

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

ICELAND

How many are they and how much do they spend?



	Iceland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	49,172	13,485,651
- book holiday package	23,244	7,848,516
- do not book holiday package	25,929	5,637,135
- % tourists who book holiday package	47.3%	58.2%
Share of total tourist	0.4%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



50% of Icelanders
travel to Gran
Canaria.

Expenditure per tourist (€)	1,777	1,196
- book holiday package	1,755	1,309
- holiday package	1,252	1,064
- others	502	246
- do not book holiday package	1,797	1,037
- flight	532	288
- accommodation	526	350
- others	739	399
Average length of stay	13.90	9.32
- book holiday package	11.29	8.66
- do not book holiday package	16.23	10.23
Average daily expenditure (€)	149.6	143.6
- book holiday package	168.9	159.8
- do not book holiday package	132.3	121.0
Total turnover (> 15 years old) (€m)	87	16,124
- book holiday package	41	10,277
- do not book holiday package	47	5,848

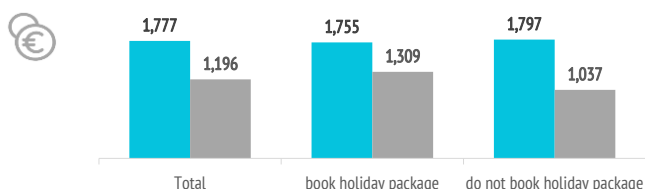
AVERAGE LENGTH OF STAY
(nights)

Iceland All markets



EXPENDITURE PER TOURIST (€)

Iceland All markets



Importance of each factor in the destination choice



	Iceland	All markets
Climate	72.9%	78.1%
Price	45.6%	36.5%
Safety	41.2%	51.4%
Fun possibilities	34.4%	20.7%
Beaches	31.5%	37.1%
Environment	28.1%	30.6%
Accommodation supply	26.5%	41.7%
Sea	26.4%	43.3%
Effortless trip	25.0%	34.8%
Tranquility	24.5%	46.2%
Landscapes	20.1%	31.6%
European belonging	18.9%	35.8%
Shopping	15.4%	9.6%
Authenticity	15.2%	19.1%
Gastronomy	12.4%	22.6%
Exoticism	10.7%	10.5%
Hiking trail network	6.6%	9.0%
Nightlife	6.0%	7.5%
Historical heritage	3.6%	7.1%
Culture	2.9%	7.3%

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 FUN POSSIBILITIES

ICELAND
34.4%



ALL MARKETS
20.7%

What is the main motivation for their holidays?



	Iceland	All markets
Rest	68.0%	55.1%
Enjoy family time	19.5%	14.7%
Have fun	6.9%	7.8%
Explore the destination	3.7%	18.5%
Practice their hobbies	0.0%	1.8%
Other reasons	1.9%	2.1%

REST



How far in advance do they book their trip?



	Iceland	All markets
The same day	0.8%	0.7%
Between 1 and 30 days	28.3%	23.2%
Between 1 and 2 months	20.5%	23.0%
Between 3 and 6 months	35.0%	32.4%
More than 6 months	15.4%	20.7%

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

	Iceland	All markets
Previous visits to the Canary Islands	50.0%	50.9%
Friends or relatives	33.4%	27.8%
Internet or social media	46.9%	56.1%
Mass Media	2.6%	1.7%
Travel guides and magazines	7.8%	9.5%
Travel Blogs or Forums	4.2%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	16.2%	24.7%
Public administrations or similar	0.0%	0.4%
Others	4.4%	2.3%

* Multi-choice question

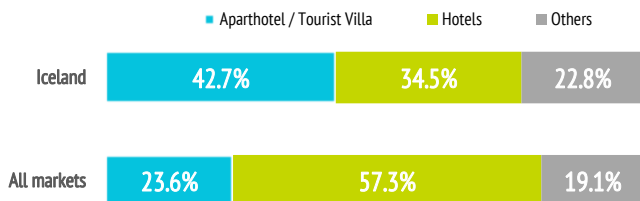
With whom did they book their flight and accommodation?

	Iceland	All markets
Flight		
- Directly with the airline	54.7%	39.5%
- Tour Operator or Travel Agency	45.3%	60.5%
Accommodation		
- Directly with the accommodation	39.5%	28.8%
- Tour Operator or Travel Agency	60.5%	71.2%

Where do they stay?

	Iceland	All markets
1-2-3* Hotel	8.7%	12.8%
4* Hotel	22.4%	37.7%
5* Hotel / 5* Luxury Hotel	3.5%	6.8%
Aparthotel / Tourist Villa	42.7%	23.6%
House/room rented in a private dwelling	5.7%	5.3%
Private accommodation (1)	3.8%	7.0%
Others (Cottage, cruise, camping,...)	13.3%	6.8%

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



What do they book?

