

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

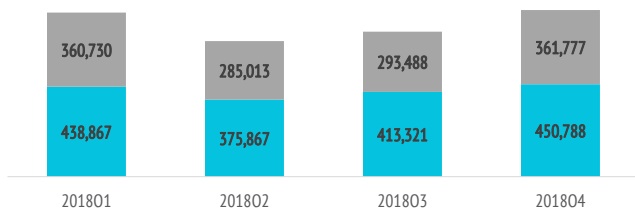
GASTRONOMY

How many are they and how much do they spend?

	Gastronomy	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,979,850	13,485,651
- book holiday package	1,678,843	7,848,516
- do not book holiday package	1,301,007	5,637,135
- % tourists who book holiday package	56.3%	58.2%
Share of total tourist	22.6%	100%

TOURISTS MOTIVATED BY GASTRONOMY

■ do not book holiday package ■ book holiday package



	Gastronomy	Total
Expenditure per tourist (€)		
- book holiday package	1,342	1,309
- holiday package	1,085	1,064
- others	257	246
- do not book holiday package	1,109	1,037
- flight	298	288
- accommodation	364	350
- others	447	399
Average length of stay		
- book holiday package	8.76	8.66
- do not book holiday package	10.49	10.23
Average daily expenditure (€)		
- book holiday package	161.1	159.8
- do not book holiday package	124.2	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	2,254	10,277
- do not book holiday package	1,443	5,848

AVERAGE LENGTH OF STAY (nights)

■ Gastronomy ■ Total



EXPENDITURE PER TOURIST (€)

■ Gastronomy ■ Total



Importance of each factor in the destination choice

	Gastronomy	Total
Gastronomy	100%	22.6%
Climate	85.8%	78.1%
Safety	75.1%	51.4%
Tranquility	67.1%	46.2%
Accommodation supply	61.1%	41.7%
Effortless trip	60.7%	34.8%
Sea	55.4%	43.3%
Price	51.3%	36.5%
European belonging	51.3%	35.8%
Beaches	49.0%	37.1%
Environment	47.1%	30.6%
Landscapes	44.6%	31.6%
Authenticity	36.4%	19.1%
Fun possibilities	32.8%	20.7%
Shopping	23.4%	9.6%
Exoticism	19.8%	10.5%
Culture	15.8%	7.3%
Historical heritage	15.1%	7.1%
Nightlife	14.7%	7.5%
Hiking trail network	12.8%	9.0%

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?

	Gastronomy	Total
Rest	57.3%	55.1%
Enjoy family time	14.4%	14.7%
Have fun	7.3%	7.8%
Explore the destination	17.8%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	2.1%	2.1%



How far in advance do they book their trip?

	Gastronomy	Total
The same day	0.7%	0.7%
Between 1 and 30 days	21.6%	23.2%
Between 1 and 2 months	22.4%	23.0%
Between 3 and 6 months	33.0%	32.4%
More than 6 months	22.4%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

GASTRONOMY
22.4%



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 gastronomy 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?

	Gastronomy	Total
Previous visits to the Canary Islands	53.4%	50.9%
Friends or relatives	28.8%	27.8%
Internet or social media	55.4%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	9.1%	9.5%
Travel Blogs or Forums	5.9%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	23.4%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.6%	2.3%

* Multi-choice question

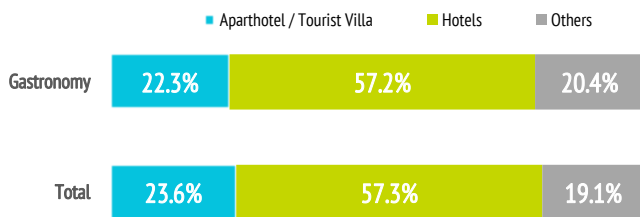
With whom did they book their flight and accommodation?

	Gastronomy	Total
Flight		
- Directly with the airline	42.1%	39.5%
- Tour Operator or Travel Agency	57.9%	60.5%
Accommodation		
- Directly with the accommodation	30.7%	28.8%
- Tour Operator or Travel Agency	69.3%	71.2%

Where do they stay?

	Gastronomy	Total
1-2-3* Hotel	11.8%	12.8%
4* Hotel	36.9%	37.7%
5* Hotel / 5* Luxury Hotel	8.5%	6.8%
Aparthotel / Tourist Villa	22.3%	23.6%
House/room rented in a private dwelling	5.2%	5.3%
Private accommodation (1)	8.7%	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?

