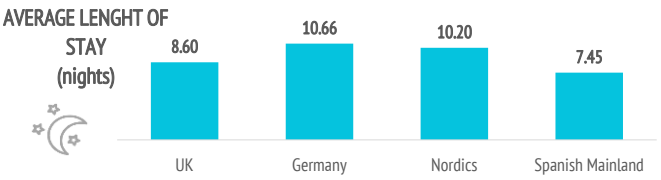
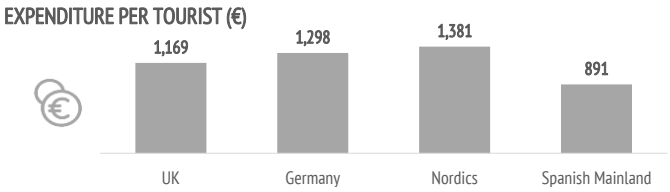
TOURIST PROFILE BY SOURCE MARKETS (2018)
CANARY ISLANDS: MAIN SOURCE MARKETS

How many are they and how much do they spend?

	UK	Germany	Nordics	Spanish M.	TOTAL
TOURISTS					
Tourist arrivals (FRONTUR) (M)	**5.00**	**3.07**	**1.64**	**1.74**	**15.56**
Tourist arrivals > 15 years old (EGT) (M)	**4.28**	**2.75**	**1.37**	**1.54**	**13.49**
- book holiday package (M)	2.52	2.06	0.96	0.52	**7.85**
- do not book holiday package (M)	1.76	0.69	0.41	1.03	**5.64**
- % tourists who book holiday package	58.8%	75.0%	70.3%	33.5%	**58.2%**

	UK	Germany	Nordics	Spanish M.	TOTAL
Expenditure per tourist (€)	**1,169**	**1,298**	**1,381**	**891**	**1,196**
- book holiday package	1,293	1,357	1,386	1,102	**1,309**
- holiday package	1043	1,144	1,103	851	1,064
- others	250	213	284	251	246
- do not book holiday package	992	1,122	1,367	784	**1,037**
- flight	270	303	413	218	**288**
- accommodation	362	398	420	247	**350**
- others	360	421	533	320	**399**
Average lenght of stay	**8.60**	**10.66**	**10.20**	**7.45**	**9.32**
- book holiday package	8.18	9.76	8.85	6.95	**8.66**
- do not book holiday package	9.19	13.37	13.40	7.70	**10.23**
Average daily expenditure (€)	**147.8**	**136.5**	**156.6**	**137.8**	**143.6**
- book holiday package	165.1	147.3	168.4	170.0	**159.8**
- do not book holiday package	123.1	104.0	128.9	121.6	**121.0**
Total turnover (> 15 years old) (€m)	**5,001**	**3,565**	**1,885**	**1,376**	**16,124**
- book holiday package	3,252	2,795	1,331	570	**10,277**
- do not book holiday package	1,749	769	555	806	**5,848**





Importance of each factor in the destination choice

	UK	Germany	Nordics	Spanish M.	TOTAL
Climate	80.9%	78.3%	85.2%	66.8%	**78.1%**
Safety	60.0%	55.8%	39.7%	35.2%	**51.4%**
Tranquility	44.3%	50.7%	35.4%	48.6%	**46.2%**
Sea	30.8%	60.1%	42.0%	42.9%	**43.3%**
Accommodation supply	54.0%	39.9%	32.6%	24.4%	**41.7%**
Beaches	29.4%	47.5%	34.2%	39.2%	**37.1%**
Price	49.1%	27.8%	26.9%	26.5%	**36.5%**
European belonging	34.3%	40.6%	28.4%	35.2%	**35.8%**
Effortless trip	42.0%	43.2%	23.2%	24.9%	**34.8%**
Landscapes	20.7%	35.7%	20.3%	46.8%	**31.6%**
Environment	32.5%	23.6%	24.3%	36.9%	**30.6%**
Gastronomy	23.0%	21.8%	18.1%	22.9%	**22.6%**
Fun possibilities	25.0%	15.2%	12.3%	21.8%	**20.7%**
Authenticity	17.1%	17.9%	9.4%	26.3%	**19.1%**
Exoticism	8.0%	7.0%	6.4%	14.5%	**10.5%**
Shopping	10.3%	8.6%	5.9%	8.0%	**9.6%**
Hiking trail network	3.2%	10.7%	11.8%	12.8%	**9.0%**
Nightlife	10.2%	4.1%	4.4%	8.0%	**7.5%**
Culture	7.2%	6.6%	3.7%	9.9%	**7.3%**
Historical heritage	5.5%	6.4%	3.6%	12.6%	**7.1%**

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

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

What is the main motivation for their holidays?

