

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

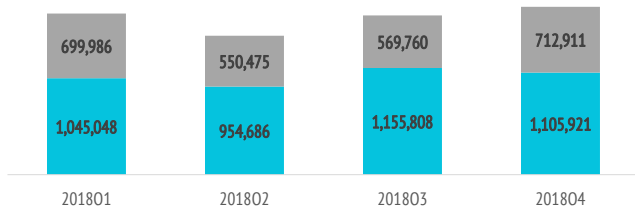
SAFETY

How many are they and how much do they spend?

	Safety	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	6,794,595	13,485,651
- book holiday package	4,261,462	7,848,516
- do not book holiday package	2,533,132	5,637,135
- % tourists who book holiday package	62.7%	58.2%
Share of total tourist	51.4%	100%

TOURISTS MOTIVATED BY SECURITY

■ do not book holiday package ■ book holiday package



	Safety	Total
Expenditure per tourist (€)	1,262	1,196
- book holiday package	1,337	1,309
- holiday package	1,093	1,064
- others	244	246
- do not book holiday package	1,135	1,037
- flight	311	288
- accommodation	392	350
- others	431	399
Average length of stay	9.52	9.32
- book holiday package	8.79	8.66
- do not book holiday package	10.74	10.23
Average daily expenditure (€)	148.1	143.6
- book holiday package	161.2	159.8
- do not book holiday package	126.0	121.0
Total turnover (> 15 years old) (€m)	8,573	16,124
- book holiday package	5,698	10,277
- do not book holiday package	2,875	5,848

AVERAGE LENGTH OF STAY (nights)

■ Safety ■ Total



EXPENDITURE PER TOURIST (€)

■ Safety ■ Total



Importance of each factor in the destination choice

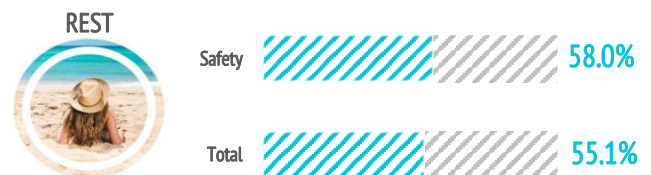
	Safety	Total
Safety	100%	51.4%
Climate	85.2%	78.1%
Tranquility	68.5%	46.2%
Accommodation supply	57.3%	41.7%
Effortless trip	56.2%	34.8%
European belonging	52.0%	35.8%
Price	51.3%	36.5%
Sea	50.8%	43.3%
Beaches	44.7%	37.1%
Environment	40.1%	30.6%
Landscapes	35.8%	31.6%
Gastronomy	32.9%	22.6%
Fun possibilities	27.9%	20.7%
Authenticity	27.8%	19.1%
Exoticism	14.8%	10.5%
Shopping	14.6%	9.6%
Culture	10.5%	7.3%
Historical heritage	9.9%	7.1%
Nightlife	9.9%	7.5%
Hiking trail network	9.6%	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?

	Safety	Total
Rest	58.0%	55.1%
Enjoy family time	14.9%	14.7%
Have fun	7.5%	7.8%
Explore the destination	16.6%	18.5%
Practice their hobbies	1.3%	1.8%
Other reasons	1.7%	2.1%



How far in advance do they book their trip?

	Safety	Total
The same day	0.5%	0.7%
Between 1 and 30 days	20.7%	23.2%
Between 1 and 2 months	21.9%	23.0%
Between 3 and 6 months	32.7%	32.4%
More than 6 months	24.2%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SAFETY
24.2%



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 safety 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.

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

	Safety	Total
Previous visits to the Canary Islands	54.1%	50.9%
Friends or relatives	26.6%	27.8%
Internet or social media	55.9%	56.1%
Mass Media	1.8%	1.7%
Travel guides and magazines	9.4%	9.5%
Travel Blogs or Forums	5.2%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	27.3%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.9%	2.3%

* Multi-choice question

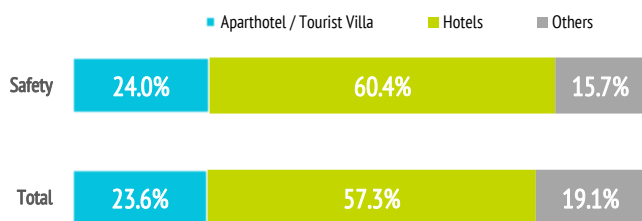
With whom did they book their flight and accommodation?

	Safety	Total
Flight		
- Directly with the airline	36.3%	39.5%
- Tour Operator or Travel Agency	63.7%	60.5%
Accommodation		
- Directly with the accommodation	26.7%	28.8%
- Tour Operator or Travel Agency	73.3%	71.2%

Where do they stay?

