

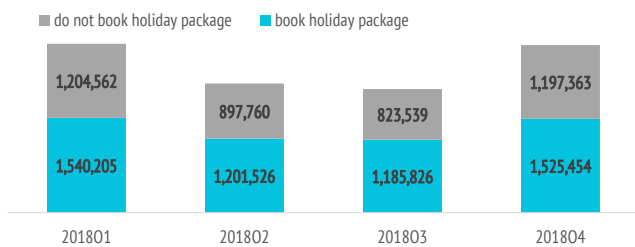
PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2018)

REPEAT TOURISTS

How many are they and how much do they spend?

	Repeaters	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	9,576,236	13,485,651
- book holiday package	5,453,012	7,848,516
- do not book holiday package	4,123,224	5,637,135
- % tourists who book holiday package	56.9%	58.2%
Share of total tourist	71.0%	100%

TOURISTS BY QUARTER: REPEAT TOURISTS



	Repeaters	Total
Expenditure per tourist (€)	1,238	1,196
- book holiday package	1,351	1,309
- holiday package	1,097	1,064
- others	254	246
- do not book holiday package	1,088	1,037
- flight	299	288
- accommodation	371	350
- others	418	399
Average length of stay	9.82	9.32
- book holiday package	9.04	8.66
- do not book holiday package	10.86	10.23
Average daily expenditure (€)	142.8	143.6
- book holiday package	159.3	159.8
- do not book holiday package	121.0	121.0
Total turnover (> 15 years old) (€m)	11,855	16,124
- book holiday package	7,367	10,277
- do not book holiday package	4,488	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Repeaters	Total
Climate	80.4%	78.1%
Safety	52.8%	51.4%
Tranquility	47.3%	46.2%
Accommodation supply	43.2%	41.7%
Sea	42.4%	43.3%
European belonging	37.2%	35.8%
Effortless trip	36.5%	34.8%
Beaches	36.4%	37.1%
Price	36.4%	36.5%
Environment	30.5%	30.6%
Landscapes	29.6%	31.6%
Gastronomy	23.2%	22.6%
Fun possibilities	19.8%	20.7%
Authenticity	18.4%	19.1%
Shopping	9.6%	9.6%
Exoticism	9.0%	10.5%
Hiking trail network	8.7%	9.0%
Nightlife	7.4%	7.5%
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?

	Repeaters	Total
Rest	58.4%	55.1%
Enjoy family time	15.8%	14.7%
Have fun	6.9%	7.8%
Explore the destination	14.7%	18.5%
Practice their hobbies	1.9%	1.8%
Other reasons	2.2%	2.1%



How far in advance do they book their trip?

	Repeaters	Total
The same day	0.5%	0.7%
Between 1 and 30 days	21.5%	23.2%
Between 1 and 2 months	22.1%	23.0%
Between 3 and 6 months	32.9%	32.4%
More than 6 months	23.0%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

REPEAT TOURISTS
23.0%



TOTAL
20.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who has been previously 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)

REPEAT TOURISTS

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

	Repeaters	Total
Previous visits to the Canary Islands	71.7%	50.9%
Friends or relatives	22.6%	27.8%
Internet or social media	52.8%	56.1%
Mass Media	1.4%	1.7%
Travel guides and magazines	8.0%	9.5%
Travel Blogs or Forums	4.2%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	23.2%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.3%

* Multi-choice question

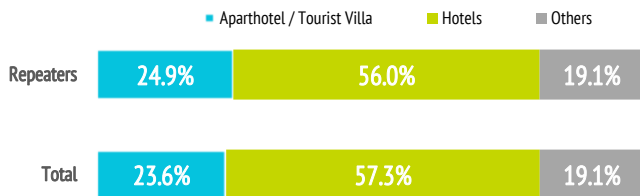
With whom did they book their flight and accommodation?

	Repeaters	Total
Flight		
- Directly with the airline	40.8%	39.5%
- Tour Operator or Travel Agency	59.2%	60.5%
Accommodation		
- Directly with the accommodation	29.5%	28.8%
- Tour Operator or Travel Agency	70.5%	71.2%

Where do they stay?

	Repeaters	Total
1-2-3* Hotel	12.2%	12.8%
4* Hotel	36.9%	37.7%
5* Hotel / 5* Luxury Hotel	6.9%	6.8%
Aparthotel / Tourist Villa	24.9%	23.6%
House/room rented in a private dwelling	4.7%	5.3%
Private accommodation (1)	7.8%	7.0%
Others (Cottage, cruise, camping,...)	6.6%	6.8%

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



What do they book?

