

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

## INTERNET OR SOCIAL MEDIA

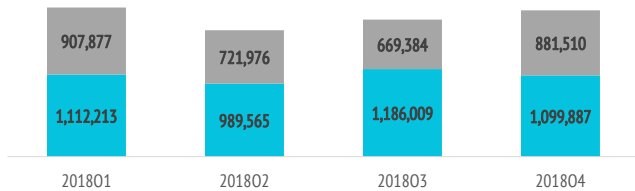
### How many are they and how much do they spend?



	Internet	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>7,568,420</b>	<b>13,485,651</b>
- book holiday package	4,387,674	7,848,516
- do not book holiday package	3,180,747	5,637,135
- % tourists who book holiday package	58.0%	58.2%
Share of total tourist	56.1%	100%

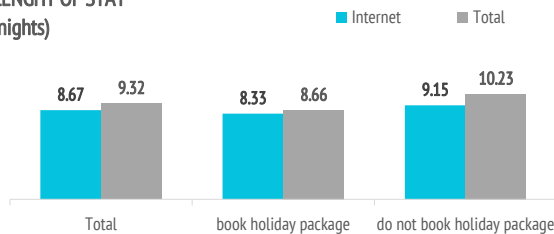
### TOURISTS BY QUARTER: INTERNET OR SOCIAL MEDIA

■ do not book holiday package ■ book holiday package

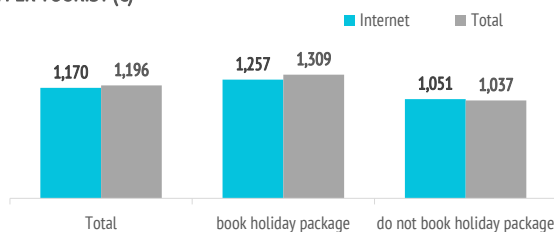


	Internet	Total
<b>Expenditure per tourist (€)</b>	<b>1,170</b>	<b>1,196</b>
- book holiday package	1,257	1,309
- holiday package	1,014	1,064
- others	243	246
- do not book holiday package	1,051	1,037
- flight	279	288
- accommodation	389	350
- others	383	399
<b>Average length of stay</b>	<b>8.67</b>	<b>9.32</b>
- book holiday package	8.33	8.66
- do not book holiday package	9.15	10.23
<b>Average daily expenditure (€)</b>	<b>146.2</b>	<b>143.6</b>
- book holiday package	158.1	159.8
- do not book holiday package	129.8	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>8,858</b>	<b>16,124</b>
- book holiday package	5,514	10,277
- do not book holiday package	3,344	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Internet	Total
Climate	79.4%	78.1%
Safety	50.8%	51.4%
Tranquility	45.0%	46.2%
Sea	43.2%	43.3%
Accommodation supply	42.2%	41.7%
Price	37.5%	36.5%
Beaches	36.5%	37.1%
Effortless trip	34.6%	34.8%
European belonging	33.8%	35.8%
Landscapes	31.7%	31.6%
Environment	30.0%	30.6%
Gastronomy	22.1%	22.6%
Fun possibilities	20.4%	20.7%
Authenticity	18.4%	19.1%
Exoticism	10.1%	10.5%
Hiking trail network	8.4%	9.0%
Shopping	8.3%	9.6%
Culture	6.7%	7.3%
Nightlife	6.5%	7.5%
Historical heritage	6.4%	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?



	Internet	Total
Rest	54.4%	55.1%
Enjoy family time	13.5%	14.7%
Have fun	7.9%	7.8%
Explore the destination	20.4%	18.5%
Practice their hobbies	1.8%	1.8%
Other reasons	1.9%	2.1%

### EXPLORE THE DESTINATION



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



	Internet	Total
The same day	0.5%	0.7%
Between 1 and 30 days	23.6%	23.2%
Between 1 and 2 months	23.9%	23.0%
Between 3 and 6 months	32.7%	32.4%
More than 6 months	19.3%	20.7%

### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

INTERNET / SOCIAL MEDIA

23.9%



Picture: Freepik.com

TOTAL

23.0%

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

## INTERNET OR SOCIAL MEDIA

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

	Internet	Total
Previous visits to the Canary Islands	45.6%	50.9%
Friends or relatives	26.6%	27.8%
Internet or social media	100.0%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	12.1%	9.5%
Travel Blogs or Forums	8.4%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	20.3%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.3%	2.3%

\* Multi-choice question

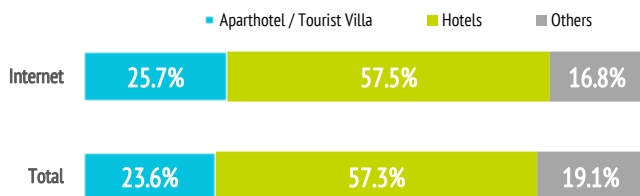
### With whom did they book their flight and accommodation?

