

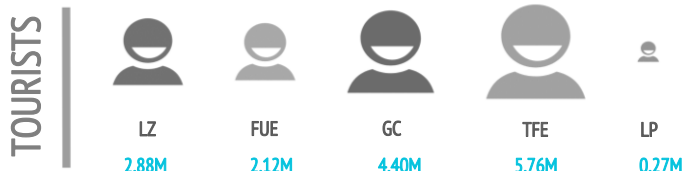
TOURIST PROFILE BY ISLAND OF STAY 2018

How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	2.88	2.12	4.40	5.76	0.27
Tourist arrivals > 15 years old (EGT) (*)	2.46	1.86	3.83	4.99	0.25
- book holiday package (*)	1.36	1.35	2.25	2.68	0.14
- do not book holiday package (*)	1.09	0.51	1.58	2.31	0.11
- % tourists who book holiday package	55.5%	72.7%	58.8%	53.7%	55.9%

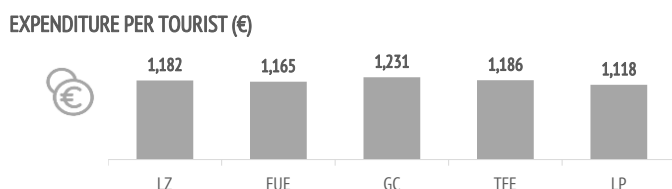
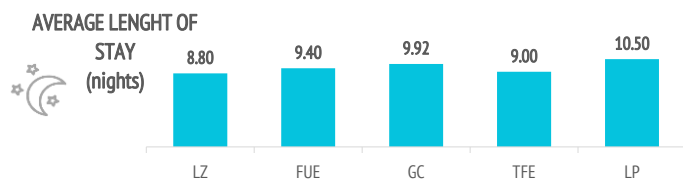
(*) Million of tourists



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,182	1,165	1,231	1,186	1,118
- book holiday package	1,287	1,215	1,351	1,335	1,165
- holiday package	1,060	1,029	1,088	1,064	930
- others	228	185	264	272	235
- do not book holiday package	1,051	1,032	1,058	1,014	1,057
- flight	286	268	290	289	325
- accommodation	402	404	333	326	322
- others	362	360	435	399	409
Average length of stay	8.80	9.40	9.92	9.00	10.50
- book holiday package	8.38	9.11	8.98	8.29	9.05
- do not book holiday package	9.33	10.20	11.28	9.82	12.33
Average daily expenditure (€)	146.0	133.3	143.2	147.4	120.4
- book holiday package	160.6	139.9	159.9	170.1	135.2
- do not book holiday package	127.8	115.8	119.4	121.0	101.5
Total turnover (> 15 years old) (€m)	2,904	2,163	4,707	5,922	278
- book holiday package	1,754	1,640	3,039	3,578	162
- do not book holiday package	1,150	523	1,667	2,344	116



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice

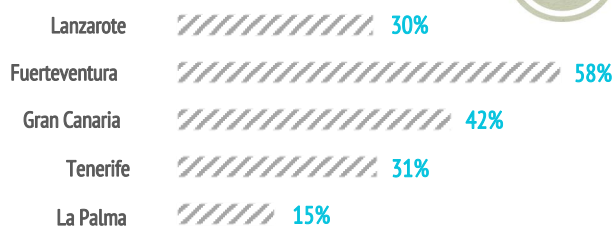


	LZ	FUE	GC	TFE	LP
Climate	77.5%	80.0%	79.9%	76.8%	72.9%
Safety	54.3%	55.8%	49.1%	50.9%	40.4%
Tranquility	47.6%	55.1%	44.7%	42.9%	53.9%
Accommodation supply	46.5%	45.2%	39.7%	40.4%	29.4%
Price	38.3%	38.9%	32.8%	38.4%	23.4%
Sea	37.1%	60.1%	46.2%	38.4%	36.6%
Landscapes	30.2%	26.4%	27.4%	35.2%	67.9%
European belonging	35.2%	38.8%	36.2%	35.1%	29.6%
Effortless trip	36.1%	39.6%	33.3%	34.0%	26.7%
Environment	33.1%	27.2%	25.9%	33.2%	46.6%
Beaches	30.0%	58.4%	41.9%	30.6%	15.1%
Fun possibilities	17.2%	16.4%	20.1%	25.2%	10.2%
Gastronomy	21.4%	23.7%	21.7%	23.6%	19.1%
Authenticity	20.2%	20.6%	16.3%	19.6%	30.1%
Exoticism	8.6%	10.7%	9.8%	11.8%	10.3%
Shopping	7.1%	8.6%	10.0%	11.2%	3.5%
Hiking trail network	5.9%	5.9%	8.1%	10.5%	40.2%
Nightlife	4.8%	4.4%	9.1%	9.2%	1.3%
Culture	8.0%	5.6%	6.7%	8.0%	4.7%
Historical heritage	8.2%	5.4%	6.3%	7.7%	7.1%

