

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

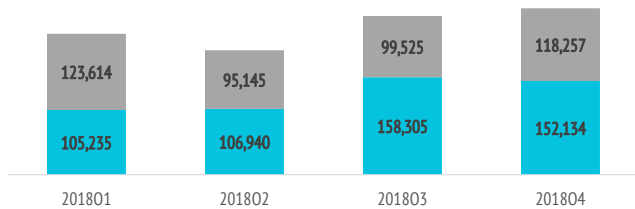
## CULTURE

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

	Culture	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,559,787
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	959,156	13,485,651
- book holiday package	522,614	7,848,516
- do not book holiday package	436,542	5,637,135
- % tourists who book holiday package	54.5%	58.2%
Share of total tourist	7.3%	100%

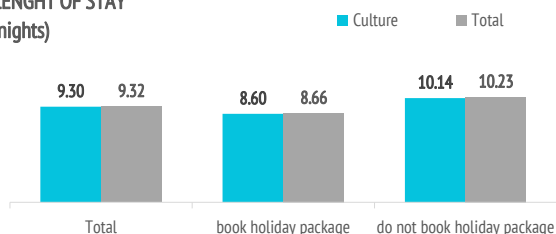
### TOURISTS MOTIVATED BY CULTURE

■ do not book holiday package ■ book holiday package

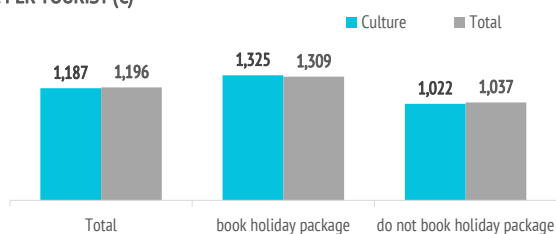


	Culture	Total
<b>Expenditure per tourist (€)</b>	1,187	1,196
- book holiday package	1,325	1,309
- holiday package	1,065	1,064
- others	260	246
- do not book holiday package	1,022	1,037
- flight	286	288
- accommodation	316	350
- others	421	399
<b>Average length of stay</b>	9.30	9.32
- book holiday package	8.60	8.66
- do not book holiday package	10.14	10.23
<b>Average daily expenditure (€)</b>	144.2	143.6
- book holiday package	164.3	159.8
- do not book holiday package	120.2	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	1,139	16,124
- book holiday package	692	10,277
- do not book holiday package	446	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Culture	Total
Culture	100%	7.3%
Climate	82.2%	78.1%
Safety	74.4%	51.4%
Landscapes	71.3%	31.6%
Tranquility	69.2%	46.2%
Environment	66.9%	30.6%
Accommodation supply	63.5%	41.7%
Sea	63.3%	43.3%
Historical heritage	61.0%	7.1%
Beaches	56.9%	37.1%
Authenticity	56.1%	19.1%
Fun possibilities	55.7%	20.7%
Effortless trip	55.1%	34.8%
Price	54.6%	36.5%
European belonging	53.5%	35.8%
Gastronomy	49.2%	22.6%
Exoticism	32.0%	10.5%
Shopping	28.6%	9.6%
Hiking trail network	27.1%	9.0%
Nightlife	21.7%	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?

	Culture	Total
Rest	43.3%	55.1%
Enjoy family time	14.3%	14.7%
Have fun	9.5%	7.8%
Explore the destination	29.3%	18.5%
Practice their hobbies	1.2%	1.8%
Other reasons	2.4%	2.1%

### EXPLORE THE DESTINATION



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

	Culture	Total
The same day	1.2%	0.7%
Between 1 and 30 days	23.1%	23.2%
Between 1 and 2 months	22.5%	23.0%
Between 3 and 6 months	29.6%	32.4%
More than 6 months	23.5%	20.7%

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

CULTURE  
23.5%



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 culture 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)

## CULTURE

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

	Culture	Total
Previous visits to the Canary Islands	46.3%	50.9%
Friends or relatives	31.1%	27.8%
Internet or social media	52.4%	56.1%
Mass Media	2.7%	1.7%
Travel guides and magazines	13.7%	9.5%
Travel Blogs or Forums	7.3%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	23.6%	24.7%
Public administrations or similar	1.0%	0.4%
Others	2.8%	2.3%

\* Multi-choice question

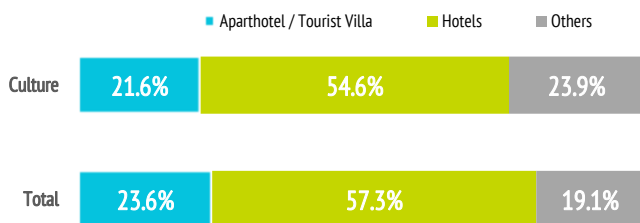
### With whom did they book their flight and accommodation?

