

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

SEA

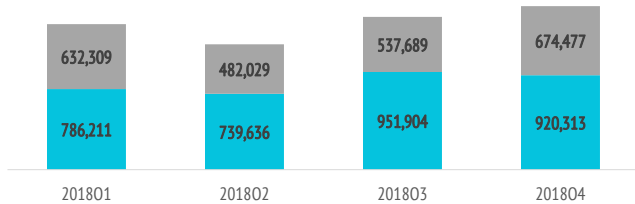
How many are they and how much do they spend?



	Sea	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	5,724,567	13,485,651
- book holiday package	3,398,063	7,848,516
- do not book holiday package	2,326,504	5,637,135
- % tourists who book holiday package	59.4%	58.2%
Share of total tourist	43.3%	100%

TOURISTS MOTIVATED BY SEA

■ do not book holiday package ■ book holiday package



	Sea	Total
Expenditure per tourist (€)	1,221	1,196
- book holiday package	1,325	1,309
- holiday package	1,083	1,064
- others	242	246
- do not book holiday package	1,069	1,037
- flight	297	288
- accommodation	364	350
- others	408	399
Average length of stay	9.63	9.32
- book holiday package	8.91	8.66
- do not book holiday package	10.68	10.23
Average daily expenditure (€)	142.1	143.6
- book holiday package	157.4	159.8
- do not book holiday package	119.8	121.0
Total turnover (> 15 years old) (€m)	6,990	16,124
- book holiday package	4,503	10,277
- do not book holiday package	2,487	5,848

AVERAGE LENGTH OF STAY (nights)

■ Sea ■ Total



EXPENDITURE PER TOURIST (€)

■ Sea ■ Total



Importance of each factor in the destination choice



	Sea	Total
Sea	100%	43.3%
Climate	89.8%	78.1%
Beaches	73.8%	37.1%
Safety	60.3%	51.4%
Tranquility	57.0%	46.2%
Landscapes	47.7%	31.6%
Accommodation supply	47.3%	41.7%
European belonging	44.6%	35.8%
Price	42.3%	36.5%
Effortless trip	41.8%	34.8%
Environment	41.6%	30.6%
Gastronomy	28.9%	22.6%
Fun possibilities	26.4%	20.7%
Authenticity	26.3%	19.1%
Exoticism	15.3%	10.5%
Shopping	13.3%	9.6%
Hiking trail network	11.7%	9.0%
Culture	10.6%	7.3%
Historical heritage	10.4%	7.1%
Nightlife	10.0%	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?



	Sea	Total
Rest	54.1%	55.1%
Enjoy family time	13.9%	14.7%
Have fun	8.0%	7.8%
Explore the destination	19.7%	18.5%
Practice their hobbies	2.1%	1.8%
Other reasons	2.2%	2.1%

EXPLORE THE



How far in advance do they book their trip?



	Sea	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.7%	23.2%
Between 1 and 2 months	23.4%	23.0%
Between 3 and 6 months	32.3%	32.4%
More than 6 months	20.0%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

SEA
23.7%



TOTAL
23.2%

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 sea 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.

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

SEA



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

	Sea	Total
Previous visits to the Canary Islands	49.9%	50.9%
Friends or relatives	28.0%	27.8%
Internet or social media	56.4%	56.1%
Mass Media	2.0%	1.7%
Travel guides and magazines	9.9%	9.5%
Travel Blogs or Forums	5.6%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	24.1%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.0%	2.3%

* Multi-choice question

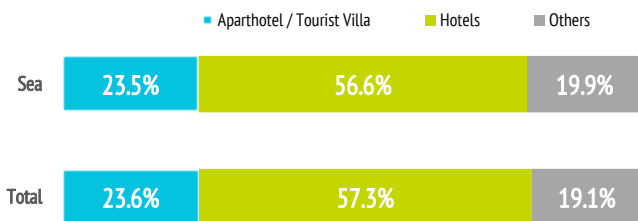
With whom did they book their flight and accommodation?

	Sea	Total
Flight		
- Directly with the airline	38.6%	39.5%
- Tour Operator or Travel Agency	61.4%	60.5%
Accommodation		
- Directly with the accommodation	28.7%	28.8%
- Tour Operator or Travel Agency	71.3%	71.2%

Where do they stay?

