

PROFILE OF TOURIST VISITING GRAN CANARIA 2018

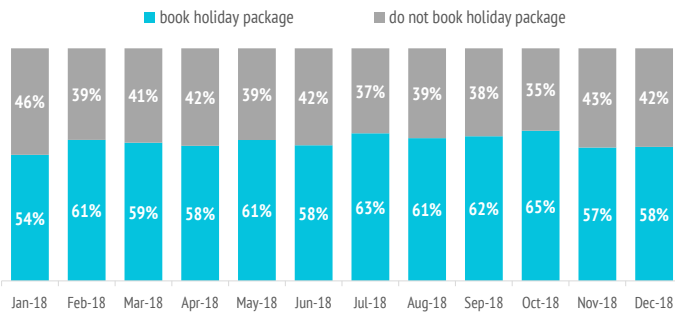


How many are they and how much do they spend?



	Gran Canaria	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	4,402,945	15,559,787
Tourist arrivals > 15 years old (EGT)	3,825,110	13,485,651
- book holiday package	2,248,945	7,848,516
- do not book holiday package	1,576,165	5,637,135
- % tourists who book holiday package	58.8%	58.2%
Share of total tourist	28.3%	100%

% TOURISTS



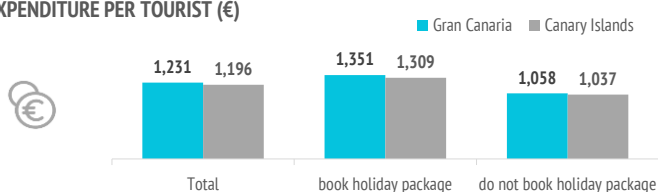
Source: Frontur (ISTAC)

	Gran Canaria	Canary Islands
Expenditure per tourist (€)	1,231	1,196
- book holiday package	1,351	1,309
- holiday package	1,088	1,064
- others	264	246
- do not book holiday package	1,058	1,037
- flight	290	288
- accommodation	333	350
- others	435	399
Average length of stay	9.92	9.32
- book holiday package	8.98	8.66
- do not book holiday package	11.28	10.23
Average daily expenditure (€)	143.2	143.6
- book holiday package	159.9	159.8
- do not book holiday package	119.4	121.0
Total turnover (> 15 years old) (€m)	4,707	16,124
- book holiday package	3,039	10,277
- do not book holiday package	1,667	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Gran Canaria	Canary Islands
Climate	79.9%	78.1%
Beaches	41.9%	37.1%
Sea	46.2%	43.3%
Landscapes	27.4%	31.6%
Environment	25.9%	30.6%
Hiking trail network	8.1%	9.0%
Accommodation supply	39.7%	41.7%
Historical heritage	6.3%	7.1%
Culture	6.7%	7.3%
Fun possibilities	20.1%	20.7%
Nightlife	9.1%	7.5%
Shopping	10.0%	9.6%
Gastronomy	21.7%	22.6%
Effortless trip	33.3%	34.8%
Safety	49.1%	51.4%
Tranquility	44.7%	46.2%
European belonging	36.2%	35.8%
Price	32.8%	36.5%
Exoticism	9.8%	10.5%
Authenticity	16.3%	19.1%

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.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	Gran Canaria	Canary Islands
Rest	55.6%	55.1%
Enjoy family time	17.1%	14.7%
Have fun	8.1%	7.8%
Explore the destination	15.3%	18.5%
Practice their hobbies	1.6%	1.8%
Other reasons	2.3%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Gran Canaria	Canary Islands
The same day	0.9%	0.7%
Between 1 and 30 days	26.3%	23.2%
Between 1 and 2 months	23.9%	23.0%
Between 3 and 6 months	31.0%	32.4%
More than 6 months	17.9%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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

	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	50.7%	50.9%
Friends or relatives	26.1%	27.8%
Internet or social media	52.7%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	7.9%	9.5%
Travel Blogs or Forums	3.9%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	24.9%	24.7%
Public administrations or similar	0.3%	0.4%
Others	2.5%	2.3%

* Multi-choice question

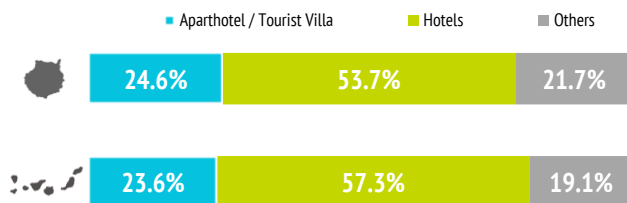
With whom did they book their flight and accommodation?

	Gran Canaria	Canary Islands
Flight		
- Directly with the airline	37.4%	39.5%
- Tour Operator or Travel Agency	62.6%	60.5%
Accommodation		
- Directly with the accommodation	26.6%	28.8%
- Tour Operator or Travel Agency	73.4%	71.2%

Where do they stay?