	Internet	Total
<b>Flight</b>		
- Directly with the airline	41.2%	39.5%
- Tour Operator or Travel Agency	58.8%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	31.5%	28.8%
- Tour Operator or Travel Agency	68.5%	71.2%

### Where do they stay?

	Internet	Total
1-2-3* Hotel	12.5%	12.8%
4* Hotel	38.0%	37.7%
5* Hotel / 5* Luxury Hotel	7.0%	6.8%
Aparthotel / Tourist Villa	25.7%	23.6%
House/room rented in a private dwelling	6.1%	5.3%
Private accommodation (1)	4.1%	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?

	Internet	Total
Room only	30.0%	28.8%
Bed and Breakfast	12.6%	11.7%
Half board	21.4%	22.4%
Full board	2.5%	3.0%
All inclusive	33.5%	34.1%

”  
**30%** of tourists book room only.  
(Canary Islands: 28.8%)

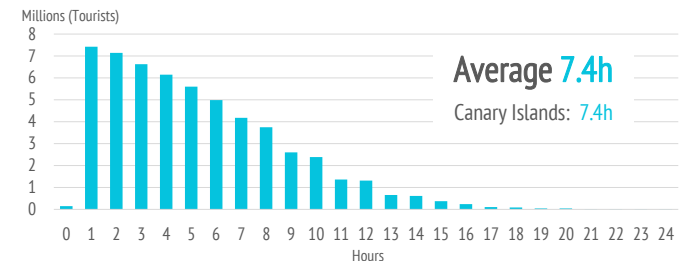
### Other expenses

	Internet	Total
Restaurants or cafes	65.3%	63.2%
Supermarkets	59.1%	55.9%
Car rental	30.8%	26.6%
Organized excursions	23.8%	21.8%
Taxi, transfer, chauffeur service	53.0%	51.7%
Theme Parks	10.2%	8.8%
Sport activities	7.6%	6.4%
Museums	6.2%	5.0%
Flights between islands	5.3%	4.8%

### Activities in the Canary Islands

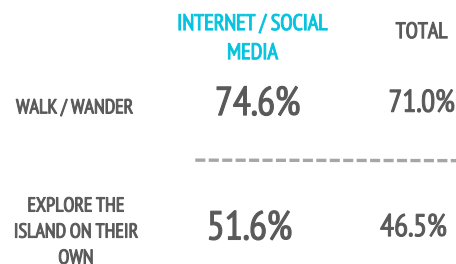
Outdoor time per day	Internet	Total
0 hours	1.9%	2.2%
1 - 2 hours	10.5%	10.0%
3 - 6 hours	32.4%	32.6%
7 - 12 hours	46.5%	46.5%
More than 12 hours	8.7%	8.7%

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



Activities in the Canary Islands	Internet	Total
Walk, wander	74.6%	71.0%
Beach	70.6%	68.0%
Swimming pool, hotel facilities	61.4%	58.9%
Explore the island on their own	51.6%	46.5%
Taste Canarian gastronomy	28.1%	25.4%
Organized excursions	18.6%	17.9%
Theme parks	17.2%	15.5%
Nightlife / concerts / shows	15.7%	15.5%
Sport activities	15.1%	14.3%
Wineries / markets / popular festivals	12.9%	12.0%
Sea excursions / whale watching	12.6%	11.3%
Museums / exhibitions	11.6%	9.8%
Nature activities	11.2%	10.0%
Activities at sea	10.5%	9.8%
Beauty and health treatments	6.0%	5.7%
Astronomical observation	3.8%	3.4%

\* Multi-choice question



# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2018) INTERNET OR SOCIAL MEDIA



## Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Internet or social media	7,568,420	1,563,842	1,047,817	2,015,780	2,717,856	164,019
- Share by islands	100%	20.7%	13.8%	26.6%	35.9%	2.2%
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%
% Internet or social media	56.1%	63.6%	56.4%	52.7%	54.5%	65.9%

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

	Internet	Total
One island	91.0%	90.9%
Two islands	7.8%	7.7%
Three or more islands	1.3%	1.4%

## Internet usage during their trip

	Internet	Total
<b>Research</b>		
- Tourist package	16.1%	15.4%
- Flights	13.4%	13.0%
- Accommodation	17.9%	17.7%
- Transport	17.2%	15.6%
- Restaurants	32.4%	27.0%
- Excursions	31.5%	26.3%
- Activities	37.2%	31.0%
<b>Book or purchase</b>		
- Tourist package	46.4%	38.1%
- Flights	73.1%	64.4%
- Accommodation	67.1%	54.5%
- Transport	55.0%	44.7%
- Restaurants	12.1%	10.5%
- Excursions	13.7%	11.4%
- Activities	14.9%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Internet	Total
<b>Did not use the Internet</b>	<b>6.1%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>93.9%</b>	<b>90.2%</b>
- Own Internet connection	39.1%	36.5%
- Free Wifi connection	43.7%	41.1%
<b>Applications*</b>		
- Search for locations or maps	68.0%	60.7%
- Search for destination info	52.9%	44.7%
- Share pictures or trip videos	58.9%	55.6%
- Download tourist apps	7.2%	6.5%
- Others	21.5%	23.9%