	Sea	Total
1-2-3* Hotel	12.9%	12.8%
4* Hotel	37.9%	37.7%
5* Hotel / 5* Luxury Hotel	5.9%	6.8%
Aparthotel / Tourist Villa	23.5%	23.6%
House/room rented in a private dwelling	5.9%	5.3%
Private accommodation (1)	7.2%	7.0%
Others (Cottage, cruise, camping,...)	6.7%	6.8%

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



What do they book?

	Sea	Total
Room only	28.9%	28.8%
Bed and Breakfast	10.8%	11.7%
Half board	23.3%	22.4%
Full board	3.1%	3.0%
All inclusive	34.0%	34.1%

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34% of tourists book all inclusive.

(Canary Islands: 34.1%)

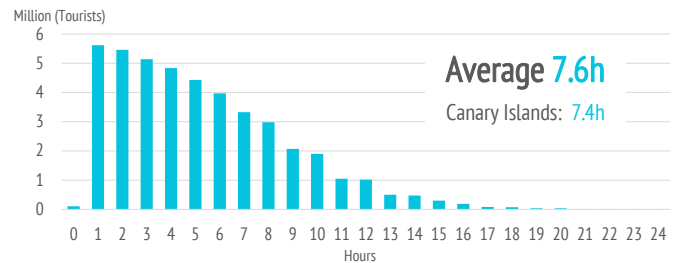
Other expenses

	Sea	Total
Restaurants or cafes	62.2%	63.2%
Supermarkets	56.8%	55.9%
Car rental	27.8%	26.6%
Organized excursions	23.4%	21.8%
Taxi, transfer, chauffeur service	51.6%	51.7%
Theme Parks	8.7%	8.8%
Sport activities	7.4%	6.4%
Museums	5.3%	5.0%
Flights between islands	5.1%	4.8%

Activities in the Canary Islands

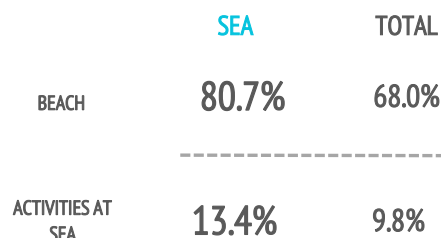
Outdoor time per day	Sea	Total
0 hours	1.9%	2.2%
1 - 2 hours	8.3%	10.0%
3 - 6 hours	31.7%	32.6%
7 - 12 hours	49.3%	46.5%
More than 12 hours	8.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sea	Total
Beach	80.7%	68.0%
Walk, wander	69.6%	71.0%
Swimming pool, hotel facilities	57.2%	58.9%
Explore the island on their own	49.4%	46.5%
Taste Canarian gastronomy	27.0%	25.4%
Organized excursions	18.7%	17.9%
Sport activities	16.0%	14.3%
Theme parks	15.5%	15.5%
Nightlife / concerts / shows	15.3%	15.5%
Activities at sea	13.4%	9.8%
Sea excursions / whale watching	13.0%	11.3%
Wineries / markets / popular festivals	12.5%	12.0%
Nature activities	10.8%	10.0%
Museums / exhibitions	10.2%	9.8%
Beauty and health treatments	6.0%	5.7%
Astronomical observation	3.9%	3.4%

* Multi-choice question



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by sea	5,724,567	901,321	1,100,973	1,705,937	1,881,192	89,603
- Share by islands	100%	15.7%	19.2%	29.8%	32.9%	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 sea	43.3%	37.1%	60.1%	46.2%	38.4%	36.6%

How many islands do they visit during their trip?

	Sea	Total
One island	90.2%	90.9%
Two islands	8.2%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Sea	Total
Research		
- Tourist package	15.6%	15.4%
- Flights	12.8%	13.0%
- Accommodation	17.9%	17.7%
- Transport	16.7%	15.6%
- Restaurants	27.4%	27.0%
- Excursions	28.2%	26.3%
- Activities	32.5%	31.0%
Book or purchase		
- Tourist package	39.0%	38.1%
- Flights	64.1%	64.4%
- Accommodation	54.3%	54.5%
- Transport	44.3%	44.7%
- Restaurants	11.5%	10.5%
- Excursions	12.7%	11.4%
- Activities	13.6%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Sea	Total
Did not use the Internet	9.6%	9.8%
Used the Internet	90.4%	90.2%
- Own Internet connection	36.8%	36.5%
- Free Wifi connection	40.0%	41.1%
Applications*		
- Search for locations or maps	62.7%	60.7%
- Search for destination info	46.1%	44.7%
- Share pictures or trip videos	57.6%	55.6%
- Download tourist apps	7.3%	6.5%
- Others	22.4%	23.9%

