

Tourist profile by quarter of trip (2018)

Canary Islands

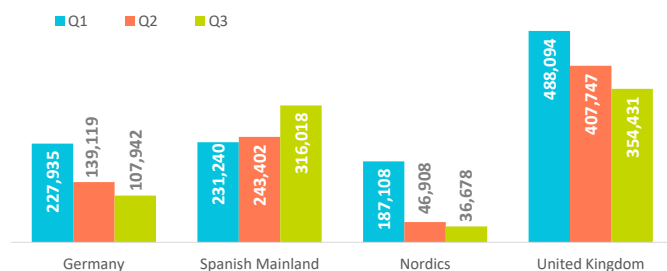


How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR)	1,807,594	1,436,171	1,448,522		
Tourist arrivals (> 16 years old)	1,631,922	1,235,700	1,194,273		
Average daily expenditure (€)	104.27	112.48	117.83		
Average length of stay (estimation)	9.9	8.8	9.7		
Turnover per tourist (€)	1,030	992	1,141		
Total turnover (€m) (estimation)	1,862	1,425	1,653		
Share of total tourists	--	--	--		
Share of total turnover	--	--	--		
Turnover per tourist (€)					
Package:	--	--	--		
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		

Main source markets: Tourist arrivals



Tourists over 16 years old.

What is the main motivation for their holidays?



	Q1	Q2	Q3	Q4	Total
Rest	52.5%	48.5%	44.0%		
Explore the destination	18.7%	20.5%	19.4%		
Other reasons	25.6%	28.0%	34.9%		

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
Between 0 and 30 days	25.3%	20.8%	20.8%		
Between 1 and 2 months	26.0%	23.1%	19.5%		
More than 3 months	48.7%	56.0%	59.6%		

What do they book?



	Q1	Q2	Q3	Q4	Total
Room only / B&B	84.0%	83.3%	78.5%		
Half board / Full board	8.9%	8.0%	10.0%		
All inclusive	7.1%	8.7%	11.5%		

What channels do they use to plan their trip?



	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	56.3%	53.0%	49.2%		
Friends / relatives	33.6%	34.8%	40.7%		
Internet or social media	55.1%	59.0%	57.1%		
Tour Operator or Travel Agency	5.3%	6.4%	6.9%		
Others	20.6%	21.1%	18.3%		

* Multi-choice question

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel / 5* Luxury Hotel	1.1%	2.1%	1.8%		
4* Hotel	4.8%	5.3%	6.5%		
1-2-3* Hotel	2.6%	3.5%	2.1%		
Aparthotel / Tourist Villa	55.3%	63.2%	63.1%		
Other collective accommodation (1)	8.7%	8.0%	7.8%		
House/room rented in a private dwelling	12.3%	6.9%	7.1%		
Private accommodation (2)	15.1%	11.1%	11.6%		

(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	13.0%	11.7%	8.9%		
Partner	50.1%	50.6%	42.3%		
Children	12.5%	16.1%	26.7%		
Friends or acquaintances	11.8%	10.0%	8.9%		
Other relatives	11.7%	10.8%	12.7%		
Others	0.9%	0.8%	0.5%		
Tourists with children	12.1%	16.2%	25.2%		
- Between 0 and 2 years old	12.1%	17.5%	7.5%		
- Between 3 and 12 years old	78.9%	73.0%	88.5%		
- Between 0 -2 and 3-12 years old	8.9%	9.4%	4.0%		
Tourists without children	87.9%	83.8%	74.8%		

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	51.0%	50.2%	47.8%		
Women	49.0%	49.8%	52.2%		
Age range (> 16 years old)					
16-44 years old	44.7%	48.1%	56.8%		
Over 44 years old	55.3%	51.9%	43.2%		
Educational level					
No studies or primary education	7.0%	7.1%	8.9%		
Secondary education	20.7%	19.0%	18.1%		
Higher education	72.2%	74.0%	72.9%		
Occupation					
Salaried worker / paid internship	48.9%	56.8%	61.2%		
Entrepreneur without employees	21.9%	20.4%	19.5%		
Student /unemployed / housework	6.3%	7.0%	10.5%		
Retired, pre-retired or has ceased work	22.0%	14.6%	8.0%		
Other type of inactivity	0.9%	1.1%	0.8%		
Annual household income level					
Less than €25,000	21.5%	19.6%	22.4%		
€25,000 - €49,999	39.8%	39.9%	41.5%		
€50,000 - €74,999	21.4%	21.8%	20.8%		
More than €74,999	17.4%	18.7%	15.3%		

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

Tourist profile by quarter of trip (2018)

Canary Islands



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	254,834	252,635	227,627		
- Fuerteventura	126,842	99,038	110,833		
- Gran Canaria	524,543	349,921	314,503		
- Tenerife	677,090	499,767	504,645		
- La Palma	36,545	29,841	24,941		

How many islands do they visit during their trip?

