

PROFILE OF TOURIST VISITING THE CANARY ISLANDS 2018

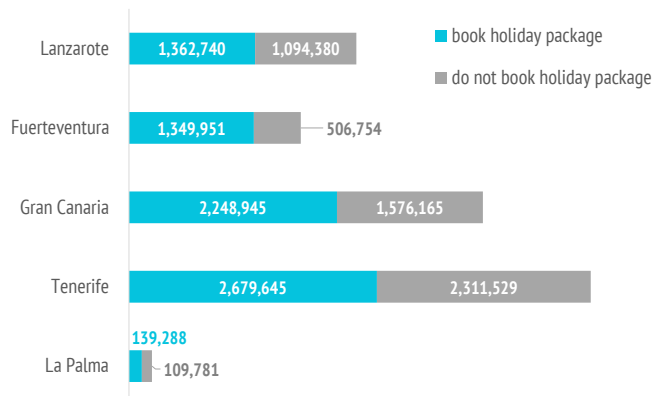


How many are they and how much do they spend?



Canary Islands	
TOURISTS	
Tourist arrivals (FRONTUR)	15,559,787
Tourist arrivals > 15 years old (EGT)	13,485,651
- book holiday package	7,848,516
- do not book holiday package	5,637,135
- % tourists who book holiday package	58.2%

NUMBER OF TOURISTS BY ISLAND OF STAY



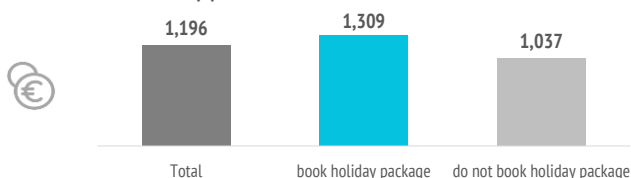
Expenditure per tourist (€)	1,196
- book holiday package	1,309
- holiday package	1,064
- others	246
- do not book holiday package	1,037
- flight	288
- accommodation	350
- others	399
Average length of stay	9.32
- book holiday package	8.66
- do not book holiday package	10.23
Average daily expenditure (€)	143.6
- book holiday package	159.8
- do not book holiday package	121.0
Total turnover (> 15 years old) (€m)	16,124
- book holiday package	10,277
- do not book holiday package	5,848

AVERAGE LENGTH OF STAY

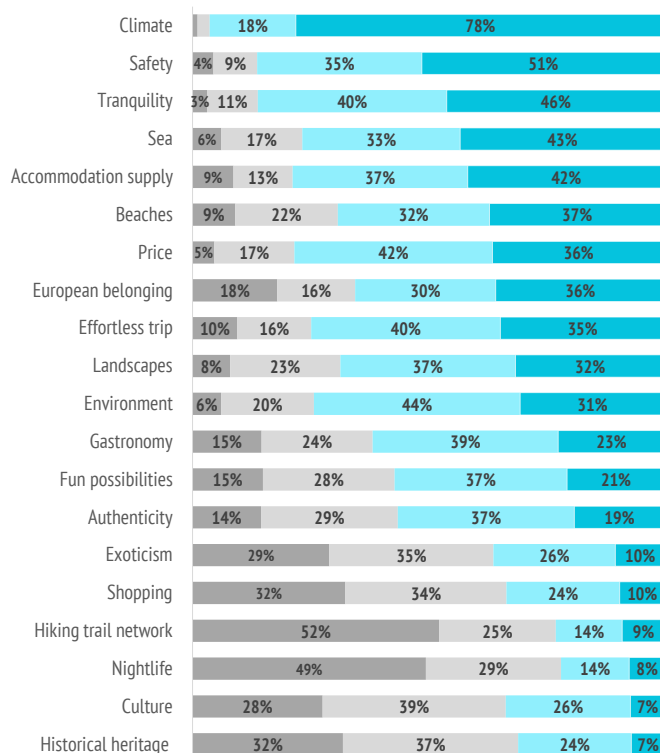
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



■ Not important ■ Somewhat important ■ Quite important ■ Very important

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

What is the main motivation for their holidays?



