

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

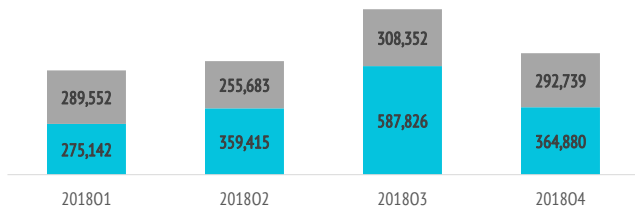
FUN POSSIBILITIES

How many are they and how much do they spend?

	Fun possibilities	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,733,589	13,485,651
- book holiday package	1,587,263	7,848,516
- do not book holiday package	1,146,326	5,637,135
- % tourists who book holiday package	58.1%	58.2%
Share of total tourist	20.7%	100%

TOURISTS MOTIVATED BY FUN POSSIBILITIES

■ do not book holiday package ■ book holiday package

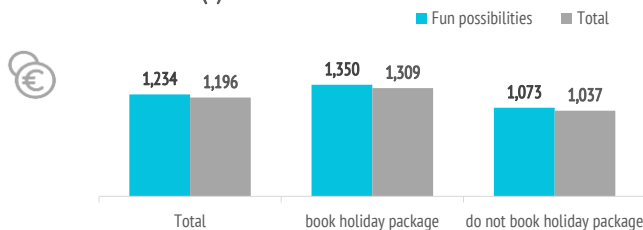


	Fun possibilities	Total
Expenditure per tourist (€)	1,234	1,196
- book holiday package	1,350	1,309
- holiday package	1,086	1,064
- others	265	246
- do not book holiday package	1,073	1,037
- flight	300	288
- accommodation	346	350
- others	427	399
Average length of stay	8.90	9.32
- book holiday package	8.42	8.66
- do not book holiday package	9.56	10.23
Average daily expenditure (€)	152.6	143.6
- book holiday package	168.5	159.8
- do not book holiday package	130.5	121.0
Total turnover (> 15 years old) (€m)	3,373	16,124
- book holiday package	2,143	10,277
- do not book holiday package	1,230	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Fun possibilities	Total
Fun possibilities	100%	20.7%
Climate	84.7%	78.1%
Safety	69.3%	51.4%
Accommodation supply	59.7%	41.7%
Tranquility	58.2%	46.2%
Price	55.3%	36.5%
Sea	55.2%	43.3%
Beaches	51.7%	37.1%
Effortless trip	49.5%	34.8%
European belonging	46.9%	35.8%
Environment	44.1%	30.6%
Landscapes	39.8%	31.6%
Gastronomy	35.8%	22.6%
Authenticity	32.7%	19.1%
Nightlife	26.5%	7.5%
Shopping	25.1%	9.6%
Exoticism	22.4%	10.5%
Culture	19.6%	7.3%
Historical heritage	15.5%	7.1%
Hiking trail network	11.2%	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?

	Fun possibilities	Total
Rest	46.4%	55.1%
Enjoy family time	18.7%	14.7%
Have fun	17.0%	7.8%
Explore the destination	14.0%	18.5%
Practice their hobbies	2.2%	1.8%
Other reasons	1.7%	2.1%

HAVE FUN



How far in advance do they book their trip?

	Fun possibilities	Total
The same day	1.0%	0.7%
Between 1 and 30 days	20.6%	23.2%
Between 1 and 2 months	21.9%	23.0%
Between 3 and 6 months	32.6%	32.4%
More than 6 months	24.0%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

FUN POSSIBILITIES
24.0%



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 fun possibilities 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)

FUN POSSIBILITIES



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

	Fun possibilities	Total
Previous visits to the Canary Islands	47.9%	50.9%
Friends or relatives	32.6%	27.8%
Internet or social media	55.8%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	8.9%	9.5%
Travel Blogs or Forums	5.1%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	23.7%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.4%	2.3%

* Multi-choice question

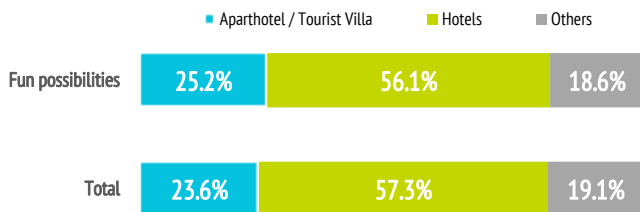
With whom did they book their flight and accommodation? 👁

	Fun possibilities	Total
Flight		
- Directly with the airline	40.8%	39.5%
- Tour Operator or Travel Agency	59.2%	60.5%
Accommodation		
- Directly with the accommodation	29.7%	28.8%
- Tour Operator or Travel Agency	70.3%	71.2%

