

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

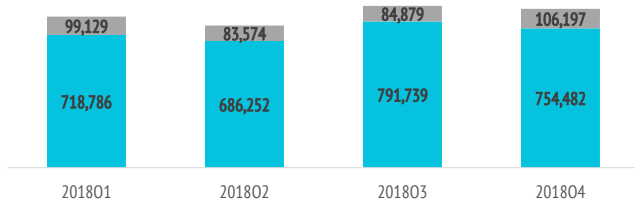
TOUR OPERATOR OR TRAVEL AGENCY

How many are they and how much do they spend?

	Tour Operator	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	3,325,038	13,485,651
- book holiday package	2,951,259	7,848,516
- do not book holiday package	373,779	5,637,135
- % tourists who book holiday package	88.8%	58.2%
Share of total tourist	24.7%	100%

TOURISTS BY QUARTER: TTOO OR TRAVEL AGENCY

■ do not book holiday package ■ book holiday package



	Tour Operator	Total
Expenditure per tourist (€)		
- book holiday package	1,305	1,196
- holiday package	1,348	1,309
- others	1,116	1,064
- do not book holiday package	232	246
- do not book holiday package	961	1,037
- flight	281	288
- accommodation	342	350
- others	339	399
Average length of stay		
- book holiday package	8.72	9.32
- do not book holiday package	8.69	8.66
- do not book holiday package	9.03	10.23
Average daily expenditure (€)		
- book holiday package	157.9	143.6
- do not book holiday package	163.2	159.8
- do not book holiday package	116.4	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	4,338	16,124
- do not book holiday package	3,979	10,277
- do not book holiday package	359	5,848

AVERAGE LENGTH OF STAY (nights)

■ Tour Operator ■ Total



EXPENDITURE PER TOURIST (€)

■ Tour Operator ■ Total



Importance of each factor in the destination choice

	Tour Operator	Total
Climate	79.7%	78.1%
Safety	56.6%	51.4%
Accommodation supply	47.9%	41.7%
Tranquility	47.6%	46.2%
Sea	42.1%	43.3%
European belonging	38.3%	35.8%
Effortless trip	38.1%	34.8%
Price	37.3%	36.5%
Beaches	35.4%	37.1%
Landscapes	28.3%	31.6%
Environment	27.2%	30.6%
Gastronomy	21.3%	22.6%
Fun possibilities	19.8%	20.7%
Authenticity	17.7%	19.1%
Exoticism	9.9%	10.5%
Shopping	9.4%	9.6%
Culture	6.9%	7.3%
Hiking trail network	6.7%	9.0%
Historical heritage	6.2%	7.1%
Nightlife	5.8%	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?

	Tour Operator	Total
Rest	57.7%	55.1%
Enjoy family time	13.1%	14.7%
Have fun	6.9%	7.8%
Explore the destination	19.3%	18.5%
Practice their hobbies	1.3%	1.8%
Other reasons	1.6%	2.1%



How far in advance do they book their trip?

	Tour Operator	Total
The same day	0.6%	0.7%
Between 1 and 30 days	21.5%	23.2%
Between 1 and 2 months	21.9%	23.0%
Between 3 and 6 months	34.3%	32.4%
More than 6 months	21.7%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

TOR OPERATOR / TRAVEL AGENCY
34.3%



TOTAL
32.4%

Picture: Freepik.com

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

	Tour Operator	Total
Previous visits to the Canary Islands	44.1%	50.9%
Friends or relatives	20.5%	27.8%
Internet or social media	46.3%	56.1%
Mass Media	2.0%	1.7%
Travel guides and magazines	13.5%	9.5%
Travel Blogs or Forums	5.1%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	100.0%	24.7%
Public administrations or similar	0.4%	0.4%
Others	0.7%	2.3%

* Multi-choice question

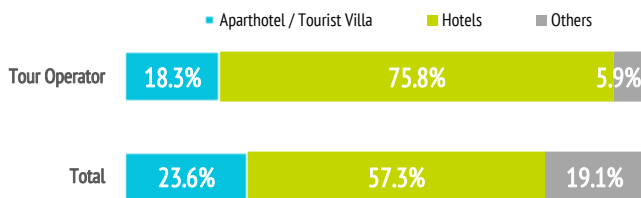
With whom did they book their flight and accommodation?

	Tour Operator	Total
Flight		
- Directly with the airline	8.2%	39.5%
- Tour Operator or Travel Agency	91.8%	60.5%
Accommodation		
- Directly with the accommodation	5.9%	28.8%
- Tour Operator or Travel Agency	94.1%	71.2%

Where do they stay?

	Tour Operator	Total
1-2-3* Hotel	15.4%	12.8%
4* Hotel	53.3%	37.7%
5* Hotel / 5* Luxury Hotel	7.1%	6.8%
Aparthotel / Tourist Villa	18.3%	23.6%
House/room rented in a private dwelling	0.7%	5.3%
Private accommodation (1)	0.7%	7.0%
Others (Cottage, cruise, camping,...)	4.4%	6.8%

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



What do they book?

