

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

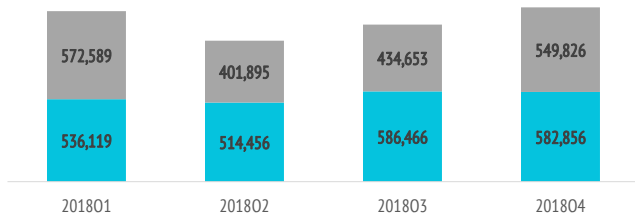
LANDSCAPES

How many are they and how much do they spend?

	Landscape	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	4,178,860	13,485,651
- book holiday package	2,219,896	7,848,516
- do not book holiday package	1,958,964	5,637,135
- % tourists who book holiday package	53.1%	58.2%
Share of total tourist	31.6%	100%

TOURISTS MOTIVATED BY LANDSCAPES

■ do not book holiday package ■ book holiday package



	Landscape	Total
Expenditure per tourist (€)	1,156	1,196
- book holiday package	1,279	1,309
- holiday package	1,026	1,064
- others	253	246
- do not book holiday package	1,017	1,037
- flight	290	288
- accommodation	328	350
- others	399	399
Average length of stay	9.73	9.32
- book holiday package	8.77	8.66
- do not book holiday package	10.82	10.23
Average daily expenditure (€)	136.0	143.6
- book holiday package	156.4	159.8
- do not book holiday package	112.8	121.0
Total turnover (> 15 years old) (€m)	4,833	16,124
- book holiday package	2,840	10,277
- do not book holiday package	1,993	5,848

AVERAGE LENGTH OF STAY (nights)

■ Landscape ■ Total



EXPENDITURE PER TOURIST (€)

■ Landscape ■ Total



Importance of each factor in the destination choice

	Landscape	Total
Landscapes	100%	31.6%
Climate	83.7%	78.1%
Sea	65.4%	43.3%
Environment	63.4%	30.6%
Tranquility	58.3%	46.2%
Safety	58.2%	51.4%
Beaches	54.2%	37.1%
European belonging	44.5%	35.8%
Accommodation supply	43.8%	41.7%
Price	40.6%	36.5%
Effortless trip	40.0%	34.8%
Authenticity	35.3%	19.1%
Gastronomy	31.8%	22.6%
Fun possibilities	26.0%	20.7%
Hiking trail network	21.7%	9.0%
Exoticism	20.0%	10.5%
Historical heritage	17.0%	7.1%
Culture	16.4%	7.3%
Shopping	14.2%	9.6%
Nightlife	9.8%	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?

	Landscape	Total
Rest	43.1%	55.1%
Enjoy family time	12.5%	14.7%
Have fun	6.7%	7.8%
Explore the destination	33.2%	18.5%
Practice their hobbies	1.9%	1.8%
Other reasons	2.5%	2.1%

EXPLORE THE DESTINATION



Landscape 33.2%

Total 18.5%

How far in advance do they book their trip?

	Landscape	Total
The same day	0.8%	0.7%
Between 1 and 30 days	23.5%	23.2%
Between 1 and 2 months	24.1%	23.0%
Between 3 and 6 months	32.3%	32.4%
More than 6 months	19.3%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

LANDSCAPES
24.1%



TOTAL
23.0%

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 landscapes are "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)

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

	Landscape	Total
Previous visits to the Canary Islands	46.9%	50.9%
Friends or relatives	30.0%	27.8%
Internet or social media	56.7%	56.1%
Mass Media	2.6%	1.7%
Travel guides and magazines	13.7%	9.5%
Travel Blogs or Forums	7.4%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	22.3%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.3%	2.3%

* Multi-choice question

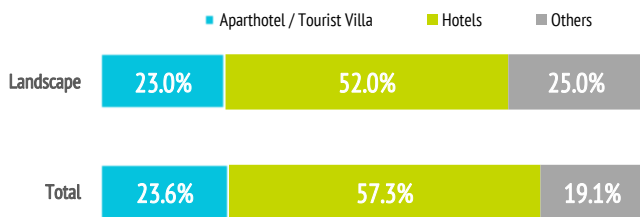
With whom did they book their flight and accommodation?

	Landscape	Total
Flight		
- Directly with the airline	43.3%	39.5%
- Tour Operator or Travel Agency	56.7%	60.5%
Accommodation		
- Directly with the accommodation	32.2%	28.8%
- Tour Operator or Travel Agency	67.8%	71.2%

Where do they stay?