	Q1	Q2	Q3	Q4	Total
One island	89.0%	88.3%	88.3%		
Two islands	9.7%	10.7%	9.9%		
Three or more islands	1.3%	1.0%	1.8%		

Internet use during their trip

	Q1	Q2	Q3	Q4	Total
Did not use the Internet	8.3%	7.9%	7.3%		
Used the Internet	91.7%	92.1%	92.7%		
- Own Internet connection	47.0%	50.2%	51.1%		
- Free Wifi connection	38.9%	35.7%	37.9%		
- Both connections	5.9%	5.4%	5.0%		
- Without specifying	8.3%	8.7%	6.0%		

Applications

Search for maps, locations or routes	64.5%	67.6%	66.8%		
Search for destination information and activi	44.7%	46.5%	46.3%		
Share information, pictures or videos	54.6%	56.2%	59.5%		
Others	32.6%	28.8%	25.3%		

* Multi-choice question

How do they rate the Canary Islands?

Opinion on their stay	Q1	Q2	Q3	Q4	Total
Average rating (scale 1-10)	8.64	8.68	8.70		
Lived up/better than expected (% tourists)	96.9%	97.7%	96.9%		
Future intentions (scale 1-10)					
Return to the Canary Islands	8.82	8.87	8.68		
Recommend visiting the Canary Islands	8.95	9.03	8.96		

How many are loyal to the Canary Islands?

	Q1	Q2	Q3	Q4	Total
Repeat tourists	76.3%	73.4%	68.8%		
Five or more visits	42.6%	42.0%	33.8%		

Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	29.9%	33.0%	29.7%		
Spanish Mainland	14.2%	19.7%	26.5%		
Germany	14.0%	11.3%	9.0%		
Italy	5.7%	5.3%	6.3%		
Ireland	4.3%	6.3%	5.8%		
France	4.1%	4.0%	3.2%		
Nordics	11.5%	3.8%	3.1%		
Belgium	2.5%	3.3%	2.8%		
Netherlands	3.2%	2.8%	2.4%		
Others	10.8%	10.5%	11.3%		

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	15.7%	20.5%	19.2%		
- Fuerteventura	7.8%	8.0%	9.4%		
- Gran Canaria	32.4%	28.4%	26.6%		
- Tenerife	41.8%	40.6%	42.7%		
- La Palma	2.3%	2.4%	2.1%		

Importance of each factor in the destination choice

% tourists	Q1	Q2	Q3	Q4	Total
Climate	96.2%	95.4%	93.5%		
Tranquility	85.5%	85.3%	83.0%		
Security	83.6%	83.2%	82.9%		
Price	77.0%	80.5%	77.8%		
Sea	76.8%	76.3%	77.7%		
Environment	79.1%	80.3%	76.8%		
Beaches	67.6%	70.7%	74.7%		
Accommodation supply	69.6%	73.1%	73.0%		
Landscapes	75.0%	73.3%	72.2%		
Effortless trip	73.4%	75.0%	69.6%		
Fun possibilities	54.1%	54.8%	67.3%		
Gastronomy	62.5%	66.0%	60.2%		
Authenticity	57.7%	59.5%	58.9%		
European belonging	66.6%	61.7%	57.4%		
Exoticism	35.8%	35.8%	42.9%		
Shopping	32.4%	35.1%	39.8%		
Culture	36.0%	37.3%	37.0%		
Historical heritage	34.4%	34.4%	34.9%		
Nightlife	27.5%	27.6%	29.4%		
Hiking trail network	34.7%	27.0%	23.6%		

*% of tourists who indicate that the factor is "enough" or "very important" in their choice.

** Each aspect is valued individually (100% distribution in each of them).

Activities in the Canary Islands

Outdoor time per day	Q1	Q2	Q3	Q4	Total
0 - 3 hours	6.5%	7.3%	7.7%		
4 - 8 hours	46.0%	42.0%	43.4%		
9 - 12 hours	34.6%	38.0%	35.0%		
More than 12 hours	12.9%	12.6%	13.9%		

Activities carried out in the Canary Islands

Beach	65.6%	71.1%	79.8%		
Walk, wander	76.4%	77.3%	74.5%		
Swimming pool, hotel facilities	41.2%	55.5%	62.6%		
Explore the island on their own	53.2%	54.2%	56.4%		
Taste Canarian gastronomy	34.0%	31.8%	35.3%		
Theme parks	10.5%	12.9%	23.9%		
Nightlife / concerts / shows	19.7%	21.4%	21.0%		
Sporting activities	14.3%	13.8%	16.6%		
Wineries / markets / popular festivals	14.2%	15.3%	16.4%		
Sea excursions / whale watching	8.5%	9.4%	16.0%		
Activities at sea	8.4%	10.9%	13.9%		
Organized excursions	8.1%	10.9%	13.5%		
Museums / exhibitions	13.0%	11.4%	12.5%		
Nature activities	13.5%	13.9%	11.9%		
Astronomical observation	3.4%	3.3%	4.4%		
Beauty and health treatments	5.2%	4.0%	4.3%		

* Multi-choice question