

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

## EUROPEAN BELONGING

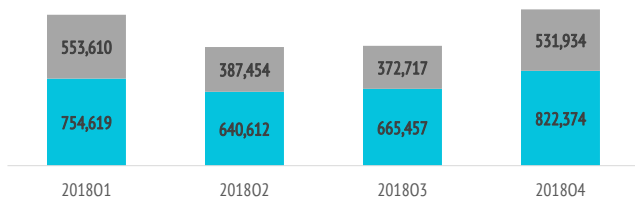
### How many are they and how much do they spend?



	European belonging	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>4,728,778</b>	<b>13,485,651</b>
- book holiday package	2,883,062	7,848,516
- do not book holiday package	1,845,715	5,637,135
- % tourists who book holiday package	61.0%	58.2%
Share of total tourist	35.8%	100%

### TOURISTS MOTIVATED BY EUROPEAN BELONGING

■ do not book holiday package ■ book holiday package

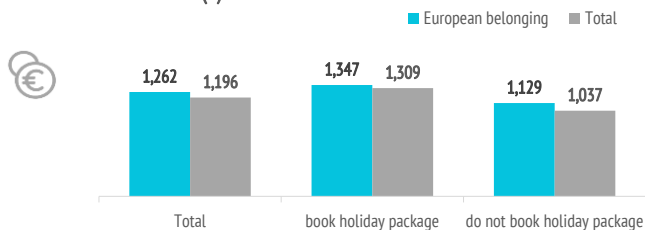


	European belonging	Total
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,262</b>	<b>1,196</b>
- holiday package	1,347	1,309
- others	1,104	1,064
- do not book holiday package	244	246
<b>- do not book holiday package</b>	<b>1,129</b>	<b>1,037</b>
- flight	1,129	1,037
- accommodation	300	288
- others	396	350
- others	433	399
<b>Average length of stay</b>		
<b>- book holiday package</b>	<b>9.83</b>	<b>9.32</b>
- book holiday package	8.96	8.66
- do not book holiday package	11.18	10.23
<b>Average daily expenditure (€)</b>		
<b>- book holiday package</b>	<b>145.2</b>	<b>143.6</b>
- book holiday package	159.5	159.8
- do not book holiday package	123.0	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
<b>- book holiday package</b>	<b>5,968</b>	<b>16,124</b>
- book holiday package	3,884	10,277
- do not book holiday package	2,084	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	European belonging	Total
European belonging	100%	35.8%
Climate	86.4%	78.1%
Safety	74.8%	51.4%
Tranquility	72.9%	46.2%
Price	58.0%	36.5%
Accommodation supply	54.0%	41.7%
Sea	53.9%	43.3%
Effortless trip	52.6%	34.8%
Beaches	46.8%	37.1%
Environment	39.7%	30.6%
Landscapes	39.4%	31.6%
Gastronomy	32.3%	22.6%
Authenticity	30.9%	19.1%
Fun possibilities	27.1%	20.7%
Exoticism	18.5%	10.5%
Shopping	15.3%	9.6%
Hiking trail network	11.5%	9.0%
Historical heritage	10.9%	7.1%
Culture	10.9%	7.3%
Nightlife	10.7%	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?



	European belonging	Total
Rest	58.6%	55.1%
Enjoy family time	13.6%	14.7%
Have fun	6.6%	7.8%
Explore the destination	17.8%	18.5%
Practice their hobbies	1.4%	1.8%
Other reasons	2.0%	2.1%



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



	European belonging	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.6%	23.2%
Between 1 and 2 months	21.8%	23.0%
Between 3 and 6 months	32.3%	32.4%
More than 6 months	22.7%	20.7%

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

EUROPEAN BELONGING  
22.7%



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 european belonging 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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## EUROPEAN BELONGING



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

	European belonging	Total
Previous visits to the Canary Islands	55.0%	50.9%
Friends or relatives	25.3%	27.8%
Internet or social media	53.4%	56.1%
Mass Media	1.9%	1.7%
Travel guides and magazines	9.1%	9.5%
Travel Blogs or Forums	4.7%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	26.5%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.8%	2.3%

\* Multi-choice question

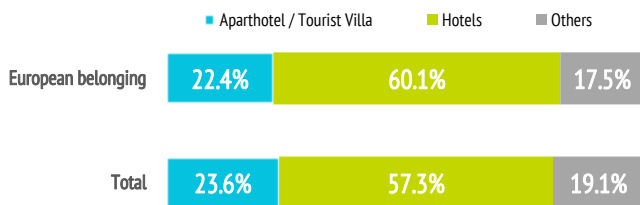
### With whom did they book their flight and accommodation? 👁

	European belonging	Total
<b>Flight</b>		
- Directly with the airline	38.1%	39.5%
- Tour Operator or Travel Agency	61.9%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	28.0%	28.8%
- Tour Operator or Travel Agency	72.0%	71.2%

