

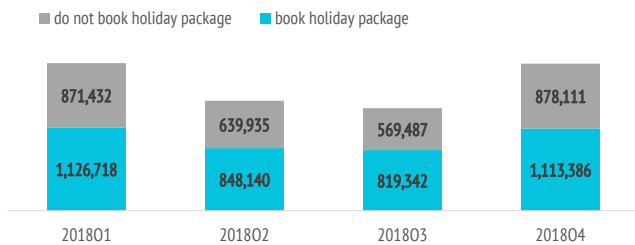
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2018)

PREVIOUS VISITS TO THE CANARY ISLANDS

How many are they and how much do they spend?

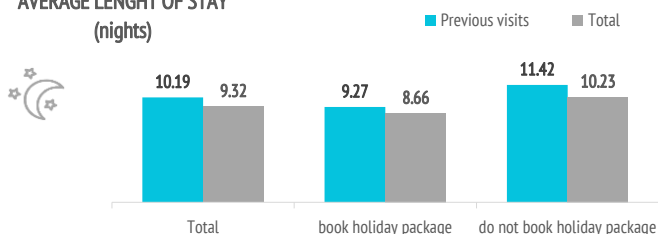
	Previous visits	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	6,866,551	13,485,651
- book holiday package	3,907,586	7,848,516
- do not book holiday package	2,958,965	5,637,135
- % tourists who book holiday package	56.9%	58.2%
Share of total tourist	50.9%	100%

TOURISTS BY QUARTER: PREVIOUS VISITS TO THE CANARY ISLANDS



	Previous visits	Total
Expenditure per tourist (€)	1,281	1,196
- book holiday package	1,375	1,309
- holiday package	1,116	1,064
- others	260	246
- do not book holiday package	1,156	1,037
- flight	314	288
- accommodation	404	350
- others	439	399
Average length of stay	10.19	9.32
- book holiday package	9.27	8.66
- do not book holiday package	11.42	10.23
Average daily expenditure (€)	143.0	143.6
- book holiday package	158.8	159.8
- do not book holiday package	122.1	121.0
Total turnover (> 15 years old) (€m)	8,794	16,124
- book holiday package	5,374	10,277
- do not book holiday package	3,420	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Previous visits	Total
Climate	82.0%	78.1%
Safety	54.3%	51.4%
Tranquility	48.3%	46.2%
Accommodation supply	44.4%	41.7%
Sea	42.2%	43.3%
European belonging	38.4%	35.8%
Effortless trip	37.6%	34.8%
Price	36.4%	36.5%
Beaches	36.3%	37.1%
Environment	30.9%	30.6%
Landscapes	29.0%	31.6%
Gastronomy	23.5%	22.6%
Fun possibilities	19.3%	20.7%
Authenticity	18.6%	19.1%
Shopping	9.4%	9.6%
Exoticism	8.5%	10.5%
Hiking trail network	8.4%	9.0%
Nightlife	7.1%	7.5%
Culture	6.6%	7.3%
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?

	Previous visits	Total
Rest	60.7%	55.1%
Enjoy family time	15.2%	14.7%
Have fun	6.7%	7.8%
Explore the destination	13.4%	18.5%
Practice their hobbies	2.0%	1.8%
Other reasons	2.1%	2.1%



How far in advance do they book their trip?

	Previous visits	Total
The same day	0.4%	0.7%
Between 1 and 30 days	19.1%	23.2%
Between 1 and 2 months	21.3%	23.0%
Between 3 and 6 months	34.0%	32.4%
More than 6 months	25.2%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

PREVIOUS VISIT
25.4%



TOTAL
20.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who has been previously in the Canary Islands.

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)

PREVIOUS VISITS TO THE CANARY ISLANDS

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

	Previous visits	Total
Previous visits to the Canary Islands	100%	50.9%
Friends or relatives	19.8%	27.8%
Internet or social media	50.2%	56.1%
Mass Media	1.3%	1.7%
Travel guides and magazines	8.2%	9.5%
Travel Blogs or Forums	4.2%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	21.3%	24.7%
Public administrations or similar	0.3%	0.4%
Others	1.4%	2.3%

* Multi-choice question

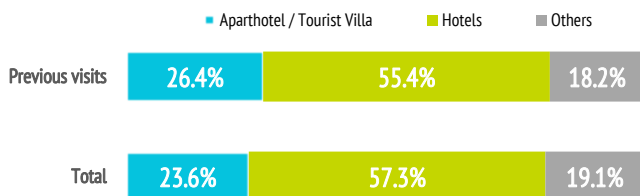
With whom did they book their flight and accommodation?

