

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## ITALY

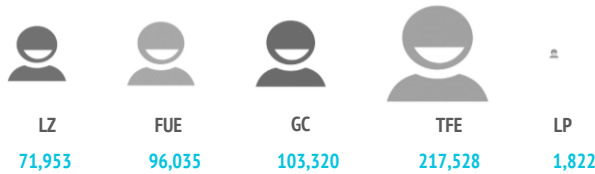


### How many are they and how much do they spend?

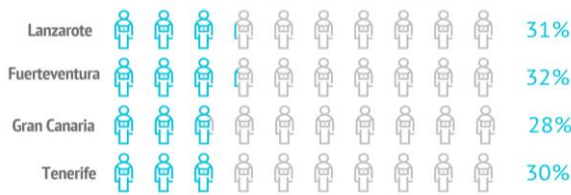


	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR)</b>	<b>71,953</b>	<b>96,035</b>	<b>103,320</b>	<b>217,528</b>	<b>1,822</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>64,835</b>	<b>85,710</b>	<b>94,242</b>	<b>195,175</b>	<b>1,632</b>
- book holiday package	20,046	27,254	25,949	59,288	--
- do not book holiday package	44,788	58,455	68,292	135,887	--
- % tourists who book holiday package	30.9%	31.8%	27.5%	30.4%	--

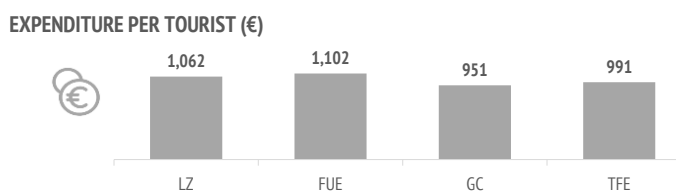
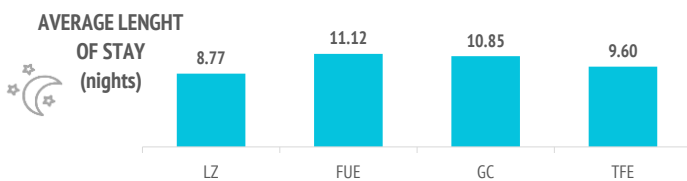
### TOURISTS



### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	<b>1,062</b>	<b>1,102</b>	<b>951</b>	<b>991</b>	<b>--</b>
- book holiday package	1,226	1,146	1,182	1,124	--
- holiday package	984	912	949	923	--
- others	242	235	233	201	--
- do not book holiday package	989	1,081	864	933	--
- flight	232	281	205	287	--
- accommodation	394	378	268	268	--
- others	363	421	391	377	--
<b>Average length of stay</b>	<b>8.77</b>	<b>11.12</b>	<b>10.85</b>	<b>9.60</b>	<b>--</b>
- book holiday package	8.01	8.50	9.17	7.45	--
- do not book holiday package	9.10	12.35	11.49	10.53	--
<b>Average daily expenditure (€)</b>	<b>132.7</b>	<b>115.4</b>	<b>104.4</b>	<b>122.8</b>	<b>--</b>
- book holiday package	156.8	140.9	132.9	157.0	--
- do not book holiday package	121.9	103.6	93.6	107.9	--
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>69</b>	<b>94</b>	<b>90</b>	<b>193</b>	<b>--</b>
- book holiday package	25	31	31	67	--
- do not book holiday package	44	63	59	127	--