	Culture	Total
<b>Flight</b>		
- Directly with the airline	43.1%	39.5%
- Tour Operator or Travel Agency	56.9%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	30.5%	28.8%
- Tour Operator or Travel Agency	69.5%	71.2%

### Where do they stay?

	Culture	Total
1-2-3* Hotel	13.7%	12.8%
4* Hotel	34.8%	37.7%
5* Hotel / 5* Luxury Hotel	6.0%	6.8%
Aparthotel / Tourist Villa	21.6%	23.6%
House/room rented in a private dwelling	6.1%	5.3%
Private accommodation (1)	10.0%	7.0%
Others (Cottage, cruise, camping,...)	7.7%	6.8%

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



### What do they book?

	Culture	Total
Room only	29.8%	28.8%
Bed and Breakfast	11.1%	11.7%
Half board	21.4%	22.4%
Full board	4.2%	3.0%
All inclusive	33.4%	34.1%

”  
**33.4%** of tourists book all inclusive.

(Canary Islands: 34.1%)

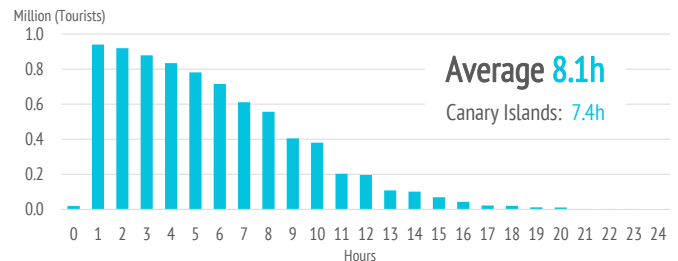
### Other expenses

	Culture	Total
Restaurants or cafes	62.0%	63.2%
Supermarkets	55.3%	55.9%
Car rental	28.8%	26.6%
Organized excursions	27.8%	21.8%
Taxi, transfer, chauffeur service	47.6%	51.7%
Theme Parks	9.1%	8.8%
Sport activities	5.9%	6.4%
Museums	8.5%	5.0%
Flights between islands	6.2%	4.8%

### Activities in the Canary Islands

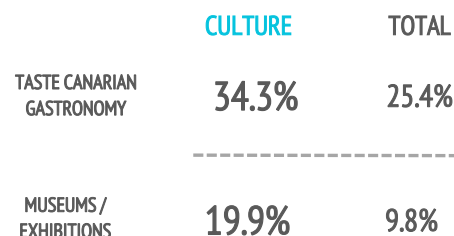
Outdoor time per day	Culture	Total
0 hours	2.0%	2.2%
1 - 2 hours	6.5%	10.0%
3 - 6 hours	27.9%	32.6%
7 - 12 hours	52.4%	46.5%
More than 12 hours	11.3%	8.7%

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



Activities in the Canary Islands	Culture	Total
Beach	72.8%	68.0%
Walk, wander	72.3%	71.0%
Explore the island on their own	55.2%	46.5%
Swimming pool, hotel facilities	54.6%	58.9%
Taste Canarian gastronomy	34.3%	25.4%
Organized excursions	25.3%	17.9%
Museums / exhibitions	19.9%	9.8%
Nightlife / concerts / shows	19.4%	15.5%
Theme parks	19.3%	15.5%
Wineries / markets / popular festivals	19.1%	12.0%
Sea excursions / whale watching	14.8%	11.3%
Sport activities	14.3%	14.3%
Nature activities	13.8%	10.0%
Activities at sea	13.4%	9.8%
Beauty and health treatments	7.6%	5.7%
Astronomical observation	5.0%	3.4%

\* Multi-choice question



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

## CULTURE

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by culture	959,156	194,680	102,760	248,577	393,603	11,432
- Share by islands	100%	20.3%	10.7%	25.9%	41.0%	1.2%
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 culture	7.3%	8.0%	5.6%	6.7%	8.0%	4.7%

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

	Culture	Total
One island	88.3%	90.9%
Two islands	9.4%	7.7%
Three or more islands	2.3%	1.4%

### Internet usage during their trip

	Culture	Total
<b>Research</b>		
- Tourist package	15.9%	15.4%
- Flights	12.7%	13.0%
- Accommodation	17.0%	17.7%
- Transport	18.4%	15.6%
- Restaurants	28.8%	27.0%
- Excursions	30.2%	26.3%
- Activities	35.0%	31.0%
<b>Book or purchase</b>		
- Tourist package	35.4%	38.1%
- Flights	64.3%	64.4%
- Accommodation	53.4%	54.5%
- Transport	43.2%	44.7%
- Restaurants	15.8%	10.5%
- Excursions	17.7%	11.4%
- Activities	17.1%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Culture	Total
<b>Did not use the Internet</b>	<b>11.7%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>88.3%</b>	<b>90.2%</b>
- Own Internet connection	37.4%	36.5%
- Free Wifi connection	35.5%	41.1%
<b>Applications*</b>		
- Search for locations or maps	66.7%	60.7%
- Search for destination info	48.0%	44.7%
- Share pictures or trip videos	59.7%	55.6%
- Download tourist apps	8.9%	6.5%
- Others	17.1%	23.9%

