

TOURIST PROFILE BY QUARTER OF TRIP (2018)

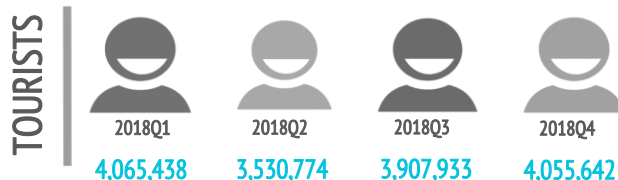
CANARY ISLANDS

How many are they and how much do they spend?

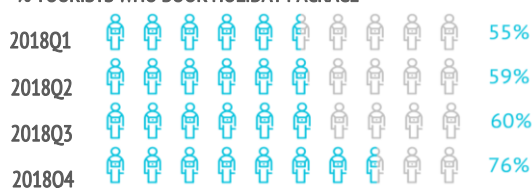


	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	4.07	3.53	3.91	4.06	15.56
Tourist arrivals > 15 years old (EGT) (*)	3.63	3.03	3.21	3.63	13.49
- book holiday package (*)	2.00	1.79	2.01	2.04	7.85
- do not book holiday package (*)	1.62	1.24	1.19	1.59	5.64
- % tourists who book holiday package	55.3%	59.1%	62.8%	56.3%	58.2%

(*) Million of tourists



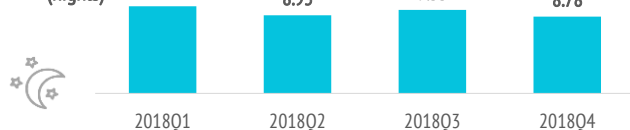
% TOURISTS WHO BOOK HOLIDAY PACKAGE



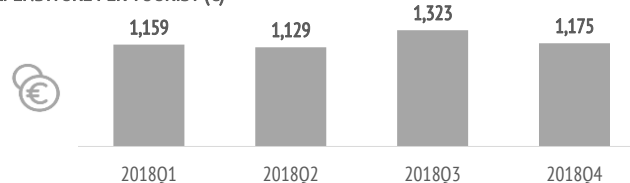
	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	1,159	1,129	1,323	1,175	1,196
- book holiday package	1,254	1,216	1,425	1,333	1,309
- holiday package	1,010	982	1,156	1,097	1,064
- others	243	234	269	236	246
- do not book holiday package	1,043	1,004	1,151	972	1,037
- flight	266	277	348	275	288
- accommodation	365	341	361	335	350
- others	412	386	442	362	399
Average lenght of stay	9.97	8.93	9.55	8.78	9.32
- book holiday package	8.83	8.53	8.93	8.35	8.66
- do not book holiday package	11.38	9.52	10.60	9.34	10.23
Average daily expenditure (€)	134.5	140.3	151.1	148.7	143.6
- book holiday package	151.5	151.9	165.9	169.1	159.8
- do not book holiday package	113.5	123.7	126.2	122.5	121.0
Total turnover (> 15 years old) (€m)	4,203	3,416	4,242	4,264	16,124
- book holiday package	2,513	2,174	2,867	2,723	10,277
- do not book holiday package	1,690	1,242	1,375	1,541	5,848

AVERAGE LENGHT OF STAY

(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	81.4%	75.8%	72.6%	81.6%	78.1%
Safety	49.3%	50.9%	54.6%	51.2%	51.4%
Tranquility	44.2%	46.6%	46.7%	47.3%	46.2%
Sea	40.1%	41.3%	47.1%	44.9%	43.3%
Accommodation supply	38.4%	43.1%	45.9%	40.1%	41.7%
Beaches	32.9%	36.1%	42.8%	37.1%	37.1%
Price	34.8%	36.9%	40.9%	33.9%	36.5%
European belonging	37.0%	34.7%	32.8%	38.1%	35.8%
Effortless trip	34.6%	34.6%	34.6%	35.4%	34.8%
Landscapes	31.3%	31.0%	32.3%	31.9%	31.6%
Environment	29.4%	30.7%	32.4%	30.2%	30.6%
Gastronomy	22.6%	22.3%	22.4%	22.9%	22.6%
Fun possibilities	16.0%	20.8%	28.3%	18.5%	20.7%
Authenticity	17.3%	19.7%	21.5%	18.4%	19.1%
Exoticism	8.8%	10.8%	13.1%	9.4%	10.5%
Shopping	8.6%	9.9%	11.4%	8.7%	9.6%
Hiking trail network	11.1%	8.2%	6.3%	10.0%	9.0%
Nightlife	7.3%	7.5%	9.0%	6.4%	7.5%
Culture	6.5%	6.8%	8.2%	7.6%	7.3%
Historical heritage	6.6%	6.5%	7.7%	7.4%	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 PRICE



