

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

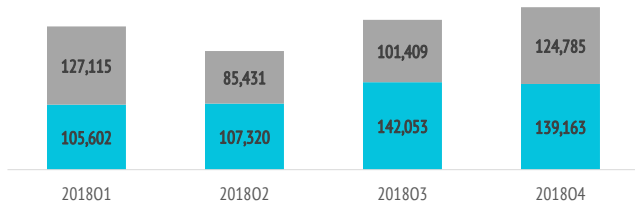
HISTORICAL HERITAGE

How many are they and how much do they spend?

	Historical heritage	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	932,879	13,485,651
- book holiday package	494,138	7,848,516
- do not book holiday package	438,741	5,637,135
- % tourists who book holiday package	53.0%	58.2%
Share of total tourist	7.1%	100%

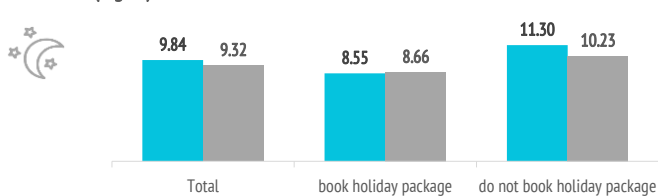
TOURISTS MOTIVATED BY HISTORICAL HERITAGE

■ do not book holiday package ■ book holiday package



	Historical heritage	Total
Expenditure per tourist (€)		
- book holiday package	1,223	1,196
- holiday package	1,311	1,309
- others	1,058	1,064
- 253	253	246
- do not book holiday package	1,124	1,037
- flight	1,124	1,037
- accommodation	308	288
- others	330	350
- 486	486	399
Average length of stay		
- book holiday package	9.84	9.32
- book holiday package	8.55	8.66
- do not book holiday package	11.30	10.23
Average daily expenditure (€)		
- book holiday package	140.7	143.6
- book holiday package	162.6	159.8
- do not book holiday package	115.9	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,141	16,124
- book holiday package	648	10,277
- do not book holiday package	493	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Historical heritage	Total
Historical heritage	100%	7.1%
Climate	82.0%	78.1%
Landscapes	75.9%	31.6%
Safety	72.4%	51.4%
Tranquility	70.2%	46.2%
Environment	68.4%	30.6%
Sea	63.6%	43.3%
Culture	62.7%	7.3%
Accommodation supply	61.0%	41.7%
Authenticity	58.6%	19.1%
Beaches	55.5%	37.1%
European belonging	55.4%	35.8%
Effortless trip	52.5%	34.8%
Price	51.1%	36.5%
Gastronomy	48.1%	22.6%
Fun possibilities	45.3%	20.7%
Exoticism	33.0%	10.5%
Hiking trail network	31.1%	9.0%
Shopping	26.6%	9.6%
Nightlife	18.8%	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?

	Historical heritage	Total
Rest	42.0%	55.1%
Enjoy family time	13.8%	14.7%
Have fun	7.2%	7.8%
Explore the destination	33.6%	18.5%
Practice their hobbies	1.0%	1.8%
Other reasons	2.4%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Historical heritage	Total
The same day	1.1%	0.7%
Between 1 and 30 days	23.0%	23.2%
Between 1 and 2 months	22.9%	23.0%
Between 3 and 6 months	30.9%	32.4%
More than 6 months	22.1%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

HISTORICAL HERITAGE
22.1%



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 historical heritage 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)

HISTORICAL HERITAGE

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

	Historical heritage	Total
Previous visits to the Canary Islands	46.7%	50.9%
Friends or relatives	30.5%	27.8%
Internet or social media	51.5%	56.1%
Mass Media	2.8%	1.7%
Travel guides and magazines	13.8%	9.5%
Travel Blogs or Forums	6.8%	5.4%
Travel TV Channels	1.3%	0.7%
Tour Operator or Travel Agency	21.9%	24.7%
Public administrations or similar	1.0%	0.4%
Others	2.7%	2.3%

* Multi-choice question

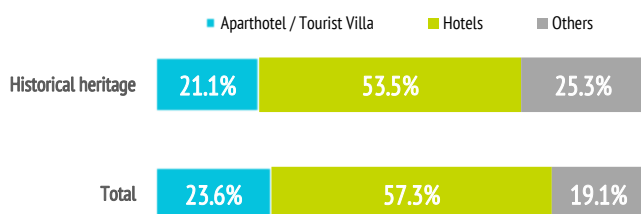
With whom did they book their flight and accommodation?

	Historical heritage	Total
Flight		
- Directly with the airline	45.2%	39.5%
- Tour Operator or Travel Agency	54.8%	60.5%
Accommodation		
- Directly with the accommodation	33.4%	28.8%
- Tour Operator or Travel Agency	66.6%	71.2%

Where do they stay?

	Historical heritage	Total
1-2-3* Hotel	12.7%	12.8%
4* Hotel	34.5%	37.7%
5* Hotel / 5* Luxury Hotel	6.2%	6.8%
Aparthotel / Tourist Villa	21.1%	23.6%
House/room rented in a private dwelling	6.7%	5.3%
Private accommodation (1)	10.3%	7.0%
Others (Cottage, cruise, camping,...)	8.4%	6.8%

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



What do they book?