Where do they stay? 🏠

	Fun possibilities	Total
1-2-3* Hotel	13.6%	12.8%
4* Hotel	35.5%	37.7%
5* Hotel / 5* Luxury Hotel	7.0%	6.8%
Aparthotel / Tourist Villa	25.2%	23.6%
House/room rented in a private dwelling	4.5%	5.3%
Private accommodation (1)	7.7%	7.0%
Others (Cottage, cruise, camping,...)	6.4%	6.8%

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



What do they book? 🍽

	Fun possibilities	Total
Room only	28.7%	28.8%
Bed and Breakfast	10.4%	11.7%
Half board	19.6%	22.4%
Full board	3.2%	3.0%
All inclusive	38.1%	34.1%

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38.1% of tourists book all inclusive.
 (Canary Islands: 34.1%)

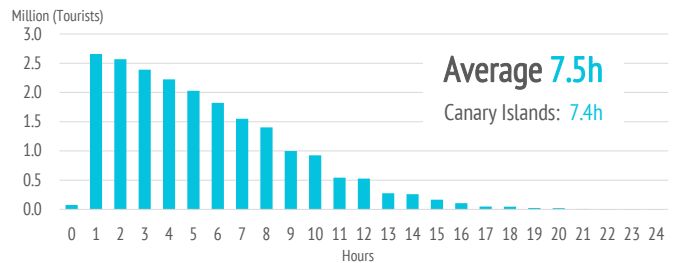
Other expenses 📍

	Fun possibilities	Total
Restaurants or cafes	61.3%	63.2%
Supermarkets	56.0%	55.9%
Car rental	21.9%	26.6%
Organized excursions	22.8%	21.8%
Taxi, transfer, chauffeur service	53.6%	51.7%
Theme Parks	13.7%	8.8%
Sport activities	9.7%	6.4%
Museums	3.4%	5.0%
Flights between islands	5.0%	4.8%

Activities in the Canary Islands 🚶

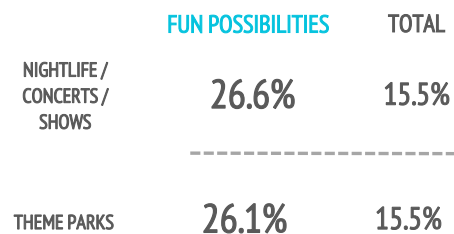
Outdoor time per day	Fun possibilities	Total
0 hours	2.7%	2.2%
1 - 2 hours	9.9%	10.0%
3 - 6 hours	30.7%	32.6%
7 - 12 hours	46.6%	46.5%
More than 12 hours	10.1%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fun possibilities	Total
Beach	73.4%	68.0%
Walk, wander	70.4%	71.0%
Swimming pool, hotel facilities	67.3%	58.9%
Explore the island on their own	44.7%	46.5%
Nightlife / concerts / shows	26.6%	15.5%
Theme parks	26.1%	15.5%
Taste Canarian gastronomy	25.9%	25.4%
Organized excursions	21.3%	17.9%
Sport activities	18.8%	14.3%
Sea excursions / whale watching	15.9%	11.3%
Activities at sea	13.8%	9.8%
Wineries / markets / popular festivals	12.1%	12.0%
Nature activities	9.7%	10.0%
Museums / exhibitions	8.4%	9.8%
Beauty and health treatments	7.4%	5.7%
Astronomical observation	3.9%	3.4%

* Multi-choice question



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

FUN POSSIBILITIES



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by fun possibilities	2,733,589	417,803	300,337	742,301	1,235,878	24,879
- Share by islands	100%	15.3%	11.0%	27.2%	45.2%	0.9%
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 fun possibilities	20.7%	17.2%	16.4%	20.1%	25.2%	10.2%

How many islands do they visit during their trip?

	Fun possibilities	Total
One island	90.9%	90.9%
Two islands	7.7%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Fun possibilities	Total
Research		
- Tourist package	16.9%	15.4%
- Flights	14.5%	13.0%
- Accommodation	18.6%	17.7%
- Transport	17.1%	15.6%
- Restaurants	28.9%	27.0%
- Excursions	28.7%	26.3%
- Activities	34.7%	31.0%
Book or purchase		
- Tourist package	37.7%	38.1%
- Flights	65.2%	64.4%
- Accommodation	55.7%	54.5%
- Transport	45.8%	44.7%
- Restaurants	12.8%	10.5%
- Excursions	14.9%	11.4%
- Activities	18.2%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Fun possibilities	Total
Did not use the Internet	8.7%	9.8%
Used the Internet	91.3%	90.2%
- Own Internet connection	39.3%	36.5%
- Free Wifi connection	37.4%	41.1%
Applications*		
- Search for locations or maps	61.6%	60.7%
- Search for destination info	47.2%	44.7%
- Share pictures or trip videos	61.3%	55.6%
- Download tourist apps	7.4%	6.5%
- Others	21.0%	23.9%

