

TOURIST PROFILE BY ISLAND OF STAY (2018)

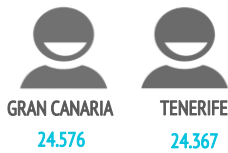
ICELAND

How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT) (*)	--	--	24,576	24,367	--
- book holiday package (*)	--	--	13,333	9,681	--
- do not book holiday package (*)	--	--	11,242	14,686	--
- % tourists who book holiday package	--	--	54.3%	39.7%	--

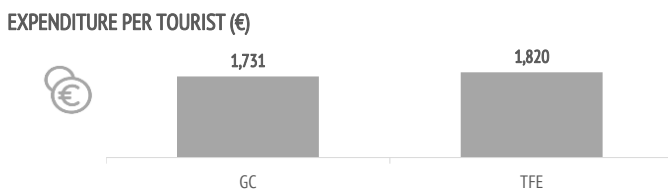
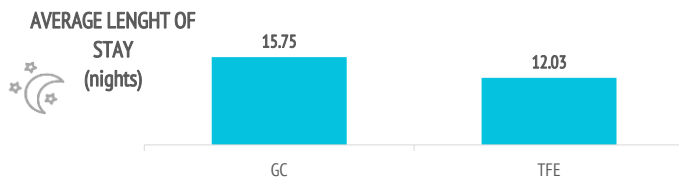
TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	--	--	1,731	1,820	--
- book holiday package	--	--	1,606	1,951	--
- holiday package	--	--	1,102	1,442	--
- others	--	--	504	510	--
- do not book holiday package	--	--	1,880	1,733	--
- flight	--	--	544	523	--
- accommodation	--	--	414	612	--
- others	--	--	921	599	--
Average length of stay	--	--	15.75	12.03	--
- book holiday package	--	--	11.29	11.23	--
- do not book holiday package	--	--	21.03	12.56	--
Average daily expenditure (€)	--	--	139.1	160.3	--
- book holiday package	--	--	154.2	189.6	--
- do not book holiday package	--	--	121.1	140.9	--
Total turnover (> 15 years old) (€m)	--	--	43	44	--
- book holiday package	--	--	21	19	--
- do not book holiday package	--	--	21	25	--



Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	--	--	70.0%	75.4%	--
Price	--	--	52.8%	37.9%	--
Safety	--	--	31.9%	49.9%	--
Fun possibilities	--	--	27.4%	41.7%	--
Beaches	--	--	24.1%	39.1%	--
Environment	--	--	24.0%	31.3%	--
Accommodation supply	--	--	21.4%	30.9%	--
Sea	--	--	19.1%	32.7%	--
Effortless trip	--	--	21.0%	28.1%	--
Tranquility	--	--	22.7%	25.5%	--
Landscapes	--	--	18.3%	21.2%	--
European belonging	--	--	17.9%	19.2%	--
Shopping	--	--	17.8%	12.3%	--
Authenticity	--	--	16.4%	13.4%	--
Gastronomy	--	--	14.2%	10.9%	--
Exoticism	--	--	12.2%	8.5%	--
Hiking trail network	--	--	7.1%	6.1%	--
Nightlife	--	--	8.0%	4.0%	--
Historical heritage	--	--	4.3%	2.0%	--
Culture	--	--	3.7%	1.2%	--

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE PRICE



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	--	--	70.5%	65.2%	--
Enjoy family time	--	--	15.2%	24.0%	--
Have fun	--	--	8.6%	5.3%	--
Explore the destination	--	--	4.8%	2.6%	--
Practice their hobbies	--	--	0.0%	0.0%	--
Other reasons	--	--	0.8%	3.0%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	--	--	0.0%	1.7%	--
Between 1 and 30 days	--	--	32.0%	24.9%	--
Between 1 and 2 months	--	--	31.1%	9.1%	--
Between 3 and 6 months	--	--	27.9%	42.5%	--
More than 6 months	--	--	9.0%	21.9%	--

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.

