

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

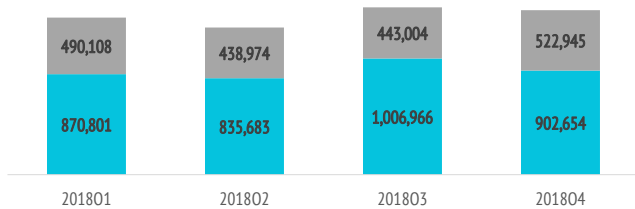
ACCOMMODATION SUPPLY

How many are they and how much do they spend?

	Accommodation supply	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	5,511,134	13,485,651
- book holiday package	3,616,104	7,848,516
- do not book holiday package	1,895,030	5,637,135
- % tourists who book holiday package	65.6%	58.2%
Share of total tourist	41.7%	100%

TOURISTS MOTIVATED BY ACCOMMODATION SUPPLY

■ do not book holiday package ■ book holiday package



	Accommodation supply	Total
Expenditure per tourist (€)	1,279	1,196
- book holiday package	1,336	1,309
- holiday package	1,101	1,064
- others	235	246
- do not book holiday package	1,170	1,037
- flight	299	288
- accommodation	454	350
- others	416	399
Average length of stay	9.16	9.32
- book holiday package	8.73	8.66
- do not book holiday package	9.97	10.23
Average daily expenditure (€)	152.3	143.6
- book holiday package	161.6	159.8
- do not book holiday package	134.8	121.0
Total turnover (> 15 years old) (€m)	7,047	16,124
- book holiday package	4,829	10,277
- do not book holiday package	2,218	5,848

AVERAGE LENGTH OF STAY (nights)

■ Accommodation supply ■ Total



EXPENDITURE PER TOURIST (€)

■ Accommodation supply ■ Total



Importance of each factor in the destination choice

	Accommodation supply	Total
Accommodation supply	100%	41.7%
Climate	87.4%	78.1%
Safety	70.7%	51.4%
Tranquility	60.3%	46.2%
Price	53.5%	36.5%
Effortless trip	51.1%	34.8%
Sea	49.1%	43.3%
European belonging	46.4%	35.8%
Beaches	43.9%	37.1%
Environment	38.8%	30.6%
Landscapes	33.2%	31.6%
Gastronomy	33.0%	22.6%
Fun possibilities	29.6%	20.7%
Authenticity	25.5%	19.1%
Shopping	15.4%	9.6%
Exoticism	14.0%	10.5%
Culture	11.0%	7.3%
Nightlife	10.4%	7.5%
Historical heritage	10.3%	7.1%
Hiking trail network	9.7%	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?

	Accommodation supply	Total
Rest	61.8%	55.1%
Enjoy family time	13.5%	14.7%
Have fun	7.5%	7.8%
Explore the destination	14.4%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	1.6%	2.1%



Accommodation supply 61.8%

Total 55.1%

How far in advance do they book their trip?

	Accommodation supply	Total
The same day	0.5%	0.7%
Between 1 and 30 days	20.4%	23.2%
Between 1 and 2 months	21.1%	23.0%
Between 3 and 6 months	33.1%	32.4%
More than 6 months	24.9%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ACCOMMODATION SUPPLY
24.9%



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 accommodation supply 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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ACCOMMODATION SUPPLY



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

	Accommodation supply	Total
Previous visits to the Canary Islands	54.5%	50.9%
Friends or relatives	24.6%	27.8%
Internet or social media	57.3%	56.1%
Mass Media	1.8%	1.7%
Travel guides and magazines	9.0%	9.5%
Travel Blogs or Forums	5.1%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	28.5%	24.7%
Public administrations or similar	0.3%	0.4%
Others	1.8%	2.3%

* Multi-choice question

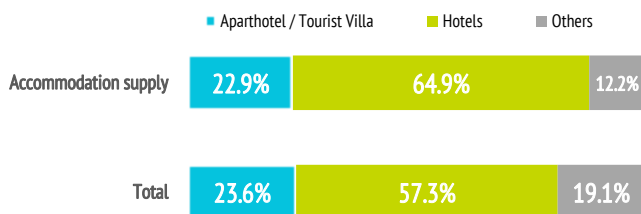
With whom did they book their flight and accommodation?