	UK	Germany	Nordics	Spanish M.	TOTAL
Rest	67.3%	49.2%	58.5%	35.7%	**55.1%**
Enjoy family time	14.8%	8.2%	27.4%	22.8%	**14.7%**
Have fun	9.2%	6.7%	3.5%	7.5%	**7.8%**
Explore the destination	6.2%	30.1%	6.2%	30.6%	**18.5%**
Practice their hobbies	0.8%	3.0%	2.0%	1.6%	**1.8%**
Other reasons	1.5%	2.8%	2.3%	1.8%	**2.1%**

How far in advance do they book their trip?

	UK	Germany	Nordics	Spanish M.	TOTAL
The same day	0.5%	0.6%	0.7%	1.1%	**0.7%**
Between 1 and 30 days	18.2%	22.8%	24.8%	28.4%	**23.2%**
Between 1 and 2 months	19.6%	21.6%	22.5%	31.3%	**23.0%**
Between 3 and 6 months	31.9%	34.6%	31.6%	29.9%	**32.4%**
More than 6 months	29.9%	20.4%	20.4%	9.3%	**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.

TOURIST PROFILE BY SOURCE MARKETS (2018)
CANARY ISLANDS: MAIN SOURCE MARKETS

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

	UK	Germany	Nordics	Spanish M.	TOTAL
Previous visits to the Canary Islands	60.7%	50.0%	60.5%	37.5%	**50.9%**
Friends or relatives	28.4%	24.0%	22.6%	35.1%	**27.8%**
Internet or social media	60.5%	53.8%	54.6%	50.0%	**56.1%**
Mass Media	1.4%	2.5%	1.6%	1.4%	**1.7%**
Travel guides and magazines	7.5%	15.4%	4.9%	4.9%	**9.5%**
Travel Blogs or Forums	4.9%	4.8%	2.6%	7.3%	**5.4%**
Travel TV Channels	0.5%	1.5%	0.3%	0.2%	**0.7%**
Tour Operator or Travel Agency	23.5%	34.2%	20.9%	16.3%	**24.7%**
Public administrations or similar	0.3%	0.2%	0.3%	1.6%	**0.4%**
Others	2.5%	1.6%	2.4%	3.4%	**2.3%**

** Multi-choise question*

With whom did they book their flight and accommodation?

	UK	Germany	Nordics	Spanish M.	TOTAL
Flight					
- Directly with the airline	43.0%	22.9%	29.5%	55.9%	**39.5%**
- Tour Operator or Travel Agency	57.0%	77.1%	70.5%	44.1%	**60.5%**
Accommodation					
- Directly with the accommodation	30.3%	15.5%	23.4%	42.9%	**28.8%**
- Tour Operator or Travel Agency	69.7%	84.5%	76.6%	57.1%	**71.2%**

Where do they stay?

	UK	Germany	Nordics	Spanish M.	TOTAL
1-2-3* Hotel	10.5%	14.7%	16.7%	12.2%	**12.8%**
4* Hotel	37.9%	48.1%	28.2%	34.9%	**37.7%**
5* Hotel / 5* Luxury Hotel	9.1%	5.1%	3.5%	7.8%	**6.8%**
Aparthotel / Tourist Villa	28.4%	16.3%	34.0%	14.8%	**23.6%**
House/room rented in a private dwelling	3.4%	5.0%	4.6%	7.4%	**5.3%**
Private accommodation (1)	4.7%	4.7%	5.5%	17.7%	**7.0%**
Others (Cottage, cruise, camping,..)	6.0%	6.2%	7.6%	5.2%	**6.8%**

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

What do they book?