* Multi-choice question

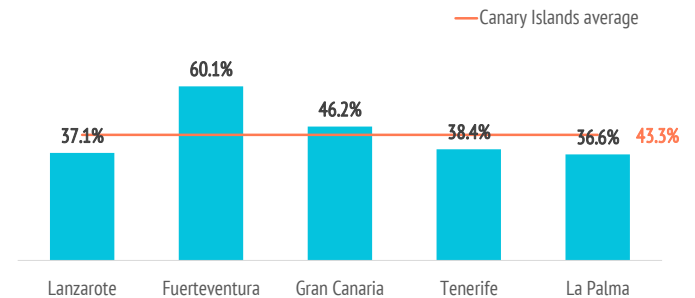


57.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

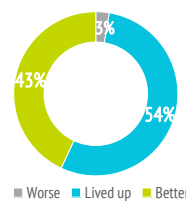


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sea	Total
Average rating	8.71	8.58

Experience in the Canary Islands	Sea	Total
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	54.3%	57.4%
Better or much better than expected	43.1%	39.7%

Future intentions (scale 1-10)	Sea	Total
Return to the Canary Islands	8.74	8.60
Recommend visiting the Canary Islands	9.00	8.86



Experience in the Canary



8.74/10

Return to the Canary Islands



9.00/10

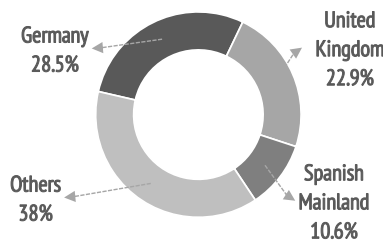
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sea	Total
Repeat tourists	69.5%	71.0%
Repeat tourists (last 5 years)	63.6%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.2%	18.4%
At least 10 previous visits	17.4%	17.8%

Where are they from?

	%	Absolute
Germany	28.5%	1,631,934
United Kingdom	22.9%	1,312,606
Spanish Mainland	10.6%	606,950
Sweden	4.1%	233,151
France	4.0%	228,088
Italy	3.8%	219,152
Netherlands	3.5%	202,468
Ireland	3.1%	175,822
Poland	2.7%	155,608
Norway	2.6%	149,567
Switzerland	2.6%	146,818
Belgium	2.4%	135,584
Finland	1.7%	99,877
Denmark	1.4%	82,272
Austria	1.2%	67,843
Russia	0.9%	52,506
Czech Republic	0.5%	27,858
Others	3.4%	196,464



Who do they come with?

	Sea	Total
Unaccompanied	8.7%	8.9%
Only with partner	47.7%	47.4%
Only with children (< 13 years old)	6.3%	5.9%
Partner + children (< 13 years old)	6.9%	7.2%
Other relatives	8.7%	9.0%
Friends	6.6%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	14.7%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	18.9%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	15.8%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	81.1%	80.7%
Group composition:		
- 1 person	12.3%	12.4%
- 2 people	55.1%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	16.7%	17.1%
- 6 or more people	3.3%	3.8%
Average group size:	2.54	2.58

Who are they?

	Sea	Total
Gender		
Men	44.8%	48.2%
Women	55.2%	51.8%
Age		
Average age (tourist > 15 years old)	45.9	46.7
Standard deviation	15.4	15.3
Age range (> 15 years old)		
16 - 24 years old	8.5%	7.7%
25 - 30 years old	11.8%	10.8%
31 - 45 years old	29.0%	28.6%
46 - 60 years old	30.5%	31.3%
Over 60 years old	20.2%	21.5%
Occupation		
Salaried worker	56.1%	55.5%
Self-employed	11.0%	11.0%
Unemployed	1.2%	1.1%
Business owner	9.5%	9.2%
Student	5.0%	4.2%
Retired	15.6%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.1%	17.0%
€25,000 - €49,999	36.7%	36.5%
€50,000 - €74,999	25.0%	25.0%
More than €74,999	20.2%	21.5%
Education level		
No studies	3.5%	4.8%
Primary education	3.0%	2.8%
Secondary education	22.8%	23.1%
Higher education	70.7%	69.3%

3 IN 10 TOURISTS ARE
GERMAN

46 YEARS OLD
AVERAGE AGE

48% ONLY WITH PARTNER

Pictures: Freepik.com

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