info	45.6%	44.7%
- Share pictures or trip videos	57.8%	55.6%
- Download tourist apps	7.3%	6.5%
- Others	21.5%	23.9%

\* Multi-choice question

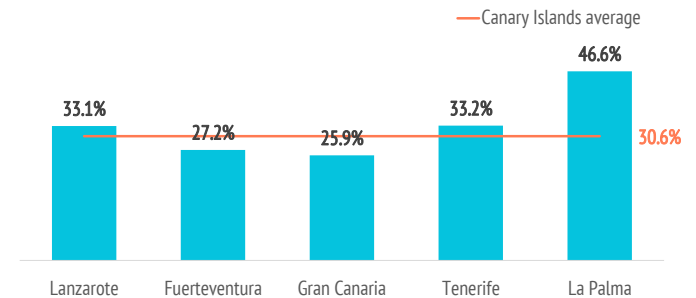


**57.8%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

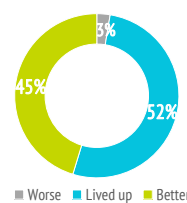


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Environment	Total
Average rating	8.84	8.58

Experience in the Canary Islands	Environment	Total
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	52.1%	57.4%
Better or much better than expected	45.3%	39.7%

Future intentions (scale 1-10)	Environment	Total
Return to the Canary Islands	8.91	8.60
Recommend visiting the Canary Islands	9.14	8.86



Experience in the Canary

8.91/10

Return to the Canary Islands

9.14/10

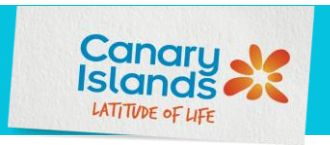
Recommend visiting the Canary Islands

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

	Environment	Total
<b>Repeat tourists</b>	<b>70.7%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	64.4%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.6%	18.4%
<b>At least 10 previous visits</b>	<b>18.3%</b>	<b>17.8%</b>

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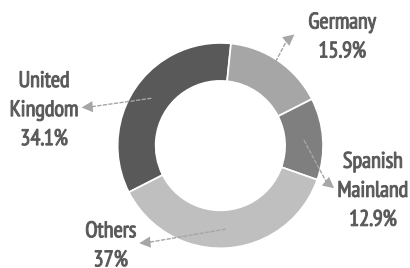
## ENVIRONMENT



### Where are they from?



	%	Absolute
United Kingdom	34.1%	1,381,361
Germany	15.9%	641,609
Spanish Mainland	12.9%	521,506
Italy	5.7%	230,489
France	4.8%	193,364
Ireland	3.9%	156,542
Sweden	3.4%	139,068
Poland	3.1%	123,607
Belgium	2.4%	98,495
Switzerland	1.9%	78,410
Norway	1.8%	72,227
Finland	1.5%	60,130
Denmark	1.4%	55,310
Netherlands	1.2%	49,991
Russia	1.0%	39,287
Austria	0.9%	36,182
Czech Republic	0.4%	14,644
Others	3.8%	153,051



### Who do they come with?



	Environment	Total
Unaccompanied	8.8%	8.9%
Only with partner	48.1%	47.4%
Only with children (< 13 years old)	6.2%	5.9%
Partner + children (< 13 years old)	6.8%	7.2%
Other relatives	9.5%	9.0%
Friends	6.2%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	14.1%	14.6%

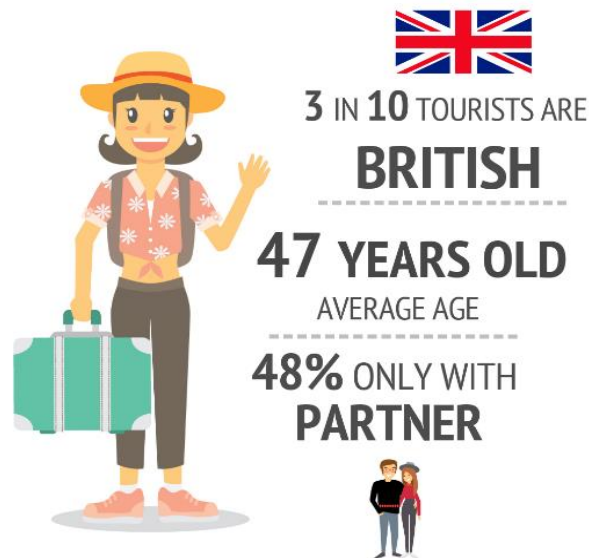
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>19.2%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	15.8%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
<b>Tourists without children</b>	<b>80.8%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	12.5%	12.4%
- 2 people	54.1%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	17.3%	17.1%
- 6 or more people	3.5%	3.8%
<b>Average group size:</b>	<b>2.57</b>	<b>2.58</b>

### Who are they?



	Environment	Total
<b>Gender</b>		
Men	45.0%	48.2%
Women	55.0%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	46.6	46.7
Standard deviation	15.3	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.3%	7.7%
25 - 30 years old	11.2%	10.8%
31 - 45 years old	29.3%	28.6%
46 - 60 years old	31.0%	31.3%
Over 60 years old	21.2%	21.5%
<b>Occupation</b>		
Salaried worker	56.1%	55.5%
Self-employed	11.3%	11.0%
Unemployed	1.3%	1.1%
Business owner	8.4%	9.2%
Student	4.2%	4.2%
Retired	16.9%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	19.3%	17.0%
€25,000 - €49,999	38.0%	36.5%
€50,000 - €74,999	23.7%	25.0%
More than €74,999	19.0%	21.5%
<b>Education level</b>		
No studies	5.0%	4.8%
Primary education	2.7%	2.8%
Secondary education	21.5%	23.1%
Higher education	70.8%	69.3%



Pictures: Freepik.com

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