	Safety	Total
1-2-3* Hotel	12.7%	12.8%
4* Hotel	40.2%	37.7%
5* Hotel / 5* Luxury Hotel	7.5%	6.8%
Aparthotel / Tourist Villa	24.0%	23.6%
House/room rented in a private dwelling	4.1%	5.3%
Private accommodation (1)	5.4%	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?

	Safety	Total
Room only	25.9%	28.8%
Bed and Breakfast	10.2%	11.7%
Half board	23.0%	22.4%
Full board	2.9%	3.0%
All inclusive	37.9%	34.1%

37.9% of tourists book all inclusive.

(Canary Islands: 34.1%)

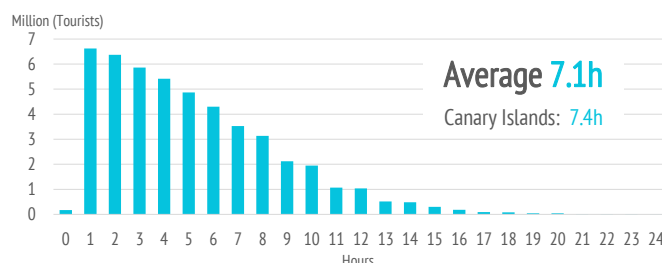
Other expenses

	Safety	Total
Restaurants or cafes	60.9%	63.2%
Supermarkets	54.6%	55.9%
Car rental	22.9%	26.6%
Organized excursions	22.4%	21.8%
Taxi, transfer, chauffeur service	55.8%	51.7%
Theme Parks	8.8%	8.8%
Sport activities	6.0%	6.4%
Museums	4.3%	5.0%
Flights between islands	4.5%	4.8%

Activities in the Canary Islands

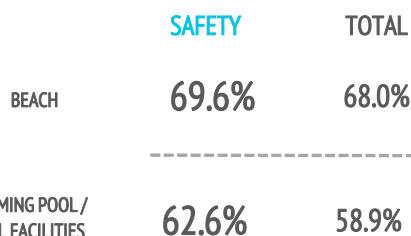
Outdoor time per day	Safety	Total
0 hours	2.5%	2.2%
1 - 2 hours	11.2%	10.0%
3 - 6 hours	34.4%	32.6%
7 - 12 hours	44.3%	46.5%
More than 12 hours	7.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Safety	Total
Walk, wander	70.8%	71.0%
Beach	69.6%	68.0%
Swimming pool, hotel facilities	62.6%	58.9%
Explore the island on their own	44.1%	46.5%
Taste Canarian gastronomy	24.8%	25.4%
Organized excursions	19.1%	17.9%
Theme parks	16.3%	15.5%
Nightlife / concerts / shows	16.2%	15.5%
Sport activities	13.6%	14.3%
Sea excursions / whale watching	11.9%	11.3%
Wineries / markets / popular festivals	11.8%	12.0%
Activities at sea	10.1%	9.8%
Museums / exhibitions	8.9%	9.8%
Nature activities	8.5%	10.0%
Beauty and health treatments	6.5%	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 safety	6,794,595	1,318,605	1,022,030	1,812,918	2,495,922	98,910
- Share by islands	100%	19.4%	15.0%	26.7%	36.7%	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 safety	51.4%	54.3%	55.8%	49.1%	50.9%	40.4%

How many islands do they visit during their trip?

	Safety	Total
One island	91.3%	90.9%
Two islands	7.2%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Safety	Total
Research		
- Tourist package	16.8%	15.4%
- Flights	14.2%	13.0%
- Accommodation	19.2%	17.7%
- Transport	16.0%	15.6%
- Restaurants	26.7%	27.0%
- Excursions	27.1%	26.3%
- Activities	31.6%	31.0%
Book or purchase		
- Tourist package	40.5%	38.1%
- Flights	61.8%	64.4%
- Accommodation	53.3%	54.5%
- Transport	43.9%	44.7%
- Restaurants	11.2%	10.5%
- Excursions	12.0%	11.4%
- Activities	12.6%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Safety	Total
Did not use the Internet	10.0%	9.8%
Used the Internet	90.0%	90.2%
- Own Internet connection	33.5%	36.5%
- Free Wifi connection	43.1%	41.1%
Applications*		
- Search for locations or maps	58.0%	60.7%
- Search for destination info	44.7%	44.7%
- Share pictures or trip videos	57.3%	55.6%
- Download tourist apps	6.7%	6.5%
- Others	23.9%	23.9%