	Gran Canaria	Canary Islands
1-2-3* Hotel	16.9%	12.8%
4* Hotel	30.9%	37.7%
5* Hotel / 5* Luxury Hotel	5.9%	6.8%
Aparthotel / Tourist Villa	24.6%	23.6%
House/room rented in a private dwelling	5.4%	5.3%
Private accommodation (1)	9.1%	7.0%
Others (Cottage, cruise, camping,...)	7.2%	6.8%

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



What do they book?

	Gran Canaria	Canary Islands
Room only	32.7%	28.8%
Bed and Breakfast	12.7%	11.7%
Half board	22.3%	22.4%
Full board	2.4%	3.0%
All inclusive	29.9%	34.1%

32.7% of tourists book room only.
(Canary Islands: 28.8%)

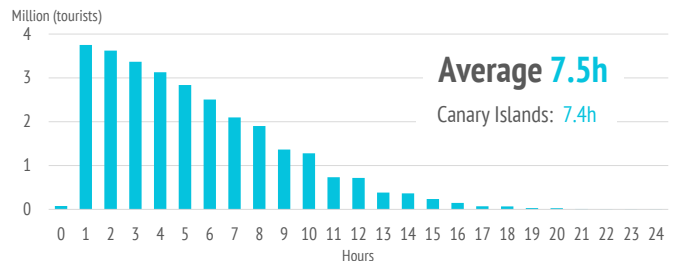
Other expenses

	Gran Canaria	Canary Islands
Restaurants or cafes	64.9%	63.2%
Supermarkets	59.7%	55.9%
Car rental	20.7%	26.6%
Organized excursions	17.6%	21.8%
Taxi, transfer, chauffeur service	55.1%	51.7%
Theme Parks	6.1%	8.8%
Sport activities	6.1%	6.4%
Museums	3.8%	5.0%
Flights between islands	3.8%	4.8%

Activities in the Canary Islands

Outdoor time per day	Gran Canaria	Canary Islands
0 hours	2.0%	2.2%
1 - 2 hours	10.0%	10.0%
3 - 6 hours	33.2%	32.6%
7 - 12 hours	44.8%	46.5%
More than 12 hours	10.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Gran Canaria	Canary Islands
Beach	71.9%	68.0%
Walk, wander	68.5%	71.0%
Swimming pool, hotel facilities	57.3%	58.9%
Explore the island on their own	44.2%	46.5%
Taste Canarian gastronomy	24.3%	25.4%
Nightlife / concerts / shows	18.8%	15.5%
Organized excursions	14.0%	17.9%
Sport activities	12.8%	14.3%
Theme parks	11.4%	15.5%
Wineries / markets / popular festivals	10.9%	12.0%
Sea excursions / whale watching	10.5%	11.3%
Activities at sea	9.1%	9.8%
Museums / exhibitions	8.6%	9.8%
Nature activities	8.4%	10.0%
Beauty and health treatments	6.1%	5.7%
Astronomical observation	2.8%	3.4%

* Pregunta multirrespuesta

GRAN CANARIA CANARY ISLANDS

BEACH **71.9%** 68.0%

NIGHTLIFE / CONCERTS / SHOWS **18.8%** 15.5%



Which places do they visit in Gran Canaria?

	%	Absolute
Maspalomas Dunes	51.0%	1,968,770
Las Palmas de Gran Canaria	44.8%	1,731,116
Puerto de Mogán	41.6%	1,605,607
Island's interior	22.0%	849,956
North of the island	19.4%	747,887
Roque Nublo	14.8%	573,101
Agate	13.2%	509,517
Teror	12.7%	490,312
Guayadeque Valley	7.2%	278,547

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5 in 10 tourists in Gran Canaria visit
Maspalomas Dunes nature reserve

Internet usage during their trip

	Gran Canaria	Canary Islands
Research		
- Tourist package	13.2%	15.4%
- Flights	11.6%	13.0%
- Accommodation	16.2%	17.7%
- Transport	15.7%	15.6%
- Restaurants	24.8%	27.0%
- Excursions	24.0%	26.3%
- Activities	28.9%	31.0%
Book or purchase		
- Tourist package	39.1%	38.1%
- Flights	65.0%	64.4%
- Accommodation	53.4%	54.5%
- Transport	41.5%	44.7%
- Restaurants	10.2%	10.5%
- Excursions	9.3%	11.4%
- Activities	10.1%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Gran Canaria	Canary Islands
Did not use the Internet	9.5%	9.8%
Used the Internet	90.5%	90.2%
- Own Internet connection	36.4%	36.5%
- Free Wifi connection	40.7%	41.1%
Applications*		
- Search for locations or maps	59.0%	60.7%
- Search for destination info	43.3%	44.7%
- Share pictures or trip videos	55.0%	55.6%
- Download tourist apps	6.1%	6.5%
- Others	26.6%	23.9%

* Multi-choice question

How many islands do they visit during their trip?