	Accommodation supply	Total
Flight		
- Directly with the airline	34.6%	39.5%
- Tour Operator or Travel Agency	65.4%	60.5%
Accommodation		
- Directly with the accommodation	26.4%	28.8%
- Tour Operator or Travel Agency	73.6%	71.2%

Where do they stay?

	Accommodation supply	Total
1-2-3* Hotel	12.1%	12.8%
4* Hotel	43.6%	37.7%
5* Hotel / 5* Luxury Hotel	9.2%	6.8%
Aparthotel / Tourist Villa	22.9%	23.6%
House/room rented in a private dwelling	3.4%	5.3%
Private accommodation (1)	2.7%	7.0%
Others (Cottage, cruise, camping,...)	6.1%	6.8%

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



What do they book?

	Accommodation supply	Total
Room only	23.9%	28.8%
Bed and Breakfast	10.3%	11.7%
Half board	23.6%	22.4%
Full board	2.8%	3.0%
All inclusive	39.5%	34.1%

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39.5% of tourists book all inclusive.
(Canary Islands: 34.1%)

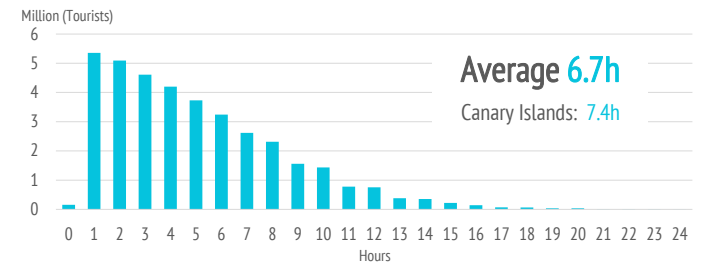
Other expenses

	Accommodation supply	Total
Restaurants or cafes	59.2%	63.2%
Supermarkets	52.5%	55.9%
Car rental	21.3%	26.6%
Organized excursions	21.2%	21.8%
Taxi, transfer, chauffeur service	58.1%	51.7%
Theme Parks	8.4%	8.8%
Sport activities	6.1%	6.4%
Museums	3.9%	5.0%
Flights between islands	4.2%	4.8%

Activities in the Canary Islands

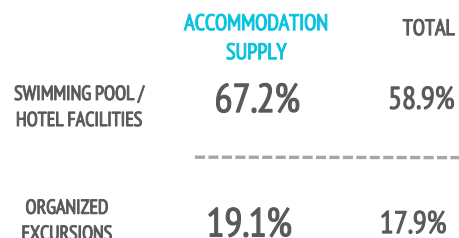
Outdoor time per day	Accommodation supply	Total
0 hours	2.8%	2.2%
1 - 2 hours	13.5%	10.0%
3 - 6 hours	36.1%	32.6%
7 - 12 hours	40.6%	46.5%
More than 12 hours	6.9%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Accommodation supply	Total
Walk, wander	70.4%	71.0%
Swimming pool, hotel facilities	67.2%	58.9%
Beach	66.7%	68.0%
Explore the island on their own	40.9%	46.5%
Taste Canarian gastronomy	22.2%	25.4%
Organized excursions	19.1%	17.9%
Nightlife / concerts / shows	16.1%	15.5%
Theme parks	15.6%	15.5%
Sport activities	13.2%	14.3%
Sea excursions / whale watching	11.5%	11.3%
Wineries / markets / popular festivals	10.7%	12.0%
Activities at sea	9.4%	9.8%
Museums / exhibitions	7.9%	9.8%
Nature activities	7.7%	10.0%
Beauty and health treatments	6.7%	5.7%
Astronomical observation	3.2%	3.4%

* Multi-choice question



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ACCOMMODATION SUPPLY



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by accommodaton supply	5,511,134	1,129,693	829,144	1,467,622	1,982,755	72,003
- Share by islands	100%	20.5%	15.0%	26.6%	36.0%	1.3%
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 accommodaton supply	41.7%	46.5%	45.2%	39.7%	40.4%	29.4%

How many islands do they visit during their trip?