### Importance of each factor in the destination choice

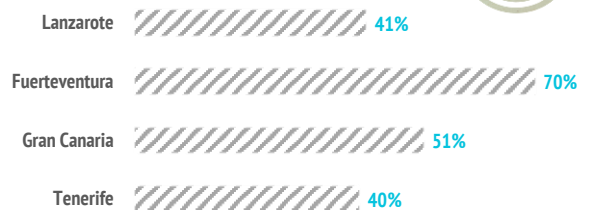


	LZ	FUE	GC	TFE	LP
Climate	66.6%	73.5%	82.2%	76.4%	--
Tranquility	56.2%	62.3%	54.3%	50.7%	--
Environment	70.7%	53.3%	44.1%	52.2%	--
Landscapes	66.2%	51.0%	43.6%	54.3%	--
Sea	46.8%	68.4%	46.5%	47.1%	--
Beaches	40.9%	70.3%	50.9%	39.7%	--
Safety	42.2%	44.3%	47.9%	42.8%	--
European belonging	37.1%	44.0%	42.3%	39.7%	--
Price	30.2%	42.6%	30.7%	32.5%	--
Effortless trip	34.3%	32.0%	35.2%	30.1%	--
Accommodation supply	30.9%	29.3%	28.7%	27.7%	--
Authenticity	32.0%	29.7%	18.7%	22.6%	--
Fun possibilities	12.0%	12.6%	20.8%	27.9%	--
Hiking trail network	24.0%	17.1%	17.2%	22.3%	--
Gastronomy	19.1%	22.1%	17.0%	19.7%	--
Shopping	9.6%	14.1%	16.7%	14.0%	--
Exoticism	14.7%	14.8%	10.2%	11.7%	--
Nightlife	6.0%	6.2%	15.3%	15.4%	--
Historical heritage	16.7%	5.9%	12.3%	8.6%	--
Culture	14.6%	4.7%	12.9%	7.8%	--

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 BEACHES



### What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	37.4%	53.2%	54.6%	50.2%	--
Enjoy family time	10.5%	12.9%	9.2%	13.6%	--
Have fun	2.5%	5.2%	8.2%	10.7%	--
Explore the destination	45.9%	21.6%	23.7%	22.7%	--
Practice their hobbies	2.8%	6.0%	2.1%	0.6%	--
Other reasons	0.9%	1.2%	2.3%	2.2%	--

### How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.0%	0.6%	0.7%	--
Between 1 and 30 days	24.9%	18.3%	23.0%	24.2%	--
Between 1 and 2 months	34.3%	33.1%	34.2%	27.4%	--
Between 3 and 6 months	30.3%	36.5%	32.9%	37.0%	--
More than 6 months	10.5%	12.2%	9.3%	10.7%	--

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.

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## ITALY



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	31.0%	42.7%	36.3%	28.3%	--
Friends or relatives	25.4%	30.7%	32.4%	33.0%	--
Internet or social media	60.8%	49.9%	52.7%	47.8%	--
Mass Media	1.6%	3.7%	1.2%	1.6%	--
Travel guides and magazines	14.3%	7.5%	5.4%	6.3%	--
Travel Blogs or Forums	13.3%	5.4%	5.5%	3.9%	--
Travel TV Channels	0.4%	1.2%	1.1%	0.2%	--
Tour Operator or Travel Agency	15.1%	14.8%	12.8%	17.7%	--
Public administrations or similar	0.0%	0.0%	0.3%	0.3%	--
Others	0.8%	0.7%	2.0%	1.8%	--

\* Multi-choice question

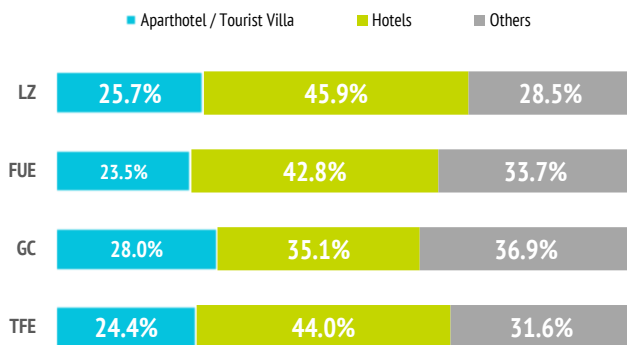
### With whom did they book their flight and accommodation? 🗣️

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	61.2%	64.2%	57.6%	63.2%	--
- Tour Operator or Travel Agency	38.8%	35.8%	42.4%	36.8%	--
<b>Accommodation</b>					
- Directly with the accommodation	47.9%	52.7%	47.3%	49.7%	--
- Tour Operator or Travel Agency	52.1%	47.3%	52.7%	50.3%	--

### Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	9.5%	8.0%	11.0%	12.8%	--
4* Hotel	27.3%	32.5%	18.9%	26.2%	--
5* Hotel / 5* Luxury Hotel	9.1%	2.4%	5.2%	5.0%	--
Aparthotel / Tourist Villa	25.7%	23.5%	28.0%	24.4%	--
House/room rented in a private dwelling	11.4%	13.4%	14.0%	9.5%	--
Private accommodation (1)	9.8%	13.0%	12.8%	15.5%	--
Others (Cottage, cruise, camping,...)	7.2%	7.3%	10.2%	6.6%	--

