

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

TRANQUILITY

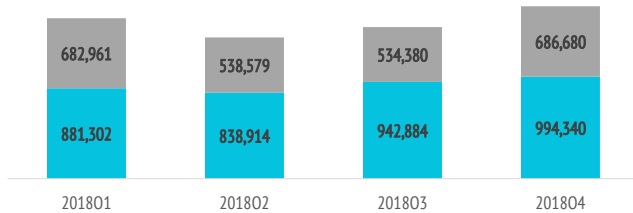
How many are they and how much do they spend?



	Tranquility	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	6,100,040	13,485,651
- book holiday package	3,657,440	7,848,516
- do not book holiday package	2,442,599	5,637,135
- % tourists who book holiday package	60.0%	58.2%
Share of total tourist	46.2%	100%

TOURISTS MOTIVATED BY TRANQUILITY

■ do not book holiday package ■ book holiday package



	Tranquility	Total
Expenditure per tourist (€)	1,232	1,196
- book holiday package	1,315	1,309
- holiday package	1,076	1,064
- others	239	246
- do not book holiday package	1,108	1,037
- flight	303	288
- accommodation	386	350
- others	419	399
Average length of stay	9.61	9.32
- book holiday package	8.85	8.66
- do not book holiday package	10.76	10.23
Average daily expenditure (€)	143.6	143.6
- book holiday package	157.7	159.8
- do not book holiday package	122.6	121.0
Total turnover (> 15 years old) (€m)	7,515	16,124
- book holiday package	4,809	10,277
- do not book holiday package	2,706	5,848

AVERAGE LENGTH OF STAY (nights)

■ Tranquility ■ Total



EXPENDITURE PER TOURIST (€)

■ Tranquility ■ Total



Importance of each factor in the destination choice



	Tranquility	Total
Tranquility	100%	46.2%
Climate	86.1%	78.1%
Safety	76.3%	51.4%
European belonging	56.5%	35.8%
Accommodation supply	54.5%	41.7%
Sea	53.4%	43.3%
Effortless trip	53.0%	34.8%
Price	50.0%	36.5%
Beaches	46.4%	37.1%
Environment	41.4%	30.6%
Landscapes	39.9%	31.6%
Gastronomy	32.8%	22.6%
Authenticity	30.3%	19.1%
Fun possibilities	26.1%	20.7%
Exoticism	16.8%	10.5%
Shopping	14.1%	9.6%
Hiking trail network	11.3%	9.0%
Culture	10.9%	7.3%
Historical heritage	10.7%	7.1%
Nightlife	9.1%	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?



	Tranquility	Total
Rest	61.1%	55.1%
Enjoy family time	12.9%	14.7%
Have fun	5.8%	7.8%
Explore the destination	17.0%	18.5%
Practice their hobbies	1.5%	1.8%
Other reasons	1.8%	2.1%



Tranquility 61.1%

Total 55.1%

How far in advance do they book their trip?



	Tranquility	Total
The same day	0.6%	0.7%
Between 1 and 30 days	21.7%	23.2%
Between 1 and 2 months	22.9%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	22.4%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

TRANQUILITY
22.4%



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 tranquility 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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TRANQUILITY



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

	Tranquility	Total
Previous visits to the Canary Islands	53.6%	50.9%
Friends or relatives	26.1%	27.8%
Internet or social media	55.1%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.4%	9.5%
Travel Blogs or Forums	5.2%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	25.6%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.0%	2.3%

* Multi-choice question

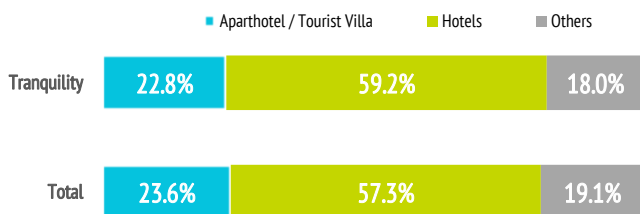
With whom did they book their flight and accommodation? 👁

	Tranquility	Total
Flight		
- Directly with the airline	38.5%	39.5%
- Tour Operator or Travel Agency	61.5%	60.5%
Accommodation		
- Directly with the accommodation	28.3%	28.8%
- Tour Operator or Travel Agency	71.7%	71.2%

Where do they stay? 🏠

	Tranquility	Total
1-2-3* Hotel	11.9%	12.8%
4* Hotel	39.5%	37.7%
5* Hotel / 5* Luxury Hotel	7.9%	6.8%
Aparthotel / Tourist Villa	22.8%	23.6%
House/room rented in a private dwelling	4.8%	5.3%
Private accommodation (1)	6.7%	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? 🍽

