

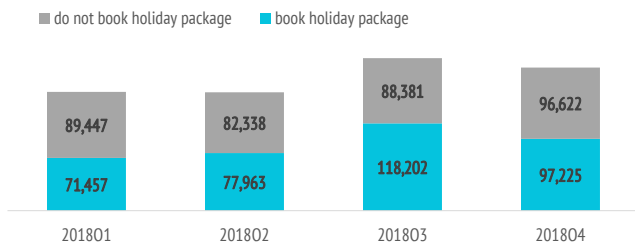
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2018)

TRAVEL BLOGS OR FORUMS

How many are they and how much do they spend?

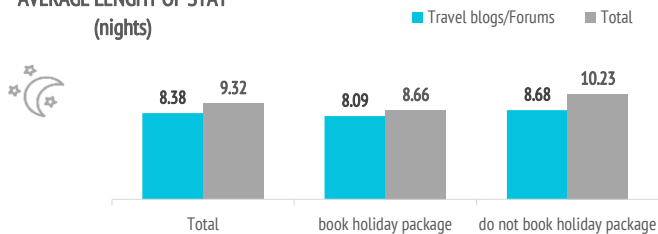
| | Travel blogs/Forums | Total |
|---|---------------------|-------------------|
| TOURISTS | | |
| Tourist arrivals (FRONTUR) | n.d. | 15,559,787 |
| Tourist arrivals > 15 years old (EGT) | 721,635 | 13,485,651 |
| - book holiday package | 364,846 | 7,848,516 |
| - do not book holiday package | 356,789 | 5,637,135 |
| - % tourists who book holiday package | 50.6% | 58.2% |
| Share of total tourist | 5.4% | 100% |

TOURISTS BY QUARTER: TRAVEL BLOGS / FORUMS

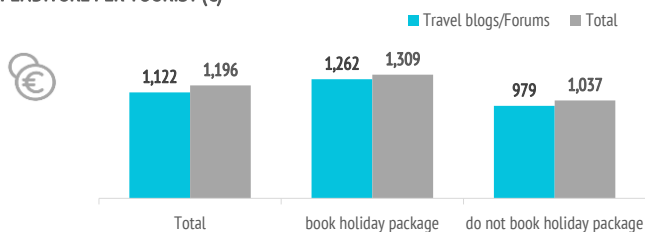


| | Travel blogs/Forums | Total |
|--|---------------------|---------------|
| Expenditure per tourist (€) | | |
| - book holiday package | 1,122 | 1,196 |
| - holiday package | 1,262 | 1,309 |
| - others | 1,002 | 1,064 |
| - do not book holiday package | 260 | 246 |
| - do not book holiday package | 979 | 1,037 |
| - flight | 979 | 1,037 |
| - accommodation | 267 | 288 |
| - others | 361 | 350 |
| - others | 351 | 399 |
| Average length of stay | | |
| - book holiday package | 8.38 | 9.32 |
| - book holiday package | 8.09 | 8.66 |
| - do not book holiday package | 8.68 | 10.23 |
| Average daily expenditure (€) | | |
| - book holiday package | 144.1 | 143.6 |
| - book holiday package | 162.6 | 159.8 |
| - do not book holiday package | 125.2 | 121.0 |
| Total turnover (> 15 years old) (€m) | | |
| - book holiday package | 810 | 16,124 |
| - book holiday package | 460 | 10,277 |
| - do not book holiday package | 349 | 5,848 |