	Gastronomy	Total
Room only	28.8%	28.8%
Bed and Breakfast	13.6%	11.7%
Half board	22.2%	22.4%
Full board	2.9%	3.0%
All inclusive	32.6%	34.1%

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32.6% of tourists book all inclusive.
 (Canary Islands: 34.1%)

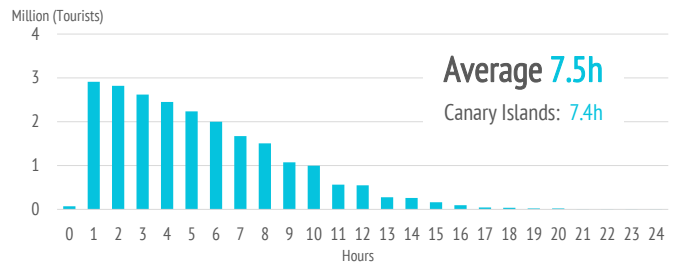
Other expenses

	Gastronomy	Total
Restaurants or cafes	65.2%	63.2%
Supermarkets	54.3%	55.9%
Car rental	25.0%	26.6%
Organized excursions	20.7%	21.8%
Taxi, transfer, chauffeur service	51.4%	51.7%
Theme Parks	8.3%	8.8%
Sport activities	5.8%	6.4%
Museums	4.9%	5.0%
Flights between islands	5.2%	4.8%

Activities in the Canary Islands

Outdoor time per day	Gastronomy	Total
0 hours	2.4%	2.2%
1 - 2 hours	9.7%	10.0%
3 - 6 hours	31.8%	32.6%
7 - 12 hours	46.8%	46.5%
More than 12 hours	9.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Gastronomy	Total
Walk, wander	72.2%	71.0%
Beach	68.5%	68.0%
Swimming pool, hotel facilities	59.4%	58.9%
Explore the island on their own	46.1%	46.5%
Taste Canarian gastronomy	33.9%	25.4%
Nightlife / concerts / shows	18.6%	15.5%
Organized excursions	17.4%	17.9%
Theme parks	15.2%	15.5%
Wineries / markets / popular festivals	15.1%	12.0%
Sport activities	14.2%	14.3%
Sea excursions / whale watching	11.4%	11.3%
Activities at sea	10.6%	9.8%
Museums / exhibitions	10.2%	9.8%
Nature activities	9.9%	10.0%
Beauty and health treatments	7.0%	5.7%
Astronomical observation	4.0%	3.4%

* Multi-choice question

	GASTRONOMY	TOTAL
TASTE CANARIAN GASTRONOMY	33.9%	25.4%
WINERIES / MARKETS / POPULAR FESTIVALS	15.1%	12.0%



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by gastronomy	2,979,850	519,847	434,489	800,324	1,156,878	46,915
- Share by islands	100%	17.4%	14.6%	26.9%	38.8%	1.6%
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 gastronomy	22.6%	21.4%	23.7%	21.7%	23.6%	19.1%

How many islands do they visit during their trip?

	Gastronomy	Total
One island	90.3%	90.9%
Two islands	8.1%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Gastronomy	Total
Research		
- Tourist package	15.8%	15.4%
- Flights	13.8%	13.0%
- Accommodation	17.5%	17.7%
- Transport	15.9%	15.6%
- Restaurants	31.7%	27.0%
- Excursions	27.1%	26.3%
- Activities	31.7%	31.0%
Book or purchase		
- Tourist package	38.0%	38.1%
- Flights	65.8%	64.4%
- Accommodation	55.2%	54.5%
- Transport	45.2%	44.7%
- Restaurants	14.6%	10.5%
- Excursions	13.2%	11.4%
- Activities	13.7%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Gastronomy	Total
Did not use the Internet	10.3%	9.8%
Used the Internet	89.7%	90.2%
- Own Internet connection	35.4%	36.5%
- Free Wifi connection	40.7%	41.1%
Applications*		
- Search for locations or maps	59.6%	60.7%
- Search for destination info	46.0%	44.7%
- Share pictures or trip videos	57.6%	55.6%
- Download tourist apps	7.2%	6.5%
- Others	23.1%	23.9%

