

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

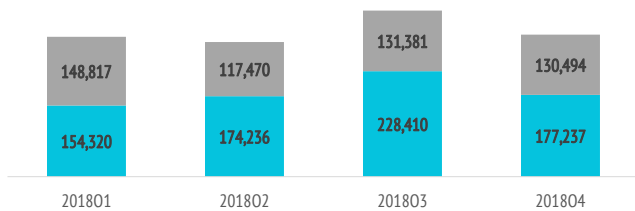
SHOPPING

How many are they and how much do they spend?

	Shopping	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,262,366	13,485,651
- book holiday package	734,204	7,848,516
- do not book holiday package	528,162	5,637,135
- % tourists who book holiday package	58.2%	58.2%
Share of total tourist	9.6%	100%

TOURISTS MOTIVATED BY SHOPPING

■ do not book holiday package ■ book holiday package



	Shopping	Total
Expenditure per tourist (€)	1,257	1,196
- book holiday package	1,316	1,309
- holiday package	1,041	1,064
- others	276	246
- do not book holiday package	1,176	1,037
- flight	305	288
- accommodation	355	350
- others	516	399
Average length of stay	9.96	9.32
- book holiday package	9.01	8.66
- do not book holiday package	11.28	10.23
Average daily expenditure (€)	143.0	143.6
- book holiday package	157.2	159.8
- do not book holiday package	123.4	121.0
Total turnover (> 15 years old) (€m)	1,587	16,124
- book holiday package	966	10,277
- do not book holiday package	621	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Shopping	Total
Shopping	100%	9.6%
Climate	87.5%	78.1%
Safety	78.5%	51.4%
Tranquility	67.9%	46.2%
Accommodation supply	67.1%	41.7%
Price	65.4%	36.5%
Sea	60.5%	43.3%
Effortless trip	60.0%	34.8%
Beaches	58.6%	37.1%
European belonging	57.5%	35.8%
Gastronomy	55.3%	22.6%
Fun possibilities	54.5%	20.7%
Environment	50.4%	30.6%
Landscapes	47.1%	31.6%
Authenticity	40.7%	19.1%
Nightlife	37.7%	7.5%
Exoticism	27.9%	10.5%
Culture	21.7%	7.3%
Historical heritage	19.7%	7.1%
Hiking trail network	15.2%	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?

	Shopping	Total
Rest	53.7%	55.1%
Enjoy family time	14.3%	14.7%
Have fun	13.1%	7.8%
Explore the destination	16.3%	18.5%
Practice their hobbies	1.0%	1.8%
Other reasons	1.6%	2.1%

HAVE FUN



How far in advance do they book their trip?

	Shopping	Total
The same day	1.0%	0.7%
Between 1 and 30 days	21.4%	23.2%
Between 1 and 2 months	20.0%	23.0%
Between 3 and 6 months	31.6%	32.4%
More than 6 months	26.0%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SHOPPING
26.0%



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 shopping 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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SHOPPING



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

	Shopping	Total
Previous visits to the Canary Islands	50.3%	50.9%
Friends or relatives	28.9%	27.8%
Internet or social media	48.9%	56.1%
Mass Media	2.4%	1.7%
Travel guides and magazines	7.6%	9.5%
Travel Blogs or Forums	3.7%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	24.4%	24.7%
Public administrations or similar	0.3%	0.4%
Others	2.3%	2.3%

* Multi-choice question

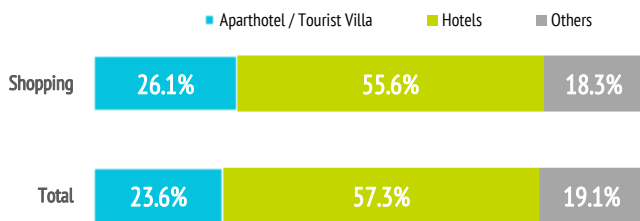
With whom did they book their flight and accommodation?

	Shopping	Total
Flight		
- Directly with the airline	40.7%	39.5%
- Tour Operator or Travel Agency	59.3%	60.5%
Accommodation		
- Directly with the accommodation	29.1%	28.8%
- Tour Operator or Travel Agency	70.9%	71.2%

Where do they stay?

	Shopping	Total
1-2-3* Hotel	14.0%	12.8%
4* Hotel	35.0%	37.7%
5* Hotel / 5* Luxury Hotel	6.6%	6.8%
Aparthotel / Tourist Villa	26.1%	23.6%
House/room rented in a private dwelling	4.0%	5.3%
Private accommodation (1)	8.6%	7.0%
Others (Cottage, cruise, camping,...)	5.7%	6.8%

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



What do they book?