	Accommodation supply	Total
One island	92.3%	90.9%
Two islands	6.7%	7.7%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Accommodation supply	Total
Research		
- Tourist package	16.8%	15.4%
- Flights	14.4%	13.0%
- Accommodation	19.5%	17.7%
- Transport	15.5%	15.6%
- Restaurants	26.7%	27.0%
- Excursions	25.8%	26.3%
- Activities	30.3%	31.0%
Book or purchase		
- Tourist package	42.2%	38.1%
- Flights	61.5%	64.4%
- Accommodation	55.7%	54.5%
- Transport	44.9%	44.7%
- Restaurants	11.2%	10.5%
- Excursions	11.6%	11.4%
- Activities	12.3%	12.5%

* Multi-choise question

Internet usage in the Canary Islands	Accommodation supply	Total
Did not use the Internet	10.1%	9.8%
Used the Internet	89.9%	90.2%
- Own Internet connection	30.8%	36.5%
- Free Wifi connection	46.2%	41.1%
Applications*		
- Search for locations or maps	55.3%	60.7%
- Search for destination info	43.9%	44.7%
- Share pictures or trip videos	57.3%	55.6%
- Download tourist apps	6.6%	6.5%
- Others	25.6%	23.9%

* Multi-choise question

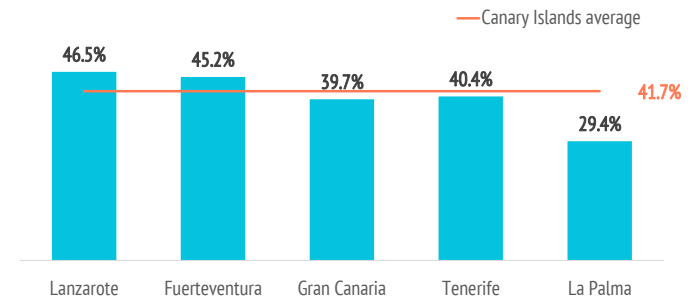


57.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

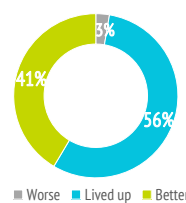


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Accommodation supply	Total
Average rating	8.76	8.58

Experience in the Canary Islands	Accommodation supply	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	55.9%	57.4%
Better or much better than expected	41.5%	39.7%

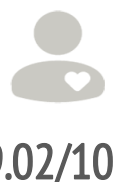
Future intentions (scale 1-10)	Accommodation supply	Total
Return to the Canary Islands	8.79	8.60
Recommend visiting the Canary Islands	9.02	8.86



Experience in the Canary



Return to the Canary Islands



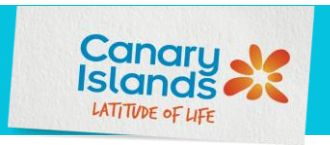
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Accommodation supply	Total
Repeat tourists	73.5%	71.0%
Repeat tourists (last 5 years)	66.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.1%	18.4%
At least 10 previous visits	18.4%	17.8%

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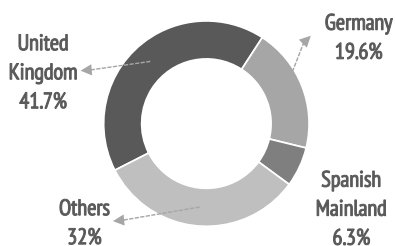
ACCOMMODATION SUPPLY



Where are they from?



