

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

## PRICE

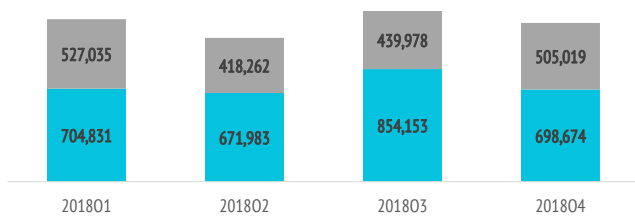
### How many are they and how much do they spend?



	Price	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>4,819,936</b>	<b>13,485,651</b>
- book holiday package	2,929,641	7,848,516
- do not book holiday package	1,890,294	5,637,135
- % tourists who book holiday package	60.8%	58.2%
Share of total tourist	36.5%	100%

### TOURISTS MOTIVATED BY PRICE

■ do not book holiday package ■ book holiday package



	Price	Total
<b>Expenditure per tourist (€)</b>	<b>1,163</b>	<b>1,196</b>
- book holiday package	1,241	1,309
- holiday package	1,005	1,064
- others	236	246
- do not book holiday package	1,042	1,037
- flight	289	288
- accommodation	346	350
- others	407	399
<b>Average length of stay</b>	<b>9.13</b>	<b>9.32</b>
- book holiday package	8.48	8.66
- do not book holiday package	10.12	10.23
<b>Average daily expenditure (€)</b>	<b>140.6</b>	<b>143.6</b>
- book holiday package	153.7	159.8
- do not book holiday package	120.2	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>5,606</b>	<b>16,124</b>
- book holiday package	3,637	10,277
- do not book holiday package	1,969	5,848

### AVERAGE LENGTH OF STAY (nights)

■ Price ■ Total



### EXPENDITURE PER TOURIST (€)

■ Price ■ Total



### Importance of each factor in the destination choice



	Price	Total
Price	100%	36.5%
Climate	87.0%	78.1%
Safety	72.4%	51.4%
Tranquility	63.2%	46.2%
Accommodation supply	61.2%	41.7%
European belonging	56.9%	35.8%
Effortless trip	53.0%	34.8%
Sea	50.2%	43.3%
Beaches	46.0%	37.1%
Environment	39.4%	30.6%
Landscapes	35.2%	31.6%
Gastronomy	31.7%	22.6%
Fun possibilities	31.4%	20.7%
Authenticity	31.3%	19.1%
Exoticism	19.9%	10.5%
Shopping	17.1%	9.6%
Nightlife	12.9%	7.5%
Culture	10.9%	7.3%
Historical heritage	9.9%	7.1%
Hiking trail network	9.1%	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?



	Price	Total
Rest	58.6%	55.1%
Enjoy family time	14.8%	14.7%
Have fun	8.9%	7.8%
Explore the destination	15.0%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	1.7%	2.1%



Price 58.6%

Total 55.1%

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



	Price	Total
The same day	0.6%	0.7%
Between 1 and 30 days	21.8%	23.2%
Between 1 and 2 months	21.3%	23.0%
Between 3 and 6 months	32.2%	32.4%
More than 6 months	24.0%	20.7%

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

PRICE  
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 price 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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## PRICE



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

	Price	Total
Previous visits to the Canary Islands	51.1%	50.9%
Friends or relatives	27.8%	27.8%
Internet or social media	58.1%	56.1%
Mass Media	1.9%	1.7%
Travel guides and magazines	8.5%	9.5%
Travel Blogs or Forums	5.4%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	25.4%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.2%	2.3%

\* Multi-choice question

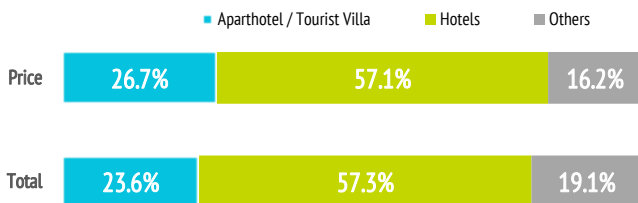
### With whom did they book their flight and accommodation?