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	54.8%	45.7%	--
Friends or relatives	--	--	28.4%	38.6%	--
Internet or social media	--	--	46.0%	48.2%	--
Mass Media	--	--	3.8%	1.4%	--
Travel guides and magazines	--	--	6.8%	8.9%	--
Travel Blogs or Forums	--	--	4.0%	4.6%	--
Travel TV Channels	--	--	0.0%	1.9%	--
Tour Operator or Travel Agency	--	--	17.7%	14.9%	--
Public administrations or similar	--	--	0.0%	0.0%	--
Others	--	--	6.1%	2.8%	--

* Multi-choise question

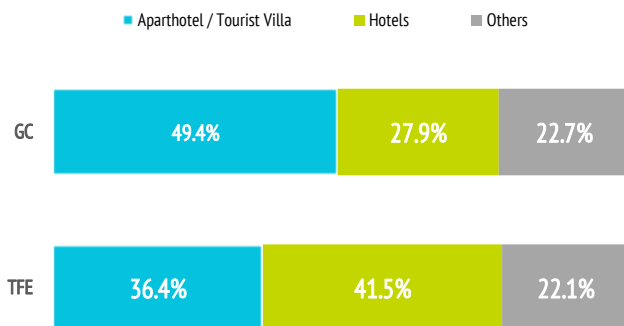
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	--	--	48.5%	62.2%	--
- Tour Operator or Travel Agency	--	--	51.5%	37.8%	--
Accommodation					
- Directly with the accommodation	--	--	31.5%	48.3%	--
- Tour Operator or Travel Agency	--	--	68.5%	51.7%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	--	10.2%	7.2%	--
4* Hotel	--	--	16.7%	28.3%	--
5* Hotel / 5* Luxury Hotel	--	--	1.0%	6.0%	--
Aparthotel / Tourist Villa	--	--	49.4%	36.4%	--
House/room rented in a private dwelling	--	--	2.3%	9.3%	--
Private accommodation (1)	--	--	6.3%	1.3%	--
Others (Cottage, cruise, camping,...)	--	--	14.2%	11.6%	--

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	--	--	53.1%	47.7%	--
Bed and Breakfast	--	--	16.1%	17.0%	--
Half board	--	--	5.9%	18.8%	--
Full board	--	--	0.0%	5.0%	--
All inclusive	--	--	24.9%	11.5%	--

Other expenses

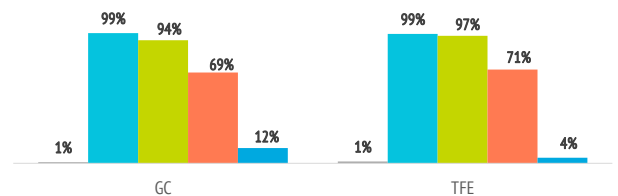
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	--	73.3%	69.7%	--
Supermarkets	--	--	73.0%	57.5%	--
Car rental	--	--	14.8%	8.3%	--
Organized excursions	--	--	24.6%	20.5%	--
Taxi, transfer, chauffeur service	--	--	44.0%	40.1%	--
Theme Parks	--	--	7.0%	10.4%	--
Sport activities	--	--	3.6%	9.8%	--
Museums	--	--	1.3%	2.1%	--
Flights between islands	--	--	5.9%	1.3%	--

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	--	0.9%	1.4%	--
1 - 2 hours	--	--	5.4%	1.4%	--
3 - 6 hours	--	--	24.6%	25.8%	--
7 - 12 hours	--	--	57.5%	67.2%	--
More than 12 hours	--	--	11.7%	4.2%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	--	--	76.3%	61.2%	--
Beach	--	--	65.2%	64.6%	--
Swimming pool, hotel facilities	--	--	63.0%	65.1%	--
Explore the island on their own	--	--	34.5%	34.0%	--
Nightlife / concerts / shows	--	--	22.5%	19.3%	--
Theme parks	--	--	10.5%	25.5%	--
Sport activities	--	--	9.5%	25.5%	--
Beauty and health treatments	--	--	13.6%	18.1%	--
Wineries / markets / popular festiv	--	--	11.8%	12.4%	--
Taste Canarian gastronomy	--	--	14.6%	6.8%	--
Organized excursions	--	--	9.8%	7.2%	--
Sea excursions / whale watching	--	--	6.5%	7.7%	--
Activities at sea	--	--	2.0%	11.7%	--
Museums / exhibitions	--	--	7.4%	4.2%	--
Nature activities	--	--	5.6%	4.9%	--
Astronomical observation	--	--	2.3%	1.4%	--

* Multi-choise question

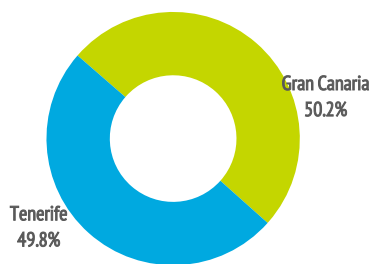
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2018)

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Which island do they choose?