	Tranquility	Total
Room only	26.7%	28.8%
Bed and Breakfast	10.7%	11.7%
Half board	23.6%	22.4%
Full board	3.2%	3.0%
All inclusive	35.8%	34.1%

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35.8% of tourists book all inclusive.
 (Canary Islands: 34.1%)

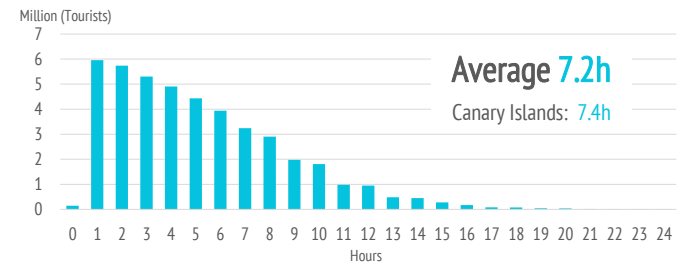
Other expenses 📍

	Tranquility	Total
Restaurants or cafes	61.8%	63.2%
Supermarkets	55.2%	55.9%
Car rental	26.2%	26.6%
Organized excursions	22.0%	21.8%
Taxi, transfer, chauffeur service	52.7%	51.7%
Theme Parks	7.8%	8.8%
Sport activities	5.8%	6.4%
Museums	4.9%	5.0%
Flights between islands	4.5%	4.8%

Activities in the Canary Islands 🚶

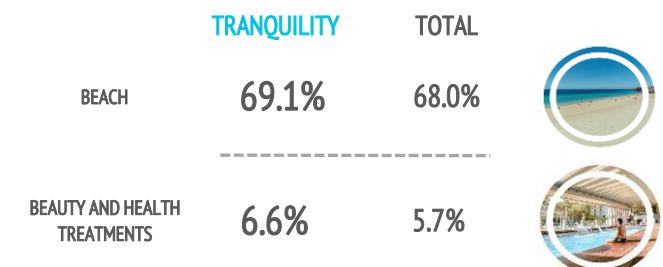
Outdoor time per day	Tranquility	Total
0 hours	2.3%	2.2%
1 - 2 hours	10.8%	10.0%
3 - 6 hours	33.8%	32.6%
7 - 12 hours	45.2%	46.5%
More than 12 hours	7.9%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tranquility	Total
Walk, wander	71.2%	71.0%
Beach	69.1%	68.0%
Swimming pool, hotel facilities	59.7%	58.9%
Explore the island on their own	46.2%	46.5%
Taste Canarian gastronomy	26.2%	25.4%
Organized excursions	17.6%	17.9%
Theme parks	14.5%	15.5%
Nightlife / concerts / shows	14.1%	15.5%
Sport activities	13.8%	14.3%
Wineries / markets / popular festivals	12.2%	12.0%
Sea excursions / whale watching	11.3%	11.3%
Activities at sea	10.1%	9.8%
Nature activities	9.8%	10.0%
Museums / exhibitions	9.4%	9.8%
Beauty and health treatments	6.6%	5.7%
Astronomical observation	3.6%	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 tranquility	6,100,040	1,157,159	1,009,210	1,649,705	2,104,060	132,128
- Share by islands	100%	19.0%	16.5%	27.0%	34.5%	2.2%
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 tranquility	46.2%	47.6%	55.1%	44.7%	42.9%	53.9%

How many islands do they visit during their trip?

	Tranquility	Total
One island	91.4%	90.9%
Two islands	7.2%	7.7%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Tranquility	Total
Research		
- Tourist package	16.1%	15.4%
- Flights	13.2%	13.0%
- Accommodation	18.1%	17.7%
- Transport	14.9%	15.6%
- Restaurants	26.2%	27.0%
- Excursions	26.0%	26.3%
- Activities	30.2%	31.0%
Book or purchase		
- Tourist package	39.1%	38.1%
- Flights	63.4%	64.4%
- Accommodation	54.1%	54.5%
- Transport	45.2%	44.7%
- Restaurants	11.4%	10.5%
- Excursions	11.9%	11.4%
- Activities	12.1%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Tranquility	Total
Did not use the Internet	10.4%	9.8%
Used the Internet	89.6%	90.2%
- Own Internet connection	34.1%	36.5%
- Free Wifi connection	41.9%	41.1%
Applications*		
- Search for locations or maps	58.8%	60.7%
- Search for destination info	43.4%	44.7%
- Share pictures or trip videos	56.8%	55.6%
- Download tourist apps	6.9%	6.5%
- Others	23.8%	23.9%