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.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	59.4%	61.5%	55.6%	52.0%	29.7%
Enjoy family time	13.8%	10.5%	17.1%	15.4%	9.1%
Have fun	4.7%	4.8%	8.1%	10.4%	2.9%
Explore the destination	18.9%	18.0%	15.3%	18.9%	48.3%
Practice their hobbies	1.7%	3.3%	1.6%	1.1%	4.7%
Other reasons	1.5%	1.9%	2.3%	2.1%	5.4%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0.4%	0.3%	0.9%	0.9%	0.4%
Between 1 and 30 days	18.3%	23.9%	26.3%	23.1%	22.3%
Between 1 and 2 months	22.7%	24.6%	23.9%	21.9%	21.8%
Between 3 and 6 months	33.5%	32.4%	31.0%	32.7%	36.3%
More than 6 months	25.2%	18.8%	17.9%	21.4%	19.2%

TOURIST PROFILE BY ISLAND OF STAY

2018



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	58.0%	51.5%	50.7%	47.6%	49.7%
Friends or relatives	26.6%	23.5%	26.1%	31.1%	29.0%
Internet or social media	63.6%	56.4%	52.7%	54.5%	65.9%
Mass Media	1.2%	1.9%	1.7%	1.7%	3.8%
Travel guides and magazines	10.5%	9.6%	7.9%	9.2%	25.7%
Travel Blogs or Forums	7.0%	5.1%	3.9%	5.7%	7.2%
Travel TV Channels	0.6%	1.2%	0.6%	0.6%	1.9%
Tour Operator or Travel Agency	25.7%	28.4%	24.9%	22.4%	24.3%
Public administrations or similar	0.3%	0.5%	0.3%	0.6%	0.6%
Others	1.7%	1.7%	2.5%	2.7%	2.2%

* Multi-choise question

With whom did they book their flight and accommodation? 👤

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	42.3%	28.9%	37.4%	43.9%	38.6%
- Tour Operator or Travel Agency	57.7%	71.1%	62.6%	56.1%	61.4%
Accommodation					
- Directly with the accommodation	30.8%	21.6%	26.6%	32.4%	29.6%
- Tour Operator or Travel Agency	69.2%	78.4%	73.4%	67.6%	70.4%

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	9.5%	16.6%	16.9%	10.1%	10.3%
4* Hotel	37.9%	52.4%	30.9%	37.7%	41.2%
5* Hotel / 5* Luxury Hotel	7.1%	2.5%	5.9%	9.5%	0.0%
Aparthotel / Tourist Villa	30.7%	17.4%	24.6%	22.0%	20.3%
House/room rented in a private dwelling	4.7%	3.5%	5.4%	5.9%	9.0%
Private accommodation (1)	3.9%	3.8%	9.1%	8.1%	7.6%
Others (Cottage, cruise, camping,...)	6.2%	3.8%	7.2%	6.6%	11.6%

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

What do they book? 🍽️

	LZ	FUE	GC	TFE	LP
Room only	30.3%	17.5%	32.7%	29.1%	38.3%
Bed and Breakfast	10.2%	5.1%	12.7%	14.3%	13.0%
Half board	19.8%	20.6%	22.3%	24.6%	25.3%
Full board	2.2%	4.1%	2.4%	3.3%	0.8%
All inclusive	37.5%	52.7%	29.9%	28.7%	22.6%