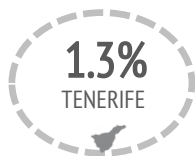


How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	--	--	91.0%	98.7%	--
Two islands	--	--	9.0%	1.3%	--
Three or more islands	--	--	0.0%	0.0%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	--	--	13.6%	17.4%	--
- Flights	--	--	19.6%	17.3%	--
- Accommodation	--	--	17.0%	23.6%	--
- Transport	--	--	21.6%	15.6%	--
- Restaurants	--	--	27.8%	25.0%	--
- Excursions	--	--	18.1%	26.7%	--
- Activities	--	--	23.3%	30.3%	--
Book or purchase					
- Tourist package	--	--	35.7%	18.0%	--
- Flights	--	--	58.3%	56.6%	--
- Accommodation	--	--	41.9%	42.2%	--
- Transport	--	--	39.2%	27.6%	--
- Restaurants	--	--	11.6%	16.1%	--
- Excursions	--	--	11.0%	7.7%	--
- Activities	--	--	10.2%	15.7%	--

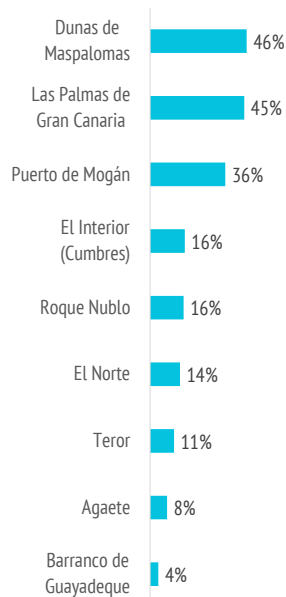
* Multi-choice question

	LZ	FUE	GC	TFE	LP
Internet usage in the Canary Islands					
Did not use the Internet	--	--	5.1%	24.6%	--
Used the Internet	--	--	94.9%	75.4%	--
- Own Internet connection	--	--	39.5%	38.7%	--
- Free Wifi connection	--	--	41.6%	18.9%	--
Applications*					
- Search for locations or maps	--	--	62.8%	74.5%	--
- Search for destination info	--	--	46.9%	41.1%	--
- Share pictures or trip videos	--	--	54.5%	45.1%	--
- Download tourist apps	--	--	3.7%	10.1%	--
- Others	--	--	28.9%	27.2%	--

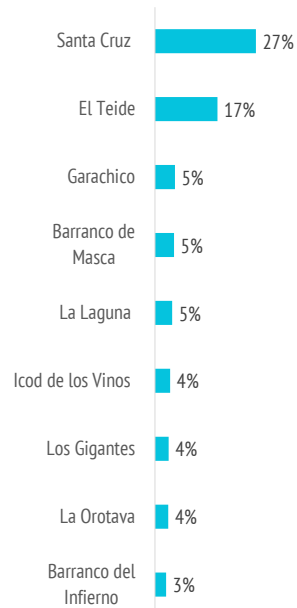
* Multi-choice question

Which is the most visited place in each island?

GRAN CANARIA



TENERIFE



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

How do they rate the Canary Islands?



	LZ	FUE	GC	TFE	LP
Satisfaction (scale 0-10)					
Average rating	--	--	8.34	8.57	--
Experience in the Canary Islands					
Worse or much worse than expected	--	--	4.3%	10.6%	--
Lived up to expectations	--	--	62.3%	51.4%	--
Better or much better than expected	--	--	33.4%	38.0%	--

	LZ	FUE	GC	TFE	LP
Future intentions (scale 1-10)					
Return to the Canary Islands	--	--	8.03	8.27	--
Recommend visiting the Canary Islands	--	--	8.47	8.63	--

How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island					
At least 10 previous visits	--	--	4.8%	1.4%	--
Repeat tourists					
At least 10 previous visits	--	--	8.9%	3.4%	--

