

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

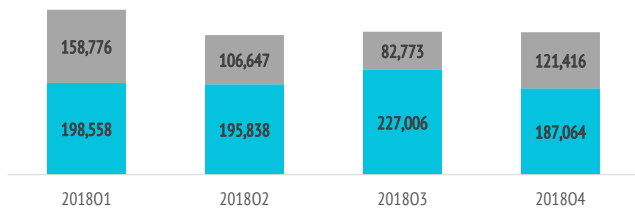
TRAVEL GUIDES AND MAGAZINES

How many are they and how much do they spend?

	Travel guides	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,278,077	13,485,651
- book holiday package	808,466	7,848,516
- do not book holiday package	469,611	5,637,135
- % tourists who book holiday package	63.3%	58.2%
Share of total tourist	9.5%	100%

TOURISTS BY QUARTER: TRAVEL GUIDES AND MAGAZINES

■ do not book holiday package ■ book holiday package

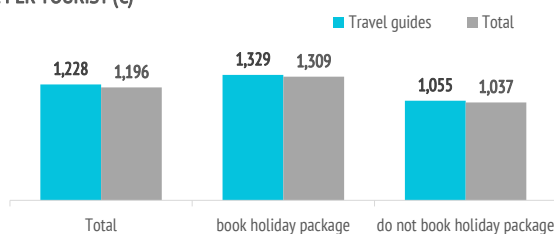


	Travel guides	Total
Expenditure per tourist (€)	1,228	1,196
- book holiday package	1,329	1,309
- holiday package	1,082	1,064
- others	247	246
- do not book holiday package	1,055	1,037
- flight	288	288
- accommodation	392	350
- others	375	399
Average length of stay	9.12	9.32
- book holiday package	8.70	8.66
- do not book holiday package	9.85	10.23
Average daily expenditure (€)	144.4	143.6
- book holiday package	158.7	159.8
- do not book holiday package	119.9	121.0
Total turnover (> 15 years old) (€m)	1,570	16,124
- book holiday package	1,074	10,277
- do not book holiday package	495	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Travel guides	Total
Climate	77.2%	78.1%
Safety	50.2%	51.4%
Tranquility	45.0%	46.2%
Landscapes	44.9%	31.6%
Sea	44.5%	43.3%
Accommodation supply	39.0%	41.7%
Environment	35.1%	30.6%
Beaches	34.3%	37.1%
European belonging	33.8%	35.8%
Effortless trip	32.7%	34.8%
Price	32.3%	36.5%
Authenticity	22.8%	19.1%
Gastronomy	21.2%	22.6%
Fun possibilities	19.0%	20.7%
Hiking trail network	14.2%	9.0%
Exoticism	11.0%	10.5%
Culture	10.3%	7.3%
Historical heritage	10.1%	7.1%
Shopping	7.6%	9.6%
Nightlife	4.9%	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 guides	Total
Rest	43.2%	55.1%
Enjoy family time	9.2%	14.7%
Have fun	7.3%	7.8%
Explore the destination	36.5%	18.5%
Practice their hobbies	1.8%	1.8%
Other reasons	2.0%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Travel guides	Total
The same day	0.6%	0.7%
Between 1 and 30 days	19.9%	23.2%
Between 1 and 2 months	22.5%	23.0%
Between 3 and 6 months	35.7%	32.4%
More than 6 months	21.3%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

TRAVEL GUIDES / MAGAZINES

35.7%



Picture: Freepik.com

TOTAL

32.4%

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

TRAVEL GUIDES AND MAGAZINES

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

	Travel guides	Total
Previous visits to the Canary Islands	43.9%	50.9%
Friends or relatives	30.1%	27.8%
Internet or social media	71.7%	56.1%
Mass Media	6.0%	1.7%
Travel guides and magazines	100.0%	9.5%
Travel Blogs or Forums	13.4%	5.4%
Travel TV Channels	2.2%	0.7%
Tour Operator or Travel Agency	35.0%	24.7%
Public administrations or similar	1.2%	0.4%
Others	2.2%	2.3%