ALL INCLUSIVE



34.1%
Canary Islands



29.9%
Gran Canaria



37.5%
Lanzarote



28.7%
Tenerife



52.7%
Fuerteventura



22.6%
La Palma

Other expenses 📍

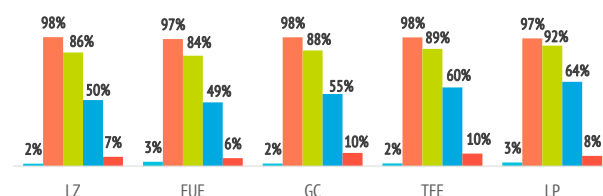
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	67.6%	54.4%	64.9%	62.6%	78.8%
Supermarkets	58.3%	48.6%	59.7%	54.1%	73.2%
Car rental	33.3%	28.2%	20.7%	25.2%	67.0%
Organized excursions	26.4%	20.3%	17.6%	23.0%	28.6%
Taxi, transfer, chauffeur service	55.7%	55.0%	55.1%	46.5%	38.7%
Theme Parks	5.7%	6.4%	6.1%	13.8%	1.6%
Sport activities	6.9%	9.2%	6.1%	5.4%	7.1%
Museums	13.2%	3.5%	3.8%	2.1%	12.5%
Flights between islands	6.6%	5.1%	3.8%	4.4%	5.6%

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.8%	3.3%	2.0%	2.0%	2.8%
1 - 2 hours	11.7%	12.7%	10.0%	8.7%	5.4%
3 - 6 hours	36.2%	35.5%	33.2%	29.4%	27.6%
7 - 12 hours	43.2%	42.5%	44.8%	50.3%	56.3%
More than 12 hours	7.0%	6.0%	10.0%	9.5%	7.8%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	64.3%	82.9%	71.9%	62.2%	55.7%
Walk, wander	77.3%	61.7%	68.5%	72.7%	82.6%
Swimming pool, hotel facilities	64.3%	57.2%	57.3%	59.9%	39.1%
Explore the island on their own	49.5%	43.7%	44.2%	46.3%	74.8%
Theme parks	8.3%	9.6%	11.4%	25.3%	2.2%
Taste Canarian gastronomy	27.6%	22.8%	24.3%	25.1%	43.5%
Organized excursions	19.8%	15.8%	14.0%	20.5%	18.7%
Nightlife / concerts / shows	13.0%	9.5%	18.8%	17.2%	4.4%
Sea excursions / whale watching	6.7%	7.6%	10.5%	15.3%	14.0%
Sport activities	15.8%	19.6%	12.8%	12.6%	14.4%
Nature activities	7.5%	9.3%	8.4%	11.6%	30.7%
Wineries / markets / popular festivals	20.0%	9.4%	10.9%	9.4%	21.4%
Activities at sea	9.0%	13.2%	9.1%	9.2%	12.6%
Museums / exhibitions	19.4%	6.6%	8.6%	6.7%	20.8%
Beauty and health treatments	5.4%	5.3%	6.1%	5.8%	3.7%
Astronomical observation	2.0%	3.0%	2.8%	4.3%	13.0%