	Previous visits	Total
Flight		
- Directly with the airline	41.5%	39.5%
- Tour Operator or Travel Agency	58.5%	60.5%
Accommodation		
- Directly with the accommodation	30.3%	28.8%
- Tour Operator or Travel Agency	69.7%	71.2%

Where do they stay?

	Previous visits	Total
1-2-3* Hotel	11.9%	12.8%
4* Hotel	36.6%	37.7%
5* Hotel / 5* Luxury Hotel	6.9%	6.8%
Aparthotel / Tourist Villa	26.4%	23.6%
House/room rented in a private dwelling	4.7%	5.3%
Private accommodation (1)	6.8%	7.0%
Others (Cottage, cruise, camping,...)	6.7%	6.8%

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



What do they book?

	Previous visits	Total
Room only	32.0%	28.8%
Bed and Breakfast	10.9%	11.7%
Half board	22.5%	22.4%
Full board	2.5%	3.0%
All inclusive	32.2%	34.1%

”
32% of tourists book room only.
(Canary Islands: 28.8%)

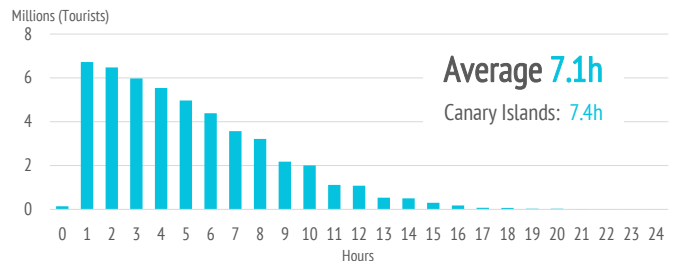
Other expenses

	Previous visits	Total
Restaurants or cafes	65.4%	63.2%
Supermarkets	58.3%	55.9%
Car rental	24.5%	26.6%
Organized excursions	17.6%	21.8%
Taxi, transfer, chauffeur service	52.8%	51.7%
Theme Parks	7.8%	8.8%
Sport activities	6.5%	6.4%
Museums	4.4%	5.0%
Flights between islands	4.3%	4.8%

Activities in the Canary Islands

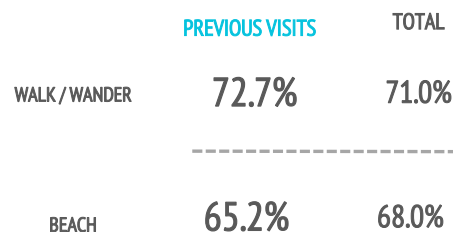
Outdoor time per day	Previous visits	Total
0 hours	2.1%	2.2%
1 - 2 hours	11.0%	10.0%
3 - 6 hours	35.0%	32.6%
7 - 12 hours	44.2%	46.5%
More than 12 hours	7.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Previous visits	Total
Walk, wander	72.7%	71.0%
Beach	65.2%	68.0%
Swimming pool, hotel facilities	60.3%	58.9%
Explore the island on their own	43.2%	46.5%
Taste Canarian gastronomy	25.4%	25.4%
Nightlife / concerts / shows	15.7%	15.5%
Sport activities	14.6%	14.3%
Organized excursions	13.7%	17.9%
Theme parks	13.3%	15.5%
Wineries / markets / popular festivals	11.8%	12.0%
Activities at sea	9.5%	9.8%
Nature activities	8.7%	10.0%
Sea excursions / whale watching	8.7%	11.3%
Museums / exhibitions	8.5%	9.8%
Beauty and health treatments	5.7%	5.7%
Astronomical observation	3.0%	3.4%

* Multi-choice question



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

PREVIOUS VISITS TO THE CANARY ISLANDS



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	6,866,551	1,424,028	956,775	1,938,622	2,377,246	123,871
- Share by islands	100%	20.7%	13.9%	28.2%	34.6%	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%
% Previous visits to the Canary Islands	50.9%	58.0%	51.5%	50.7%	47.6%	49.7%

How many islands do they visit during their trip?

	Previous visits	Total
One island	92.0%	90.9%
Two islands	6.7%	7.7%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Previous visits	Total
Research		
- Tourist package	15.1%	15.4%
- Flights	12.7%	13.0%
- Accommodation	17.4%	17.7%
- Transport	13.8%	15.6%
- Restaurants	25.5%	27.0%
- Excursions	23.6%	26.3%
- Activities	27.8%	31.0%
Book or purchase		
- Tourist package	40.1%	38.1%
- Flights	67.2%	64.4%
- Accommodation	56.2%	54.5%
- Transport	46.4%	44.7%
- Restaurants	10.2%	10.5%
- Excursions	9.7%	11.4%
- Activities	11.1%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Previous visits	Total
Did not use the Internet	10.0%	9.8%
Used the Internet	90.0%	90.2%
- Own Internet connection	33.4%	36.5%
- Free Wifi connection	44.4%	41.1%
Applications*		
- Search for locations or maps	56.3%	60.7%
- Search for destination info	42.9%	44.7%
- Share pictures or trip videos	54.2%	55.6%
- Download tourist apps	6.5%	6.5%
- Others	27.7%	23.9%