	Repeaters	Total
Room only	30.4%	28.8%
Bed and Breakfast	11.3%	11.7%
Half board	22.7%	22.4%
Full board	2.8%	3.0%
All inclusive	32.8%	34.1%

”
32.8% of tourists book room only.
(Canary Islands: 28.8%)

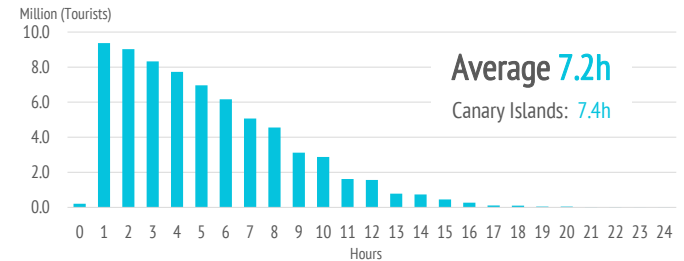
Other expenses

	Repeaters	Total
Restaurants or cafes	64.6%	63.2%
Supermarkets	56.9%	55.9%
Car rental	25.0%	26.6%
Organized excursions	18.9%	21.8%
Taxi, transfer, chauffeur service	51.8%	51.7%
Theme Parks	7.9%	8.8%
Sport activities	6.1%	6.4%
Museums	4.6%	5.0%
Flights between islands	4.4%	4.8%

Activities in the Canary Islands

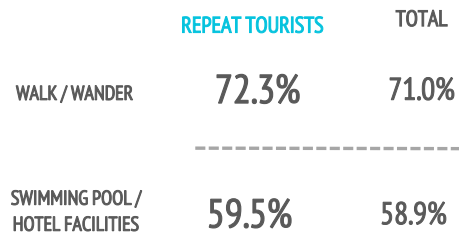
Outdoor time per day	Repeaters	Total
0 hours	2.2%	2.2%
1 - 2 hours	10.9%	10.0%
3 - 6 hours	34.0%	32.6%
7 - 12 hours	44.7%	46.5%
More than 12 hours	8.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Repeaters	Total
Walk, wander	72.3%	71.0%
Beach	66.1%	68.0%
Swimming pool, hotel facilities	59.5%	58.9%
Explore the island on their own	44.2%	46.5%
Taste Canarian gastronomy	25.3%	25.4%
Nightlife / concerts / shows	15.4%	15.5%
Organized excursions	15.0%	17.9%
Sport activities	14.3%	14.3%
Theme parks	13.6%	15.5%
Wineries / markets / popular festivals	12.0%	12.0%
Activities at sea	9.5%	9.8%
Nature activities	9.4%	10.0%
Sea excursions / whale watching	9.3%	11.3%
Museums / exhibitions	9.0%	9.8%
Beauty and health treatments	5.7%	5.7%
Astronomical observation	3.1%	3.4%

* Multi-choice question



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Repeat Tourists	9,576,236	1,878,886	1,307,677	2,791,587	3,325,592	196,520
- Share by islands	100%	19.6%	13.7%	29.2%	34.7%	2.1%
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%
% Repeat Tourists	71.0%	76.5%	70.4%	73.0%	66.6%	78.9%

How many islands do they visit during their trip?

	Repeaters	Total
One island	91.6%	90.9%
Two islands	6.9%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Repeaters	Total
Research		
- Tourist package	14.8%	15.4%
- Flights	12.6%	13.0%
- Accommodation	17.2%	17.7%
- Transport	13.7%	15.6%
- Restaurants	25.2%	27.0%
- Excursions	23.6%	26.3%
- Activities	28.0%	31.0%
Book or purchase		
- Tourist package	39.4%	38.1%
- Flights	66.0%	64.4%
- Accommodation	54.8%	54.5%
- Transport	45.7%	44.7%
- Restaurants	10.6%	10.5%
- Excursions	10.3%	11.4%
- Activities	11.4%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Repeaters	Total
Did not use the Internet	9.9%	9.8%
Used the Internet	90.1%	90.2%
- Own Internet connection	34.4%	36.5%
- Free Wifi connection	42.9%	41.1%
Applications*		
- Search for locations or maps	56.9%	60.7%
- Search for destination info	42.4%	44.7%
- Share pictures or trip videos	54.1%	55.6%
- Download tourist apps	6.4%	6.5%
- Others	26.8%	23.9%

* Multi-choice question

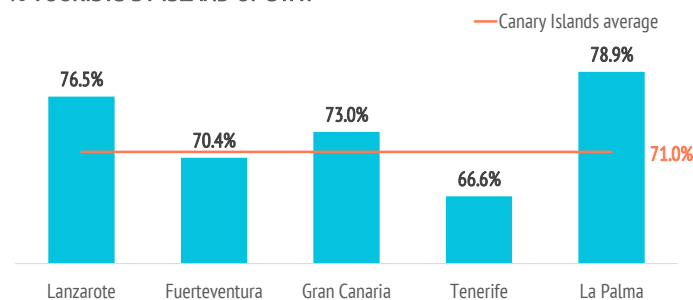


54.1% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

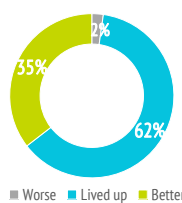


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Repeaters	Total
Average rating	8.66	8.58