REPEAT TOURIST OF EACH ISLAND



66.4%
Gran Canaria



52.8%
Tenerife

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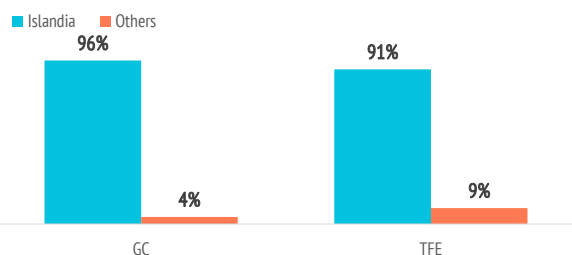
ICELAND

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Islandia	--	--	95.8%	90.7%	--
Península	--	--	2.5%	1.2%	--
Reino Unido	--	--	0.0%	3.2%	--
Suecia	--	--	0.0%	2.0%	--
Bélgica	--	--	0.0%	1.4%	--
Dinamarca	--	--	1.0%	0.0%	--
Finlandia	--	--	0.7%	0.0%	--
Otros	--	--	0.0%	1.4%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	18.2%	1.5%	--
Only with partner	--	--	29.5%	26.9%	--
Only with children (< 13 years old)	--	--	4.4%	9.2%	--
Partner + children (< 13 years old)	--	--	2.2%	4.3%	--
Other relatives	--	--	24.1%	22.4%	--
Friends	--	--	4.2%	6.9%	--
Work colleagues	--	--	2.0%	0.0%	--
Organized trip	--	--	0.0%	0.0%	--
Other combinations ⁽¹⁾	--	--	15.5%	28.8%	--

(1) Different situations have been isolated

Tourists with children	--	--	14.1%	29.2%	--
- Between 0 and 2 years old	--	--	1.7%	0.0%	--
- Between 3 and 12 years old	--	--	10.0%	27.1%	--
- Between 0-2 and 3-12 years	--	--	2.3%	2.0%	--
Tourists without children	--	--	85.9%	70.8%	--
Group composition:					
- 1 person	--	--	26.0%	5.5%	--
- 2 people	--	--	35.9%	41.3%	--
- 3 people	--	--	11.1%	14.3%	--
- 4 or 5 people	--	--	18.7%	26.1%	--
- 6 or more people	--	--	8.3%	12.7%	--
Average group size:	--	--	2.81	3.45	--

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)
(Canary Islands: 19.3%)

Gran Canaria
14.1%

Tenerife
29.2%

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	--	--	53.3%	55.6%	--
Women	--	--	46.7%	44.4%	--
Age					
Average age (tourist > 15 years old)	--	--	48.8	43.0	--
Standard deviation	--	--	15.2	14.6	--
Age range (> 15 years old)					
16 - 24 years old	--	--	6.5%	14.3%	--
25 - 30 years old	--	--	9.0%	10.1%	--
31 - 45 years old	--	--	20.7%	33.7%	--
46 - 60 years old	--	--	36.6%	25.5%	--
Over 60 years old	--	--	27.2%	16.4%	--
Occupation					
Salaried worker	--	--	46.2%	40.0%	--
Self-employed	--	--	12.5%	14.1%	--
Unemployed	--	--	0.0%	0.0%	--
Business owner	--	--	20.1%	32.3%	--
Student	--	--	4.7%	4.1%	--
Retired	--	--	12.9%	5.1%	--
Unpaid domestic work	--	--	0.8%	0.0%	--
Others	--	--	2.7%	4.4%	--
Annual household income level					
Less than €25,000	--	--	7.1%	8.9%	--
€25,000 - €49,999	--	--	30.3%	22.8%	--
€50,000 - €74,999	--	--	38.8%	35.6%	--
More than €74,999	--	--	23.8%	32.7%	--
Education level					
No studies	--	--	4.1%	0.0%	--
Primary education	--	--	12.0%	10.2%	--
Secondary education	--	--	25.4%	20.8%	--
Higher education	--	--	58.6%	69.0%	--



AVERAGE AGE (> 15 years old)

Gran Canaria

Tenerife



% OF TOURISTS WITH INCOMES OVER €74,999

● Gran Canaria
● Tenerife



24%



33%

% OF TOURISTS UNACCOMPANIED



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

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