What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	59.5%	54.8%	49.6%	56.0%	55.1%
Enjoy family time	10.8%	13.3%	18.1%	16.8%	14.7%
Have fun	5.9%	8.1%	10.8%	6.6%	7.8%
Explore the destination	18.5%	20.1%	18.9%	16.8%	18.5%
Practice their hobbies	1.9%	1.9%	1.3%	1.9%	1.8%
Other reasons	3.4%	1.8%	1.2%	1.9%	2.1%

How far in advance do they book their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.7%	0.7%	0.8%	0.6%	0.7%
Between 1 and 30 days	26.1%	20.4%	22.4%	23.3%	23.2%
Between 1 and 2 months	25.9%	22.9%	18.5%	24.0%	23.0%
Between 3 and 6 months	31.3%	37.2%	31.4%	30.5%	32.4%
More than 6 months	16.0%	18.8%	26.9%	21.7%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



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.

TOURIST PROFILE BY QUARTER OF TRIP (2018)

CANARY ISLANDS



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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	55.1%	49.2%	43.3%	54.9%	50.9%
Friends or relatives	25.8%	27.3%	31.4%	26.9%	27.8%
Internet or social media	55.7%	56.6%	57.9%	54.6%	56.1%
Mass Media	1.9%	1.5%	1.8%	1.6%	1.7%
Travel guides and magazines	9.9%	10.0%	9.7%	8.5%	9.5%
Travel Blogs or Forums	4.4%	5.3%	6.4%	5.3%	5.4%
Travel TV Channels	0.6%	0.9%	0.7%	0.7%	0.7%
Tour Operator or Travel Agency	22.6%	25.4%	27.3%	23.7%	24.7%
Public administrations or similar	0.4%	0.5%	0.5%	0.4%	0.4%
Others	2.3%	2.3%	2.4%	2.3%	2.3%

* Multi-choice question

With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	42.2%	39.5%	35.2%	40.5%	39.5%
- Tour Operator or Travel Agency	57.8%	60.5%	64.8%	59.5%	60.5%
Accommodation					
- Directly with the accommodation	31.0%	29.5%	24.9%	29.4%	28.8%
- Tour Operator or Travel Agency	69.0%	70.5%	75.1%	70.6%	71.2%

Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	13.5%	13.7%	12.7%	11.3%	12.8%
4* Hotel	36.6%	39.3%	38.5%	36.8%	37.7%
5* Hotel / 5* Luxury Hotel	5.6%	7.4%	6.9%	7.6%	6.8%
Aparthotel / Tourist Villa	23.5%	23.5%	24.2%	23.3%	23.6%
House/room rented in a private dwelling	6.5%	4.2%	4.6%	5.5%	5.3%
Private accommodation ⁽¹⁾	7.7%	5.9%	6.6%	7.5%	7.0%
Others (Cottage, cruise, camping,...)	6.4%	6.0%	6.4%	8.1%	6.8%

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

What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	31.0%	26.1%	26.6%	30.6%	28.8%
Bed and Breakfast	13.1%	11.6%	9.6%	12.2%	11.7%
Half board	22.7%	23.1%	22.5%	21.6%	22.4%
Full board	3.0%	3.4%	2.9%	2.9%	3.0%
All inclusive	30.2%	35.8%	38.4%	32.7%	34.1%

34.1% of tourists book all inclusive.



30.2%
2018Q1



38.4%
2018Q3



35.8%
2018Q2



32.7%
2018Q4

Other expenses

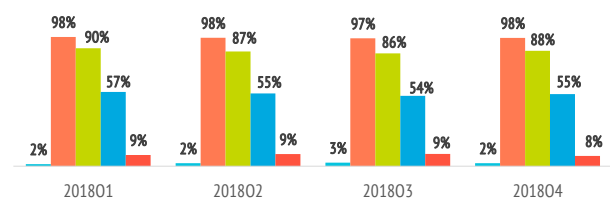
	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	65.8%	62.9%	60.9%	63.0%	63.2%
Supermarkets	57.3%	54.3%	57.0%	54.9%	55.9%
Car rental	26.2%	27.1%	27.8%	25.6%	26.6%
Organized excursions	18.3%	22.6%	27.5%	19.8%	21.8%
Taxi, transfer, chauffeur service	50.3%	53.0%	54.6%	49.6%	51.7%
Theme Parks	6.3%	8.3%	13.4%	7.7%	8.8%
Sport activities	5.4%	6.5%	8.4%	5.6%	6.4%
Museums	5.5%	4.9%	5.1%	4.6%	5.0%
Flights between islands	4.5%	5.0%	5.5%	4.4%	4.8%

Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	1.6%	2.2%	2.7%	2.3%	2.2%
1 - 2 hours	8.7%	10.4%	11.4%	9.9%	10.0%
3 - 6 hours	33.2%	32.0%	32.3%	32.9%	32.6%
7 - 12 hours	48.0%	46.2%	44.3%	47.1%	46.5%
More than 12 hours	8.6%	9.2%	9.3%	7.8%	8.7%

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	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	74.4%	71.7%	67.2%	70.3%	71.0%
Beach	60.1%	69.0%	77.9%	66.2%	68.0%
Swimming pool, hotel facilities	50.2%	62.6%	69.6%	55.2%	58.9%
Explore the island on their own	47.2%	46.8%	47.2%	45.1%	46.5%
Taste Canarian gastronomy	25.8%	25.5%	26.2%	24.2%	25.4%
Organized excursions	14.7%	18.4%	23.1%	16.2%	17.9%
Theme parks	10.6%	15.4%	23.3%	13.6%	15.5%
Nightlife / concerts / shows	14.7%	15.7%	18.4%	13.6%	15.5%
Sport activities	14.1%	13.8%	15.7%	13.6%	14.3%
Wineries/markets/popular festival	12.6%	11.5%	13.0%	10.9%	12.0%
Sea excursions / whale watching	7.2%	11.5%	17.7%	9.5%	11.3%
Nature activities	11.3%	9.8%	8.7%	10.1%	10.0%
Museums / exhibitions	10.4%	9.2%	10.2%	9.5%	9.8%
Activities at sea	7.3%	9.6%	13.4%	9.3%	9.8%
Beauty and health treatments	5.6%	5.5%	5.8%	5.7%	5.7%
Astronomical observation	2.8%	3.4%	4.4%	3.1%	3.4%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2018)

CANARY ISLANDS



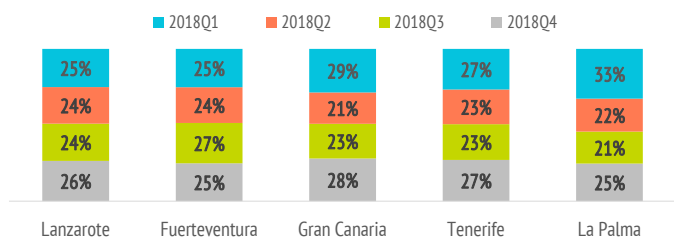
Which island do they choose?

Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	615,545	590,217	600,760	650,598	2,457,120
Fuerteventura	466,857	436,453	492,146	461,249	1,856,705
Gran Canaria	1,092,822	787,337	873,519	1,071,432	3,825,110
Tenerife	1,330,881	1,136,913	1,170,429	1,352,951	4,991,173
La Palma	81,283	53,953	52,398	61,435	249,069

How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	90.6%	90.6%	90.3%	91.8%	90.9%
Two islands	7.5%	8.2%	8.7%	6.8%	7.7%
Three or more islands	1.8%	1.3%	1.1%	1.4%	1.4%

% TOURISTS BY ISLAND AND QUARTER OF TRIP



Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	13.5%	16.2%	17.2%	14.7%	15.4%
- Flights	11.7%	13.6%	14.6%	12.4%	13.0%
- Accommodation	16.6%	18.1%	19.5%	16.7%	17.7%
- Transport	14.8%	15.4%	17.1%	15.2%	15.6%
- Restaurants	25.0%	26.9%	29.2%	26.8%	27.0%
- Excursions	23.0%	26.9%	30.6%	24.7%	26.3%
- Activities	28.2%	31.7%	34.4%	29.6%	31.0%
Book or purchase					
- Tourist package	40.1%	36.3%	37.1%	38.8%	38.1%
- Flights	66.7%	63.1%	61.0%	66.3%	64.4%
- Accommodation	56.1%	54.1%	52.0%	55.8%	54.5%
- Transport	45.2%	45.3%	43.1%	45.1%	44.7%
- Restaurants	10.4%	9.8%	10.0%	11.5%	10.5%
- Excursions	9.7%	11.1%	13.7%	11.2%	11.4%
- Activities	10.8%	11.8%	15.1%	12.1%	12.5%