* Multi-choice question

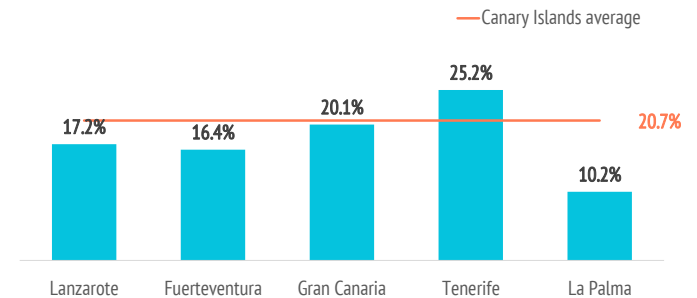


61.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

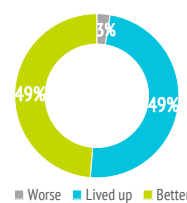


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Fun possibilities	Total
Average rating	8.83	8.58

Experience in the Canary Islands	Fun possibilities	Total
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	48.7%	57.4%
Better or much better than expected	48.7%	39.7%

Future intentions (scale 1-10)	Fun possibilities	Total
Return to the Canary Islands	8.84	8.60
Recommend visiting the Canary Islands	9.07	8.86



Experience in the Canary



8.84/10

Return to the Canary Islands



9.07/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

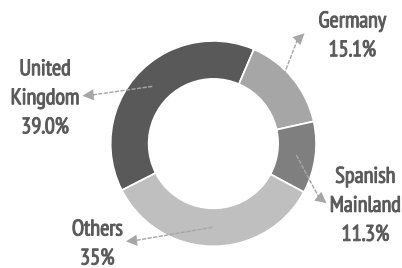
	Fun possibilities	Total
Repeat tourists	67.8%	71.0%
Repeat tourists (last 5 years)	60.6%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.6%	18.4%
At least 10 previous visits	15.6%	17.8%



Where are they from?



	%	Absolute
United Kingdom	39.0%	1,064,833
Germany	15.1%	412,416
Spanish Mainland	11.3%	308,801
Netherlands	5.9%	160,788
Ireland	5.2%	142,716
Italy	3.3%	89,892
Belgium	2.9%	79,660
France	2.4%	64,682
Sweden	2.0%	54,094
Norway	1.8%	48,859
Denmark	1.8%	48,603
Switzerland	1.7%	46,337
Poland	1.3%	35,235
Austria	0.9%	24,128
Russia	0.6%	16,421
Finland	0.5%	14,265
Czech Republic	0.3%	8,365
Others	4.2%	113,495



Who do they come with?



	Fun possibilities	Total
Unaccompanied	7.7%	8.9%
Only with partner	38.6%	47.4%
Only with children (< 13 years old)	8.5%	5.9%
Partner + children (< 13 years old)	9.2%	7.2%
Other relatives	11.1%	9.0%
Friends	8.1%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	16.4%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	26.9%	19.3%
- Between 0 and 2 years old	2.1%	1.8%
- Between 3 and 12 years old	22.4%	15.8%
- Between 0 -2 and 3-12 years	2.4%	1.6%
Tourists without children	73.1%	80.7%
Group composition:		
- 1 person	11.3%	12.4%
- 2 people	46.2%	54.1%
- 3 people	14.9%	12.6%
- 4 or 5 people	22.2%	17.1%
- 6 or more people	5.4%	3.8%
Average group size:	2.82	2.58

Who are they?



	Fun possibilities	Total
Gender		
Men	45.7%	48.2%
Women	54.3%	51.8%
Age		
Average age (tourist > 15 years old)	41.2	46.7
Standard deviation	14.8	15.3
Age range (> 15 years old)		
16 - 24 years old	14.3%	7.7%
25 - 30 years old	14.9%	10.8%
31 - 45 years old	33.4%	28.6%
46 - 60 years old	25.7%	31.3%
Over 60 years old	11.7%	21.5%
Occupation		
Salaried worker	59.8%	55.5%
Self-employed	11.1%	11.0%
Unemployed	1.4%	1.1%
Business owner	9.6%	9.2%
Student	6.2%	4.2%
Retired	9.8%	17.3%
Unpaid domestic work	1.3%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	20.7%	17.0%
€25,000 - €49,999	37.0%	36.5%
€50,000 - €74,999	22.3%	25.0%
More than €74,999	20.0%	21.5%
Education level		
No studies	6.9%	4.8%
Primary education	2.5%	2.8%
Secondary education	22.8%	23.1%
Higher education	67.8%	69.3%

4 IN 10 TOURISTS ARE BRITISH

41 YEARS OLD AVERAGE AGE

39% 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 fun possibilities are "very important" in their choice.

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