* Multi-choice question

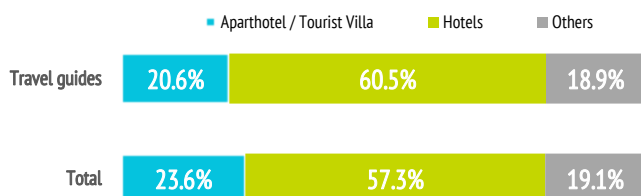
With whom did they book their flight and accommodation?

	Travel guides	Total
Flight		
- Directly with the airline	33.6%	39.5%
- Tour Operator or Travel Agency	66.4%	60.5%
Accommodation		
- Directly with the accommodation	25.1%	28.8%
- Tour Operator or Travel Agency	74.9%	71.2%

Where do they stay?

	Travel guides	Total
1-2-3* Hotel	13.7%	12.8%
4* Hotel	40.7%	37.7%
5* Hotel / 5* Luxury Hotel	6.1%	6.8%
Aparthotel / Tourist Villa	20.6%	23.6%
House/room rented in a private dwelling	7.6%	5.3%
Private accommodation (1)	2.5%	7.0%
Others (Cottage, cruise, camping,...)	8.9%	6.8%

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



What do they book?

	Travel guides	Total
Room only	27.3%	28.8%
Bed and Breakfast	12.7%	11.7%
Half board	25.5%	22.4%
Full board	2.9%	3.0%
All inclusive	31.7%	34.1%

”
25.5% of tourists book half board.
(Canary Islands: 22.4%)

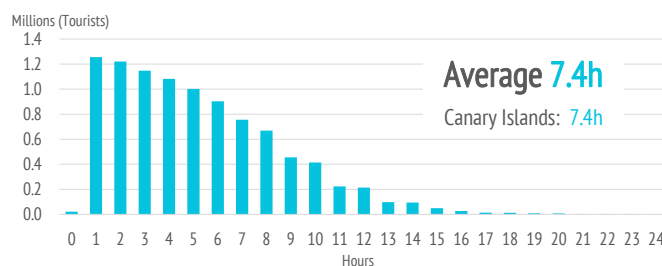
Other expenses

	Travel guides	Total
Restaurants or cafes	64.6%	63.2%
Supermarkets	59.3%	55.9%
Car rental	40.5%	26.6%
Organized excursions	28.0%	21.8%
Taxi, transfer, chauffeur service	51.7%	51.7%
Theme Parks	10.0%	8.8%
Sport activities	7.7%	6.4%
Museums	10.9%	5.0%
Flights between islands	5.9%	4.8%

Activities in the Canary Islands

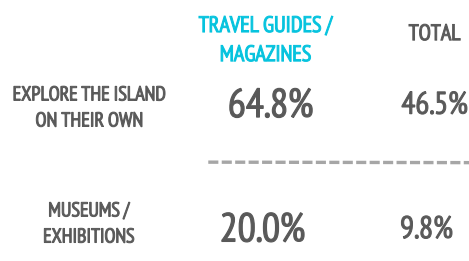
Outdoor time per day	Travel guides	Total
0 hours	1.7%	2.2%
1 - 2 hours	8.5%	10.0%
3 - 6 hours	30.7%	32.6%
7 - 12 hours	51.5%	46.5%
More than 12 hours	7.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Travel guides	Total
Walk, wander	77.4%	71.0%
Beach	72.4%	68.0%
Explore the island on their own	64.8%	46.5%
Swimming pool, hotel facilities	55.3%	58.9%
Taste Canarian gastronomy	33.2%	25.4%
Organized excursions	23.5%	17.9%
Museums / exhibitions	20.0%	9.8%
Wineries / markets / popular festivals	17.8%	12.0%
Nature activities	17.4%	10.0%
Theme parks	17.2%	15.5%
Sea excursions / whale watching	15.2%	11.3%
Sport activities	14.8%	14.3%
Activities at sea	12.5%	9.8%
Nightlife / concerts / shows	12.0%	15.5%
Beauty and health treatments	6.1%	5.7%
Astronomical observation	5.4%	3.4%