	Landscape	Total
1-2-3* Hotel	12.2%	12.8%
4* Hotel	34.3%	37.7%
5* Hotel / 5* Luxury Hotel	5.6%	6.8%
Aparthotel / Tourist Villa	23.0%	23.6%
House/room rented in a private dwelling	7.7%	5.3%
Private accommodation (1)	9.2%	7.0%
Others (Cottage, cruise, camping,...)	8.1%	6.8%

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



What do they book?

	Landscape	Total
Room only	31.9%	28.8%
Bed and Breakfast	12.1%	11.7%
Half board	23.5%	22.4%
Full board	3.2%	3.0%
All inclusive	29.4%	34.1%

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31.9% of tourists book room only.
(Canary Islands: 28.8%)

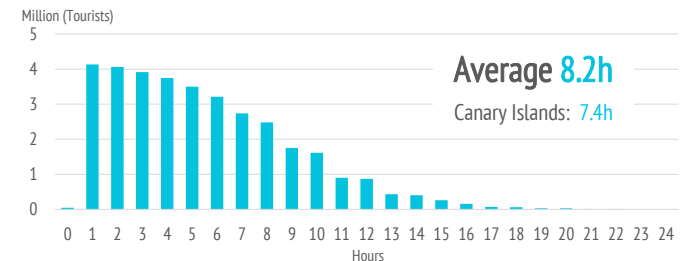
Other expenses

	Landscape	Total
Restaurants or cafes	65.1%	63.2%
Supermarkets	58.0%	55.9%
Car rental	37.5%	26.6%
Organized excursions	27.0%	21.8%
Taxi, transfer, chauffeur service	43.3%	51.7%
Theme Parks	9.3%	8.8%
Sport activities	6.2%	6.4%
Museums	8.4%	5.0%
Flights between islands	6.4%	4.8%

Activities in the Canary Islands

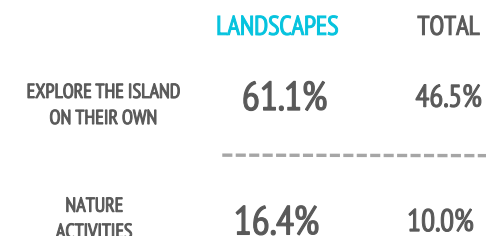
Outdoor time per day	Landscape	Total
0 hours	1.1%	2.2%
1 - 2 hours	5.2%	10.0%
3 - 6 hours	28.2%	32.6%
7 - 12 hours	55.1%	46.5%
More than 12 hours	10.4%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Landscape	Total
Walk, wander	75.5%	71.0%
Beach	72.9%	68.0%
Explore the island on their own	61.1%	46.5%
Swimming pool, hotel facilities	51.0%	58.9%
Taste Canarian gastronomy	33.0%	25.4%
Organized excursions	21.6%	17.9%
Theme parks	16.8%	15.5%
Nature activities	16.4%	10.0%
Wineries / markets / popular festivals	16.0%	12.0%
Museums / exhibitions	15.4%	9.8%
Sport activities	14.7%	14.3%
Sea excursions / whale watching	13.9%	11.3%
Nightlife / concerts / shows	13.5%	15.5%
Activities at sea	11.8%	9.8%
Beauty and health treatments	5.6%	5.7%
Astronomical observation	5.1%	3.4%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by landscapes	4,178,860	733,744	484,566	1,010,937	1,726,348	166,338
- Share by islands	100%	17.6%	11.6%	24.2%	41.3%	4.0%
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 landscapes	31.6%	30.2%	26.4%	27.4%	35.2%	67.9%

How many islands do they visit during their trip?

	Landscape	Total
One island	87.8%	90.9%
Two islands	10.1%	7.7%
Three or more islands	2.1%	1.4%

Internet usage during their trip

	Landscape	Total
Research		
- Tourist package	15.5%	15.4%
- Flights	12.3%	13.0%
- Accommodation	16.2%	17.7%
- Transport	16.4%	15.6%
- Restaurants	29.8%	27.0%
- Excursions	30.9%	26.3%
- Activities	35.2%	31.0%
Book or purchase		
- Tourist package	34.9%	38.1%
- Flights	66.3%	64.4%
- Accommodation	56.2%	54.5%
- Transport	48.7%	44.7%
- Restaurants	12.3%	10.5%
- Excursions	15.5%	11.4%
- Activities	15.8%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Landscape	Total
Did not use the Internet	10.3%	9.8%
Used the Internet	89.7%	90.2%
- Own Internet connection	40.0%	36.5%
- Free Wifi connection	36.0%	41.1%
Applications*		
- Search for locations or maps	70.3%	60.7%
- Search for destination info	48.6%	44.7%
- Share pictures or trip videos	58.1%	55.6%
- Download tourist apps	7.6%	6.5%
- Others	18.1%	23.9%