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

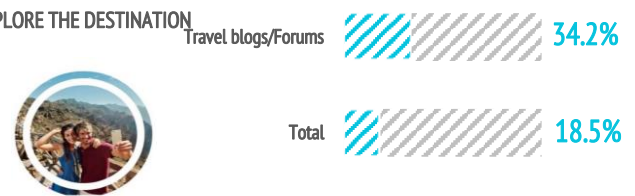
| | Travel blogs/Forums | Total |
|----------------------|---------------------|-------|
| Climate | 77.0% | 78.1% |
| Safety | 49.7% | 51.4% |
| Tranquility | 44.6% | 46.2% |
| Sea | 44.4% | 43.3% |
| Landscapes | 43.2% | 31.6% |
| Accommodation supply | 39.3% | 41.7% |
| Environment | 37.7% | 30.6% |
| Price | 36.5% | 36.5% |
| Beaches | 36.2% | 37.1% |
| Effortless trip | 33.3% | 34.8% |
| European belonging | 31.1% | 35.8% |
| Gastronomy | 24.3% | 22.6% |
| Authenticity | 22.7% | 19.1% |
| Fun possibilities | 19.6% | 20.7% |
| Exoticism | 12.9% | 10.5% |
| Hiking trail network | 12.3% | 9.0% |
| Culture | 9.7% | 7.3% |
| Historical heritage | 8.8% | 7.1% |
| Shopping | 6.6% | 9.6% |
| Nightlife | 4.7% | 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.

What is the main motivation for their holidays?

| | Travel blogs/Forums | Total |
|-------------------------|---------------------|-------|
| Rest | 43.9% | 55.1% |
| Enjoy family time | 11.1% | 14.7% |
| Have fun | 7.4% | 7.8% |
| Explore the destination | 34.2% | 18.5% |
| Practice their hobbies | 1.8% | 1.8% |
| Other reasons | 1.5% | 2.1% |

EXPLORE THE DESTINATION



How far in advance do they book their trip?

| | Travel blogs/Forums | Total |
|------------------------|---------------------|-------|
| The same day | 0.5% | 0.7% |
| Between 1 and 30 days | 24.5% | 23.2% |
| Between 1 and 2 months | 26.3% | 23.0% |
| Between 3 and 6 months | 32.0% | 32.4% |
| More than 6 months | 16.6% | 20.7% |

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who answer that use travel blogs or forums to plan the trip.

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 CHANNEL USED TO PLAN THE TRIP (2018)

TRAVEL BLOGS OR FORUMS

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

| | Travel blogs/Forums | Total |
|---------------------------------------|---------------------|-------|
| Previous visits to the Canary Islands | 39.5% | 50.9% |
| Friends or relatives | 37.1% | 27.8% |
| Internet or social media | 87.7% | 56.1% |
| Mass Media | 5.1% | 1.7% |
| Travel guides and magazines | 23.7% | 9.5% |
| Travel Blogs or Forums | 100.0% | 5.4% |
| Travel TV Channels | 1.9% | 0.7% |
| Tour Operator or Travel Agency | 23.3% | 24.7% |
| Public administrations or similar | 2.1% | 0.4% |
| Others | 3.0% | 2.3% |

* Multi-choice question

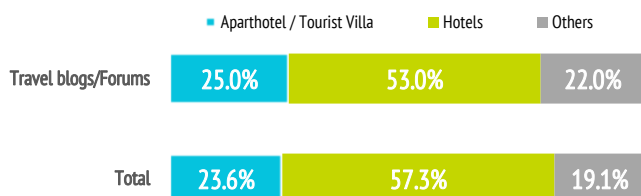
With whom did they book their flight and accommodation?

| | Travel blogs/Forums | Total |
|-----------------------------------|---------------------|-------|
| Flight | | |
| - Directly with the airline | 47.5% | 39.5% |
| - Tour Operator or Travel Agency | 52.5% | 60.5% |
| Accommodation | | |
| - Directly with the accommodation | 36.7% | 28.8% |
| - Tour Operator or Travel Agency | 63.3% | 71.2% |

Where do they stay?

| | Travel blogs/Forums | Total |
|---|---------------------|-------|
| 1-2-3* Hotel | 11.4% | 12.8% |
| 4* Hotel | 33.8% | 37.7% |
| 5* Hotel / 5* Luxury Hotel | 7.8% | 6.8% |
| Aparthotel / Tourist Villa | 25.0% | 23.6% |
| House/room rented in a private dwelling | 11.3% | 5.3% |
| Private accommodation (1) | 2.5% | 7.0% |
| Others (Cottage, cruise, camping,...) | 8.2% | 6.8% |

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



What do they book?

| | Travel blogs/Forums | Total |
|-------------------|---------------------|-------|
| Room only | 33.5% | 28.8% |
| Bed and Breakfast | 13.1% | 11.7% |
| Half board | 22.6% | 22.4% |
| Full board | 1.7% | 3.0% |
| All inclusive | 29.0% | 34.1% |