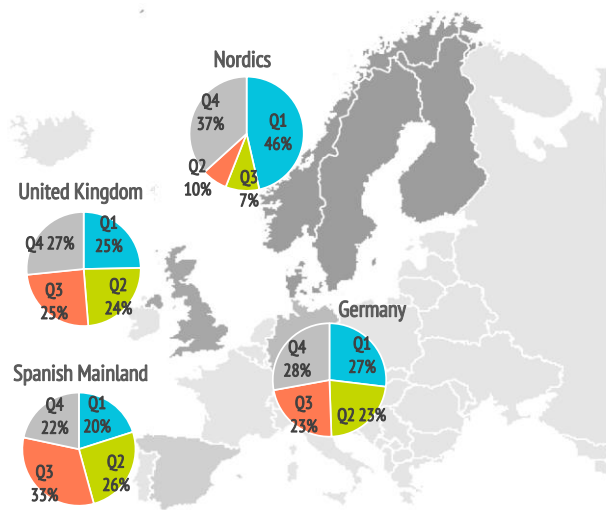
* Multi-choice question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	11.4%	10.3%	7.8%	9.4%	9.8%
Used the Internet	88.6%	89.7%	92.2%	90.6%	90.2%
- Own Internet connection	34.1%	36.3%	39.9%	36.1%	36.5%
- Free Wifi connection	42.0%	41.0%	39.9%	41.3%	41.1%
Applications*					
- Search for locations or maps	58.2%	59.9%	63.3%	61.6%	60.7%
- Search for destination info	43.3%	43.1%	46.7%	45.5%	44.7%
- Share pictures or trip videos	53.0%	56.2%	59.4%	54.4%	55.6%
- Download tourist apps	6.2%	6.3%	6.8%	6.8%	6.5%
- Others	26.9%	23.3%	20.9%	24.1%	23.9%

* Multi-choice question

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	17.2%	19.6%	18.8%	18.1%	18.4%
Fuerteventura	13.0%	14.5%	15.4%	12.8%	13.9%
Gran Canaria	30.5%	26.2%	27.4%	29.8%	28.6%
Tenerife	37.1%	37.8%	36.7%	37.6%	37.3%
La Palma	2.3%	1.8%	1.6%	1.7%	1.9%

MAIN MARKETS: % TOURISTS BY QUARTER OF TRIP



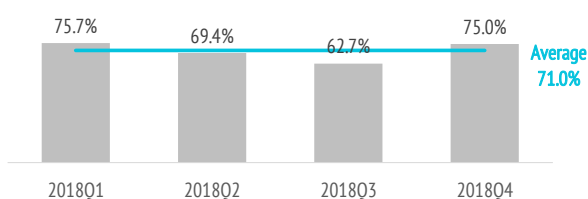
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.52	8.60	8.62	8.60	8.58
Experience in the Canary Islands					
Worse or much worse than expected	2.8%	3.1%	3.3%	2.5%	2.9%
Lived up to expectations	61.8%	57.6%	51.7%	58.0%	57.4%
Better or much better than expected	35.5%	39.3%	45.1%	39.5%	39.7%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.63	8.60	8.46	8.72	8.60
Recommend visiting the Canary Islands	8.83	8.85	8.82	8.92	8.86

How many are loyal to the Canary Islands?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Repeat tourists	75.7%	69.4%	62.7%	75.0%	71.0%
Repeat tourists (last 5 years)	68.7%	62.9%	55.6%	69.9%	64.6%
Repeat tourists (last 5 years)(5 or more visits)	21.2%	17.6%	12.1%	22.0%	18.4%
At least 10 previous visits	20.0%	17.0%	12.3%	21.1%	17.8%

REPEAT TOURISTS



TOURIST PROFILE BY QUARTER OF TRIP (2018)

CANARY ISLANDS



Where are they from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Reino Unido	29.2%	33.9%	32.9%	31.4%	31.7%
Alemania	20.4%	20.5%	19.4%	21.1%	20.4%
Península	8.6%	13.1%	15.7%	9.2%	11.5%
Holanda	4.1%	4.0%	4.3%	3.6%	4.0%
Francia	3.6%	4.6%	4.2%	2.8%	3.8%
Suecia	6.5%	1.6%	1.0%	4.9%	3.7%
Irlanda	2.8%	4.1%	3.8%	3.1%	3.4%
Italia	3.2%	3.4%	3.6%	3.0%	3.3%
Noruega	4.6%	1.2%	1.2%	3.9%	2.8%
Bélgica	2.4%	2.8%	2.9%	2.6%	2.7%
Suiza	1.8%	2.0%	2.1%	2.5%	2.1%
Polonia	1.8%	2.3%	2.3%	1.9%	2.1%
Dinamarca	3.4%	1.0%	0.8%	2.4%	2.0%
Finlandia	3.0%	0.5%	0.1%	2.6%	1.6%
Austria	0.9%	0.7%	0.8%	0.9%	0.9%
Rusia	0.5%	0.6%	0.6%	0.5%	0.5%
República Checa	0.4%	0.3%	0.6%	0.4%	0.4%
Otros	3.0%	3.4%	3.7%	3.1%	3.3%

Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	9.6%	9.0%	6.6%	9.9%	8.9%
Only with partner	55.0%	49.1%	38.4%	46.3%	47.4%
Only with children (< 13 years old)	3.8%	5.6%	8.6%	5.9%	5.9%
Partner + children (< 13 years old)	4.8%	6.8%	10.6%	7.0%	7.2%
Other relatives	6.9%	8.6%	10.8%	10.0%	9.0%
Friends	7.2%	7.0%	5.7%	5.2%	6.3%
Work colleagues	0.7%	0.4%	0.4%	0.4%	0.5%
Organized trip	0.2%	0.2%	0.1%	0.3%	0.2%
Other combinations ⁽¹⁾	11.8%	13.2%	18.7%	15.0%	14.6%

(1) Different situations have been isolated

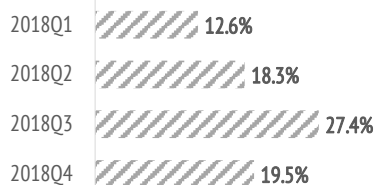
Tourists with children	12.6%	18.3%	27.4%	19.5%	19.3%
- Between 0 and 2 years old	1.8%	2.1%	1.7%	1.6%	1.8%
- Between 3 and 12 years old	9.4%	14.4%	23.9%	16.3%	15.8%
- Between 0 - 2 and 3-12 years	1.4%	1.9%	1.8%	1.6%	1.6%
Tourists without children	87.4%	81.7%	72.6%	80.5%	80.7%
Group composition:					
- 1 person	14.1%	12.7%	9.1%	13.3%	12.4%
- 2 people	61.9%	55.4%	46.0%	52.5%	54.1%
- 3 people	9.3%	12.2%	16.9%	12.3%	12.6%
- 4 or 5 people	12.0%	16.3%	23.1%	17.6%	17.1%
- 6 or more people	2.7%	3.4%	4.9%	4.2%	3.8%
Average group size:	2.35	2.54	2.84	2.61	2.58



19.3% of tourists travel with children.



(under the age of 13)



Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	48.2%	47.9%	47.3%	49.1%	48.2%
Women	51.8%	52.1%	52.7%	50.9%	51.8%
Age					
Average age (tourist > 15 years old)	50.1	46.1	41.4	48.6	46.7
Standard deviation	15.6	15.3	14.1	14.9	15.3
Age range (> 15 years old)					
16 - 24 years old	5.3%	7.4%	13.6%	5.2%	7.7%
25 - 30 years old	9.2%	12.1%	13.4%	9.0%	10.8%
31 - 45 years old	24.1%	29.7%	33.8%	27.7%	28.6%
46 - 60 years old	31.5%	30.4%	29.2%	33.9%	31.3%
Over 60 years old	29.9%	20.4%	10.0%	24.1%	21.5%
Occupation					
Salaried worker	48.0%	56.6%	63.4%	55.0%	55.5%
Self-employed	11.1%	9.8%	11.0%	11.9%	11.0%
Unemployed	1.2%	0.9%	1.4%	0.9%	1.1%
Business owner	9.9%	9.3%	8.1%	9.5%	9.2%
Student	2.8%	4.5%	7.6%	2.2%	4.2%
Retired	25.3%	17.1%	7.0%	18.7%	17.3%
Unpaid domestic work	0.8%	0.8%	0.9%	1.0%	0.9%
Others	0.8%	0.9%	0.6%	0.8%	0.8%
Annual household income level					
Less than €25,000	16.1%	17.8%	20.7%	14.0%	17.0%
€25,000 - €49,999	37.4%	36.5%	37.5%	34.9%	36.5%
€50,000 - €74,999	24.5%	25.6%	24.0%	25.9%	25.0%
More than €74,999	22.1%	20.1%	17.8%	25.2%	21.5%
Education level					
No studies	4.6%	5.2%	5.4%	4.2%	4.8%
Primary education	3.3%	2.5%	2.5%	2.9%	2.8%
Secondary education	24.6%	21.7%	22.4%	23.3%	23.1%
Higher education	67.5%	70.6%	69.7%	69.6%	69.3%



AVERAGE AGE
(> 15 years old)



% OF TOURISTS WITH INCOMES OVER
€74,999

2018Q1 2018Q2 2018Q3 2018Q4



% SALARIED WORKED TOURISTS



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.