\* Multi-choice question

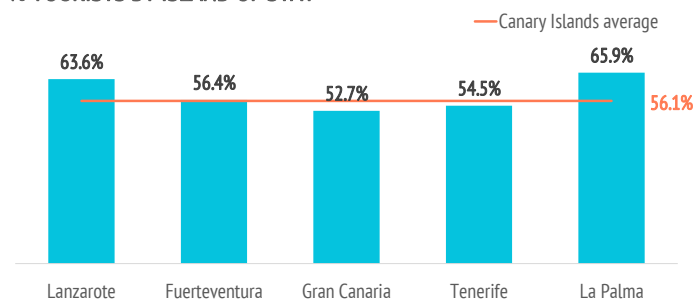


**58.9%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



## % TOURISTS BY ISLAND OF STAY

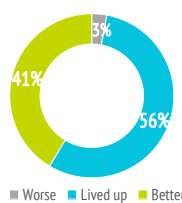


## How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Internet	Total
Average rating	8.57	8.58

Experience in the Canary Islands	Internet	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	55.7%	57.4%
Better or much better than expected	41.4%	39.7%

Future intentions (scale 1-10)	Internet	Total
Return to the Canary Islands	8.53	8.60
Recommend visiting the Canary Islands	8.83	8.86



Experience in the Canary



Return to the Canary Islands



8.83/10

Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?

	Internet	Total
<b>Repeat tourists</b>	<b>66.8%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	59.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	14.7%	18.4%
<b>At least 10 previous visits</b>	<b>14.0%</b>	<b>17.8%</b>

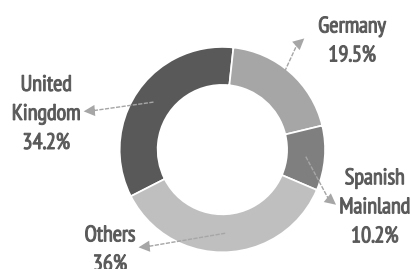
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## INTERNET OR SOCIAL MEDIA

### Where are they from?



	%	Absolute
United Kingdom	34.2%	2,589,756
Germany	19.5%	1,477,255
Spanish Mainland	10.2%	771,658
Netherlands	4.3%	326,385
France	3.7%	279,140
Ireland	3.4%	255,848
Sweden	3.2%	244,443
Italy	3.0%	226,390
Norway	2.6%	195,333
Poland	2.5%	187,237
Switzerland	2.3%	173,320
Belgium	2.2%	168,311
Denmark	2.1%	155,428
Finland	2.0%	149,902
Austria	0.8%	60,604
Russia	0.5%	37,046
Czech Republic	0.5%	35,712
Others	3.1%	234,653



### Who do they come with?



	Internet	Total
Unaccompanied	6.9%	8.9%
Only with partner	48.9%	47.4%
Only with children (< 13 years old)	5.8%	5.9%
Partner + children (< 13 years old)	8.7%	7.2%
Other relatives	8.5%	9.0%
Friends	6.1%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.2%
Other combinations <sup>(1)</sup>	14.8%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>20.5%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.9%	1.8%
- Between 3 and 12 years old	16.9%	15.8%
- Between 0 -2 and 3-12 years	1.7%	1.6%
<b>Tourists without children</b>	<b>79.5%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	9.8%	12.4%
- 2 people	55.8%	54.1%
- 3 people	13.1%	12.6%
- 4 or 5 people	17.6%	17.1%
- 6 or more people	3.7%	3.8%
<b>Average group size:</b>	<b>2.62</b>	<b>2.58</b>

### Who are they?



	Internet	Total
<b>Gender</b>		
Men	47.9%	48.2%
Women	52.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	45.1	46.7
Standard deviation	14.8	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.3%	7.7%
25 - 30 years old	12.0%	10.8%
31 - 45 years old	30.7%	28.6%
46 - 60 years old	31.5%	31.3%
Over 60 years old	17.5%	21.5%
<b>Occupation</b>		
Salaried worker	59.6%	55.5%
Self-employed	10.6%	11.0%
Unemployed	0.9%	1.1%
Business owner	8.4%	9.2%
Student	4.5%	4.2%
Retired	14.5%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	15.7%	17.0%
€25,000 - €49,999	36%	36.5%
€50,000 - €74,999	26.0%	25.0%
More than €74,999	22.1%	21.5%
<b>Education level</b>		
No studies	4.5%	4.8%
Primary education	2.2%	2.8%
Secondary education	20.6%	23.1%
Higher education	72.8%	69.3%



Pictures: Freepik.com