	Tour Operator	Total
Room only	12.3%	28.8%
Bed and Breakfast	9.4%	11.7%
Half board	28.5%	22.4%
Full board	3.2%	3.0%
All inclusive	46.6%	34.1%

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46.6% of tourists book all inclusive.
(Canary Islands: 34.1%)

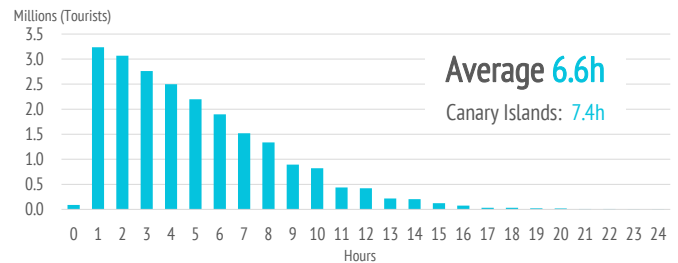
Other expenses

	Tour Operator	Total
Restaurants or cafes	54.1%	63.2%
Supermarkets	46.7%	55.9%
Car rental	21.5%	26.6%
Organized excursions	28.9%	21.8%
Taxi, transfer, chauffeur service	70.9%	51.7%
Theme Parks	9.7%	8.8%
Sport activities	5.9%	6.4%
Museums	4.5%	5.0%
Flights between islands	3.1%	4.8%

Activities in the Canary Islands

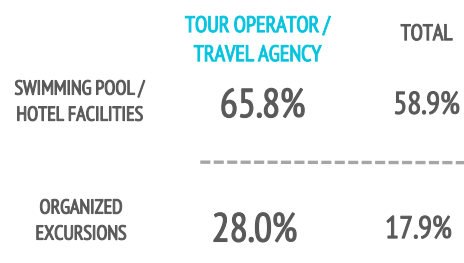
Outdoor time per day	Tour Operator	Total
0 hours	2.7%	2.2%
1 - 2 hours	14.3%	10.0%
3 - 6 hours	37.3%	32.6%
7 - 12 hours	39.2%	46.5%
More than 12 hours	6.5%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tour Operator	Total
Walk, wander	70.0%	71.0%
Beach	67.2%	68.0%
Swimming pool, hotel facilities	65.8%	58.9%
Explore the island on their own	42.7%	46.5%
Organized excursions	28.0%	17.9%
Taste Canarian gastronomy	21.6%	25.4%
Theme parks	17.4%	15.5%
Nightlife / concerts / shows	14.0%	15.5%
Sea excursions / whale watching	13.8%	11.3%
Sport activities	12.3%	14.3%
Wineries / markets / popular festivals	12.0%	12.0%
Activities at sea	9.9%	9.8%
Museums / exhibitions	8.8%	9.8%
Nature activities	8.5%	10.0%
Beauty and health treatments	6.7%	5.7%
Astronomical observation	3.4%	3.4%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tour operator / Travel agency	3,325,038	630,738	526,535	952,325	1,118,109	60,521
- Share by islands	100%	19.0%	15.8%	28.6%	33.6%	1.8%
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%
% Tour operator / Travel agency	24.7%	25.7%	28.4%	24.9%	22.4%	24.3%

How many islands do they visit during their trip?

	Tour Operator	Total
One island	91.9%	90.9%
Two islands	6.6%	7.7%
Three or more islands	1.5%	1.4%

Internet usage during their trip

	Tour Operator	Total
Research		
- Tourist package	22.2%	15.4%
- Flights	19.6%	13.0%
- Accommodation	30.0%	17.7%
- Transport	17.6%	15.6%
- Restaurants	23.8%	27.0%
- Excursions	29.8%	26.3%
- Activities	32.9%	31.0%
Book or purchase		
- Tourist package	32.8%	38.1%
- Flights	30.6%	64.4%
- Accommodation	28.1%	54.5%
- Transport	24.5%	44.7%
- Restaurants	5.9%	10.5%
- Excursions	8.4%	11.4%
- Activities	7.8%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Tour Operator	Total
Did not use the Internet	11.1%	9.8%
Used the Internet	88.9%	90.2%
- Own Internet connection	31.7%	36.5%
- Free Wifi connection	46.1%	41.1%
Applications*		
- Search for locations or maps	56.8%	60.7%
- Search for destination info	43.9%	44.7%
- Share pictures or trip videos	57.8%	55.6%
- Download tourist apps	7.0%	6.5%
- Others	26.2%	23.9%

* Multi-choice question

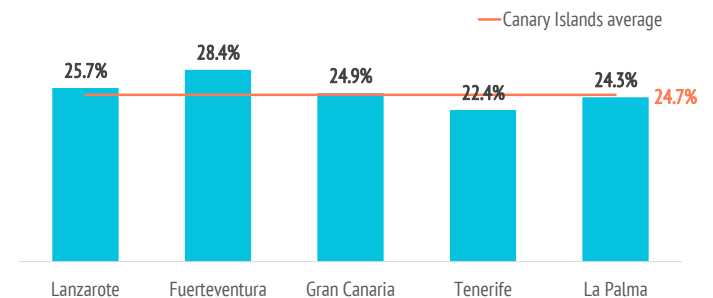


57.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

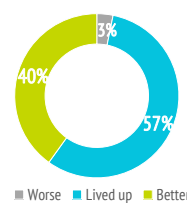


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tour Operator	Total
Average rating	8.53	8.58

