

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

UNITED STATES



How many are they and how much do they spend?



	United States	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	39,383	13,485,651
- book holiday package	4,469	7,848,516
- do not book holiday package	34,914	5,637,135
- % tourists who book holiday package	11.3%	58.2%
Share of total tourist	0.3%	100%

RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



50% of Americans travel to Tenerife.

	United States	All markets
Expenditure per tourist (€)	1,094	1,196
- book holiday package	1,312	1,309
- holiday package	1,118	1,064
- others	193	246
- do not book holiday package	1,066	1,037
- flight	368	288
- accommodation	275	350
- others	423	399
Average length of stay	11.08	9.32
- book holiday package	8.02	8.66
- do not book holiday package	11.47	10.23
Average daily expenditure (€)	156.6	143.6
- book holiday package	203.6	159.8
- do not book holiday package	150.6	121.0
Total turnover (> 15 years old) (€m)	43	16,124
- book holiday package	6	10,277
- do not book holiday package	37	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	United States	All markets
Climate	62.8%	78.1%
Landscapes	52.6%	31.6%
Beaches	48.4%	37.1%
Safety	47.2%	51.4%
Sea	46.0%	43.3%
Environment	42.8%	30.6%
Tranquility	41.1%	46.2%
Authenticity	33.7%	19.1%
Accommodation supply	30.3%	41.7%
European belonging	28.2%	35.8%
Effortless trip	26.9%	34.8%
Price	26.1%	36.5%
Fun possibilities	23.2%	20.7%
Gastronomy	19.6%	22.6%
Culture	18.6%	7.3%
Exoticism	17.6%	10.5%
Hiking trail network	16.7%	9.0%
Historical heritage	15.7%	7.1%
Shopping	6.2%	9.6%
Nightlife	5.5%	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.

% TOURISTS WHO CHOOSE LANDSCAPES

USA
52.6%



ALL MARKETS
31.6%

What is the main motivation for their holidays?



	United States	All markets
Rest	40.1%	55.1%
Enjoy family time	13.0%	14.7%
Have fun	16.7%	7.8%
Explore the destination	25.9%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	3.3%	2.1%

EXPLORE THE ISLANDS



How far in advance do they book their trip?



	United States	All markets
The same day	0.0%	0.7%
Between 1 and 30 days	11.9%	23.2%
Between 1 and 2 months	26.2%	23.0%
Between 3 and 6 months	45.3%	32.4%
More than 6 months	16.6%	20.7%

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.

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

	United States	All markets
Previous visits to the Canary Islands	17.7%	50.9%
Friends or relatives	49.5%	27.8%
Internet or social media	60.8%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	9.8%	9.5%
Travel Blogs or Forums	10.8%	5.4%
Travel TV Channels	1.4%	0.7%
Tour Operator or Travel Agency	6.8%	24.7%
Public administrations or similar	1.0%	0.4%
Others	9.9%	2.3%

* Multi-choice question

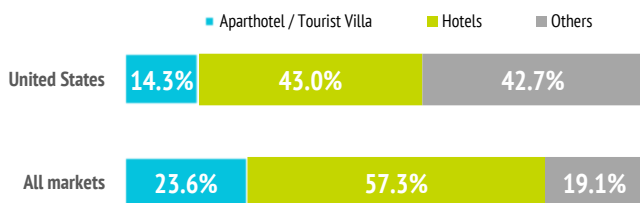
With whom did they book their flight and accommodation? 👁

	United States	All markets
Flight		
- Directly with the airline	76.1%	39.5%
- Tour Operator or Travel Agency	23.9%	60.5%
Accommodation		
- Directly with the accommodation	55.7%	28.8%
- Tour Operator or Travel Agency	44.3%	71.2%

Where do they stay? 🏠

	United States	All markets
1-2-3* Hotel	7.7%	12.8%
4* Hotel	21.1%	37.7%
5* Hotel / 5* Luxury Hotel	14.2%	6.8%
Aparthotel / Tourist Villa	14.3%	23.6%
House/room rented in a private dwelling	9.4%	5.3%
Private accommodation (1)	22.5%	7.0%
Others (Cottage, cruise, camping,...)	10.8%	6.8%

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



What do they book? 🍽

	United States	All markets
Room only	44.4%	28.8%
Bed and Breakfast	35.2%	11.7%
Half board	8.3%	22.4%
Full board	7.1%	3.0%
All inclusive	5.0%	34.1%

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44.4% of Americans book room only.
 (Canary Islands: 28.8%)