* Multi-choise question

CANARY ISLANDS

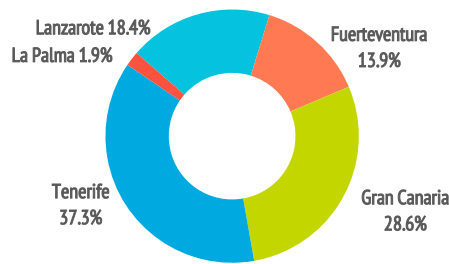


TOURIST PROFILE BY ISLAND OF STAY

2018



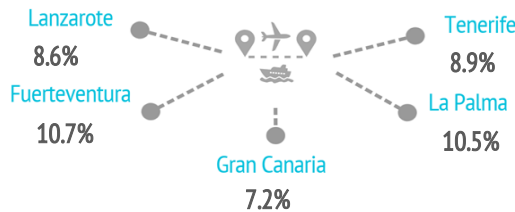
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	91.4%	89.3%	92.8%	91.1%	89.5%
Two islands	8.0%	9.5%	6.0%	8.0%	8.2%
Three or more islands	0.6%	1.2%	1.2%	0.9%	2.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	16.4%	17.0%	13.2%	15.9%	12.5%
- Flights	13.8%	14.8%	11.6%	13.2%	11.2%
- Accommodation	18.4%	20.1%	16.2%	17.7%	16.7%
- Transport	14.2%	16.0%	15.7%	16.3%	13.2%
- Restaurants	28.2%	25.0%	24.8%	28.5%	30.2%
- Excursions	27.8%	26.7%	24.0%	26.9%	30.8%
- Activities	32.6%	30.1%	28.9%	31.8%	35.9%
Book or purchase					
- Tourist package	37.6%	43.1%	39.1%	35.6%	38.7%
- Flights	67.3%	55.5%	65.0%	65.6%	66.1%
- Accommodation	59.8%	48.3%	53.4%	54.8%	56.7%
- Transport	49.9%	41.4%	41.5%	45.2%	52.8%
- Restaurants	9.7%	8.2%	10.2%	12.0%	10.1%
- Excursions	9.5%	7.4%	9.3%	15.3%	11.5%
- Activities	10.0%	8.9%	10.1%	16.6%	11.7%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	9.1%	10.6%	9.5%	9.8%	9.3%
Used the Internet	90.9%	89.4%	90.5%	90.2%	90.7%
- Own Internet connection	32.9%	34.9%	36.4%	38.8%	40.0%
- Free Wifi connection	48.0%	42.8%	40.7%	37.5%	41.8%
Applications*					
- Search for locations or maps	59.6%	54.3%	59.0%	64.6%	70.6%
- Search for destination info	47.1%	39.6%	43.3%	46.0%	51.1%
- Share pictures or trip videos	55.6%	57.2%	55.0%	55.6%	57.4%
- Download tourist apps	6.9%	7.5%	6.1%	6.4%	5.9%
- Others	25.7%	25.2%	26.6%	20.5%	23.2%

* Multi-choice question

Which is the most visited place in each island?



The data refers to % of tourists on each island who have visited the place.

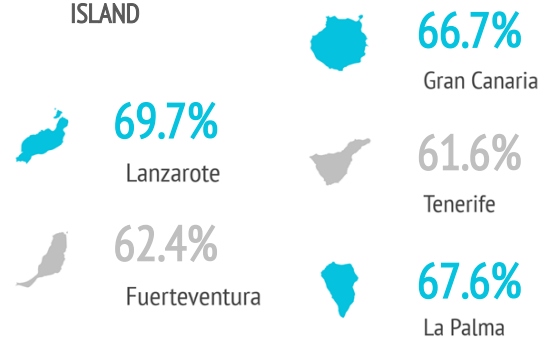
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.70	8.54	8.52	8.58	8.75
Experience in the Canary Islands					
Worse or much worse than expected	2.7%	3.0%	2.7%	3.2%	1.7%
Lived up to expectations	58.1%	56.5%	60.1%	55.5%	54.6%
Better or much better than expected	39.2%	40.5%	37.2%	41.3%	43.7%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.73	8.60	8.55	8.58	8.85
Recommend visiting the Canary Islands	8.98	8.83	8.77	8.85	9.16

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	69.7%	62.4%	66.7%	61.6%	67.6%
At least 10 previous visits	9.4%	7.6%	13.2%	8.6%	5.2%
Repeat tourists	76.5%	70.4%	73.0%	66.6%	78.9%
At least 10 previous visits	20.0%	16.7%	20.6%	15.3%	15.1%

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY

2018



Where are they from?



	LZ	FUE	GC	TFE	LP
United Kingdom	47.3%	24.2%	18.2%	38.4%	11.8%
Germany	11.9%	40.7%	22.5%	13.6%	40.1%
Spanish Mainland	9.0%	6.5%	13.1%	13.2%	16.5%
Netherlands	3.9%	2.7%	5.4%	3.2%	8.3%
France	5.0%	5.7%	2.4%	3.5%	4.6%
Sweden	1.0%	2.3%	7.9%	2.3%	3.8%
Ireland	9.6%	1.9%	1.7%	2.5%	0.2%
Italy	2.6%	4.6%	2.5%	3.9%	0.7%
Norway	0.8%	0.3%	7.5%	1.3%	1.2%
Belgium	1.9%	0.8%	2.7%	3.8%	2.6%
Switzerland	1.5%	2.3%	2.8%	1.7%	2.2%
Poland	1.7%	3.3%	1.4%	2.3%	1.5%
Denmark	1.2%	1.3%	3.3%	1.6%	3.2%
Finland	0.7%	0.6%	2.8%	1.6%	0.8%
Austria	0.3%	0.8%	1.0%	1.0%	1.1%
Russia	0.0%	0.1%	0.2%	1.3%	0.1%
Czech Republic	0.3%	0.6%	0.5%	0.4%	0.1%
Others	1.4%	1.5%	4.2%	4.4%	1.3%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	4.7%	8.1%	12.9%	8.1%	8.1%
Only with partner	48.7%	51.9%	45.7%	45.7%	58.3%
Only with children (< 13 years old)	6.1%	5.6%	5.2%	6.7%	3.4%
Partner + children (< 13 years old)	9.0%	5.6%	6.2%	7.8%	7.0%
Other relatives	10.7%	7.4%	7.8%	10.0%	5.2%
Friends	4.7%	6.0%	7.6%	6.3%	3.9%
Work colleagues	0.1%	0.2%	0.9%	0.4%	0.3%
Organized trip	0.2%	0.2%	0.1%	0.2%	0.5%
Other combinations ⁽¹⁾	15.8%	15.0%	13.5%	14.8%	13.2%