* Multi-choice question



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

TRAVEL GUIDES AND MAGAZINES

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Travel guides and magazines	1,278,077	256,936	177,494	301,219	459,804	63,913
- Share by islands	100%	20.1%	13.9%	23.6%	36.0%	5.0%
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 guides and magazines	9.5%	10.5%	9.6%	7.9%	9.2%	25.7%

How many islands do they visit during their trip?

	Travel guides	Total
One island	88.8%	90.9%
Two islands	9.5%	7.7%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Travel guides	Total
Research		
- Tourist package	20.2%	15.4%
- Flights	16.1%	13.0%
- Accommodation	22.5%	17.7%
- Transport	19.2%	15.6%
- Restaurants	34.1%	27.0%
- Excursions	36.3%	26.3%
- Activities	41.4%	31.0%
Book or purchase		
- Tourist package	34.1%	38.1%
- Flights	57.9%	64.4%
- Accommodation	53.3%	54.5%
- Transport	46.6%	44.7%
- Restaurants	10.1%	10.5%
- Excursions	13.6%	11.4%
- Activities	14.2%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Travel guides	Total
Did not use the Internet	7.9%	9.8%
Used the Internet	92.1%	90.2%
- Own Internet connection	34.9%	36.5%
- Free Wifi connection	45.8%	41.1%
Applications*		
- Search for locations or maps	72.3%	60.7%
- Search for destination info	57.9%	44.7%
- Share pictures or trip videos	59.3%	55.6%
- Download tourist apps	8.7%	6.5%
- Others	19.3%	23.9%

* Multi-choice question

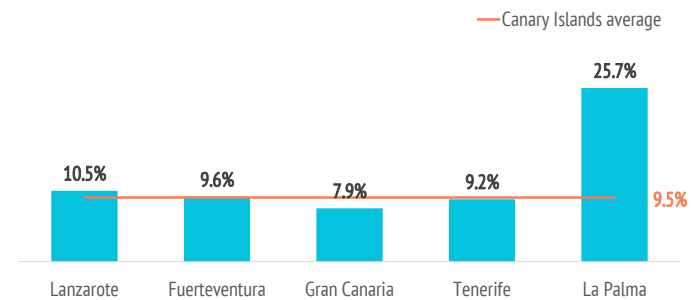
72.3% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

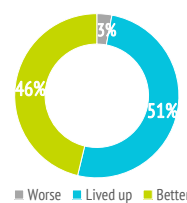


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Travel guides	Total
Average rating	8.59	8.58

Experience in the Canary Islands	Travel guides	Total
Worse or much worse than expected	3.0%	2.9%
Lived up to expectations	50.8%	57.4%
Better or much better than expected	46.2%	39.7%

Future intentions (scale 1-10)	Travel guides	Total
Return to the Canary Islands	8.41	8.60
Recommend visiting the Canary Islands	8.82	8.86



Experience in the Canary

8.41/10

Return to the Canary Islands

8.82/10

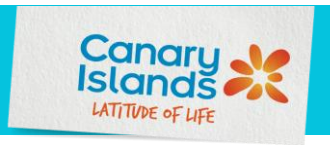
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Travel guides	Total
Repeat tourists	60.2%	71.0%
Repeat tourists (last 5 years)	54.1%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	10.5%	18.4%
At least 10 previous visits	8.8%	17.8%

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

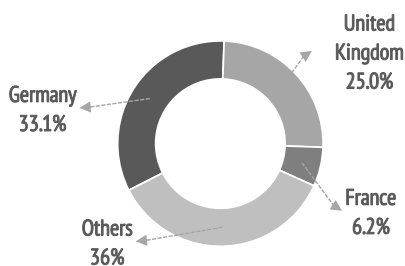
TRAVEL GUIDES AND MAGAZINES



Where are they from?