	%	Absolute
United Kingdom	41.7%	2,296,183
Germany	19.6%	1,082,908
Spanish Mainland	6.3%	345,403
Ireland	5.1%	278,482
France	3.9%	212,407
Netherlands	3.1%	172,952
Norway	2.7%	146,303
Sweden	2.5%	138,310
Belgium	2.2%	123,730
Poland	2.2%	123,273
Italy	2.2%	123,031
Switzerland	1.7%	96,255
Denmark	1.5%	84,111
Finland	1.3%	70,011
Austria	0.8%	45,211
Russia	0.5%	26,385
Czech Republic	0.3%	17,308
Others	2.3%	128,871



Who do they come with?



	Accommodation supply	Total
Unaccompanied	5.3%	8.9%
Only with partner	49.9%	47.4%
Only with children (< 13 years old)	6.1%	5.9%
Partner + children (< 13 years old)	7.8%	7.2%
Other relatives	9.6%	9.0%
Friends	5.8%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	15.2%	14.6%

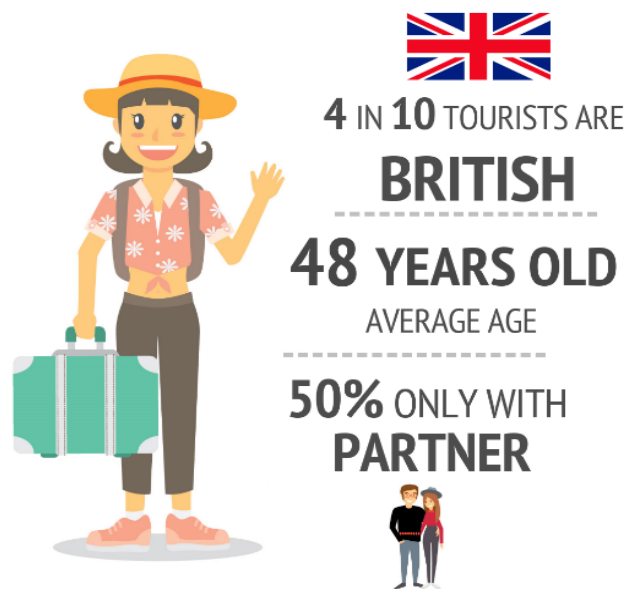
(1) Different situations have been isolated

Tourists with children	21.0%	19.3%
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	17.4%	15.8%
- Between 0 -2 and 3-12 years	1.8%	1.6%
Tourists without children	79.0%	80.7%
Group composition:		
- 1 person	8.2%	12.4%
- 2 people	57.1%	54.1%
- 3 people	12.7%	12.6%
- 4 or 5 people	17.9%	17.1%
- 6 or more people	4.1%	3.8%
Average group size:	2.65	2.58

Who are they?



	Accommodation supply	Total
Gender		
Men	42.2%	48.2%
Women	57.8%	51.8%
Age		
Average age (tourist > 15 years old)	47.9	46.7
Standard deviation	15.4	15.3
Age range (> 15 years old)		
16 - 24 years old	7.5%	7.7%
25 - 30 years old	9.3%	10.8%
31 - 45 years old	26.7%	28.6%
46 - 60 years old	32.5%	31.3%
Over 60 years old	24.0%	21.5%
Occupation		
Salaried worker	56.1%	55.5%
Self-employed	10.2%	11.0%
Unemployed	0.9%	1.1%
Business owner	8.3%	9.2%
Student	3.5%	4.2%
Retired	19.2%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.3%	17.0%
€25,000 - €49,999	35.3%	36.5%
€50,000 - €74,999	25.7%	25.0%
More than €74,999	22.7%	21.5%
Education level		
No studies	6.2%	4.8%
Primary education	2.6%	2.8%
Secondary education	23.8%	23.1%
Higher education	67.4%	69.3%



Pictures: Freepik.com

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