Experience in the Canary Islands	Repeaters	Total
Worse or much worse than expected	2.3%	2.9%
Lived up to expectations	62.3%	57.4%
Better or much better than expected	35.5%	39.7%

Future intentions (scale 1-10)	Repeaters	Total
Return to the Canary Islands	8.90	8.60
Recommend visiting the Canary Islands	9.03	8.86



Experience in the Canary



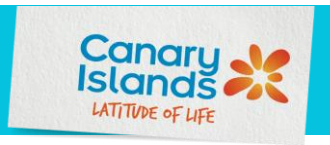
Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

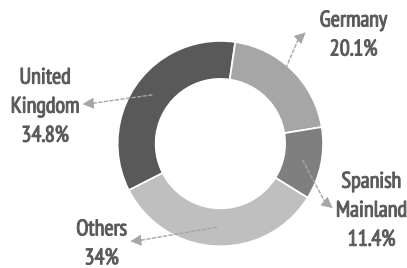
	Repeaters	Total
Repeat tourists	100.0%	71.0%
Repeat tourists (last 5 years)	91.0%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	26.0%	18.4%
At least 10 previous visits	25.1%	17.8%



Where are they from?



	%	Absolute
United Kingdom	34.8%	3,333,720
Germany	20.1%	1,925,961
Spanish Mainland	11.4%	1,093,615
Sweden	4.2%	400,396
Ireland	4.0%	380,998
Netherlands	3.7%	358,341
Norway	3.5%	333,258
Belgium	2.6%	246,973
France	2.5%	243,214
Italy	2.4%	225,731
Denmark	2.2%	206,990
Finland	1.9%	184,905
Switzerland	1.8%	169,349
Poland	1.3%	122,374
Austria	0.7%	62,258
Russia	0.4%	42,869
Czech Republic	0.3%	31,682
Others	2.2%	213,601



Who do they come with?

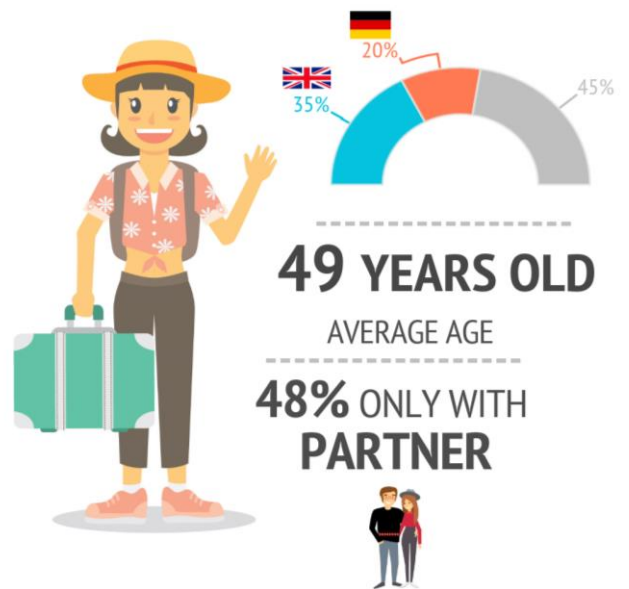


	Repeaters	Total
Unaccompanied	9.3%	8.9%
Only with partner	47.8%	47.4%
Only with children (< 13 years old)	5.8%	5.9%
Partner + children (< 13 years old)	7.2%	7.2%
Other relatives	9.1%	9.0%
Friends	5.3%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	15.0%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	19.2%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	16.0%	15.8%
- Between 0 -2 and 3-12 years	1.5%	1.6%
Tourists without children	80.8%	80.7%
Group composition:		
- 1 person	12.5%	12.4%
- 2 people	54.3%	54.1%
- 3 people	12.2%	12.6%
- 4 or 5 people	17.2%	17.1%
- 6 or more people	3.8%	3.8%
Average group size:	2.58	2.58

Who are they?



	Repeaters	Total
Gender		
Men	48.5%	48.2%
Women	51.5%	51.8%
Age		
Average age (tourist > 15 years old)	49.2	46.7
Standard deviation	14.9	15.3
Age range (> 15 years old)		
16 - 24 years old	5.3%	7.7%
25 - 30 years old	7.9%	10.8%
31 - 45 years old	27.1%	28.6%
46 - 60 years old	34.1%	31.3%
Over 60 years old	25.7%	21.5%
Occupation		
Salaried worker	53.4%	55.5%
Self-employed	11.1%	11.0%
Unemployed	0.9%	1.1%
Business owner	9.2%	9.2%
Student	2.9%	4.2%
Retired	20.7%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.1%	17.0%
€25,000 - €49,999	36.3%	36.5%
€50,000 - €74,999	25.8%	25.0%
More than €74,999	22.8%	21.5%
Education level		
No studies	5.2%	4.8%
Primary education	3.0%	2.8%
Secondary education	23.9%	23.1%
Higher education	67.9%	69.3%



Pictures: Freepik.com

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