”
33.5% of tourists book room only.
(Canary Islands: 28.8%)

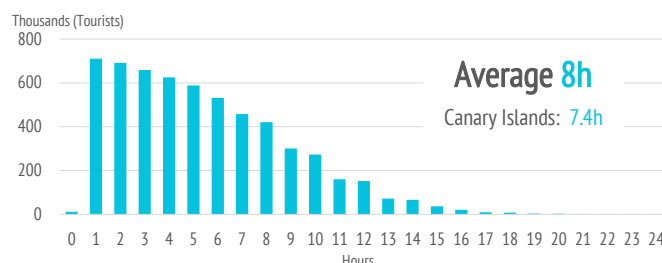
Other expenses

| | Travel blogs/Forums | Total |
|-----------------------------------|---------------------|-------|
| Restaurants or cafes | 71.0% | 63.2% |
| Supermarkets | 64.8% | 55.9% |
| Car rental | 44.6% | 26.6% |
| Organized excursions | 31.2% | 21.8% |
| Taxi, transfer, chauffeur service | 48.2% | 51.7% |
| Theme Parks | 13.0% | 8.8% |
| Sport activities | 10.2% | 6.4% |
| Museums | 10.7% | 5.0% |
| Flights between islands | 7.7% | 4.8% |

Activities in the Canary Islands

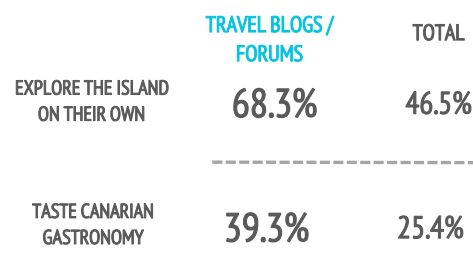
| Outdoor time per day | Travel blogs/Forums | Total |
|----------------------|---------------------|-------|
| 0 hours | 1.6% | 2.2% |
| 1 - 2 hours | 7.1% | 10.0% |
| 3 - 6 hours | 27.9% | 32.6% |
| 7 - 12 hours | 53.5% | 46.5% |
| More than 12 hours | 9.9% | 8.7% |

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands | Travel blogs/Forums | Total |
|--|---------------------|-------|
| Walk, wander | 82.6% | 71.0% |
| Beach | 78.1% | 68.0% |
| Explore the island on their own | 68.3% | 46.5% |
| Swimming pool, hotel facilities | 59.8% | 58.9% |
| Taste Canarian gastronomy | 39.3% | 25.4% |
| Organized excursions | 21.0% | 17.9% |
| Theme parks | 20.6% | 15.5% |
| Museums / exhibitions | 18.6% | 9.8% |
| Wineries / markets / popular festivals | 18.5% | 12.0% |
| Nature activities | 17.5% | 10.0% |
| Sport activities | 16.6% | 14.3% |
| Sea excursions / whale watching | 16.2% | 11.3% |
| Nightlife / concerts / shows | 15.5% | 15.5% |
| Activities at sea | 13.4% | 9.8% |
| Astronomical observation | 6.2% | 3.4% |
| Beauty and health treatments | 5.8% | 5.7% |

* Multi-choice question



PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2018)

TRAVEL BLOGS OR FORUMS

Which island do they choose?

| Tourist > 15 years old | Canarias | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--------------------------|------------|-----------|---------------|--------------|-----------|----------|
| Travel blogs or forums | 721,635 | 170,957 | 94,676 | 148,347 | 283,365 | 17,932 |
| - Share by islands | 100% | 23.7% | 13.1% | 20.6% | 39.3% | 2.5% |
| 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% |
| % Travel blogs or forums | 5.4% | 7.0% | 5.1% | 3.9% | 5.7% | 7.2% |

How many islands do they visit during their trip?

| | Travel blogs/Forums | Total |
|-----------------------|---------------------|-------|
| One island | 87.9% | 90.9% |
| Two islands | 10.6% | 7.7% |
| Three or more islands | 1.5% | 1.4% |