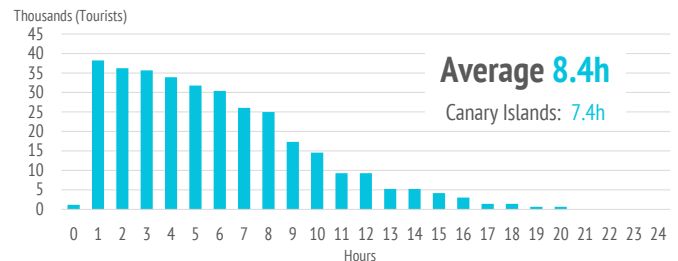
Other expenses 📍

	United States	All markets
Restaurants or cafes	75.6%	63.2%
Supermarkets	49.5%	55.9%
Car rental	30.6%	26.6%
Organized excursions	20.7%	21.8%
Taxi, transfer, chauffeur service	31.6%	51.7%
Theme Parks	5.9%	8.8%
Sport activities	7.7%	6.4%
Museums	5.4%	5.0%
Flights between islands	13.3%	4.8%

Activities in the Canary Islands 🚶

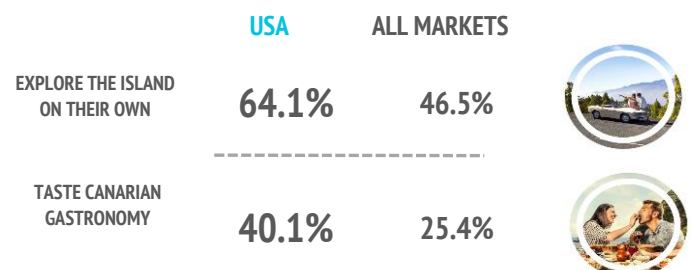
Outdoor time per day	United States	All markets
0 hours	2.9%	2.2%
1 - 2 hours	6.5%	10.0%
3 - 6 hours	24.5%	32.6%
7 - 12 hours	52.8%	46.5%
More than 12 hours	13.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	United States	All markets
Walk, wander	78.7%	71.0%
Beach	64.2%	68.0%
Explore the island on their own	64.1%	46.5%
Taste Canarian gastronomy	40.1%	25.4%
Swimming pool, hotel facilities	37.0%	58.9%
Nature activities	24.4%	10.0%
Museums / exhibitions	17.7%	9.8%
Organized excursions	17.7%	17.9%
Wineries / markets / popular festivals	15.8%	12.0%
Nightlife / concerts / shows	13.4%	15.5%
Sport activities	13.4%	14.3%
Sea excursions / whale watching	11.3%	11.3%
Activities at sea	9.9%	9.8%
Theme parks	9.4%	15.5%
Beauty and health treatments	8.6%	5.7%
Astronomical observation	7.8%	3.4%

* Multi-choice question



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Which island do they choose?

Tourists (> 15 years old)	United States	All markets
Lanzarote	2,064	2,457,120
Fuerteventura	1,522	1,856,705
Gran Canaria	15,135	3,825,110
Tenerife	19,802	4,991,173
La Palma	749	249,069

How many islands do they visit during their trip?

	United States	All markets
One island	79.3%	90.9%
Two islands	16.2%	7.7%
Three or more islands	4.5%	1.4%

Internet usage during their trip

	United States	All markets
Research		
- Tourist package	13.0%	15.4%
- Flights	16.6%	13.0%
- Accommodation	21.9%	17.7%
- Transport	22.6%	15.6%
- Restaurants	43.0%	27.0%
- Excursions	23.0%	26.3%
- Activities	40.0%	31.0%
Book or purchase		
- Tourist package	13.5%	38.1%
- Flights	71.8%	64.4%
- Accommodation	57.0%	54.5%
- Transport	52.0%	44.7%
- Restaurants	18.5%	10.5%
- Excursions	18.8%	11.4%
- Activities	23.3%	12.5%

* Multi-choice question

Internet usage in the Canary Island	United States	All markets
Did not use the Internet	9.0%	9.8%
Used the Internet	91.0%	90.2%
- Own Internet connection	28.3%	36.5%
- Free Wifi connection	48.8%	41.1%
Applications*		
- Search for locations or maps	76.0%	60.7%
- Search for destination info	61.0%	44.7%
- Share pictures or trip videos	69.9%	55.6%
- Download tourist apps	9.2%	6.5%
- Others	8.9%	23.9%

* Multi-choice question



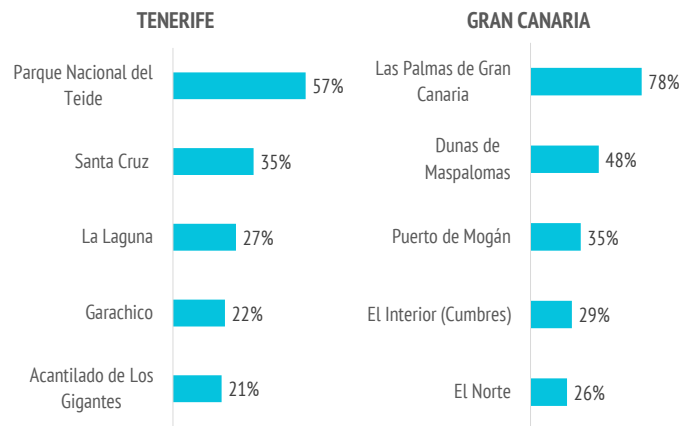
70% of Americans share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	United States	All markets
Lanzarote	5.3%	18.4%
Fuerteventura	3.9%	13.9%
Gran Canaria	38.5%	28.6%
Tenerife	50.4%	37.3%
La Palma	1.9%	1.9%