(1) Different situations have been isolated

Tourists with children	22.7%	16.1%	16.5%	21.2%	14.0%
- Between 0 and 2 years old	1.6%	1.2%	1.8%	2.2%	1.4%
- Between 3 and 12 years old	19.6%	13.5%	13.4%	17.0%	11.8%
- Between 0 - 2 and 3-12 years	1.6%	1.4%	1.3%	2.0%	0.8%
Tourists without children	77.3%	83.9%	83.5%	78.8%	86.0%
Group composition:					
- 1 person	7.1%	11.0%	16.0%	12.8%	10.8%
- 2 people	53.2%	59.2%	54.7%	51.8%	63.1%
- 3 people	13.5%	12.0%	11.0%	13.7%	10.0%
- 4 or 5 people	21.3%	14.9%	15.1%	17.7%	13.4%
- 6 or more people	4.8%	2.9%	3.2%	4.1%	2.7%
Average group size:	2.79	2.49	2.45	2.62	2.43

TOURIST TRAVELLING WITH CHILDREN



Who are they?



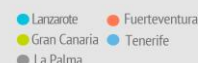
	LZ	FUE	GC	TFE	LP
Gender					
Men	51.2%	46.8%	50.1%	45.9%	45.8%
Women	48.8%	53.2%	49.9%	54.1%	54.2%
Age					
Average age (tourist > 15 years old)	49.3	48.3	47.1	44.3	50.2
Standard deviation	14.6	15.6	15.9	14.9	14.0
Age range (> 15 years old)					
16 - 24 years old	4.7%	6.9%	8.4%	9.2%	4.4%
25 - 30 years old	8.0%	10.0%	10.6%	12.9%	5.9%
31 - 45 years old	27.3%	25.5%	27.6%	31.5%	25.1%
46 - 60 years old	34.6%	31.6%	29.9%	30.0%	39.4%
Over 60 years old	25.4%	25.9%	23.4%	16.3%	25.2%
Occupation					
Salaried worker	55.8%	53.1%	53.4%	57.9%	53.3%
Self-employed	10.8%	11.3%	10.5%	11.4%	11.6%
Unemployed	0.7%	0.9%	1.3%	1.3%	0.7%
Business owner	7.4%	8.7%	10.4%	9.4%	9.2%
Student	2.8%	4.5%	4.7%	4.4%	4.4%
Retired	21.2%	20.1%	18.0%	13.8%	19.2%
Unpaid domestic work	0.8%	0.7%	0.7%	1.1%	0.6%
Others	0.5%	0.8%	1.0%	0.7%	1.0%
Annual household income level					
Less than €25,000	14.0%	16.7%	16.7%	19.2%	12.1%
€25,000 - €49,999	36.4%	36.7%	35.5%	37.4%	37.2%
€50,000 - €74,999	25.9%	25.9%	25.8%	23.3%	28.2%
More than €74,999	23.7%	20.7%	22.0%	20.1%	22.5%
Education level					
No studies	6.8%	3.4%	2.7%	6.2%	1.9%
Primary education	1.8%	3.2%	3.6%	2.6%	2.3%
Secondary education	20.9%	23.7%	25.7%	22.0%	20.4%
Higher education	70.5%	69.7%	67.9%	69.2%	75.4%



AVERAGE AGE
(> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS WITH HIGHER EDUCATION



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.