* Multi-choice question

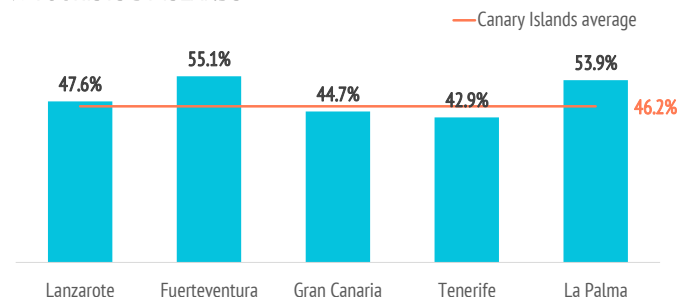


56.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

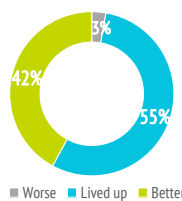


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tranquility	Total
Average rating	8.78	8.58

Experience in the Canary Islands	Tranquility	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	55.2%	57.4%
Better or much better than expected	42.1%	39.7%

Future intentions (scale 1-10)	Tranquility	Total
Return to the Canary Islands	8.84	8.60
Recommend visiting the Canary Islands	9.08	8.86



Experience in the Canary



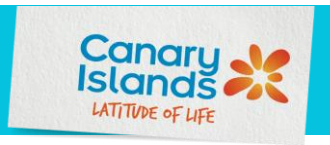
Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

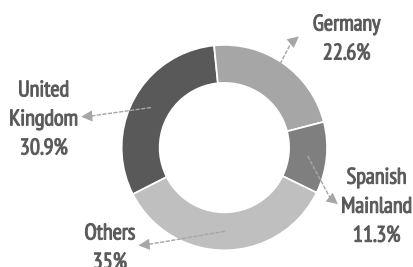
	Tranquility	Total
Repeat tourists	72.8%	71.0%
Repeat tourists (last 5 years)	66.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	20.8%	18.4%
At least 10 previous visits	19.5%	17.8%



Where are they from?



	%	Absolute
United Kingdom	30.9%	1,884,864
Germany	22.6%	1,376,093
Spanish Mainland	11.3%	688,178
Ireland	4.0%	245,749
Italy	3.8%	234,661
France	3.8%	233,020
Netherlands	3.4%	209,071
Sweden	3.1%	191,992
Belgium	2.9%	178,853
Poland	2.4%	143,894
Switzerland	2.2%	135,142
Norway	2.1%	126,035
Denmark	1.5%	90,993
Finland	1.1%	67,603
Austria	1.0%	61,083
Russia	0.6%	38,503
Czech Republic	0.4%	23,233
Others	2.8%	171,073



Who do they come with?



	Tranquility	Total
Unaccompanied	7.7%	8.9%
Only with partner	51.1%	47.4%
Only with children (< 13 years old)	5.9%	5.9%
Partner + children (< 13 years old)	6.6%	7.2%
Other relatives	8.8%	9.0%
Friends	5.3%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	14.2%	14.6%

(1) Different situations have been isolated

Tourists with children	18.1%	19.3%
- Between 0 and 2 years old	1.9%	1.8%
- Between 3 and 12 years old	14.9%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	81.9%	80.7%
Group composition:		
- 1 person	10.8%	12.4%
- 2 people	57.5%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	16.0%	17.1%
- 6 or more people	3.1%	3.8%
Average group size:	2.53	2.58

Who are they?



	Tranquility	Total
Gender		
Men	44.5%	48.2%
Women	55.5%	51.8%
Age		
Average age (tourist > 15 years old)	47.5	46.7
Standard deviation	15.2	15.3
Age range (> 15 years old)		
16 - 24 years old	6.8%	7.7%
25 - 30 years old	10.4%	10.8%
31 - 45 years old	27.3%	28.6%
46 - 60 years old	33.0%	31.3%
Over 60 years old	22.5%	21.5%
Occupation		
Salaried worker	55.2%	55.5%
Self-employed	10.6%	11.0%
Unemployed	1.1%	1.1%
Business owner	9.3%	9.2%
Student	3.8%	4.2%
Retired	18.0%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.2%	17.0%
€25,000 - €49,999	37.1%	36.5%
€50,000 - €74,999	24.9%	25.0%
More than €74,999	20.9%	21.5%
Education level		
No studies	4.6%	4.8%
Primary education	3.1%	2.8%
Secondary education	23.4%	23.1%
Higher education	69.0%	69.3%



3 IN 10 TOURISTS ARE BRITISH

48 YEARS OLD
AVERAGE AGE

51% ONLY WITH PARTNER

Pictures: Freepik.com

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