

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## FRANCE



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



	France	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>581,915</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>506,431</b>	<b>13,485,651</b>
- book holiday package	305,796	7,848,516
- do not book holiday package	200,635	5,637,135
- % tourists who book holiday package	60.4%	58.2%
Share of total tourist	3.7%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



”  
34.2% of French  
travel to Tenerife.

	France	All markets
<b>Expenditure per tourist (€)</b>	<b>1,132</b>	<b>1,196</b>
- book holiday package	1,182	1,309
- holiday package	995	1,064
- others	186	246
- do not book holiday package	1,055	1,037
- flight	304	288
- accommodation	404	350
- others	348	399
<b>Average length of stay</b>	<b>9.13</b>	<b>9.32</b>
- book holiday package	7.96	8.66
- do not book holiday package	10.91	10.23
<b>Average daily expenditure (€)</b>	<b>136.8</b>	<b>143.6</b>
- book holiday package	153.1	159.8
- do not book holiday package	112.0	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>573</b>	<b>16,124</b>
- book holiday package	361	10,277
- do not book holiday package	212	5,848

AVERAGE LENGTH OF STAY  
(nights)

■ France ■ All markets



EXPENDITURE PER TOURIST (€)

■ France ■ All markets



### Importance of each factor in the destination choice



	France	All markets
Climate	80.5%	78.1%
Landscapes	52.8%	31.6%
Tranquility	46.5%	46.2%
Sea	45.6%	43.3%
Safety	44.5%	51.4%
Price	43.8%	36.5%
Accommodation supply	42.4%	41.7%
Environment	38.6%	30.6%
European belonging	36.4%	35.8%
Beaches	35.4%	37.1%
Authenticity	33.4%	19.1%
Exoticism	23.3%	10.5%
Effortless trip	22.0%	34.8%
Gastronomy	19.7%	22.6%
Hiking trail network	15.3%	9.0%
Shopping	15.3%	9.6%
Historical heritage	14.3%	7.1%
Fun possibilities	12.9%	20.7%
Culture	10.4%	7.3%
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

FRANCE  
52.8%



ALL MARKETS  
31.6%

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



	France	All markets
Rest	38.3%	55.1%
Enjoy family time	8.5%	14.7%
Have fun	4.4%	7.8%
Explore the destination	44.9%	18.5%
Practice their hobbies	2.0%	1.8%
Other reasons	1.8%	2.1%

EXPLORE THE  
DESTINATION



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



	France	All markets
The same day	0.9%	0.7%
Between 1 and 30 days	26.1%	23.2%
Between 1 and 2 months	24.8%	23.0%
Between 3 and 6 months	33.6%	32.4%
More than 6 months	14.7%	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.

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## FRANCE



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

	France	All markets
Previous visits to the Canary Islands	33.6%	50.9%
Friends or relatives	22.0%	27.8%
Internet or social media	55.1%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	15.6%	9.5%
Travel Blogs or Forums	6.1%	5.4%
Travel TV Channels	0.4%	0.7%
Tour Operator or Travel Agency	30.6%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.7%	2.3%

\* Multi-choice question

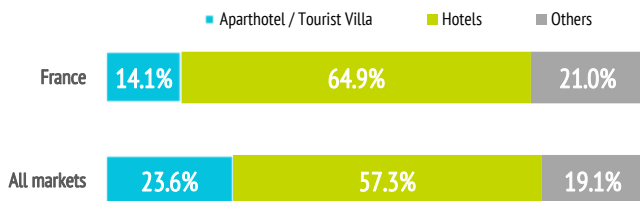
### With whom did they book their flight and accommodation? 👁

	France	All markets
<b>Flight</b>		
- Directly with the airline	34.7%	39.5%
- Tour Operator or Travel Agency	65.3%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	26.9%	28.8%
- Tour Operator or Travel Agency	73.1%	71.2%

### Where do they stay? 🏠

	France	All markets
1-2-3* Hotel	16.0%	12.8%
4* Hotel	43.1%	37.7%
5* Hotel / 5* Luxury Hotel	5.8%	6.8%
Aparthotel / Tourist Villa	14.1%	23.6%
House/room rented in a private dwelling	7.2%	5.3%
Private accommodation (1)	4.0%	7.0%
Others (Cottage, cruise, camping,...)	9.8%	6.8%

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



### What do they book? 🍽

	France	All markets
Room only	21.8%	28.8%
Bed and Breakfast	7.1%	11.7%
Half board	18.6%	22.4%
Full board	9.0%	3.0%
All inclusive	43.5%	34.1%

”  
**43.5%** of French book all inclusive.  
 (Canary Islands: 34.1%)