	UK	Germany	Nordics	Spanish M.	TOTAL
Room only	30.1%	16.7%	39.5%	29.2%	**28.8%**
Bed and Breakfast	10.0%	8.2%	19.0%	15.5%	**11.7%**
Half board	18.7%	34.2%	12.2%	24.8%	**22.4%**
Full board	1.9%	2.2%	2.9%	6.6%	**3.0%**
All inclusive	39.4%	38.8%	26.3%	23.9%	**34.1%**

34.1% of tourists book all inclusive.

39.4% UK

26.3% Nordics

38.8% Germany

23.9% Spanish Mainland

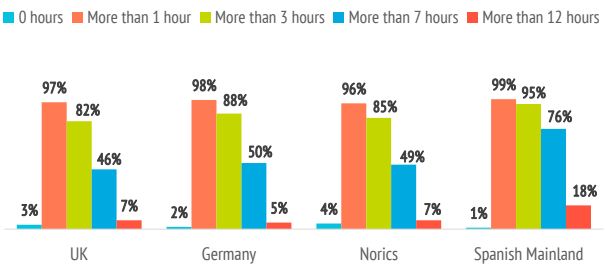
Other expenses

	UK	Germany	Nordics	Spanish M.	TOTAL
Restaurants or cafes	63.8%	55.8%	68.3%	72.0%	**63.2%**
Supermarkets	56.1%	55.0%	61.3%	50.4%	**55.9%**
Car rental	13.3%	32.9%	15.4%	50.3%	**26.6%**
Organized excursions	16.7%	26.0%	14.4%	26.2%	**21.8%**
Taxi, transfer, chauffeur service	59.5%	57.4%	58.7%	24.3%	**51.7%**
Theme Parks	9.0%	7.6%	5.2%	13.2%	**8.8%**
Sport activities	6.6%	7.3%	4.8%	4.9%	**6.4%**
Museums	2.6%	6.2%	2.9%	8.3%	**5.0%**
Flights between islands	3.7%	3.3%	3.0%	8.0%	**4.8%**

Activities in the Canary Islands

Outdoor time per day	UK	Germany	Nordics	Spanish M.	TOTAL
0 hours	3.4%	1.7%	4.2%	1.0%	**2.2%**
1 - 2 hours	14.5%	10.4%	11.1%	3.6%	**10.0%**
3 - 6 hours	36.6%	37.6%	35.6%	19.0%	**32.6%**
7 - 12 hours	38.9%	45.4%	42.5%	58.3%	**46.5%**
More than 12 hours	6.7%	5.0%	6.7%	18.1%	**8.7%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Walk, wander	76.1%	54.9%	77.8%	77.7%	**71.0%**
Beach	59.8%	79.8%	60.8%	69.6%	**68.0%**
Swimming pool, hotel facilities	71.5%	42.0%	66.7%	49.1%	**58.9%**
Explore the island on their own	34.6%	52.2%	41.8%	62.4%	**46.5%**
Taste Canarian gastronomy	21.1%	30.8%	17.0%	41.2%	**25.4%**
Organized excursions	16.6%	20.0%	13.8%	14.2%	**17.9%**
Theme parks	15.7%	14.3%	10.5%	18.4%	**15.5%**
Nightlife / concerts / shows	21.4%	9.4%	12.4%	15.2%	**15.5%**
Sport activities	11.8%	18.2%	13.6%	12.2%	**14.3%**
Wineries / markets / popular festivals	9.3%	12.4%	12.6%	18.0%	**12.0%**
Sea excursions / whale watching	11.4%	12.0%	6.4%	11.2%	**11.3%**
Nature activities	4.0%	14.2%	9.3%	15.4%	**10.0%**
Museums / exhibitions	6.5%	11.0%	6.6%	15.9%	**9.8%**
Activities at sea	8.2%	15.0%	4.6%	9.4%	**9.8%**
Beauty and health treatments	5.9%	4.6%	6.4%	5.0%	**5.7%**
Astronomical observation	2.2%	4.6%	4.0%	4.4%	**3.4%**

** Multi-choise question*

TOURIST PROFILE BY SOURCE MARKETS (2018)
CANARY ISLANDS: MAIN SOURCE MARKETS

Which island do they choose?