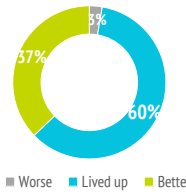
	Gran Canaria	Canary Islands
One island	92.8%	90.9%
Two islands	6.0%	7.7%
Three or more islands	1.2%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Gran Canaria	Canary Islands
Average rating	8.52	8.58

Experience in the Canary Islands	Gran Canaria	Canary Islands
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	60.1%	57.4%
Better or much better than expected	37.2%	39.7%

Future intentions (scale 1-10)	Gran Canaria	Canary Islands
Return to the Canary Islands	8.55	8.60
Recommend visiting the Canary Island	8.77	8.86



Experience in the Canary Islands

Return to the Canary Islands

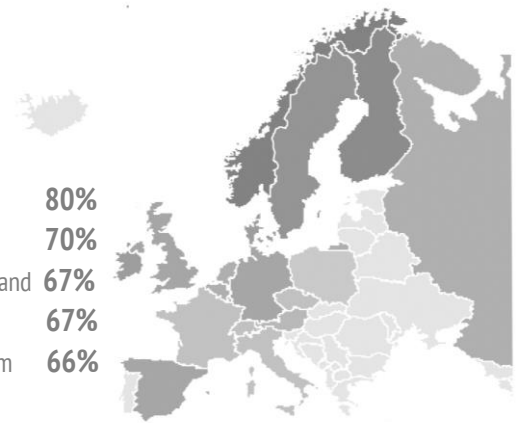
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	in Gran Canaria	in the Canary Islands
Gran Canaria: Repeat tourists	66.7%	44.6%
Gran Canaria: At least 10 previous visits	13.2%	4.9%
Canary Islands: Repeat tourists	73.0%	71.0%
Canary Islands: At least 10 previous visits	20.6%	17.8%

TOP 5: % REPEAT TOURISTS BY MARKETS

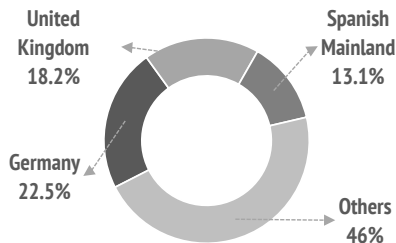
Nordics	80%
Ireland	70%
Spanish Mainland	67%
Germany	67%
United Kingdom	66%



Where are they from?



	%	Absolute
Germany	22.5%	862,105
United Kingdom	18.2%	697,291
Spanish Mainland	13.1%	499,998
Sweden	7.9%	301,652
Norway	7.5%	288,572
Netherlands	5.4%	206,742
Denmark	3.3%	127,539
Finland	2.8%	108,475
Switzerland	2.8%	107,300
Belgium	2.7%	101,589
Italy	2.5%	94,242
France	2.4%	91,787
Ireland	1.7%	64,668
Poland	1.4%	53,098
Austria	1.0%	37,940
Czech Republic	0.5%	17,463
Russia	0.2%	5,883
Others	4.2%	158,769



Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	12.9%	8.9%
Only with partner	45.7%	47.4%
Only with children (< 13 years old)	5.2%	5.9%
Partner + children (< 13 years old)	6.2%	7.2%
Other relatives	7.8%	9.0%
Friends	7.6%	6.3%
Work colleagues	0.9%	0.5%
Organized trip	0.1%	0.2%
Other combinations (1)	13.5%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	16.5%	19.3%
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	13.4%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	83.5%	80.7%
Group composition:		
- 1 person	16.0%	12.4%
- 2 people	54.7%	54.1%
- 3 people	11.0%	12.6%
- 4 or 5 people	15.1%	17.1%
- 6 or more people	3.2%	3.8%
Average group size:	2.45	2.58

Who are they?



	Gran Canaria	Canary Islands
Gender		
Men	50.1%	48.2%
Women	49.9%	51.8%
Age		
Average age (tourist > 15 years old)	47.1	46.7
Standard deviation	15.9	15.3
Age range (> 15 years old)		
16 - 24 years old	8.4%	7.7%
25 - 30 years old	10.6%	10.8%
31 - 45 years old	27.6%	28.6%
46 - 60 years old	29.9%	31.3%
Over 60 years old	23.4%	21.5%
Occupation		
Salaried worker	53.4%	55.5%
Self-employed	10.5%	11.0%
Unemployed	1.3%	1.1%
Business owner	10.4%	9.2%
Student	4.7%	4.2%
Retired	18.0%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	16.7%	17.0%
€25,000 - €49,999	35.5%	36.5%
€50,000 - €74,999	25.8%	25.0%
More than €74,999	22.0%	21.5%
Education level		
No studies	2.7%	4.8%
Primary education	3.6%	2.8%
Secondary education	25.7%	23.1%
Higher education	67.9%	69.3%



Pictures: Freepik.com

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