

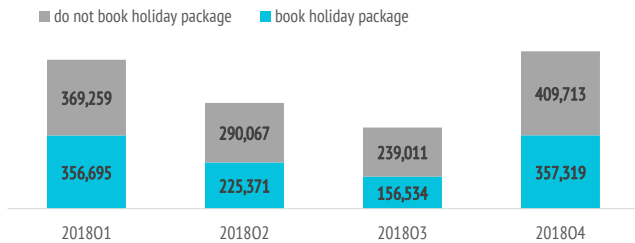
# PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2018)

## IN LOVE WITH THE DESTINATION <sup>(1)</sup>

### How many are they and how much do they spend?

	In love	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>2,403,968</b>	<b>13,485,651</b>
- book holiday package	1,095,919	7,848,516
- do not book holiday package	1,308,049	5,637,135
- % tourists who book holiday package	45.6%	58.2%
Share of total tourist	17.8%	100%

### TOURISTS BY QUARTER: IN LOVE WITH THE DESTINATION

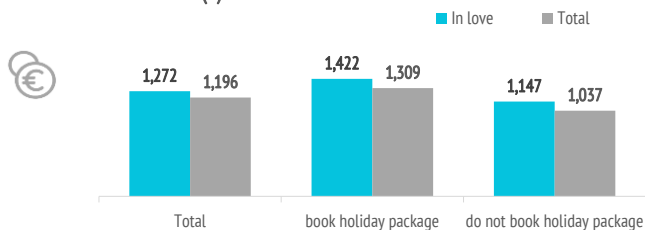


	In love	Total
<b>Expenditure per tourist (€)</b>	<b>1,272</b>	<b>1,196</b>
- book holiday package	1,422	1,309
- holiday package	1,144	1,064
- others	278	246
- do not book holiday package	1,147	1,037
- flight	324	288
- accommodation	349	350
- others	474	399
<b>Average length of stay</b>	<b>12.08</b>	<b>9.32</b>
- book holiday package	10.50	8.66
- do not book holiday package	13.39	10.23
<b>Average daily expenditure (€)</b>	<b>126.9</b>	<b>143.6</b>
- book holiday package	146.9	159.8
- do not book holiday package	110.2	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>3,059</b>	<b>16,124</b>
- book holiday package	1,558	10,277
- do not book holiday package	1,500	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	In love	Total
Climate	80.5%	78.1%
Safety	54.5%	51.4%
Tranquility	50.9%	46.2%
Accommodation supply	43.4%	41.7%
Sea	42.7%	43.3%
European belonging	40.8%	35.8%
Effortless trip	39.5%	34.8%
Beaches	37.6%	37.1%
Price	35.1%	36.5%
Environment	31.8%	30.6%
Landscapes	28.2%	31.6%
Gastronomy	26.6%	22.6%
Authenticity	18.4%	19.1%
Fun possibilities	18.3%	20.7%
Shopping	10.9%	9.6%
Hiking trail network	10.1%	9.0%
Nightlife	8.5%	7.5%
Exoticism	7.7%	10.5%
Culture	6.8%	7.3%
Historical heritage	6.6%	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.

### What is the main motivation for their holidays?

	In love	Total
Rest	64.0%	55.1%
Enjoy family time	16.8%	14.7%
Have fun	5.6%	7.8%
Explore the destination	8.9%	18.5%
Practice their hobbies	2.0%	1.8%
Other reasons	2.8%	2.1%



### How far in advance do they book their trip?

	In love	Total
The same day	0.6%	0.7%
Between 1 and 30 days	20.8%	23.2%
Between 1 and 2 months	20.9%	23.0%
Between 3 and 6 months	32.4%	32.4%
More than 6 months	25.3%	20.7%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

IN LOVE WITH THE DESTINATION  
**25.3%**



TOTAL  
**20.7%**

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. (1) Tourists who has been at least 10 times in the Canary Islands.

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

# PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2018)

## IN LOVE WITH THE DESTINATION <sup>(1)</sup>



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

	In love	Total
Previous visits to the Canary Islands	81.7%	50.9%
Friends or relatives	18.8%	27.8%
Internet or social media	44.1%	56.1%
Mass Media	0.9%	1.7%
Travel guides and magazines	4.7%	9.5%
Travel Blogs or Forums	2.2%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	17.6%	24.7%
Public administrations or similar	0.2%	0.4%
Others	2.5%	2.3%

\* Multi-choice question

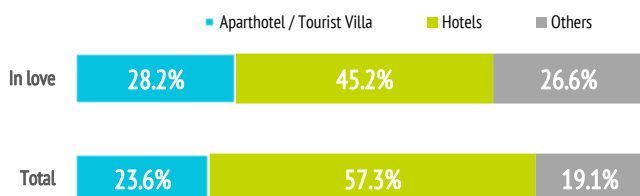
### With whom did they book their flight and accommodation? 👁

	In love	Total
<b>Flight</b>		
- Directly with the airline	50.6%	39.5%
- Tour Operator or Travel Agency	49.4%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	33.7%	28.8%
- Tour Operator or Travel Agency	66.3%	71.2%