Canary Islands	
Rest	55.1%
Enjoy family time	14.7%
Have fun	7.8%
Explore the destination	18.5%
Practice their hobbies	1.8%
Other reasons	2.1%



How far in advance do they book their trip?



Canary Islands	
The same day	0.7%
Between 1 and 30 days	23.2%
Between 1 and 2 months	23.0%
Between 3 and 6 months	32.4%
More than 6 months	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.

PROFILE OF TOURIST VISITING THE CANARY ISLANDS 2018



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

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

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Canary Islands
Flight	
- Directly with the airline	39.5%
- Tour Operator or Travel Agency	60.5%
Accommodation	
- Directly with the accommodation	28.8%
- Tour Operator or Travel Agency	71.2%

Where do they stay? 🏠

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

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

H 57.3% Hotels

🏠 23.6% Aparthotel / Tourist Villa

🏡 19.1% Others

What do they book? 🍷

	Canary Islands
Room only	28.8%
Bed and Breakfast	11.7%
Half board	22.4%
Full board	3.0%
All inclusive	34.1%

34.1% of tourists book all inclusive.

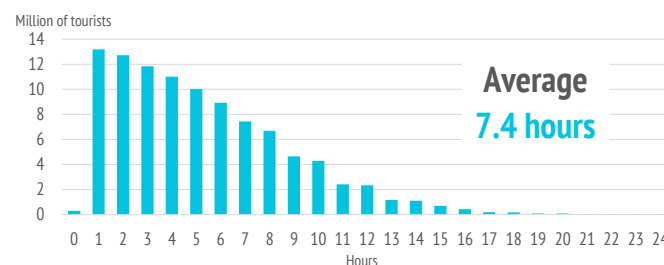
Other expenses 📍

	Canarias
Restaurants or cafes	63.2%
Supermarkets	55.9%
Car rental	26.6%
Organized excursions	21.8%
Taxi, transfer, chauffeur service	51.7%
Theme Parks	8.8%
Sport activities	6.4%
Museums	5.0%
Flights between islands	4.8%

Activities in the Canary Islands 🚶

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

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



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

* Multi-choise question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS 2018



Which island do they choose?



Tourists (> 15 years old)	Canary Islands
Lanzarote	2,457,120
Fuerteventura	1,856,705
Gran Canaria	3,825,110
Tenerife	4,991,173
La Palma	249,069
El Hierro/La Gomera	51,303

How many islands do they visit during their trip?



	Canary Islands
One island	90.9%
Two islands	7.7%
Three or more islands	1.4%

Internet usage during their trip



	Canary Islands
Research	
- Tourist package	15.4%
- Flights	13.0%
- Accommodation	17.7%
- Transport	15.6%
- Restaurants	27.0%
- Excursions	26.3%
- Activities	31.0%
Book or purchase	
- Tourist package	38.1%
- Flights	64.4%
- Accommodation	54.5%
- Transport	44.7%
- Restaurants	10.5%
- Excursions	11.4%
- Activities	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Canary Islands
Did not use the Internet	9.8%
Used the Internet	90.2%
- Own Internet connection	36.5%
- Free Wifi connection	41.1%
Applications*	
- Search for locations or maps	60.7%
- Search for destination info	44.7%
- Share pictures or trip videos	55.6%
- Download tourist apps	6.5%
- Others	23.9%

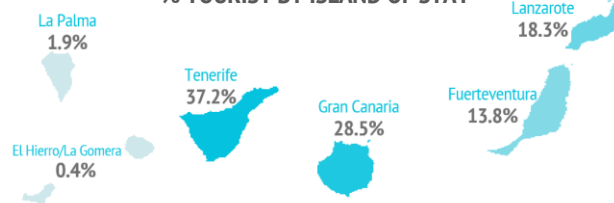
* Multi-choice question



More than 55% of tourists share pictures or trip videos



% TOURIST BY ISLAND OF STAY



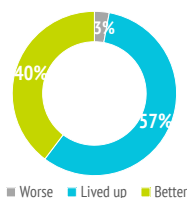
How do they rate the Canary Islands?



