

Tourist profile by quarter of trip (2018)

Canary Islands



How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR)	4,065,438	3,530,774	3,907,932		
Tourist arrivals (> 16 years old)	3,646,600	3,025,414	3,206,687		
Average daily expenditure (€)	124.41	131.21	142.43		
Average length of stay	10.6	9.2	9.9		
Turnover per tourist (€)	1,126	1,093	1,309		
Total turnover (€m) (estimation)	4,578	3,859	5,114		
Share of total tourists	--	--	--		
Share of total turnover	--	--	--		

Book holiday package:

Tourist arrivals (> 16 years old)	2,014,678	1,789,714	2,012,414		
Turnover per tourist (€)	1,204	1,163	1,408		
Package:	918	892	1,091		
Accommodation:	8.4	5.8	8.9		
- Additional accommodation expenses	8.4	5.8	8.9		
Transport:	22	26	25		
- National/international transport	--	--	--		
- Local transport	22	26	25		
Food and drink:	172	141	161		
- Food purchases at supermarkets	61	46	59		
- Restaurants / cafes	111	94	102		
Leisure, culture and sports:	35	46	63		
Shopping:	39	45	49		
Others:	10	6.7	10.4		

Do not book holiday package:

Tourist arrivals (> 16 years old)	1,631,922	1,235,700	1,194,273		
Turnover per tourist (€)	1,030	992	1,141		
Accommodation:	370	311	375		
- Accommodation	350	296	358		
- Additional accommodation expenses	21	15	18		
Transport:	316	310	387		
- National/international transport	264	260	334		
- Local transport	52	51	53		
Food and drink:	244	233	241		
- Food purchases at supermarkets	102	95	93		
- Restaurants / cafes	142	138	148		
Leisure, culture and sports:	38	43	60		
Shopping:	50	87	71		
Others:	12	7.9	7.7		

What is the main motivation for their holidays?



	Q1	Q2	Q3	Q4	Total
Rest	57.1%	51.5%	45.6%		
Explore the destination	18.5%	21.0%	21.5%		
Other reasons	22.8%	26.0%	32.1%		

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
Between 0 and 30 days	24.4%	21.2%	22.9%		
Between 1 and 2 months	25.3%	21.9%	18.4%		
More than 3 months	50.3%	56.9%	58.7%		

What do they book?



	Q1	Q2	Q3	Q4	Total
Room only / B&B	60.6%	53.4%	49.8%		
Half board / Full board	16.9%	18.5%	18.8%		
All inclusive	22.5%	28.1%	31.4%		

Source: Encuesta sobre el Gasto Turístico (ISTAC). Note: Tourists under 16 years old are excluded.

What channels do they use to plan their trip?



	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	56.6%	50.4%	43.6%		
Friends / relatives	26.8%	26.7%	31.4%		
Internet or social media	57.3%	58.2%	60.9%		
Tour Operator or Travel Agency	21.0%	25.7%	26.6%		
Others	17.2%	20.6%	22.6%		

* Multi-choise question

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel / 5* Luxury Hotel	1.1%	2.1%	1.7%		
4* Hotel	12.6%	13.7%	15.7%		
1-2-3* Hotel	3.9%	5.1%	4.7%		
Aparthotel / Tourist Villa	63.4%	66.3%	66.2%		
Other collective accommodation (1)	6.4%	5.0%	4.3%		
House/room rented in a private dwelling	5.8%	3.2%	3.0%		
Private accommodation (2)	6.8%	4.5%	4.3%		

(1) Cottage, cruise camping, etc.

(2) Own property / House of friend or relative / Free housing exchange / Other private accommodation.

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	7.8%	7.8%	5.5%		
Partner	56.3%	52.1%	45.8%		
Children	14.4%	19.8%	27.6%		
Friends or acquaintances	9.6%	8.5%	7.9%		
Other relatives	11.1%	11.2%	12.7%		
Others	0.9%	0.6%	0.5%		
Tourists with children	13.9%	18.5%	27.8%		
- Between 0 and 2 years old	12.6%	11.3%	5.7%		
- Between 3 and 12 years old	76.0%	80.4%	87.5%		
- Between 0 -2 and 3-12 years old	11.5%	8.4%	6.8%		
Tourists without children	86.1%	81.5%	72.2%		

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	48.2%	47.9%	47.3%		
Women	51.8%	52.1%	52.7%		

Age range (> 16 years old)

16-44 years old	37.2%	46.8%	57.8%		
Over 44 years old	62.8%	53.2%	42.2%		

Educational level

No studies or primary education	8.4%	7.4%	9.3%		
Secondary education	25.1%	22.9%	23.3%		
Higher education	66.5%	69.8%	67.4%		

Occupation

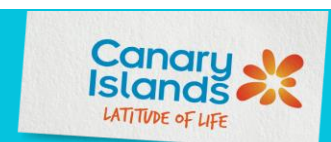
Salaried worker / paid internship	48.4%	58.3%	63.3%		
Entrepreneur without employees	19.4%	18.6%	17.6%		
Student /unemployed / housework	5.2%	6.2%	10.4%		
Retired, pre-retired or has ceased work	26.3%	15.8%	8.1%		
Other type of inactivity	0.7%	1.1%	0.6%		

Annual household income level

Less than €25,000	16.7%	19.4%	20.3%		
€25,000 - €49,999	40.3%	38.0%	41.1%		
€50,000 - €74,999	24.9%	25.6%	22.6%		
More than €74,999	18.1%	17.0%	16.0%		

Tourist profile by quarter of trip (2018)

Canary Islands



Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	615,542	590,217	600,681		
- Fuerteventura	466,853	436,451	492,064		
- Gran Canaria	1,092,824	787,337	873,436		
- Tenerife	1,330,882	1,136,913	1,170,349		
- La Palma	82,513	54,441	52,590		

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.2%	19.6%	18.8%		
- Fuerteventura	13.0%	14.5%	15.4%		
- Gran Canaria	30.5%	26.2%	27.4%		
- Tenerife	37.1%	37.8%	36.7%		
- La Palma	2.3%	1.8%	1.6%		

How many islands do they visit during their trip?