### Where do they stay? 🏠

	European belonging	Total
1-2-3* Hotel	12.6%	12.8%
4* Hotel	40.0%	37.7%
5* Hotel / 5* Luxury Hotel	7.5%	6.8%
Aparthotel / Tourist Villa	22.4%	23.6%
House/room rented in a private dwelling	4.6%	5.3%
Private accommodation (1)	6.5%	7.0%
Others (Cottage, cruise, camping,...)	6.5%	6.8%

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



### What do they book? 🍽

	European belonging	Total
Room only	25.8%	28.8%
Bed and Breakfast	10.3%	11.7%
Half board	24.0%	22.4%
Full board	3.2%	3.0%
All inclusive	36.6%	34.1%

”  
36.6% of tourists book all inclusive.

(Canary Islands: 34.1%)

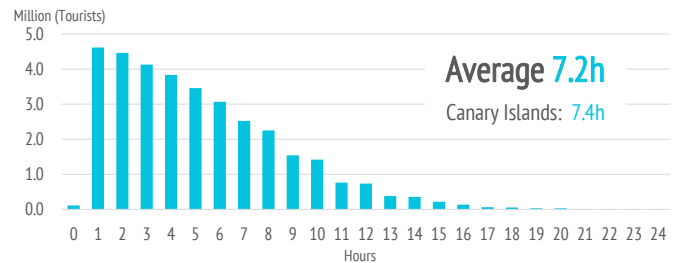
### Other expenses 📍

	European belonging	Total
Restaurants or cafes	60.3%	63.2%
Supermarkets	54.6%	55.9%
Car rental	24.9%	26.6%
Organized excursions	22.0%	21.8%
Taxi, transfer, chauffeur service	53.1%	51.7%
Theme Parks	8.1%	8.8%
Sport activities	5.5%	6.4%
Museums	4.5%	5.0%
Flights between islands	4.7%	4.8%

### Activities in the Canary Islands 🚶

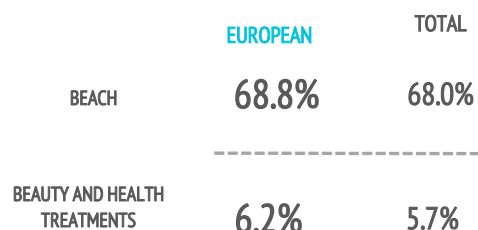
Outdoor time per day	European belonging	Total
0 hours	2.4%	2.2%
1 - 2 hours	10.3%	10.0%
3 - 6 hours	34.0%	32.6%
7 - 12 hours	45.4%	46.5%
More than 12 hours	8.0%	8.7%

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



Activities in the Canary Islands	European belonging	Total
Walk, wander	70.3%	71.0%
Beach	68.8%	68.0%
Swimming pool, hotel facilities	59.4%	58.9%
Explore the island on their own	45.2%	46.5%
Taste Canarian gastronomy	25.0%	25.4%
Organized excursions	17.7%	17.9%
Theme parks	15.0%	15.5%
Nightlife / concerts / shows	15.0%	15.5%
Sport activities	13.6%	14.3%
Wineries / markets / popular festivals	11.2%	12.0%
Sea excursions / whale watching	11.1%	11.3%
Activities at sea	9.8%	9.8%
Nature activities	9.5%	10.0%
Museums / exhibitions	9.0%	9.8%
Beauty and health treatments	6.2%	5.7%
Astronomical observation	3.4%	3.4%

\* Multi-choice question



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

## EUROPEAN BELONGING

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by european belonging	4,728,778	854,518	711,121	1,339,141	1,720,690	72,601
- Share by islands	100%	18.1%	15.0%	28.3%	36.4%	1.5%
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 european belonging	35.8%	35.2%	38.8%	36.2%	35.1%	29.6%

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

	European belonging	Total
One island	90.9%	90.9%
Two islands	7.5%	7.7%
Three or more islands	1.5%	1.4%

### Internet usage during their trip

	European belonging	Total
<b>Research</b>		
- Tourist package	16.3%	15.4%
- Flights	13.9%	13.0%
- Accommodation	18.5%	17.7%
- Transport	15.8%	15.6%
- Restaurants	26.0%	27.0%
- Excursions	25.7%	26.3%
- Activities	29.9%	31.0%
<b>Book or purchase</b>		
- Tourist package	39.1%	38.1%
- Flights	61.9%	64.4%
- Accommodation	52.6%	54.5%
- Transport	44.2%	44.7%
- Restaurants	11.9%	10.5%
- Excursions	12.5%	11.4%
- Activities	13.0%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	European belonging	Total
<b>Did not use the Internet</b>	<b>10.7%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>89.3%</b>	<b>90.2%</b>
- Own Internet connection	34.5%	36.5%
- Free Wifi connection	40.5%	41.1%
<b>Applications*</b>		
- Search for locations or maps	58.3%	60.7%
- Search for destination info	43.7%	44.7%
- Share pictures or trip videos	55.9%	55.6%
- Download tourist apps	7.3%	6.5%
- Others	23.4%	23.9%