Internet usage during their trip

| | Travel blogs/Forums | Total |
|-------------------------|---------------------|-------|
| Research | | |
| - Tourist package | 18.3% | 15.4% |
| - Flights | 12.7% | 13.0% |
| - Accommodation | 18.3% | 17.7% |
| - Transport | 20.4% | 15.6% |
| - Restaurants | 45.4% | 27.0% |
| - Excursions | 43.2% | 26.3% |
| - Activities | 50.8% | 31.0% |
| Book or purchase | | |
| - Tourist package | 38.6% | 38.1% |
| - Flights | 76.3% | 64.4% |
| - Accommodation | 70.8% | 54.5% |
| - Transport | 60.2% | 44.7% |
| - Restaurants | 12.4% | 10.5% |
| - Excursions | 15.9% | 11.4% |
| - Activities | 17.9% | 12.5% |

* Multi-choice question

| Internet usage in the Canary Islands | Travel blogs/Forums | Total |
|--------------------------------------|---------------------|--------------|
| Did not use the Internet | 3.5% | 9.8% |
| Used the Internet | 96.5% | 90.2% |
| - Own Internet connection | 45.8% | 36.5% |
| - Free Wifi connection | 41.1% | 41.1% |
| Applications* | | |
| - Search for locations or maps | 82.6% | 60.7% |
| - Search for destination info | 69.3% | 44.7% |
| - Share pictures or trip videos | 66.5% | 55.6% |
| - Download tourist apps | 9.6% | 6.5% |
| - Others | 15.0% | 23.9% |

* Multi-choice question

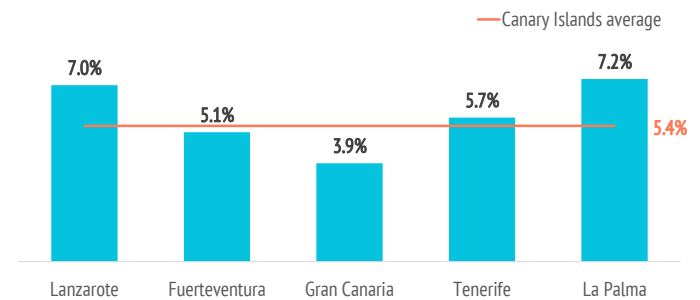


82.6% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)



% TOURISTS BY ISLAND OF STAY

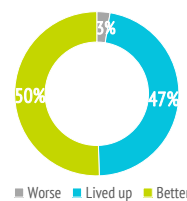


How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Travel blogs/Forums | Total |
|---------------------------|---------------------|-------|
| Average rating | 8.69 | 8.58 |

| Experience in the Canary Islands | Travel blogs/Forums | Total |
|-------------------------------------|---------------------|-------|
| Worse or much worse than expected | 2.6% | 2.9% |
| Lived up to expectations | 46.9% | 57.4% |
| Better or much better than expected | 50.5% | 39.7% |

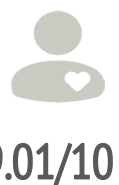
| Future intentions (scale 1-10) | Travel blogs/Forums | Total |
|---------------------------------------|---------------------|-------|
| Return to the Canary Islands | 8.58 | 8.60 |
| Recommend visiting the Canary Islands | 9.01 | 8.86 |



Experience in the Canary



Return to the Canary Islands



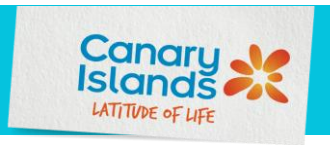
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

| | Travel blogs/Forums | Total |
|---|---------------------|--------------|
| Repeat tourists | 55.4% | 71.0% |
| Repeat tourists (last 5 years) | 48.2% | 64.6% |
| Repeat tourists (last 5 years) (5 or more visits) | 8.4% | 18.4% |
| At least 10 previous visits | 7.2% | 17.8% |

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2018)

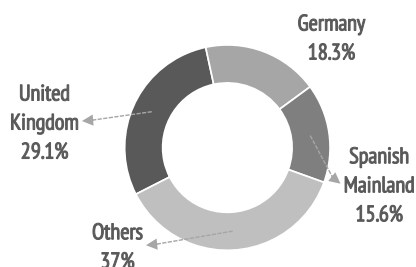
TRAVEL BLOGS OR FORUMS



Where are they from?