* Multi-choice question

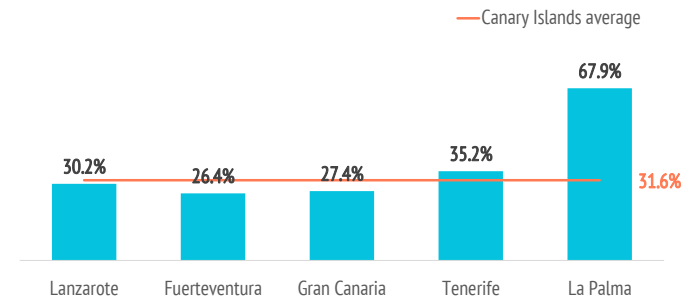


58.1% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

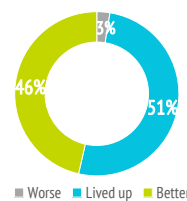


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Landscape	Total
Average rating	8.80	8.58

Experience in the Canary Islands	Landscape	Total
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	51.0%	57.4%
Better or much better than expected	46.4%	39.7%

Future intentions (scale 1-10)	Landscape	Total
Return to the Canary Islands	8.81	8.60
Recommend visiting the Canary Islands	9.10	8.86



Experience in the Canary



8.81/10

Return to the Canary Islands



9.10/10

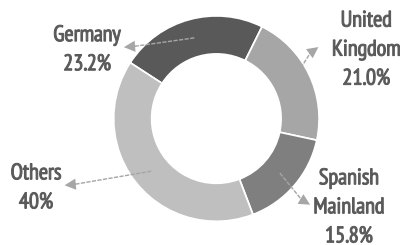
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Landscape	Total
Repeat tourists	66.5%	71.0%
Repeat tourists (last 5 years)	60.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.9%	18.4%
At least 10 previous visits	15.7%	17.8%

Where are they from?

	%	Absolute
Germany	23.2%	968,132
United Kingdom	21.0%	879,181
Spanish Mainland	15.8%	661,620
France	6.3%	264,361
Italy	5.5%	229,446
Poland	3.9%	161,469
Belgium	3.2%	132,369
Netherlands	2.7%	110,813
Switzerland	2.5%	103,244
Ireland	2.2%	90,555
Sweden	2.1%	86,571
Norway	1.6%	68,623
Finland	1.6%	66,030
Austria	1.3%	55,659
Denmark	1.2%	51,642
Russia	1.1%	45,189
Czech Republic	0.6%	24,039
Others	4.3%	179,915



Who do they come with?

	Landscape	Total
Unaccompanied	9.6%	8.9%
Only with partner	49.6%	47.4%
Only with children (< 13 years old)	5.8%	5.9%
Partner + children (< 13 years old)	6.2%	7.2%
Other relatives	8.2%	9.0%
Friends	6.2%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	13.9%	14.6%

(1) Different situations have been isolated

Tourists with children	17.0%	19.3%
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	14.1%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	83.0%	80.7%
Group composition:		
- 1 person	13.6%	12.4%
- 2 people	55.6%	54.1%
- 3 people	12.1%	12.6%
- 4 or 5 people	15.7%	17.1%
- 6 or more people	3.0%	3.8%
Average group size:	2.49	2.58

Who are they?

	Landscape	Total
Gender		
Men	46.0%	48.2%
Women	54.0%	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	8.1%	7.7%
25 - 30 years old	12.6%	10.8%
31 - 45 years old	28.8%	28.6%
46 - 60 years old	30.1%	31.3%
Over 60 years old	20.4%	21.5%
Occupation		
Salaried worker	55.2%	55.5%
Self-employed	11.5%	11.0%
Unemployed	1.5%	1.1%
Business owner	9.1%	9.2%
Student	4.9%	4.2%
Retired	16.3%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	19.9%	17.0%
€25,000 - €49,999	38.5%	36.5%
€50,000 - €74,999	24.0%	25.0%
More than €74,999	17.6%	21.5%
Education level		
No studies	3.2%	4.8%
Primary education	2.9%	2.8%
Secondary education	20.9%	23.1%
Higher education	72.9%	69.3%



Pictures: Freepik.com