	Price	Total
<b>Flight</b>		
- Directly with the airline	38.7%	39.5%
- Tour Operator or Travel Agency	61.3%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	28.4%	28.8%
- Tour Operator or Travel Agency	71.6%	71.2%

### Where do they stay?

	Price	Total
1-2-3* Hotel	13.3%	12.8%
4* Hotel	37.7%	37.7%
5* Hotel / 5* Luxury Hotel	6.2%	6.8%
Aparthotel / Tourist Villa	26.7%	23.6%
House/room rented in a private dwelling	4.5%	5.3%
Private accommodation (1)	5.6%	7.0%
Others (Cottage, cruise, camping,...)	6.2%	6.8%

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



### What do they book?

	Price	Total
Room only	28.9%	28.8%
Bed and Breakfast	9.8%	11.7%
Half board	19.7%	22.4%
Full board	2.8%	3.0%
All inclusive	38.7%	34.1%

”  
**38.7%** of tourists book all inclusive.  
 (Canary Islands: 34.1%)

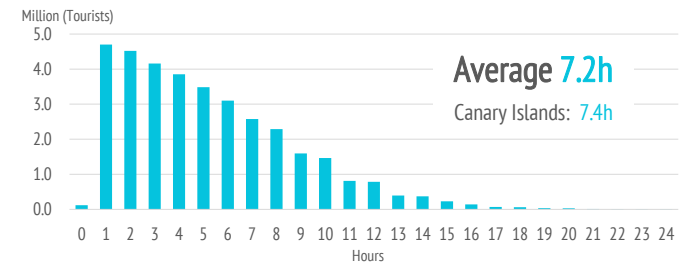
### Other expenses

	Price	Total
Restaurants or cafes	61.1%	63.2%
Supermarkets	55.4%	55.9%
Car rental	22.4%	26.6%
Organized excursions	21.2%	21.8%
Taxi, transfer, chauffeur service	55.6%	51.7%
Theme Parks	9.4%	8.8%
Sport activities	6.4%	6.4%
Museums	3.6%	5.0%
Flights between islands	4.7%	4.8%

### Activities in the Canary Islands

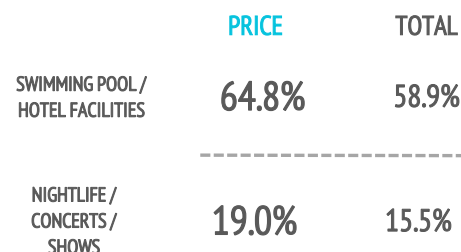
Outdoor time per day	Price	Total
0 hours	2.5%	2.2%
1 - 2 hours	11.3%	10.0%
3 - 6 hours	32.8%	32.6%
7 - 12 hours	45.2%	46.5%
More than 12 hours	8.2%	8.7%

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



Activities in the Canary Islands	Price	Total
Walk, wander	71.9%	71.0%
Beach	69.3%	68.0%
Swimming pool, hotel facilities	64.8%	58.9%
Explore the island on their own	43.4%	46.5%
Taste Canarian gastronomy	23.4%	25.4%
Nightlife / concerts / shows	19.0%	15.5%
Organized excursions	18.4%	17.9%
Theme parks	17.0%	15.5%
Sport activities	13.3%	14.3%
Sea excursions / whale watching	11.9%	11.3%
Wineries / markets / popular festivals	11.0%	12.0%
Activities at sea	9.6%	9.8%
Nature activities	8.3%	10.0%
Museums / exhibitions	7.9%	9.8%
Beauty and health treatments	6.3%	5.7%
Astronomical observation	3.3%	3.4%

\* Multi-choice question



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by price	4,819,936	932,016	713,277	1,211,099	1,881,899	57,283
- Share by islands	100%	19.3%	14.8%	25.1%	39.0%	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 price	36.5%	38.3%	38.9%	32.8%	38.4%	23.4%

How many islands do they visit during their trip?

	Price	Total
One island	91.6%	90.9%
Two islands	7.3%	7.7%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Price	Total
<b>Research</b>		
- Tourist package	16.6%	15.4%
- Flights	14.7%	13.0%
- Accommodation	19.0%	17.7%
- Transport	17.2%	15.6%
- Restaurants	28.1%	27.0%
- Excursions	27.2%	26.3%
- Activities	31.9%	31.0%
<b>Book or purchase</b>		
- Tourist package	38.1%	38.1%
- Flights	64.4%	64.4%
- Accommodation	54.5%	54.5%
- Transport	46.8%	44.7%
- Restaurants	11.8%	10.5%
- Excursions	12.0%	11.4%
- Activities	13.7%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Price	Total
<b>Did not use the Internet</b>	<b>10.3%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>89.7%</b>	<b>90.2%</b>
- Own Internet connection	35.3%	36.5%
- Free Wifi connection	40.6%	41.1%
<b>Applications*</b>		
- Search for locations or maps	58.3%	60.7%
- Search for destination info	44.6%	44.7%
- Share pictures or trip videos	58.6%	55.6%
- Download tourist apps	6.9%	6.5%
- Others	23.4%	23.9%