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

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

Future intentions (scale 1-10)	Canary Islands
Return to the Canary Islands	8.60
Recommend visiting the Canary Islands	8.86



Experience in the
Canary Islands



8.60/10

Return to the Canary
Islands



8.86/10

Recommend visiting
the Canary Islands

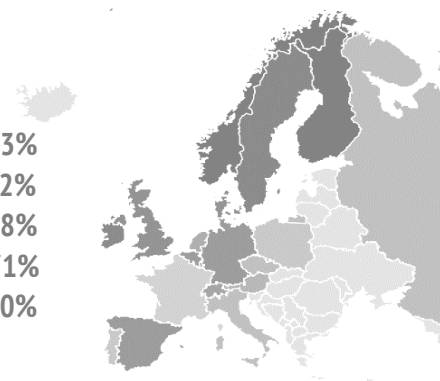
How many are loyal to the Canary Islands?



	Canary Islands
Repeat tourists	71.0%
Repeat tourists (last 5 years)	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.4%
At least 10 previous visits	17.8%

TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	83%
Nordics	82%
United Kingdom	78%
Spanish Mainland	71%
Germany	70%



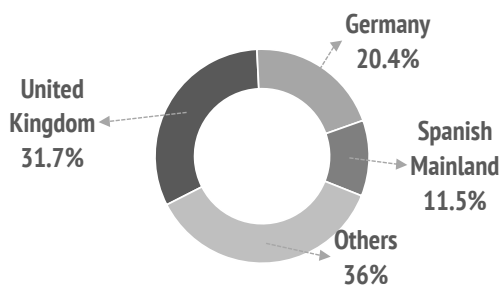
PROFILE OF TOURIST VISITING THE CANARY ISLANDS 2018



Where are they from?



	%	Absolute
United Kingdom	31.7%	4,278,469
Germany	20.4%	2,745,244
Spanish Mainland	11.5%	1,544,417
Netherlands	4.0%	534,642
France	3.8%	506,431
Sweden	3.7%	494,449
Ireland	3.4%	459,466
Italy	3.3%	442,408
Norway	2.8%	382,647
Belgium	2.7%	359,756
Switzerland	2.1%	280,781
Poland	2.1%	276,948
Denmark	2.0%	267,861
Finland	1.6%	220,750
Austria	0.9%	115,440
Russia	0.5%	74,112
Czech Republic	0.4%	57,876
Others	3.3%	443,955



Who do they come with?



	Canary Islands
Unaccompanied	8.9%
Only with partner	47.4%
Only with children (under the age of 13)	5.9%
Partner + children (under the age of 13)	7.2%
Other relatives	9.0%
Friends	6.3%
Work colleagues	0.5%
Organized trip	0.2%
Other combinations ⁽¹⁾	14.6%
Tourists with children	19.3%
- Between 0 and 2 years old	1.8%
- Between 3 and 12 years old	15.8%
- Between 0 -2 and 3-12 years old	1.6%
Tourists without children	80.7%
Group composition:	
- 1 person	12.4%
- 2 people	54.1%
- 3 people	12.6%
- 4 or 5 people	17.1%
- 6 or more people	3.8%
Average group size:	2.58

(1) Different situations have been isolated

Who are they?



	Canarias
Gender	
Men	48.2%
Women	51.8%
Age	
Average age (tourist > 15 years old)	46.7
Standard deviation	15.3
Age range (> 15 years old)	
16 - 24 years old	7.7%
25 - 30 years old	10.8%
31 - 45 years old	28.6%
46 - 60 years old	31.3%
Over 60 years old	21.5%
Occupation	
Salaried worker	55.5%
Self-employed	11.0%
Unemployed	1.1%
Business owner	9.2%
Student	4.2%
Retired	17.3%
Unpaid domestic work	0.9%
Others	0.8%
Annual household income level	
Less than €25,000	17.0%
€25,000 - €49,999	36.5%
€50,000 - €74,999	25.0%
More than €74,999	21.5%
Education level	
No studies	4.8%
Primary education	2.8%
Secondary education	23.1%
Higher education	69.3%



3 IN 10 TOURISTS ARE
BRITISH

47 YEARS OLD
AVERAGE AGE

47%
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.