\* Multi-choice question

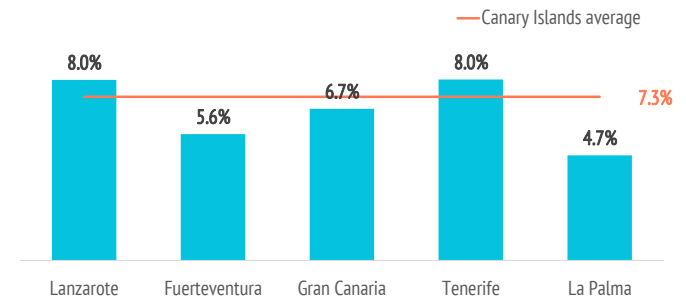


**59.7%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

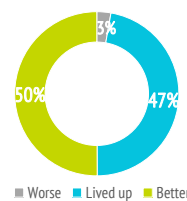


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Culture	Total
Average rating	8.89	8.58

Experience in the Canary Islands	Culture	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	47.2%	57.4%
Better or much better than expected	50.1%	39.7%

Future intentions (scale 1-10)	Culture	Total
Return to the Canary Islands	8.90	8.60
Recommend visiting the Canary Islands	9.19	8.86



Experience in the Canary

8.90/10

Return to the Canary Islands

9.19/10

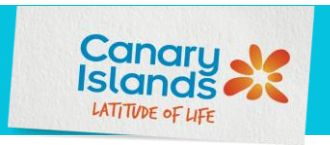
Recommend visiting the Canary Islands

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

	Culture	Total
<b>Repeat tourists</b>	<b>66.3%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	60.6%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.1%	18.4%
<b>At least 10 previous visits</b>	<b>16.6%</b>	<b>17.8%</b>

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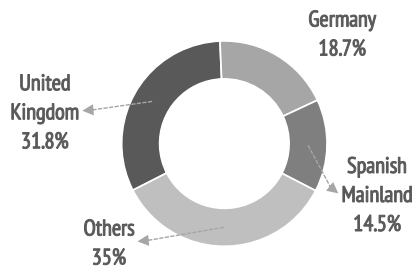
## CULTURE



### Where are they from?



	%	Absolute
United Kingdom	31.8%	305,153
Germany	18.7%	179,675
Spanish Mainland	14.5%	139,426
France	5.5%	52,311
Italy	4.2%	39,867
Ireland	3.8%	36,343
Switzerland	2.6%	24,544
Netherlands	2.4%	22,904
Belgium	2.1%	20,347
Poland	2.1%	20,155
Sweden	1.7%	16,355
Norway	1.6%	15,710
Russia	1.1%	10,215
Denmark	1.0%	9,269
Austria	0.9%	8,490
Finland	0.8%	7,754
Czech Republic	0.3%	2,896
Others	5.0%	47,741



### Who do they come with?



	Culture	Total
Unaccompanied	10.4%	8.9%
Only with partner	45.0%	47.4%
Only with children (< 13 years old)	6.4%	5.9%
Partner + children (< 13 years old)	6.0%	7.2%
Other relatives	10.0%	9.0%
Friends	6.4%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.5%	0.2%
Other combinations <sup>(1)</sup>	15.0%	14.6%

(1) Different situations have been isolated

	Culture	Total
<b>Tourists with children</b>	<b>18.6%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.1%	1.8%
- Between 3 and 12 years old	15.3%	15.8%
- Between 0 -2 and 3-12 years	1.2%	1.6%
<b>Tourists without children</b>	<b>81.4%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	15.0%	12.4%
- 2 people	51.9%	54.1%
- 3 people	14.6%	12.6%
- 4 or 5 people	15.0%	17.1%
- 6 or more people	3.5%	3.8%
<b>Average group size:</b>	<b>2.52</b>	<b>2.58</b>

### Who are they?



	Culture	Total
<b>Gender</b>		
Men	40.9%	48.2%
Women	59.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	44.9	46.7
Standard deviation	15.6	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	9.5%	7.7%
25 - 30 years old	13.9%	10.8%
31 - 45 years old	28.4%	28.6%
46 - 60 years old	29.2%	31.3%
Over 60 years old	18.9%	21.5%
<b>Occupation</b>		
Salaried worker	55.4%	55.5%
Self-employed	11.4%	11.0%
Unemployed	1.7%	1.1%
Business owner	8.5%	9.2%
Student	5.1%	4.2%
Retired	16.2%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	1.0%	0.8%
<b>Annual household income level</b>		
Less than €25,000	21.5%	17.0%
€25,000 - €49,999	37.0%	36.5%
€50,000 - €74,999	23.0%	25.0%
More than €74,999	18.4%	21.5%
<b>Education level</b>		
No studies	5.3%	4.8%
Primary education	2.7%	2.8%
Secondary education	20.6%	23.1%
Higher education	71.4%	69.3%

**3 IN 10 TOURISTS ARE BRITISH**

**45 YEARS OLD**  
AVERAGE AGE

**45% ONLY WITH PARTNER**

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that culture is "very important" in their choice.

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