	Historical heritage	Total
Room only	29.3%	28.8%
Bed and Breakfast	11.6%	11.7%
Half board	22.7%	22.4%
Full board	4.7%	3.0%
All inclusive	31.6%	34.1%

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31.6% of tourists book all inclusive.
(Canary Islands: 34.1%)

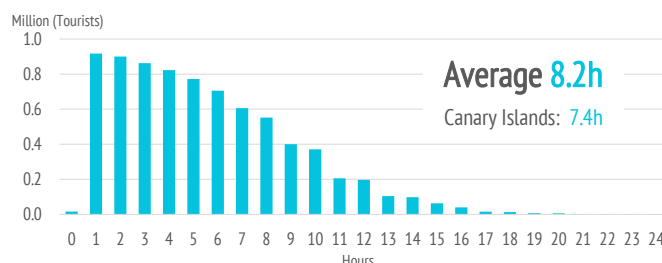
Other expenses

	Historical heritage	Total
Restaurants or cafes	61.7%	63.2%
Supermarkets	53.5%	55.9%
Car rental	33.8%	26.6%
Organized excursions	29.1%	21.8%
Taxi, transfer, chauffeur service	43.0%	51.7%
Theme Parks	8.5%	8.8%
Sport activities	4.9%	6.4%
Museums	10.0%	5.0%
Flights between islands	6.8%	4.8%

Activities in the Canary Islands

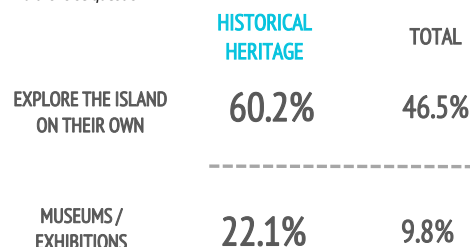
Outdoor time per day	Historical heritage	Total
0 hours	1.7%	2.2%
1 - 2 hours	5.8%	10.0%
3 - 6 hours	27.5%	32.6%
7 - 12 hours	53.8%	46.5%
More than 12 hours	11.1%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Historical heritage	Total
Walk, wander	73.4%	71.0%
Beach	73.1%	68.0%
Explore the island on their own	60.2%	46.5%
Swimming pool, hotel facilities	51.7%	58.9%
Taste Canarian gastronomy	34.7%	25.4%
Organized excursions	24.2%	17.9%
Museums / exhibitions	22.1%	9.8%
Wineries / markets / popular festivals	20.6%	12.0%
Theme parks	17.8%	15.5%
Nightlife / concerts / shows	16.0%	15.5%
Nature activities	15.2%	10.0%
Sea excursions / whale watching	13.3%	11.3%
Sport activities	13.3%	14.3%
Activities at sea	12.4%	9.8%
Beauty and health treatments	6.9%	5.7%
Astronomical observation	5.0%	3.4%

* Multi-choice question



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

HISTORICAL HERITAGE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by historical heritage	932,879	199,433	98,400	231,495	376,906	17,302
- Share by islands	100%	21.4%	10.5%	24.8%	40.4%	1.9%
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 historical heritage	7.1%	8.2%	5.4%	6.3%	7.7%	7.1%

How many islands do they visit during their trip?

	Historical heritage	Total
One island	86.8%	90.9%
Two islands	10.4%	7.7%
Three or more islands	2.7%	1.4%

Internet usage during their trip

	Historical heritage	Total
Research		
- Tourist package	15.3%	15.4%
- Flights	12.8%	13.0%
- Accommodation	16.7%	17.7%
- Transport	16.8%	15.6%
- Restaurants	27.3%	27.0%
- Excursions	29.3%	26.3%
- Activities	32.7%	31.0%
Book or purchase		
- Tourist package	34.1%	38.1%
- Flights	64.3%	64.4%
- Accommodation	53.6%	54.5%
- Transport	46.5%	44.7%
- Restaurants	14.2%	10.5%
- Excursions	18.0%	11.4%
- Activities	17.6%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Historical heritage	Total
Did not use the Internet	12.1%	9.8%
Used the Internet	87.9%	90.2%
- Own Internet connection	36.6%	36.5%
- Free Wifi connection	36.0%	41.1%
Applications*		
- Search for locations or maps	68.6%	60.7%
- Search for destination info	45.2%	44.7%
- Share pictures or trip videos	57.6%	55.6%
- Download tourist apps	9.2%	6.5%
- Others	16.6%	23.9%

* Multi-choice question

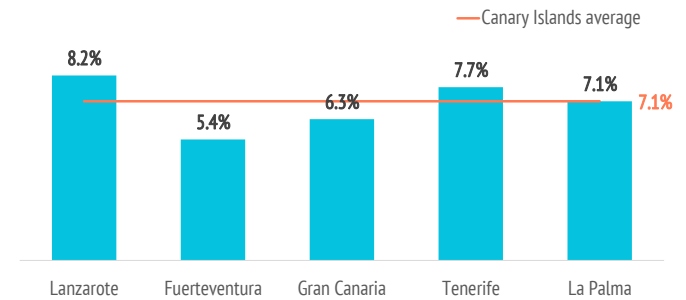


57.6% of tourists share pictures or trip during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