Experience in the Canary Islands	Tour Operator	Total
Worse or much worse than expected	3.2%	2.9%
Lived up to expectations	56.7%	57.4%
Better or much better than expected	40.1%	39.7%

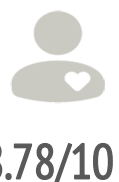
Future intentions (scale 1-10)	Tour Operator	Total
Return to the Canary Islands	8.45	8.60
Recommend visiting the Canary Islands	8.78	8.86



Experience in the Canary



Return to the Canary Islands

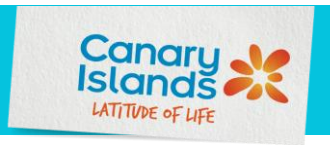


Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Tour Operator	Total
Repeat tourists	66.8%	71.0%
Repeat tourists (last 5 years)	59.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	13.6%	18.4%
At least 10 previous visits	12.7%	17.8%

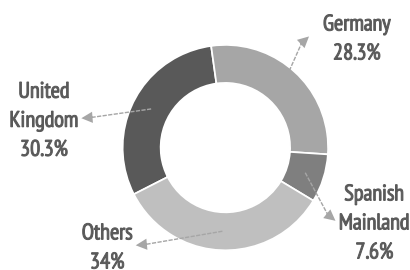
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Where are they from?



	%	Absolute
United Kingdom	30.3%	1,006,965
Germany	28.3%	939,810
Spanish Mainland	7.6%	252,464
France	4.7%	155,092
Netherlands	4.2%	140,405
Poland	3.4%	112,013
Belgium	3.3%	110,668
Ireland	2.3%	77,159
Norway	2.3%	75,969
Sweden	2.3%	75,667
Denmark	2.3%	75,526
Italy	2.1%	69,114
Finland	1.8%	58,596
Switzerland	1.8%	58,195
Austria	0.9%	28,706
Russia	0.2%	5,901
Czech Republic	0.2%	5,023
Others	2.3%	77,765



Who do they come with?



	Tour Operator	Total
Unaccompanied	5.1%	8.9%
Only with partner	50.5%	47.4%
Only with children (< 13 years old)	6.1%	5.9%
Partner + children (< 13 years old)	8.4%	7.2%
Other relatives	8.5%	9.0%
Friends	5.1%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	15.4%	14.6%

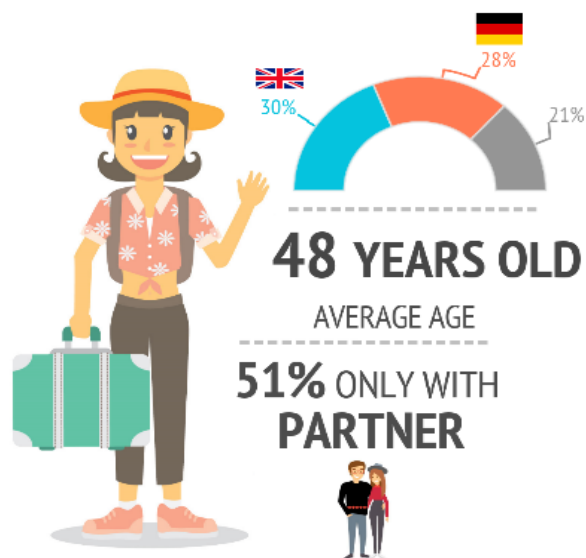
(1) Different situations have been isolated

Tourists with children	20.3%	19.3%
- Between 0 and 2 years old	1.9%	1.8%
- Between 3 and 12 years old	16.7%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
Tourists without children	79.7%	80.7%
Group composition:		
- 1 person	7.9%	12.4%
- 2 people	57.8%	54.1%
- 3 people	13.7%	12.6%
- 4 or 5 people	17.3%	17.1%
- 6 or more people	3.4%	3.8%
Average group size:	2.63	2.58

Who are they?



	Tour Operator	Total
Gender		
Men	44.6%	48.2%
Women	55.4%	51.8%
Age		
Average age (tourist > 15 years old)	48.0	46.7
Standard deviation	15.7	15.3
Age range (> 15 years old)		
16 - 24 years old	7.9%	7.7%
25 - 30 years old	9.7%	10.8%
31 - 45 years old	25.8%	28.6%
46 - 60 years old	32.1%	31.3%
Over 60 years old	24.5%	21.5%
Occupation		
Salaried worker	55.3%	55.5%
Self-employed	9.1%	11.0%
Unemployed	0.7%	1.1%
Business owner	9.3%	9.2%
Student	4.1%	4.2%
Retired	19.8%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.5%	17.0%
€25,000 - €49,999	37%	36.5%
€50,000 - €74,999	26.6%	25.0%
More than €74,999	20.3%	21.5%
Education level		
No studies	4.3%	4.8%
Primary education	3.6%	2.8%
Secondary education	25.4%	23.1%
Higher education	66.6%	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 tour operator or travel agency 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.