### Where do they stay? 🏠

	In love	Total
1-2-3* Hotel	10.2%	12.8%
4* Hotel	29.1%	37.7%
5* Hotel / 5* Luxury Hotel	5.9%	6.8%
Aparthotel / Tourist Villa	28.2%	23.6%
House/room rented in a private dwelling	3.8%	5.3%
Private accommodation (1)	15.5%	7.0%
Others (Cottage, cruise, camping,...)	7.2%	6.8%

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



### What do they book? 🍽

	In love	Total
Room only	38.8%	28.8%
Bed and Breakfast	11.1%	11.7%
Half board	21.4%	22.4%
Full board	2.2%	3.0%
All inclusive	26.4%	34.1%

”  
**38.8%** of tourists book room only.  
 (Canary Islands: 28.8%)

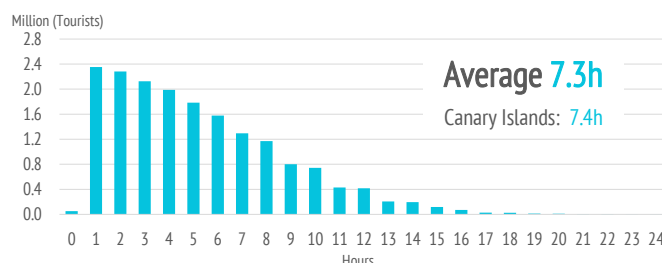
### Other expenses 📍

	In love	Total
Restaurants or cafes	69.1%	63.2%
Supermarkets	60.5%	55.9%
Car rental	21.9%	26.6%
Organized excursions	11.3%	21.8%
Taxi, transfer, chauffeur service	47.2%	51.7%
Theme Parks	4.7%	8.8%
Sport activities	4.8%	6.4%
Museums	3.2%	5.0%
Flights between islands	3.6%	4.8%

### Activities in the Canary Islands 🚶

Outdoor time per day	In love	Total
0 hours	2.1%	2.2%
1 - 2 hours	9.4%	10.0%
3 - 6 hours	34.6%	32.6%
7 - 12 hours	45.3%	46.5%
More than 12 hours	8.6%	8.7%

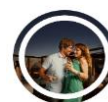
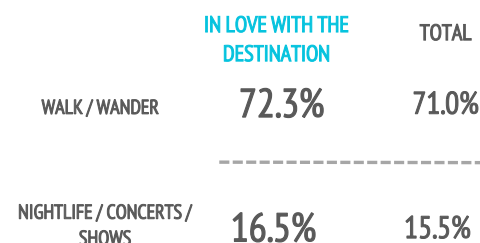
### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



### Activities in the Canary Islands

	In love	Total
Walk, wander	72.3%	71.0%
Beach	60.1%	68.0%
Swimming pool, hotel facilities	52.8%	58.9%
Explore the island on their own	36.4%	46.5%
Taste Canarian gastronomy	25.3%	25.4%
Nightlife / concerts / shows	16.5%	15.5%
Sport activities	13.5%	14.3%
Wineries / markets / popular festivals	11.3%	12.0%
Activities at sea	9.0%	9.8%
Theme parks	8.3%	15.5%
Nature activities	8.1%	10.0%
Organized excursions	7.9%	17.9%
Museums / exhibitions	6.5%	9.8%
Sea excursions / whale watching	5.8%	11.3%
Beauty and health treatments	5.7%	5.7%
Astronomical observation	2.5%	3.4%

\* Multi-choice question



# PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2018)

## IN LOVE WITH THE DESTINATION <sup>(1)</sup>



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
In love with the destination	2,403,968	490,706	309,903	787,150	762,812	37,677
- Share by islands	100%	20.4%	12.9%	32.7%	31.7%	1.6%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% In love with the destination	17.8%	20.0%	16.7%	20.6%	15.3%	15.1%

### How many islands do they visit during their trip?

	In love	Total
One island	92.7%	90.9%
Two islands	6.0%	7.7%
Three or more islands	1.3%	1.4%

### Internet usage during their trip

	In love	Total
<b>Research</b>		
- Tourist package	11.4%	15.4%
- Flights	9.7%	13.0%
- Accommodation	12.6%	17.7%
- Transport	9.7%	15.6%
- Restaurants	19.3%	27.0%
- Excursions	15.0%	26.3%
- Activities	18.6%	31.0%
<b>Book or purchase</b>		
- Tourist package	34.8%	38.1%
- Flights	70.8%	64.4%
- Accommodation	51.1%	54.5%
- Transport	42.2%	44.7%
- Restaurants	10.4%	10.5%
- Excursions	6.6%	11.4%
- Activities	8.5%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	In love	Total
<b>Did not use the Internet</b>	<b>12.5%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>87.5%</b>	<b>90.2%</b>
- Own Internet connection	33.3%	36.5%
- Free Wifi connection	41.0%	41.1%
<b>Applications*</b>		
- Search for locations or maps	44.9%	60.7%
- Search for destination info	33.5%	44.7%
- Share pictures or trip videos	49.5%	55.6%
- Download tourist apps	5.4%	6.5%
- Others	35.0%	23.9%