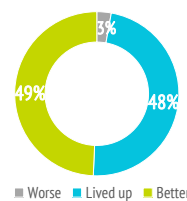


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Historical heritage	Total
Average rating	8.90	8.58

Experience in the Canary Islands	Historical heritage	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	47.8%	57.4%
Better or much better than expected	49.3%	39.7%

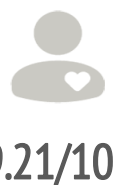
Future intentions (scale 1-10)	Historical heritage	Total
Return to the Canary Islands	8.95	8.60
Recommend visiting the Canary Islands	9.21	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Historical heritage	Total
Repeat tourists	66.1%	71.0%
Repeat tourists (last 5 years)	61.0%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.3%	18.4%
At least 10 previous visits	16.6%	17.8%

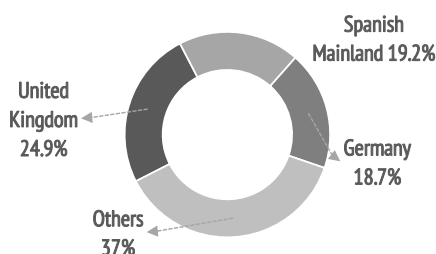
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HISTORICAL HERITAGE

Where are they from?



	%	Absolute
United Kingdom	24.9%	231,938
Spanish Mainland	19.2%	178,710
Germany	18.7%	174,820
France	7.7%	71,715
Italy	4.6%	43,117
Belgium	3.0%	28,430
Ireland	2.6%	24,329
Switzerland	2.5%	22,907
Netherlands	2.1%	19,155
Sweden	2.0%	19,108
Poland	1.9%	17,732
Norway	1.4%	13,419
Russia	1.4%	13,149
Austria	1.0%	9,464
Denmark	0.9%	8,847
Finland	0.8%	7,270
Czech Republic	0.4%	3,425
Others	4.9%	45,345



Who do they come with?

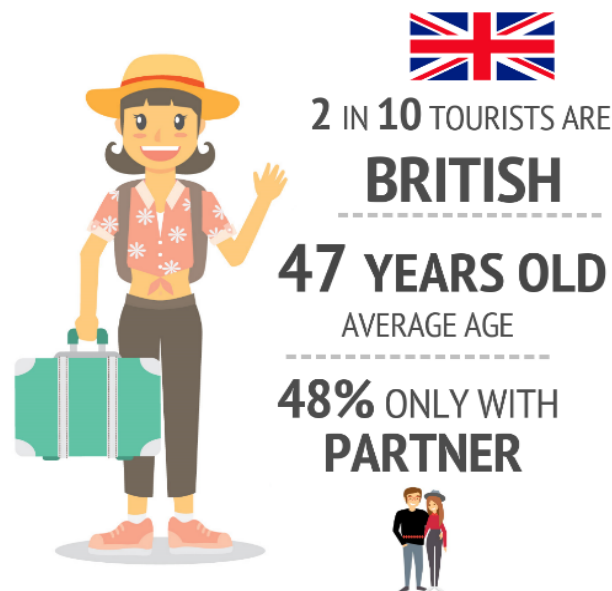


	Historical heritage	Total
Unaccompanied	9.5%	8.9%
Only with partner	48.2%	47.4%
Only with children (< 13 years old)	6.9%	5.9%
Partner + children (< 13 years old)	5.7%	7.2%
Other relatives	9.2%	9.0%
Friends	5.2%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.4%	0.2%
Other combinations ⁽¹⁾	14.7%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	17.6%	19.3%
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	14.5%	15.8%
- Between 0 -2 and 3-12 years	1.5%	1.6%
Tourists without children	82.4%	80.7%
Group composition:		
- 1 person	14.3%	12.4%
- 2 people	54.1%	54.1%
- 3 people	13.5%	12.6%
- 4 or 5 people	15.0%	17.1%
- 6 or more people	3.0%	3.8%
Average group size:	2.49	2.58

Who are they?



	Historical heritage	Total
Gender		
Men	44.5%	48.2%
Women	55.5%	51.8%
Age		
Average age (tourist > 15 years old)	47.0	46.7
Standard deviation	15.3	15.3
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.7%
25 - 30 years old	10.6%	10.8%
31 - 45 years old	28.6%	28.6%
46 - 60 years old	31.6%	31.3%
Over 60 years old	22.0%	21.5%
Occupation		
Salaried worker	53.2%	55.5%
Self-employed	11.6%	11.0%
Unemployed	1.6%	1.1%
Business owner	9.2%	9.2%
Student	4.2%	4.2%
Retired	18.5%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	20.9%	17.0%
€25,000 - €49,999	38.9%	36.5%
€50,000 - €74,999	23.0%	25.0%
More than €74,999	17.2%	21.5%
Education level		
No studies	3.8%	4.8%
Primary education	3.2%	2.8%
Secondary education	21.7%	23.1%
Higher education	71.3%	69.3%



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