(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	41.1%	43.9%	52.7%	44.6%	--
Bed and Breakfast	14.5%	9.7%	9.0%	13.3%	--
Half board	23.0%	15.5%	14.3%	19.2%	--
Full board	3.7%	4.3%	4.1%	7.7%	--
All inclusive	17.8%	26.6%	19.9%	15.1%	--

### Other expenses 📍

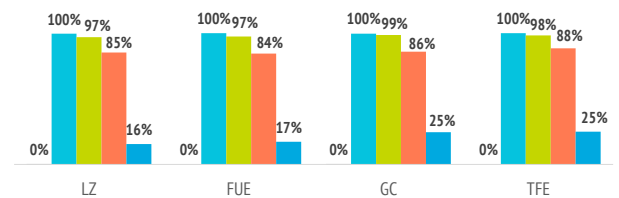
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	70.1%	67.1%	69.6%	62.9%	--
Supermarkets	61.0%	61.8%	57.3%	57.8%	--
Car rental	55.4%	53.6%	33.3%	33.8%	--
Organized excursions	36.6%	19.6%	16.4%	24.7%	--
Taxi, transfer, chauffeur service	27.7%	25.5%	23.6%	24.1%	--
Theme Parks	1.3%	8.1%	2.8%	11.8%	--
Sport activities	4.4%	9.6%	4.0%	4.0%	--
Museums	26.6%	4.0%	6.6%	3.1%	--
Flights between islands	13.0%	9.7%	5.5%	8.1%	--

### Activities in the Canary Islands 🏖️

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.4%	0.0%	0.4%	0.0%	--
1 - 2 hours	2.7%	2.5%	1.1%	1.7%	--
3 - 6 hours	11.6%	13.0%	12.6%	9.8%	--
7 - 12 hours	69.8%	67.2%	61.4%	63.5%	--
More than 12 hours	15.5%	17.3%	24.6%	25.0%	--

### 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
Beach	82.5%	90.2%	81.9%	81.0%	--
Walk, wander	71.2%	68.7%	68.1%	71.4%	--
Explore the island on their own	72.5%	61.9%	59.4%	57.9%	--
Swimming pool, hotel facilities	41.4%	41.9%	41.7%	46.0%	--
Taste Canarian gastronomy	30.3%	31.7%	31.0%	29.8%	--
Organized excursions	25.5%	12.8%	12.3%	20.8%	--
Nightlife / concerts / shows	6.7%	12.4%	21.8%	20.7%	--
Wineries / markets / popular festivals	29.3%	16.3%	16.5%	12.0%	--
Theme parks	4.9%	10.0%	11.7%	21.7%	--
Museums / exhibitions	34.8%	7.7%	17.3%	7.9%	--
Sport activities	15.3%	18.2%	10.9%	10.5%	--
Sea excursions / whale watching	9.9%	6.2%	8.2%	14.2%	--
Nature activities	7.3%	3.9%	5.6%	9.1%	--
Activities at sea	6.1%	7.3%	5.4%	6.5%	--
Beauty and health treatments	5.5%	6.9%	4.0%	5.2%	--
Astronomical observation	0.5%	1.9%	1.9%	2.3%	--

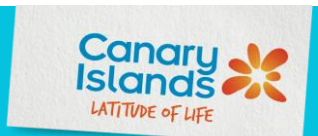
\* Multi-choice question

### CANARY ISLANDS

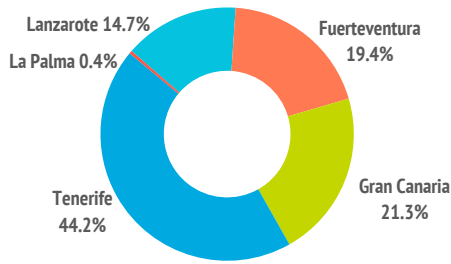


# TOURIST PROFILE BY ISLAND OF STAY (2018)

## ITALY



### Which island do they choose?



### How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	80.3%	81.6%	89.1%	85.8%	--
Two islands	19.3%	17.1%	8.9%	13.0%	--
Three or more islands	0.4%	1.2%	2.1%	1.2%	--