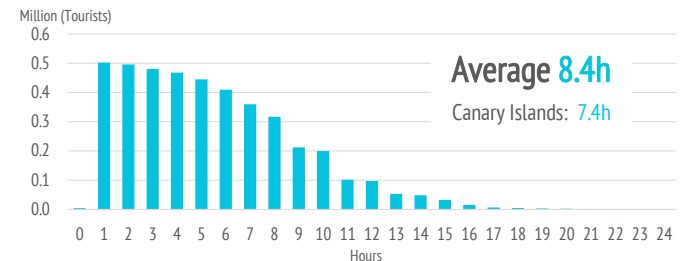
### Other expenses 📍

	France	All markets
Restaurants or cafes	53.7%	63.2%
Supermarkets	41.5%	55.9%
Car rental	39.0%	26.6%
Organized excursions	34.7%	21.8%
Taxi, transfer, chauffeur service	53.4%	51.7%
Theme Parks	7.8%	8.8%
Sport activities	6.4%	6.4%
Museums	9.9%	5.0%
Flights between islands	7.5%	4.8%

### Activities in the Canary Islands 🚶

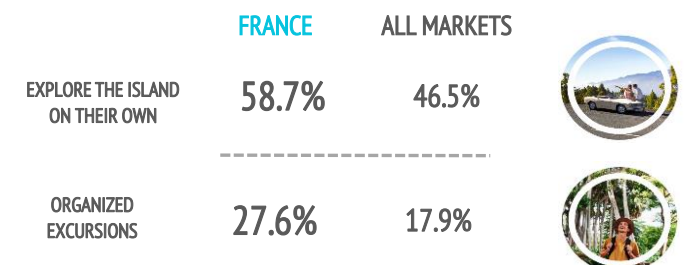
Outdoor time per day	France	All markets
0 hours	0.8%	2.2%
1 - 2 hours	4.2%	10.0%
3 - 6 hours	24.0%	32.6%
7 - 12 hours	60.6%	46.5%
More than 12 hours	10.4%	8.7%

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



Activities in the Canary Islands	France	All markets
Walk, wander	73.4%	71.0%
Beach	69.3%	68.0%
Swimming pool, hotel facilities	65.6%	58.9%
Explore the island on their own	58.7%	46.5%
Organized excursions	27.6%	17.9%
Sport activities	17.6%	14.3%
Museums / exhibitions	16.6%	9.8%
Wineries / markets / popular festivals	16.1%	12.0%
Taste Canarian gastronomy	14.7%	25.4%
Sea excursions / whale watching	13.4%	11.3%
Nature activities	13.1%	10.0%
Theme parks	12.8%	15.5%
Nightlife / concerts / shows	10.5%	15.5%
Beauty and health treatments	9.4%	5.7%
Activities at sea	9.3%	9.8%
Astronomical observation	1.3%	3.4%

\* Multi-choice question



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## FRANCE



### Which island do they choose?

Tourists (> 15 years old)	France	All markets
Lanzarote	121,961	2,457,120
Fuerteventura	106,572	1,856,705
Gran Canaria	91,787	3,825,110
Tenerife	172,603	4,991,173
La Palma	11,420	249,069

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

	France	All markets
One island	84.2%	90.9%
Two islands	13.3%	7.7%
Three or more islands	2.5%	1.4%

### Internet usage during their trip

	France	All markets
<b>Research</b>		
- Tourist package	11.0%	15.4%
- Flights	8.6%	13.0%
- Accommodation	13.2%	17.7%
- Transport	12.7%	15.6%
- Restaurants	18.8%	27.0%
- Excursions	23.9%	26.3%
- Activities	26.0%	31.0%
<b>Book or purchase</b>		
- Tourist package	28.7%	38.1%
- Flights	62.7%	64.4%
- Accommodation	55.8%	54.5%
- Transport	47.4%	44.7%
- Restaurants	9.9%	10.5%
- Excursions	9.9%	11.4%
- Activities	10.1%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	France	All markets
<b>Did not use the Internet</b>	<b>14.3%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>85.7%</b>	<b>90.2%</b>
- Own Internet connection	37.8%	36.5%
- Free Wifi connection	36.0%	41.1%
<b>Applications*</b>		
- Search for locations or maps	67.2%	60.7%
- Search for destination info	30.6%	44.7%
- Share pictures or trip videos	64.4%	55.6%
- Download tourist apps	7.2%	6.5%
- Others	15.6%	23.9%