* Multi-choice question

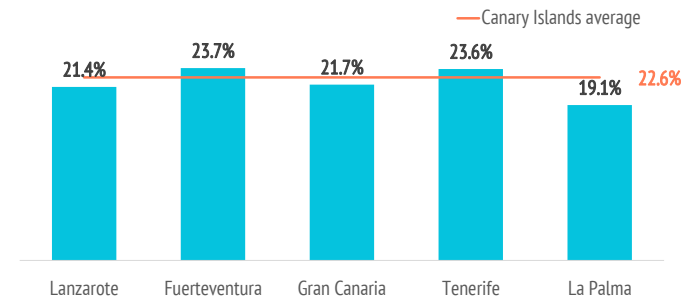


57.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

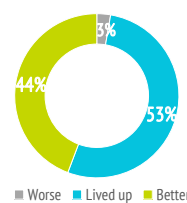


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Gastronomy	Total
Average rating	8.83	8.58

Experience in the Canary Islands	Gastronomy	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	53.0%	57.4%
Better or much better than expected	44.3%	39.7%

Future intentions (scale 1-10)	Gastronomy	Total
Return to the Canary Islands	8.93	8.60
Recommend visiting the Canary Islands	9.12	8.86



Experience in the Canary

8.93/10

Return to the Canary Islands

9.12/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Gastronomy	Total
Repeat tourists	73.1%	71.0%
Repeat tourists (last 5 years)	66.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	21.7%	18.4%
At least 10 previous visits	20.9%	17.8%

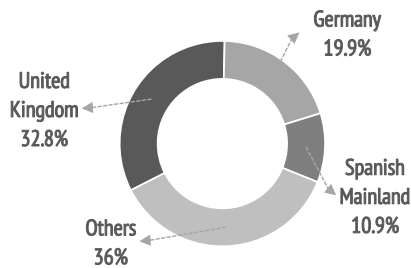
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Where are they from?



	%	Absolute
United Kingdom	32.8%	978,861
Germany	19.9%	592,516
Spanish Mainland	10.9%	324,214
Ireland	4.7%	138,761
Sweden	3.4%	102,338
France	3.3%	98,382
Belgium	3.3%	96,921
Switzerland	3.0%	88,665
Poland	2.8%	84,772
Italy	2.8%	83,907
Norway	2.4%	70,608
Netherlands	2.2%	66,083
Denmark	1.5%	44,240
Austria	1.2%	37,200
Finland	0.9%	25,923
Russia	0.8%	23,219
Czech Republic	0.6%	16,981
Others	3.6%	106,259



Who do they come with?



	Gastronomy	Total
Unaccompanied	7.6%	8.9%
Only with partner	50.9%	47.4%
Only with children (< 13 years old)	5.5%	5.9%
Partner + children (< 13 years old)	5.9%	7.2%
Other relatives	9.3%	9.0%
Friends	6.0%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	14.3%	14.6%

(1) Different situations have been isolated

Tourists with children	17.2%	19.3%
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	14.0%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	82.8%	80.7%
Group composition:		
- 1 person	11.2%	12.4%
- 2 people	57.1%	54.1%
- 3 people	12.0%	12.6%
- 4 or 5 people	16.2%	17.1%
- 6 or more people	3.4%	3.8%
Average group size:	2.54	2.58

Who are they?



	Gastronomy	Total
Gender		
Men	45.8%	48.2%
Women	54.2%	51.8%
Age		
Average age (tourist > 15 years old)	47.2	46.7
Standard deviation	15.4	15.3
Age range (> 15 years old)		
16 - 24 years old	7.1%	7.7%
25 - 30 years old	11.1%	10.8%
31 - 45 years old	27.2%	28.6%
46 - 60 years old	31.8%	31.3%
Over 60 years old	22.7%	21.5%
Occupation		
Salaried worker	54.9%	55.5%
Self-employed	10.9%	11.0%
Unemployed	1.0%	1.1%
Business owner	9.4%	9.2%
Student	4.0%	4.2%
Retired	18.1%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	17.8%	17.0%
€25,000 - €49,999	35.8%	36.5%
€50,000 - €74,999	24.3%	25.0%
More than €74,999	22.1%	21.5%
Education level		
No studies	4.3%	4.8%
Primary education	2.7%	2.8%
Secondary education	23.1%	23.1%
Higher education	69.9%	69.3%



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