	Q1	Q2	Q3	Q4	Total
One island	90.4%	91.5%	90.3%		
Two islands	7.6%	7.6%	8.6%		
Three or more islands	2.0%	0.9%	1.0%		

Importance of each factor in the destination choice

% tourists	Q1	Q2	Q3	Q4	Total
Climate	96.4%	96.1%	95.4%		
Security	85.3%	87.2%	87.1%		
Tranquility	85.5%	85.9%	84.0%		
Price	77.8%	82.9%	81.5%		
Accommodation supply	76.1%	79.5%	80.2%		
Sea	74.8%	77.2%	79.1%		
Beaches	66.7%	70.8%	75.5%		
Environment	74.7%	75.6%	73.7%		
Effortless trip	74.0%	76.3%	72.6%		
Landscapes	70.4%	68.3%	69.9%		
Fun possibilities	51.6%	57.9%	68.5%		
Authenticity	54.1%	58.5%	59.6%		
European belonging	65.7%	64.4%	59.0%		
Gastronomy	61.8%	62.6%	58.5%		
Exoticism	33.0%	36.3%	43.0%		
Shopping	34.3%	34.4%	38.0%		
Culture	31.7%	32.6%	37.9%		
Historical heritage	30.8%	30.6%	33.2%		
Nightlife	22.6%	24.5%	27.7%		
Hiking trail network	30.1%	22.0%	18.8%		

Internet use during their trip



	Q1	Q2	Q3	Q4	Total
Did not use the Internet	10.8%	10.2%	7.9%		
Used the Internet	89.2%	89.8%	92.1%		
- Own Internet connection	40.5%	45.9%	47.3%		
- Free Wifi connection	45.0%	40.1%	40.0%		
- Both connections	4.7%	4.9%	6.3%		
- Without specifying	9.8%	9.1%	6.4%		

Applications

Search for maps, locations or routes	59.1%	61.6%	65.4%		
Search for destination information and activi	42.5%	43.3%	50.0%		
Share information, pictures or videos	52.4%	56.3%	59.7%		
Others	33.0%	30.0%	26.8%		

* Multi-choise question

How do they rate the Canary Islands?



Opinion on their stay	Q1	Q2	Q3	Q4	Total
Average rating (scale 1-10)	8.53	8.61	8.56		
Lived up/better than expected (% tourists)	97.3%	97.2%	96.1%		
Future intentions (scale 1-10)					
Return to the Canary Islands	8.69	8.66	8.46		
Recommend visiting the Canary Islands	8.88	8.91	8.84		

How many are loyal to the Canary Islands?



	Q1	Q2	Q3	Q4	Total
Repeat tourists	76.9%	70.2%	62.7%		
Five or more visits	41.5%	35.2%	27.0%		

Where are they from?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	29.1%	33.9%	32.9%		
Germany	20.3%	20.5%	19.4%		
Spanish Mainland	8.6%	13.1%	15.7%		
Netherlands	4.1%	4.0%	4.3%		
France	3.6%	4.6%	4.2%		
Ireland	2.8%	4.1%	3.8%		
Italy	3.2%	3.4%	3.6%		
Nordics	17.5%	4.3%	3.0%		
Belgium	2.4%	2.8%	2.9%		
Others	8.4%	9.3%	10.3%		

Activities in the Canary Islands



Outdoor time per day	Q1	Q2	Q3	Q4	Total
0 - 3 hours	10.1%	13.0%	14.4%		
4 - 8 hours	51.2%	44.9%	45.3%		
9 - 12 hours	29.2%	31.7%	28.7%		
More than 12 hours	9.5%	10.4%	11.5%		

Activities carried out in the Canary Islands

Beach	65.0%	72.4%	81.0%		
Walk, wander	77.0%	72.5%	69.5%		
Swimming pool, hotel facilities	48.6%	60.7%	68.5%		
Explore the island on their own	49.4%	49.5%	49.3%		
Taste Canarian gastronomy	28.8%	27.2%	29.1%		
Theme parks	12.4%	15.6%	25.4%		
Organized excursions	14.1%	18.1%	24.1%		
Nightlife / concerts / shows	17.0%	18.5%	19.2%		
Sea excursions / whale watching	8.2%	11.9%	18.0%		
Sporting activities	12.8%	12.3%	15.2%		
Activities at sea	8.0%	9.1%	14.1%		
Wineries / markets / popular festivals	13.2%	12.6%	13.6%		
Museums / exhibitions	9.9%	9.1%	11.1%		
Nature activities	11.7%	10.4%	10.3%		
Beauty and health treatments	4.9%	4.2%	4.4%		
Astronomical observation	3.2%	3.6%	3.6%		

* Multi-choise question