| | % | Absolute |
|------------------|-------|----------|
| United Kingdom | 29.1% | 210,099 |
| Germany | 18.3% | 132,037 |
| Spanish Mainland | 15.6% | 112,491 |
| Poland | 6.3% | 45,507 |
| France | 4.3% | 30,955 |
| Italy | 3.7% | 26,594 |
| Ireland | 3.3% | 23,864 |
| Netherlands | 2.5% | 17,923 |
| Sweden | 1.9% | 13,988 |
| Russia | 1.9% | 13,461 |
| Finland | 1.7% | 11,998 |
| Switzerland | 1.4% | 9,769 |
| Belgium | 1.2% | 8,543 |
| Austria | 1.1% | 8,136 |
| Denmark | 1.0% | 7,538 |
| Czech Republic | 0.8% | 6,128 |
| Norway | 0.3% | 2,484 |
| Others | 5.6% | 40,119 |



Who do they come with?



| | Travel blogs/Forums | Total |
|-------------------------------------|---------------------|-------|
| Unaccompanied | 5.6% | 8.9% |
| Only with partner | 51.1% | 47.4% |
| Only with children (< 13 years old) | 5.3% | 5.9% |
| Partner + children (< 13 years old) | 10.6% | 7.2% |
| Other relatives | 7.7% | 9.0% |
| Friends | 5.7% | 6.3% |
| Work colleagues | 0.3% | 0.5% |
| Organized trip | 0.0% | 0.2% |
| Other combinations ⁽¹⁾ | 13.7% | 14.6% |

(1) Different situations have been isolated

| | | |
|----------------------------------|--------------|--------------|
| Tourists with children | 21.2% | 19.3% |
| - Between 0 and 2 years old | 2.7% | 1.8% |
| - Between 3 and 12 years old | 17.1% | 15.8% |
| - Between 0 -2 and 3-12 years | 1.4% | 1.6% |
| Tourists without children | 78.8% | 80.7% |
| Group composition: | | |
| - 1 person | 8.2% | 12.4% |
| - 2 people | 57.9% | 54.1% |
| - 3 people | 11.8% | 12.6% |
| - 4 or 5 people | 19.3% | 17.1% |
| - 6 or more people | 2.7% | 3.8% |
| Average group size: | 2.61 | 2.58 |

Who are they?



| | Travel blogs/Forums | Total |
|--------------------------------------|---------------------|-------|
| Gender | | |
| Men | 44.2% | 48.2% |
| Women | 55.8% | 51.8% |
| Age | | |
| Average age (tourist > 15 years old) | 39.6 | 46.7 |
| Standard deviation | 13.1 | 15.3 |
| Age range (> 15 years old) | | |
| 16 - 24 years old | 11.2% | 7.7% |
| 25 - 30 years old | 20.1% | 10.8% |
| 31 - 45 years old | 36.1% | 28.6% |
| 46 - 60 years old | 25.5% | 31.3% |
| Over 60 years old | 7.2% | 21.5% |
| Occupation | | |
| Salaried worker | 66.3% | 55.5% |
| Self-employed | 9.5% | 11.0% |
| Unemployed | 1.0% | 1.1% |
| Business owner | 8.7% | 9.2% |
| Student | 6.2% | 4.2% |
| Retired | 6.9% | 17.3% |
| Unpaid domestic work | 0.9% | 0.9% |
| Others | 0.6% | 0.8% |
| Annual household income level | | |
| Less than €25,000 | 18.6% | 17.0% |
| €25,000 - €49,999 | 38% | 36.5% |
| €50,000 - €74,999 | 23.5% | 25.0% |
| More than €74,999 | 19.9% | 21.5% |
| Education level | | |
| No studies | 3.6% | 4.8% |
| Primary education | 1.8% | 2.8% |
| Secondary education | 14.5% | 23.1% |
| Higher education | 80.1% | 69.3% |



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who answer that use travel blogs or forums to plan the trip.

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