\* Multi-choice question

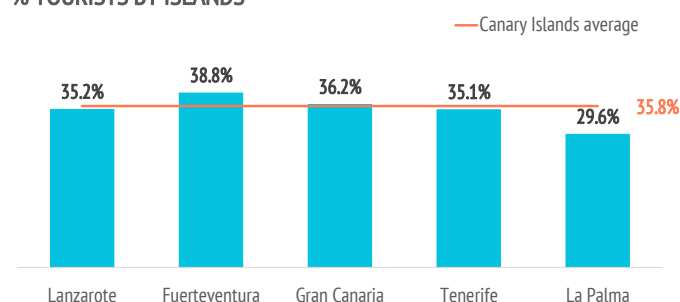


**55.9% of tourists share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

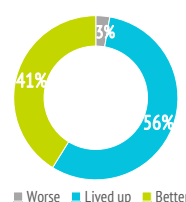


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	European belonging	Total
Average rating	8.76	8.58

Experience in the Canary Islands	European belonging	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	56.1%	57.4%
Better or much better than expected	41.2%	39.7%

Future intentions (scale 1-10)	European belonging	Total
Return to the Canary Islands	8.86	8.60
Recommend visiting the Canary Islands	9.07	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

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

	European belonging	Total
<b>Repeat tourists</b>	<b>73.9%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	67.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	21.4%	18.4%
<b>At least 10 previous visits</b>	<b>20.2%</b>	<b>17.8%</b>

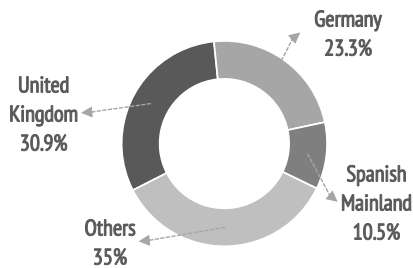
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## EUROPEAN BELONGING

### Where are they from?



	%	Absolute
United Kingdom	30.9%	1,460,263
Germany	23.3%	1,100,458
Spanish Mainland	10.5%	498,496
Ireland	4.3%	202,911
France	3.9%	182,366
Italy	3.7%	174,868
Sweden	3.0%	139,677
Poland	2.8%	134,745
Netherlands	2.8%	132,469
Belgium	2.7%	126,818
Norway	2.2%	105,494
Switzerland	2.0%	94,860
Denmark	1.6%	73,905
Finland	1.3%	62,875
Austria	1.0%	47,092
Czech Republic	0.6%	28,482
Russia	0.5%	23,167
Others	3.0%	139,834



### Who do they come with?



	European belonging	Total
Unaccompanied	7.9%	8.9%
Only with partner	50.1%	47.4%
Only with children (< 13 years old)	6.4%	5.9%
Partner + children (< 13 years old)	7.0%	7.2%
Other relatives	8.6%	9.0%
Friends	5.6%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	14.1%	14.6%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>19.3%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.0%	1.8%
- Between 3 and 12 years old	15.7%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
<b>Tourists without children</b>	<b>80.7%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	11.4%	12.4%
- 2 people	56.4%	54.1%
- 3 people	12.5%	12.6%
- 4 or 5 people	16.4%	17.1%
- 6 or more people	3.4%	3.8%
<b>Average group size:</b>	<b>2.55</b>	<b>2.58</b>

### Who are they?



	European belonging	Total
<b>Gender</b>		
Men	45.1%	48.2%
Women	54.9%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	48.5	46.7
Standard deviation	15.2	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.9%	7.7%
25 - 30 years old	9.3%	10.8%
31 - 45 years old	27.4%	28.6%
46 - 60 years old	32.5%	31.3%
Over 60 years old	24.9%	21.5%
<b>Occupation</b>		
Salaried worker	53.4%	55.5%
Self-employed	11.2%	11.0%
Unemployed	1.0%	1.1%
Business owner	9.3%	9.2%
Student	3.3%	4.2%
Retired	19.9%	17.3%
Unpaid domestic work	1.1%	0.9%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	17.7%	17.0%
€25,000 - €49,999	37.2%	36.5%
€50,000 - €74,999	24.0%	25.0%
More than €74,999	21.1%	21.5%
<b>Education level</b>		
No studies	4.6%	4.8%
Primary education	3.4%	2.8%
Secondary education	24.5%	23.1%
Higher education	67.4%	69.3%



Pictures: Freepik.com

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