MOST VISITED PLACES IN EACH ISLAND

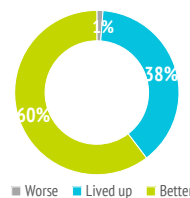


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	United States	All markets
Average rating	9.06	8.58
Experience in the Canary Islands		
Worse or much worse than expected	1.2%	2.9%
Lived up to expectations	38.5%	57.4%
Better or much better than expected	60.3%	39.7%

Future intentions (scale 1-10)	United States	All markets
Return to the Canary Islands	8.23	8.60
Recommend visiting the Canary Island	9.17	8.86



Experience in the Canary Islands



8.23/10

Return to the Canary Islands

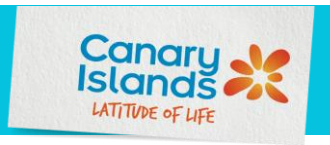


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Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

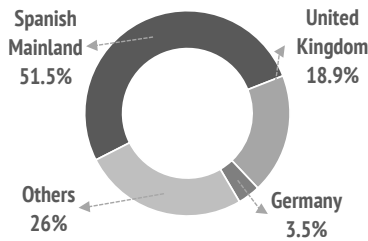
	United States	All markets
Repeat tourists	29.4%	71.0%
Repeat tourists (last 5 years)	25.8%	64.6%
Repeat tourists (last 5 years) (5 or more)	7.6%	18.4%
At least 10 previous visits	8.5%	17.8%



Where does the flight come from?



	%	Absolute
Spanish Mainland	51.5%	20,301
United Kingdom	18.9%	7,453
Germany	3.5%	1,397
Poland	3.2%	1,243
Norway	2.9%	1,129
Switzerland	1.9%	759
Others	18.0%	7,100



Who do they come with?



	United States	All markets
Unaccompanied	15.9%	8.9%
Only with partner	35.2%	47.4%
Only with children (< 13 years old)	4.6%	5.9%
Partner + children (< 13 years old)	4.3%	7.2%
Other relatives	8.8%	9.0%
Friends	7.8%	6.3%
Work colleagues	3.8%	0.5%
Organized trip	0.9%	0.2%
Other combinations (1)	18.7%	14.6%

(1) Different situations have been isolated

Tourists with children	11.6%	19.3%
- Between 0 and 2 years old	0.8%	1.8%
- Between 3 and 12 years old	10.2%	15.8%
- Between 0 -2 and 3-12 years	0.6%	1.6%

Tourists without children	88.4%	80.7%
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Group composition:		
- 1 person	22.6%	12.4%
- 2 people	48.5%	54.1%
- 3 people	10.2%	12.6%
- 4 or 5 people	17.1%	17.1%
- 6 or more people	1.6%	3.8%
Average group size:	2.31	2.58



(Under the age of 13)

11.6% of Americans travel with children.

(Canary Islands: 19.3%)

Who are they?



	United States	All markets
Gender		
Men	51.0%	48.2%
Women	49.0%	51.8%
Age		
Average age (tourist > 15 years old)	45.1	46.7
Standard deviation	14.6	15.3
Age range (> 15 years old)		
16 - 24 years old	9.3%	7.7%
25 - 30 years old	11.8%	10.8%
31 - 45 years old	31.3%	28.6%
46 - 60 years old	31.7%	31.3%
Over 60 years old	15.9%	21.5%
Occupation		
Salaried worker	65.4%	55.5%
Self-employed	8.7%	11.0%
Unemployed	0.0%	1.1%
Business owner	4.8%	9.2%
Student	8.9%	4.2%
Retired	10.6%	17.3%
Unpaid domestic work	1.6%	0.9%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	8.5%	17.0%
€25,000 - €49,999	27.1%	36.5%
€50,000 - €74,999	21.1%	25.0%
More than €74,999	43.3%	21.5%
Education level		
No studies	2.7%	4.8%
Primary education	0.8%	2.8%
Secondary education	7.2%	23.1%
Higher education	89.2%	69.3%



3 IN 10 ARE REPEATERS

45 YEARS OLD

AVERAGE AGE

35% ONLY WITH PARTNER



Pictures: Freepik.com

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