	Iceland	All markets
Room only	50.0%	28.8%
Bed and Breakfast	16.5%	11.7%
Half board	12.6%	22.4%
Full board	2.6%	3.0%
All inclusive	18.3%	34.1%

”
50% of Icelanders book room only.
(Canary Islands: 28.8%)

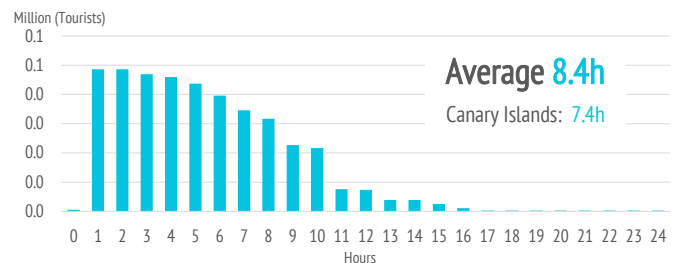
Other expenses

	Iceland	All markets
Restaurants or cafes	71.1%	63.2%
Supermarkets	65.0%	55.9%
Car rental	11.5%	26.6%
Organized excursions	22.4%	21.8%
Taxi, transfer, chauffeur service	41.9%	51.7%
Theme Parks	8.7%	8.8%
Sport activities	6.7%	6.4%
Museums	1.7%	5.0%
Flights between islands	3.6%	4.8%

Activities in the Canary Islands

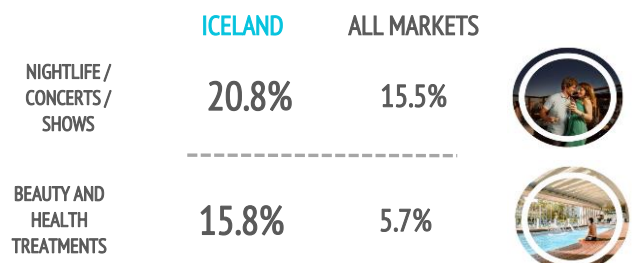
Outdoor time per day	Iceland	All markets
0 hours	1.1%	2.2%
1 - 2 hours	3.4%	10.0%
3 - 6 hours	25.1%	32.6%
7 - 12 hours	62.5%	46.5%
More than 12 hours	7.9%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Iceland	All markets
Walk, wander	68.9%	71.0%
Beach	64.6%	68.0%
Swimming pool, hotel facilities	63.7%	58.9%
Explore the island on their own	34.1%	46.5%
Nightlife / concerts / shows	20.8%	15.5%
Theme parks	17.9%	15.5%
Sport activities	17.9%	14.3%
Beauty and health treatments	15.8%	5.7%
Wineries / markets / popular festivals	12.0%	12.0%
Taste Canarian gastronomy	10.7%	25.4%
Organized excursions	8.5%	17.9%
Sea excursions / whale watching	7.1%	11.3%
Activities at sea	6.8%	9.8%
Museums / exhibitions	5.8%	9.8%
Nature activities	5.2%	10.0%
Astronomical observation	1.8%	3.4%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Iceland	All markets
Lanzarote	0	2,457,120
Fuerteventura	230	1,856,705
Gran Canaria	24,576	3,825,110
Tenerife	24,367	4,991,173
La Palma	0	249,069

How many islands do they visit during their trip?

	Iceland	All markets
One island	94.9%	90.9%
Two islands	5.1%	7.7%
Three or more islands	0.0%	1.4%

Internet usage during their trip

	Iceland	All markets
Research		
- Tourist package	15.5%	15.4%
- Flights	18.4%	13.0%
- Accommodation	20.3%	17.7%
- Transport	18.7%	15.6%
- Restaurants	26.5%	27.0%
- Excursions	22.4%	26.3%
- Activities	26.7%	31.0%
Book or purchase		
- Tourist package	26.9%	38.1%
- Flights	57.5%	64.4%
- Accommodation	42.0%	54.5%
- Transport	33.5%	44.7%
- Restaurants	13.8%	10.5%
- Excursions	9.3%	11.4%
- Activities	12.9%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Iceland	All markets
Did not use the Internet	14.7%	9.8%
Used the Internet	85.3%	90.2%
- Own Internet connection	39.4%	36.5%
- Free Wifi connection	30.2%	41.1%
Applications*		
- Search for locations or maps	67.6%	60.7%
- Search for destination info	44.1%	44.7%
- Share pictures or trip videos	50.6%	55.6%
- Download tourist apps	6.5%	6.5%
- Others	28.0%	23.9%

* Multi-choice question



67.6% of Icelanders search for locations or maps during their stay in the Canary Islands