	Shopping	Total
Room only	29.4%	28.8%
Bed and Breakfast	10.8%	11.7%
Half board	21.1%	22.4%
Full board	3.7%	3.0%
All inclusive	34.9%	34.1%

”
34.9% of tourists book all inclusive.
 (Canary Islands: 34.1%)

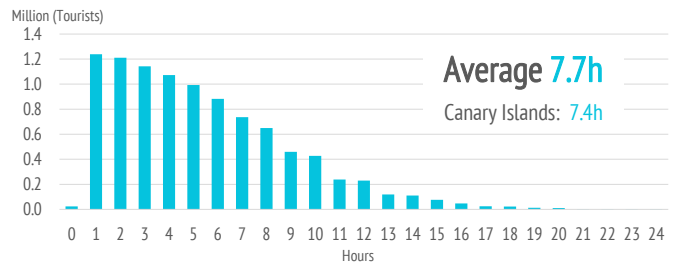
Other expenses

	Shopping	Total
Restaurants or cafes	61.1%	63.2%
Supermarkets	54.1%	55.9%
Car rental	19.1%	26.6%
Organized excursions	19.9%	21.8%
Taxi, transfer, chauffeur service	51.4%	51.7%
Theme Parks	9.4%	8.8%
Sport activities	5.2%	6.4%
Museums	3.0%	5.0%
Flights between islands	5.6%	4.8%

Activities in the Canary Islands

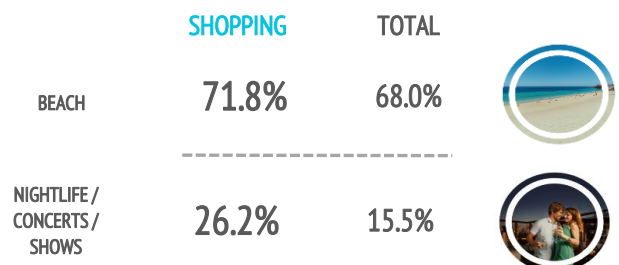
Outdoor time per day	Shopping	Total
0 hours	1.9%	2.2%
1 - 2 hours	7.7%	10.0%
3 - 6 hours	32.1%	32.6%
7 - 12 hours	49.0%	46.5%
More than 12 hours	9.4%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Shopping	Total
Beach	71.8%	68.0%
Walk, wander	68.7%	71.0%
Swimming pool, hotel facilities	62.1%	58.9%
Explore the island on their own	42.6%	46.5%
Nightlife / concerts / shows	26.2%	15.5%
Taste Canarian gastronomy	24.9%	25.4%
Organized excursions	19.2%	17.9%
Theme parks	18.7%	15.5%
Wineries / markets / popular festivals	13.5%	12.0%
Sport activities	12.4%	14.3%
Sea excursions / whale watching	11.6%	11.3%
Activities at sea	9.9%	9.8%
Beauty and health treatments	8.3%	5.7%
Nature activities	7.5%	10.0%
Museums / exhibitions	7.5%	9.8%
Astronomical observation	3.6%	3.4%

* Multi-choice question



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SHOPPING

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by shopping	1,262,366	171,944	157,191	368,976	550,191	8,636
- Share by islands	100%	13.6%	12.5%	29.2%	43.6%	0.7%
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 shopping	9.6%	7.1%	8.6%	10.0%	11.2%	3.5%

How many islands do they visit during their trip?

	Shopping	Total
One island	89.6%	90.9%
Two islands	8.4%	7.7%
Three or more islands	2.0%	1.4%

Internet usage during their trip

	Shopping	Total
Research		
- Tourist package	17.8%	15.4%
- Flights	16.0%	13.0%
- Accommodation	18.6%	17.7%
- Transport	17.5%	15.6%
- Restaurants	27.6%	27.0%
- Excursions	27.2%	26.3%
- Activities	30.3%	31.0%
Book or purchase		
- Tourist package	35.9%	38.1%
- Flights	61.0%	64.4%
- Accommodation	52.1%	54.5%
- Transport	42.8%	44.7%
- Restaurants	14.3%	10.5%
- Excursions	13.5%	11.4%
- Activities	13.8%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Shopping	Total
Did not use the Internet	12.3%	9.8%
Used the Internet	87.7%	90.2%
- Own Internet connection	34.3%	36.5%
- Free Wifi connection	35.4%	41.1%
Applications*		
- Search for locations or maps	56.1%	60.7%
- Search for destination info	40.3%	44.7%
- Share pictures or trip videos	57.2%	55.6%
- Download tourist apps	8.4%	6.5%
- Others	23.2%	23.9%