* Multi-choice question

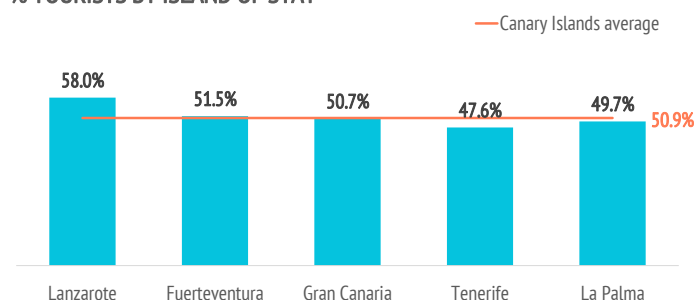


54.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

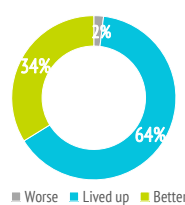


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Previous visits	Total
Average rating	8.73	8.58

Experience in the Canary Islands	Previous visits	Total
Worse or much worse than expected	1.9%	2.9%
Lived up to expectations	64.3%	57.4%
Better or much better than expected	33.8%	39.7%

Future intentions (scale 1-10)	Previous visits	Total
Return to the Canary Islands	9.04	8.60
Recommend visiting the Canary Islands	9.13	8.86



Experience in the Canary



9.04/10

Return to the Canary Islands



9.13/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Previous visits	Total
Repeat tourists	100.0%	71.0%
Repeat tourists (last 5 years)	93.2%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	29.6%	18.4%
At least 10 previous visits	28.6%	17.8%

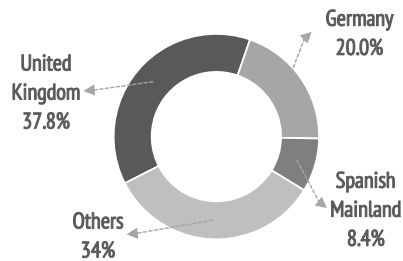
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PREVIOUS VISITS TO THE CANARY ISLANDS

Where are they from?



	%	Absolute
United Kingdom	37.8%	2,596,292
Germany	20.0%	1,372,288
Spanish Mainland	8.4%	579,101
Sweden	4.3%	294,705
Ireland	4.3%	294,321
Netherlands	3.6%	244,929
Norway	3.4%	236,074
Belgium	2.5%	174,313
France	2.5%	170,013
Finland	2.2%	148,942
Italy	2.1%	146,896
Denmark	2.1%	146,010
Switzerland	1.7%	116,618
Poland	1.3%	92,448
Austria	0.7%	48,436
Russia	0.5%	33,131
Czech Republic	0.3%	23,819
Others	2.2%	148,215



Who do they come with?



	Previous visits	Total
Unaccompanied	8.3%	8.9%
Only with partner	48.7%	47.4%
Only with children (< 13 years old)	5.6%	5.9%
Partner + children (< 13 years old)	7.4%	7.2%
Other relatives	9.0%	9.0%
Friends	4.7%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	16.0%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	19.5%	19.3%
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	16.3%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
Tourists without children	80.5%	80.7%
Group composition:		
- 1 person	11.4%	12.4%
- 2 people	54.6%	54.1%
- 3 people	12.1%	12.6%
- 4 or 5 people	17.9%	17.1%
- 6 or more people	4.0%	3.8%
Average group size:	2.61	2.58

Who are they?



	Previous visits	Total
Gender		
Men	49.8%	48.2%
Women	50.2%	51.8%
Age		
Average age (tourist > 15 years old)	50.1	46.7
Standard deviation	14.8	15.3
Age range (> 15 years old)		
16 - 24 years old	4.7%	7.7%
25 - 30 years old	7.0%	10.8%
31 - 45 years old	25.9%	28.6%
46 - 60 years old	35.2%	31.3%
Over 60 years old	27.2%	21.5%
Occupation		
Salaried worker	52.8%	55.5%
Self-employed	11.0%	11.0%
Unemployed	0.8%	1.1%
Business owner	9.2%	9.2%
Student	2.6%	4.2%
Retired	21.9%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	14.3%	17.0%
€25,000 - €49,999	36%	36.5%
€50,000 - €74,999	26.1%	25.0%
More than €74,999	23.5%	21.5%
Education level		
No studies	5.5%	4.8%
Primary education	2.8%	2.8%
Secondary education	24.0%	23.1%
Higher education	67.7%	69.3%



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