\* Multi-choice question

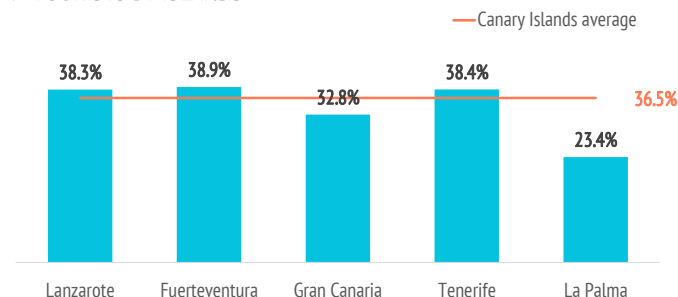


58.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

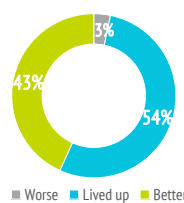


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Price	Total
Average rating	8.74	8.58

Experience in the Canary Islands	Price	Total
Worse or much worse than expected	3.3%	2.9%
Lived up to expectations	53.5%	57.4%
Better or much better than expected	43.2%	39.7%

Future intentions (scale 1-10)	Price	Total
Return to the Canary Islands	8.76	8.60
Recommend visiting the Canary Islands	9.00	8.86



Experience in the Canary



Return to the Canary Islands



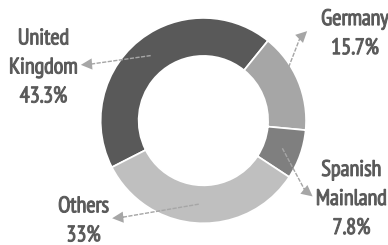
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Price	Total
<b>Repeat tourists</b>	<b>70.8%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	64.2%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.8%	18.4%
<b>At least 10 previous visits</b>	<b>17.0%</b>	<b>17.8%</b>

Where are they from?

	%	Absolute
United Kingdom	43.3%	2,088,052
Germany	15.7%	754,616
Spanish Mainland	7.8%	374,958
Ireland	5.4%	261,597
France	4.6%	219,378
Italy	3.0%	144,784
Sweden	2.7%	132,086
Netherlands	2.7%	130,121
Norway	2.1%	102,294
Belgium	2.1%	101,681
Poland	2.0%	98,003
Switzerland	1.6%	74,847
Denmark	1.4%	69,756
Finland	1.2%	57,065
Austria	0.6%	29,927
Russia	0.5%	22,519
Czech Republic	0.2%	11,636
Others	3.0%	146,615



Who do they come with?

	Price	Total
Unaccompanied	6.6%	8.9%
Only with partner	47.2%	47.4%
Only with children (< 13 years old)	6.3%	5.9%
Partner + children (< 13 years old)	7.4%	7.2%
Other relatives	10.2%	9.0%
Friends	7.1%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	14.6%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>20.7%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.9%	1.8%
- Between 3 and 12 years old	17.0%	15.8%
- Between 0 -2 and 3-12 years	1.8%	1.6%
<b>Tourists without children</b>	<b>79.3%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	10.2%	12.4%
- 2 people	54.8%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	18.1%	17.1%
- 6 or more people	4.4%	3.8%
<b>Average group size:</b>	<b>2.65</b>	<b>2.58</b>

Who are they?

	Price	Total
<b>Gender</b>		
Men	42.1%	48.2%
Women	57.9%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	45.7	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	11.7%	10.8%
31 - 45 years old	28.6%	28.6%
46 - 60 years old	29.9%	31.3%
Over 60 years old	20.2%	21.5%
<b>Occupation</b>		
Salaried worker	57.5%	55.5%
Self-employed	10.4%	11.0%
Unemployed	1.1%	1.1%
Business owner	7.3%	9.2%
Student	4.7%	4.2%
Retired	16.9%	17.3%
Unpaid domestic work	1.2%	0.9%
Others	0.9%	0.8%
<b>Annual household income level</b>		
Less than €25,000	19.7%	17.0%
€25,000 - €49,999	37.9%	36.5%
€50,000 - €74,999	23.3%	25.0%
More than €74,999	19.1%	21.5%
<b>Education level</b>		
No studies	6.8%	4.8%
Primary education	2.7%	2.8%
Secondary education	23.3%	23.1%
Higher education	67.3%	69.3%

**4 IN 10** TOURISTS ARE **BRITISH**

**46 YEARS OLD**  
AVERAGE AGE

**47% ONLY WITH PARTNER**

Pictures: Freepik.com

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