### % TOURISTS VISITING MORE THAN ONE ISLAND



### Internet usage during their trip

	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	14.5%	19.8%	9.0%	7.9%	--
- Flights	5.9%	13.9%	6.8%	8.2%	--
- Accommodation	6.9%	16.4%	9.5%	9.6%	--
- Transport	10.3%	19.3%	21.4%	13.4%	--
- Restaurants	35.0%	32.9%	29.3%	26.2%	--
- Excursions	40.3%	34.5%	28.8%	28.0%	--
- Activities	44.3%	36.7%	28.9%	30.1%	--
<b>Book or purchase</b>					
- Tourist package	19.0%	23.7%	20.8%	25.7%	--
- Flights	79.5%	74.8%	77.8%	77.9%	--
- Accommodation	74.3%	59.5%	64.3%	63.3%	--
- Transport	64.5%	54.7%	45.3%	47.2%	--
- Restaurants	6.0%	12.7%	11.7%	16.2%	--
- Excursions	4.7%	5.4%	5.8%	17.3%	--
- Activities	4.0%	8.7%	6.9%	17.8%	--

\* Multi-choice question

	LZ	FUE	GC	TFE	LP
<b>Internet usage in the Canary Islands</b>					
<b>Did not use the Internet</b>	<b>4.9%</b>	<b>5.6%</b>	<b>8.1%</b>	<b>7.9%</b>	--
<b>Used the Internet</b>	<b>95.1%</b>	<b>94.4%</b>	<b>91.9%</b>	<b>92.1%</b>	--
- Own Internet connection	54.9%	55.2%	52.4%	54.8%	--
- Free Wifi connection	33.9%	26.9%	25.6%	22.9%	--
<b>Applications*</b>					
- Search for locations or maps	82.6%	65.7%	73.4%	76.2%	--
- Search for destination info	44.4%	29.7%	33.0%	30.2%	--
- Share pictures or trip videos	61.6%	61.7%	52.8%	55.4%	--
- Download tourist apps	12.0%	9.5%	6.6%	7.0%	--
- Others	11.9%	10.2%	15.7%	7.4%	--

\* Multi-choice question

### Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.80	8.61	8.38	8.29	--
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.0%	5.1%	4.4%	5.5%	--
Lived up to expectations	43.2%	45.3%	55.1%	51.9%	--
Better or much better than expected	54.8%	49.6%	40.5%	42.6%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.99	8.78	8.68	8.42	--
Recommend visiting the Canary Islands	9.23	8.93	8.83	8.65	--

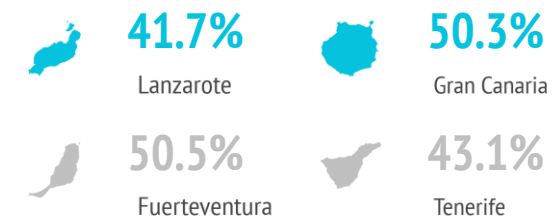
### BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED



### How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	41.7%	50.5%	50.3%	43.1%	--
At least 10 previous visits	1.6%	5.6%	6.5%	5.3%	--
Repeat tourists	48.1%	54.6%	60.2%	45.7%	--
At least 10 previous visits	4.5%	6.7%	11.8%	6.5%	--

### REPEAT TOURIST OF EACH ISLAND



# TOURIST PROFILE BY ISLAND OF STAY (2018)

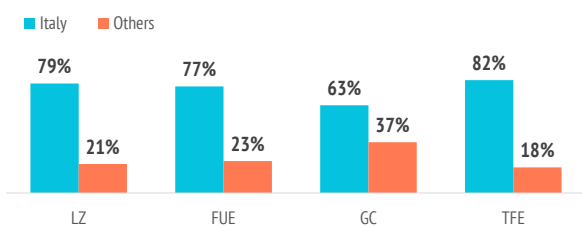
## ITALY

### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Italy	79.0%	77.0%	63.3%	81.5%	--
Spanish Mainland	16.5%	21.4%	30.7%	14.7%	--
Germany	1.5%	1.1%	2.0%	1.3%	--
United Kingdom	1.1%	0.0%	0.6%	1.6%	--
Switzerland	1.5%	0.0%	0.4%	0.0%	--
Sweden	0.0%	0.0%	1.1%	0.0%	--
Austria	0.0%	0.4%	0.0%	0.3%	--
Others	0.4%	0.2%	1.9%	0.7%	--

### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	7.0%	12.8%	19.8%	11.9%	--
Only with partner	51.3%	46.7%	41.4%	44.9%	--
Only with children (< 13 years old)	5.9%	6.7%	4.1%	9.0%	--
Partner + children (< 13 years old)	5.3%	4.7%	4.7%	3.7%	--
Other relatives	7.7%	3.7%	4.7%	5.8%	--
Friends	8.9%	10.2%	13.2%	9.2%	--
Work colleagues	0.4%	0.0%	0.8%	0.8%	--
Organized trip	0.6%	0.0%	0.2%	0.0%	--
Other combinations <sup>(1)</sup>	12.9%	15.1%	11.2%	14.7%	--

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>14.2%</b>	<b>14.1%</b>	<b>11.6%</b>	<b>16.5%</b>	--
- Between 0 and 2 years old	1.8%	0.5%	1.5%	2.2%	--
- Between 3 and 12 years old	11.5%	12.1%	8.3%	12.5%	--
- Between 0-2 and 3-12 years	0.9%	1.5%	1.8%	1.8%	--
<b>Tourists without children</b>	<b>85.8%</b>	<b>85.9%</b>	<b>88.4%</b>	<b>83.5%</b>	--
<b>Group composition:</b>					
- 1 person	15.2%	19.8%	22.4%	18.5%	--
- 2 people	50.7%	50.5%	54.2%	50.5%	--
- 3 people	17.6%	14.2%	11.5%	13.4%	--
- 4 or 5 people	15.6%	14.0%	10.3%	15.0%	--
- 6 or more people	0.8%	1.5%	1.6%	2.5%	--
<b>Average group size:</b>	<b>2.39</b>	<b>2.32</b>	<b>2.23</b>	<b>2.41</b>	--

### TOURIST TRAVELLING WITH CHILDREN



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

Lanzarote	14.2%
Fuerteventura	14.1%
Gran Canaria	11.6%
Tenerife	16.5%

### Who are they?



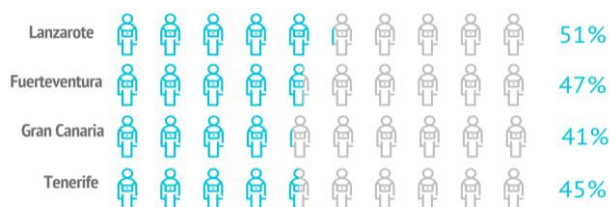
	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	55.9%	47.7%	52.4%	52.5%	--
Women	44.1%	52.3%	47.6%	47.5%	--
<b>Age</b>					
Average age (tourist > 15 years old)	45.8	45.9	45.2	41.1	--
Standard deviation	14.6	15.2	15.6	13.4	--
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	7.7%	6.8%	10.7%	11.3%	--
25 - 30 years old	10.9%	15.6%	11.4%	16.1%	--
31 - 45 years old	31.4%	28.5%	29.7%	33.8%	--
46 - 60 years old	29.7%	26.9%	29.1%	30.5%	--
Over 60 years old	20.2%	22.2%	19.1%	8.3%	--
<b>Occupation</b>					
Salaried worker	38.6%	41.2%	36.1%	44.9%	--
Self-employed	23.1%	27.1%	22.7%	21.0%	--
Unemployed	0.5%	2.1%	5.7%	6.3%	--
Business owner	9.0%	8.3%	8.7%	10.6%	--
Student	10.5%	6.4%	9.0%	7.9%	--
Retired	16.1%	14.2%	15.4%	8.3%	--
Unpaid domestic work	2.2%	0.0%	1.3%	0.6%	--
Others	0.0%	0.7%	1.1%	0.4%	--
<b>Annual household income level</b>					
Less than €25,000	21.9%	29.7%	31.1%	33.1%	--
€25,000 - €49,999	44.8%	46.9%	46.7%	46.0%	--
€50,000 - €74,999	15.6%	12.5%	12.3%	9.6%	--
More than €74,999	17.7%	10.9%	9.8%	11.3%	--
<b>Education level</b>					
No studies	0.6%	0.3%	0.6%	1.0%	--
Primary education	2.1%	3.8%	4.5%	2.8%	--
Secondary education	15.7%	17.4%	20.3%	14.1%	--
Higher education	81.6%	78.5%	74.7%	82.1%	--



### % OF TOURISTS WITH INCOMES BELOW €25,000



### % OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.