* Multi-choice question

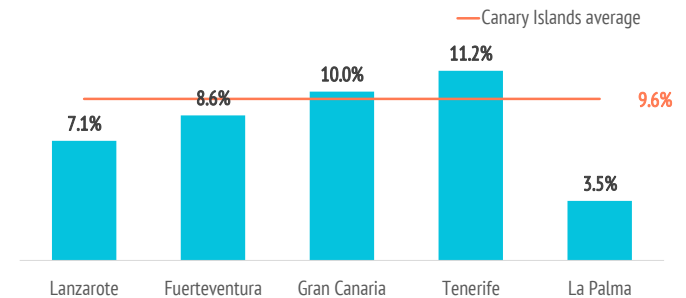


57.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

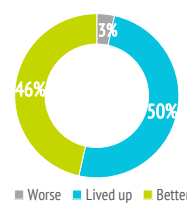


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Shopping	Total
Average rating	8.87	8.58

Experience in the Canary Islands	Shopping	Total
Worse or much worse than expected	3.5%	2.9%
Lived up to expectations	50.0%	57.4%
Better or much better than expected	46.5%	39.7%

Future intentions (scale 1-10)	Shopping	Total
Return to the Canary Islands	8.97	8.60
Recommend visiting the Canary Islands	9.15	8.86



Experience in the Canary



Return to the Canary Islands



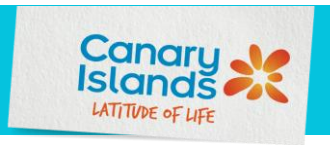
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Shopping	Total
Repeat tourists	71.5%	71.0%
Repeat tourists (last 5 years)	65.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	22.3%	18.4%
At least 10 previous visits	20.1%	17.8%

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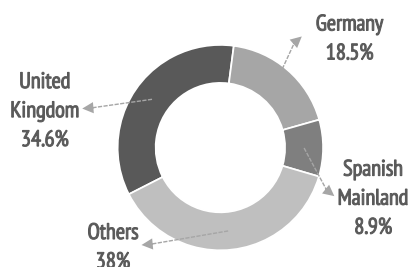
SHOPPING



Where are they from?



	%	Absolute
United Kingdom	34.6%	436,634
Germany	18.5%	233,870
Spanish Mainland	8.9%	112,639
France	6.1%	76,757
Ireland	5.5%	69,373
Italy	4.7%	59,530
Belgium	3.0%	37,821
Norway	2.6%	33,320
Switzerland	2.4%	29,992
Netherlands	1.4%	17,724
Sweden	1.3%	16,586
Austria	1.3%	16,564
Denmark	1.3%	16,406
Poland	1.3%	15,880
Finland	1.1%	13,475
Russia	1.0%	12,279
Czech Republic	0.3%	3,726
Others	4.7%	59,789



Who do they come with?



	Shopping	Total
Unaccompanied	8.4%	8.9%
Only with partner	45.2%	47.4%
Only with children (< 13 years old)	6.2%	5.9%
Partner + children (< 13 years old)	4.8%	7.2%
Other relatives	11.7%	9.0%
Friends	8.0%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.4%	0.2%
Other combinations ⁽¹⁾	15.0%	14.6%

(1) Different situations have been isolated

Tourists with children	17.4%	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	1.5%	1.6%
Tourists without children	82.6%	80.7%
Group composition:		
- 1 person	13.3%	12.4%
- 2 people	53.3%	54.1%
- 3 people	13.1%	12.6%
- 4 or 5 people	16.4%	17.1%
- 6 or more people	3.9%	3.8%
Average group size:	2.56	2.58

Who are they?



	Shopping	Total
Gender		
Men	39.4%	48.2%
Women	60.6%	51.8%
Age		
Average age (tourist > 15 years old)	44.9	46.7
Standard deviation	16.0	15.3
Age range (> 15 years old)		
16 - 24 years old	13.1%	7.7%
25 - 30 years old	10.9%	10.8%
31 - 45 years old	26.4%	28.6%
46 - 60 years old	30.4%	31.3%
Over 60 years old	19.2%	21.5%
Occupation		
Salaried worker	55.7%	55.5%
Self-employed	10.5%	11.0%
Unemployed	1.2%	1.1%
Business owner	9.7%	9.2%
Student	4.6%	4.2%
Retired	15.5%	17.3%
Unpaid domestic work	1.4%	0.9%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	22.5%	17.0%
€25,000 - €49,999	36.7%	36.5%
€50,000 - €74,999	21.6%	25.0%
More than €74,999	19.3%	21.5%
Education level		
No studies	7.7%	4.8%
Primary education	3.4%	2.8%
Secondary education	25.3%	23.1%
Higher education	63.7%	69.3%



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