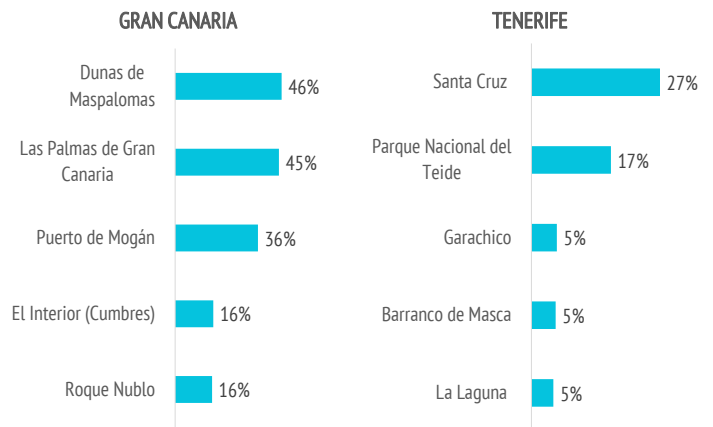
(Canary Islands: 60.7%)



Imagen: Freepik.com

Share by islands	Iceland	All markets
Lanzarote	0.0%	18.4%
Fuerteventura	0.5%	13.9%
Gran Canaria	50.0%	28.6%
Tenerife	49.6%	37.3%
La Palma	0.0%	1.9%

MOST VISITED PLACES IN EACH ISLAND

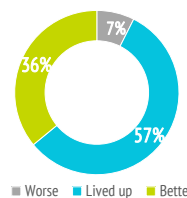


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Iceland	All markets
Average rating	8.46	8.58
Experience in the Canary Islands		
Worse or much worse than expected	7.4%	2.9%
Lived up to expectations	56.6%	57.4%
Better or much better than expected	35.9%	39.7%

Future intentions (scale 1-10)	Iceland	All markets
Return to the Canary Islands	8.16	8.60
Recommend visiting the Canary Island	8.56	8.86



Experience in the Canary Islands



Return to the Canary Islands



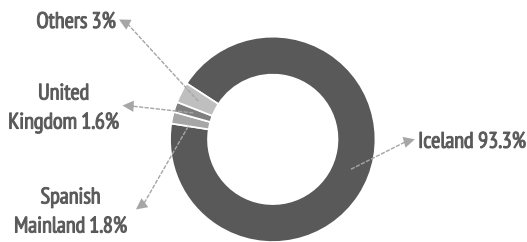
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Iceland	All markets
Repeat tourists	67.4%	71.0%
Repeat tourists (last 5 years)	63.0%	64.6%
Repeat tourists (last 5 years) (5 or mor	10.1%	18.4%
At least 10 previous visits	6.1%	17.8%

Where does the flight come from?

	%	Absolute
Iceland	93.3%	45,875
Spanish Mainland	1.8%	908
United Kingdom	1.6%	788
Sweden	1.0%	498
Belgium	0.7%	351
Denmark	0.5%	246
Others	1.0%	505



Who do they come with?

	Iceland	All markets
Unaccompanied	10.3%	8.9%
Only with partner	28.1%	47.4%
Only with children (< 13 years old)	6.7%	5.9%
Partner + children (< 13 years old)	3.2%	7.2%
Other relatives	23.1%	9.0%
Friends	5.5%	6.3%
Work colleagues	1.0%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	22.0%	14.6%

(1) Different situations have been isolated

Tourists with children	21.5%	19.3%
- Between 0 and 2 years old	0.9%	1.8%
- Between 3 and 12 years old	18.5%	15.8%
- Between 0-2 and 3-12 years	2.2%	1.6%
Tourists without children	78.5%	80.7%
Group composition:		
- 1 person	16.2%	12.4%
- 2 people	38.4%	54.1%
- 3 people	12.7%	12.6%
- 4 or 5 people	22.3%	17.1%
- 6 or more people	10.5%	3.8%
Average group size:	3.12	2.58



21.5% of Icelanders travel with children.

(Canary Islands: 19.3%)

Who are they?

	Iceland	All markets
Gender		
Men	54.2%	48.2%
Women	45.8%	51.8%
Age		
Average age (tourist > 15 years old)	46.0	46.7
Standard deviation	15.2	15.3
Age range (> 15 years old)		
16 - 24 years old	10.4%	7.7%
25 - 30 years old	9.5%	10.8%
31 - 45 years old	27.1%	28.6%
46 - 60 years old	31.4%	31.3%
Over 60 years old	21.7%	21.5%
Occupation		
Salaried worker	42.9%	55.5%
Self-employed	13.7%	11.0%
Unemployed	0.0%	1.1%
Business owner	26.0%	9.2%
Student	4.4%	4.2%
Retired	9.0%	17.3%
Unpaid domestic work	0.4%	0.9%
Others	3.6%	0.8%
Annual household income level		
Less than €25,000	8.0%	17.0%
€25,000 - €49,999	26.9%	36.5%
€50,000 - €74,999	37.0%	25.0%
More than €74,999	28.1%	21.5%
Education level		
No studies	2.0%	4.8%
Primary education	11.0%	2.8%
Secondary education	23.0%	23.1%
Higher education	63.9%	69.3%



7 IN 10 TOURISTS ARE REPEATERS

46 YEARS OLD

AVERAGE AGE

28% ONLY WITH PARTNER



Pictures: Freepik.com

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.