\* Multi-choice question

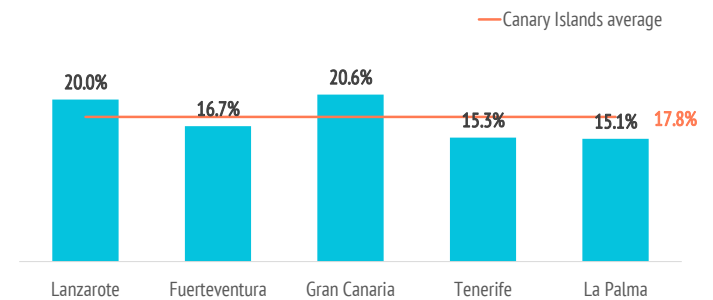


**49.5%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

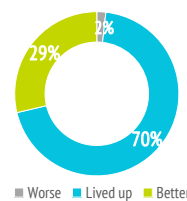


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	In love	Total
Average rating	8.80	8.58

Experience in the Canary Islands	In love	Total
Worse or much worse than expected	1.8%	2.9%
Lived up to expectations	69.5%	57.4%
Better or much better than expected	28.7%	39.7%

Future intentions (scale 1-10)	In love	Total
Return to the Canary Islands	9.38	8.60
Recommend visiting the Canary Islands	9.33	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	In love	Total
<b>Repeat tourists</b>	<b>100%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	98.3%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	69.7%	18.4%
<b>At least 10 previous visits</b>	<b>100%</b>	<b>17.8%</b>

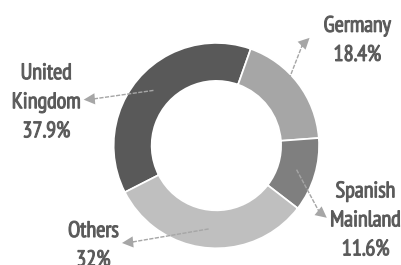
# PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2018)

## IN LOVE WITH THE DESTINATION <sup>(1)</sup>

### Where are they from?



	%	Absolute
United Kingdom	37.9%	911,801
Germany	18.4%	442,160
Spanish Mainland	11.6%	279,705
Norway	5.1%	123,034
Ireland	4.5%	108,365
Sweden	4.4%	104,754
Netherlands	3.1%	73,787
Belgium	2.7%	65,589
Denmark	2.4%	58,124
Finland	2.2%	53,326
Switzerland	1.7%	40,070
France	1.5%	35,599
Italy	1.4%	32,581
Austria	0.8%	18,667
Poland	0.3%	6,572
Czech Republic	0.2%	5,410
Russia	0.2%	4,977
Others	1.6%	39,446



### Who do they come with?



	In love	Total
Unaccompanied	14.8%	8.9%
Only with partner	51.6%	47.4%
Only with children (< 13 years old)	3.5%	5.9%
Partner + children (< 13 years old)	4.2%	7.2%
Other relatives	8.3%	9.0%
Friends	4.0%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.2%
Other combinations <sup>(1)</sup>	13.0%	14.6%

<sup>(1)</sup> Different situations have been isolated

<b>Tourists with children</b>	<b>12.5%</b>	<b>19.3%</b>
- Between 0 and 2 years old	0.8%	1.8%
- Between 3 and 12 years old	10.6%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
<b>Tourists without children</b>	<b>87.5%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	18.4%	12.4%
- 2 people	57.0%	54.1%
- 3 people	9.7%	12.6%
- 4 or 5 people	12.0%	17.1%
- 6 or more people	3.0%	3.8%
<b>Average group size:</b>	<b>2.33</b>	<b>2.58</b>

### Who are they?



	In love	Total
<b>Gender</b>		
Men	50.5%	48.2%
Women	49.5%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	54.4	46.7
Standard deviation	14.7	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	3.5%	7.7%
25 - 30 years old	4.9%	10.8%
31 - 45 years old	17.9%	28.6%
46 - 60 years old	35.0%	31.3%
Over 60 years old	38.8%	21.5%
<b>Occupation</b>		
Salaried worker	42.7%	55.5%
Self-employed	10.8%	11.0%
Unemployed	0.9%	1.1%
Business owner	9.2%	9.2%
Student	2.1%	4.2%
Retired	32.1%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	1.1%	0.8%
<b>Annual household income level</b>		
Less than €25,000	15.2%	17.0%
€25,000 - €49,999	35.6%	36.5%
€50,000 - €74,999	26.1%	25.0%
More than €74,999	23.1%	21.5%
<b>Education level</b>		
No studies	5.3%	4.8%
Primary education	3.2%	2.8%
Secondary education	24.9%	23.1%
Higher education	66.6%	69.3%



4 IN 10 TOURISTS ARE  
**BRITISH**

**54 YEARS OLD**

AVERAGE AGE

**52% ONLY WITH  
PARTNER**



Pictures: Freepik.com