* Multi-choice question

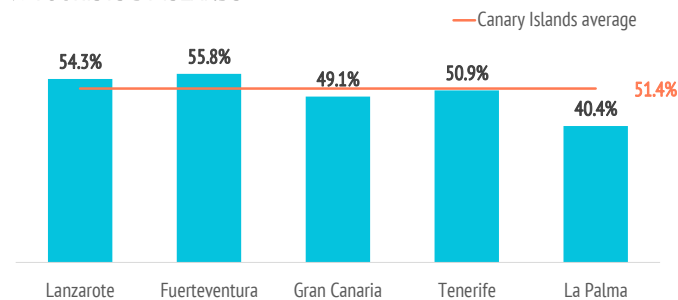


57.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

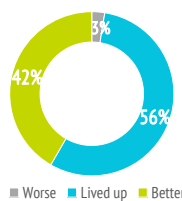


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Safety	Total
Worse or much worse than expected	2.5%	2.9%
Lived up to expectations	55.8%	57.4%
Better or much better than expected	41.7%	39.7%

Future intentions (scale 1-10)	Safety	Total
Return to the Canary Islands	8.83	8.60
Recommend visiting the Canary Islands	9.06	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

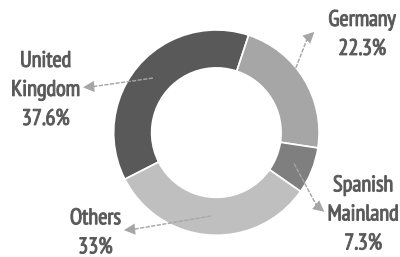
How many are loyal to the Canary Islands?

	Safety	Total
Repeat tourists	72.9%	71.0%
Repeat tourists (last 5 years)	66.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.7%	18.4%
At least 10 previous visits	18.7%	17.8%

Where are they from?



	%	Absolute
United Kingdom	37.6%	2,554,346
Germany	22.3%	1,514,853
Spanish Mainland	7.3%	497,585
Ireland	4.8%	324,908
France	3.3%	222,785
Sweden	2.9%	198,454
Poland	2.8%	189,984
Italy	2.8%	189,185
Norway	2.4%	161,242
Belgium	2.2%	149,902
Switzerland	1.9%	130,697
Netherlands	1.9%	127,803
Finland	1.3%	87,409
Denmark	1.3%	87,057
Austria	1.0%	68,660
Russia	0.7%	44,384
Czech Republic	0.5%	30,687
Others	3.2%	214,653



Who do they come with?



	Safety	Total
Unaccompanied	6.9%	8.9%
Only with partner	48.0%	47.4%
Only with children (< 13 years old)	6.6%	5.9%
Partner + children (< 13 years old)	7.9%	7.2%
Other relatives	9.4%	9.0%
Friends	5.6%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	15.3%	14.6%

(1) Different situations have been isolated

Tourists with children	21.4%	19.3%
- Between 0 and 2 years old	2.0%	1.8%
- Between 3 and 12 years old	17.6%	15.8%
- Between 0 -2 and 3-12 years	1.8%	1.6%
Tourists without children	78.6%	80.7%
Group composition:		
- 1 person	10.1%	12.4%
- 2 people	54.6%	54.1%
- 3 people	13.3%	12.6%
- 4 or 5 people	18.2%	17.1%
- 6 or more people	3.9%	3.8%
Average group size:	2.63	2.58

Who are they?



	Safety	Total
Gender		
Men	43.4%	48.2%
Women	56.6%	51.8%
Age		
Average age (tourist > 15 years old)	47.2	46.7
Standard deviation	15.2	15.3
Age range (> 15 years old)		
16 - 24 years old	7.3%	7.7%
25 - 30 years old	10.0%	10.8%
31 - 45 years old	28.4%	28.6%
46 - 60 years old	32.5%	31.3%
Over 60 years old	21.8%	21.5%
Occupation		
Salaried worker	56.3%	55.5%
Self-employed	10.4%	11.0%
Unemployed	1.0%	1.1%
Business owner	8.8%	9.2%
Student	3.9%	4.2%
Retired	17.8%	17.3%
Unpaid domestic work	1.1%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	16.9%	17.0%
€25,000 - €49,999	36.1%	36.5%
€50,000 - €74,999	25.4%	25.0%
More than €74,999	21.5%	21.5%
Education level		
No studies	5.7%	4.8%
Primary education	2.8%	2.8%
Secondary education	23.6%	23.1%
Higher education	67.9%	69.3%


4 IN 10 TOURISTS ARE BRITISH
47 YEARS OLD
 AVERAGE AGE
48% 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 safety 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.