	%	Absolute
Germany	33.1%	422,843
United Kingdom	25.0%	319,434
France	6.2%	78,788
Spanish Mainland	5.9%	75,221
Netherlands	5.0%	64,139
Belgium	3.2%	40,842
Poland	3.1%	40,157
Switzerland	2.7%	35,022
Italy	2.6%	33,310
Sweden	2.1%	26,465
Ireland	1.8%	23,094
Denmark	1.6%	20,000
Austria	1.4%	18,495
Finland	1.0%	12,838
Czech Republic	0.8%	9,918
Norway	0.6%	7,884
Russia	0.4%	4,581
Others	3.5%	45,047



Who do they come with?



	Travel guides	Total
Unaccompanied	6.4%	8.9%
Only with partner	50.4%	47.4%
Only with children (< 13 years old)	4.8%	5.9%
Partner + children (< 13 years old)	7.8%	7.2%
Other relatives	8.3%	9.0%
Friends	5.8%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	16.1%	14.6%

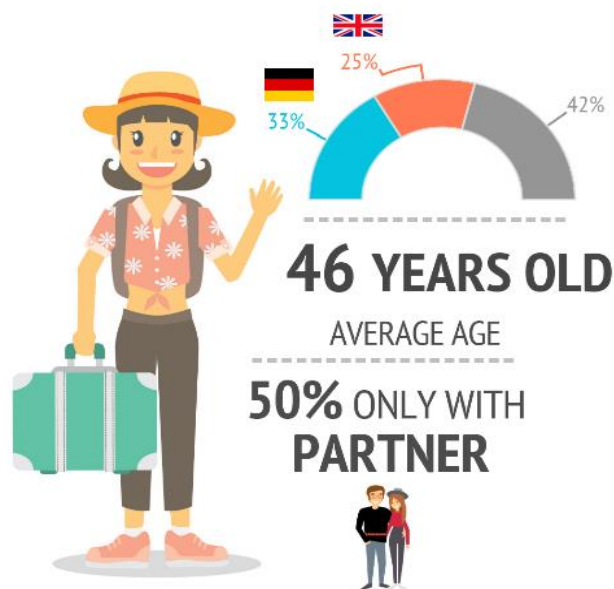
(1) Different situations have been isolated

Tourists with children	18.3%	19.3%
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	15.4%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
Tourists without children	81.7%	80.7%
Group composition:		
- 1 person	9.7%	12.4%
- 2 people	57.3%	54.1%
- 3 people	12.8%	12.6%
- 4 or 5 people	16.8%	17.1%
- 6 or more people	3.5%	3.8%
Average group size:	2.59	2.58

Who are they?



	Travel guides	Total
Gender		
Men	49.3%	48.2%
Women	50.7%	51.8%
Age		
Average age (tourist > 15 years old)	45.9	46.7
Standard deviation	15.3	15.3
Age range (> 15 years old)		
16 - 24 years old	9.2%	7.7%
25 - 30 years old	11.2%	10.8%
31 - 45 years old	27.7%	28.6%
46 - 60 years old	33.1%	31.3%
Over 60 years old	18.9%	21.5%
Occupation		
Salaried worker	57.9%	55.5%
Self-employed	9.6%	11.0%
Unemployed	0.8%	1.1%
Business owner	8.7%	9.2%
Student	5.7%	4.2%
Retired	15.8%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.4%	17.0%
€25,000 - €49,999	37%	36.5%
€50,000 - €74,999	25.4%	25.0%
More than €74,999	20.9%	21.5%
Education level		
No studies	3.6%	4.8%
Primary education	2.1%	2.8%
Secondary education	19.1%	23.1%
Higher education	75.2%	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 guides and magazines 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.