\* Multi-choice question



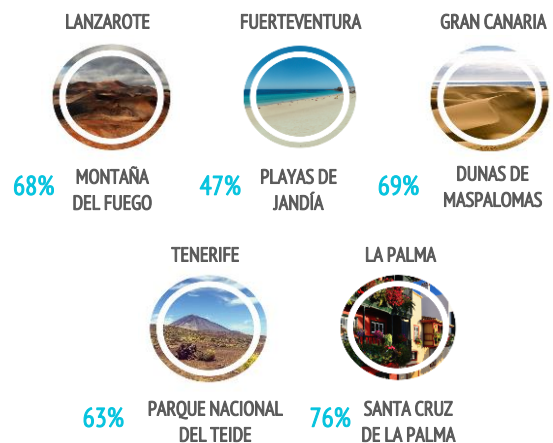
**64.4%** of French share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	France	All markets
Lanzarote	24.2%	18.4%
Fuerteventura	21.1%	13.9%
Gran Canaria	18.2%	28.6%
Tenerife	34.2%	37.3%
La Palma	2.3%	1.9%

### MOST VISITED PLACES IN EACH ISLAND

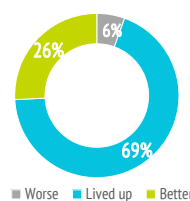


The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	France	All markets
Average rating	8.31	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	5.5%	2.9%
Lived up to expectations	68.7%	57.4%
Better or much better than expected	25.8%	39.7%

Future intentions (scale 1-10)	France	All markets
Return to the Canary Islands	7.90	8.60
Recommend visiting the Canary Island	8.46	8.86



Experience in the Canary Islands



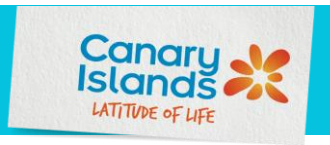
Return to the Canary Islands



Recommend visiting the Canary Islands

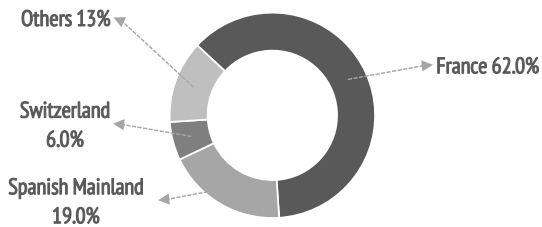
### How many are loyal to the Canary Islands?

	France	All markets
<b>Repeat tourists</b>	<b>48.0%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	44.2%	64.6%
Repeat tourists (last 5 years) (5 or more)	10.3%	18.4%
<b>At least 10 previous visits</b>	<b>7.0%</b>	<b>17.8%</b>



Where does the flight come from? 

	%	Absolute
France	62.0%	313,993
Spanish Mainland	19.0%	96,090
Switzerland	6.0%	30,631
Belgium	5.6%	28,152
Germany	2.6%	13,180
United Kingdom	0.9%	4,437
Others	3.9%	19,948



Who do they come with? 

	France	All markets
Unaccompanied	6.7%	8.9%
Only with partner	47.6%	47.4%
Only with children (< 13 years old)	7.1%	5.9%
Partner + children (< 13 years old)	5.8%	7.2%
Other relatives	6.7%	9.0%
Friends	7.2%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.4%	0.2%
Other combinations (1)	18.1%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>17.4%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.2%	1.8%
- Between 3 and 12 years old	15.1%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
<b>Tourists without children</b>	<b>82.6%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	9.0%	12.4%
- 2 people	56.3%	54.1%
- 3 people	12.1%	12.6%
- 4 or 5 people	19.4%	17.1%
- 6 or more people	3.2%	3.8%
<b>Average group size:</b>	<b>2.63</b>	<b>2.58</b>



(Under the age of 13)

17.4% of French travel with children.

(Canary Islands: 19.3%)

Who are they? 

	France	All markets
<b>Gender</b>		
Men	48.1%	48.2%
Women	51.9%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	48.0	46.7
Standard deviation	15.2	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.9%	7.7%
25 - 30 years old	11.0%	10.8%
31 - 45 years old	26.6%	28.6%
46 - 60 years old	32.3%	31.3%
Over 60 years old	24.2%	21.5%
<b>Occupation</b>		
Salaried worker	56.6%	55.5%
Self-employed	9.3%	11.0%
Unemployed	0.9%	1.1%
Business owner	6.4%	9.2%
Student	3.3%	4.2%
Retired	22.4%	17.3%
Unpaid domestic work	0.1%	0.9%
Others	0.9%	0.8%
<b>Annual household income level</b>		
Less than €25,000	14.9%	17.0%
€25,000 - €49,999	42.1%	36.5%
€50,000 - €74,999	28.2%	25.0%
More than €74,999	14.8%	21.5%
<b>Education level</b>		
No studies	0.8%	4.8%
Primary education	1.6%	2.8%
Secondary education	23.2%	23.1%
Higher education	74.3%	69.3%



5 IN 10 TOURISTS ARE REPEATERS

48 YEARS OLD

AVERAGE AGE

48% ONLY WITH PARTNER



Pictures: Freepik.com

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

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