Tourists (> 15 years old)	UK	Germany	Nordics	Spanish M.	TOTAL
Lanzarote	1,163,073	292,173	89,563	220,002	**2,457,120**
Fuerteventura	449,149	755,337	81,354	120,101	**1,856,705**
Gran Canaria	697,291	862,105	826,237	499,998	**3,825,110**
Tenerife	1,918,388	681,175	340,829	656,401	**4,991,173**
La Palma	29,317	99,946	22,335	41,099	**249,069**

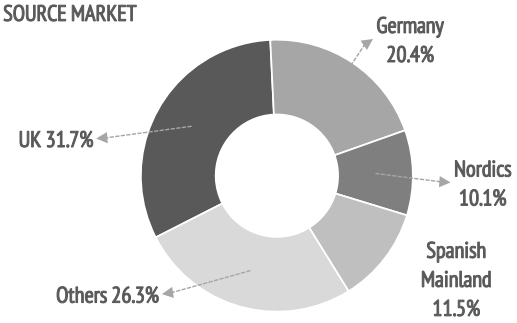
Share by islands	UK	Germany	Nordics	Spanish M.	TOTAL
Lanzarote	27.3%	10.9%	6.6%	14.3%	**18.4%**
Fuerteventura	10.6%	28.1%	6.0%	7.8%	**13.9%**
Gran Canaria	16.4%	32.0%	60.7%	32.5%	**28.6%**
Tenerife	45.1%	25.3%	25.1%	42.7%	**37.3%**
La Palma	0.7%	3.7%	1.6%	2.7%	**1.9%**

How many islands do they visit during their trip?

	UK	Germany	Nordics	Spanish M.	TOTAL
One island	94.0%	91.0%	94.9%	86.6%	**90.9%**
Two islands	5.3%	6.6%	4.8%	11.4%	**7.7%**
Three or more islands	0.7%	2.4%	0.3%	2.1%	**1.4%**

% TOURISTS WHO VISIT MORE THAN ONE ISLAND

SHARE OF TOURISTS BY SOURCE MARKET



Internet usage during their trip

	UK	Germany	Nordics	Spanish M.	TOTAL
Research					
- Tourist package	16.8%	17.6%	8.8%	12.6%	**15.4%**
- Flights	15.9%	13.7%	8.5%	8.7%	**13.0%**
- Accommodation	20.3%	22.4%	10.1%	11.0%	**17.7%**
- Transport	16.3%	16.1%	11.2%	12.8%	**15.6%**
- Restaurants	28.5%	23.0%	24.0%	30.8%	**27.0%**
- Excursions	23.5%	30.4%	23.1%	25.6%	**26.3%**
- Activities	29.0%	33.4%	27.1%	29.3%	**31.0%**
Book or purchase					
- Tourist package	41.8%	39.4%	54.3%	21.8%	**38.1%**
- Flights	67.2%	45.0%	77.0%	72.3%	**64.4%**
- Accommodation	58.1%	35.0%	67.4%	59.0%	**54.5%**
- Transport	47.1%	28.6%	57.6%	52.8%	**44.7%**
- Restaurants	10.6%	5.1%	14.9%	14.2%	**10.5%**
- Excursions	9.1%	10.1%	13.3%	17.6%	**11.4%**
- Activities	12.2%	9.4%	13.9%	18.0%	**12.5%**

** Multi-choise question*

Internet usage in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Did not use the Internet	**11.6%**	**9.6%**	**7.8%**	**8.3%**	**9.8%**
Used the Internet	**88.4%**	**90.4%**	**92.2%**	**91.7%**	**90.2%**
- Own Internet connection	30.6%	33.6%	33.2%	59.0%	**36.5%**
- Free Wifi connection	46.8%	44.6%	44.1%	19.6%	**41.1%**
Applications*					
- Search for locations or maps	51.7%	61.5%	56.2%	74.7%	**60.7%**
- Search for destination info	43.2%	47.4%	49.3%	40.3%	**44.7%**
- Share pictures or trip videos	55.8%	54.0%	53.9%	53.6%	**55.6%**
- Download tourist apps	5.1%	6.5%	9.2%	6.2%	**6.5%**
- Others	27.9%	23.6%	33.4%	17.6%	**23.9%**

** Multi-choise question*

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	UK	Germany	Nordics	Spanish M.	TOTAL
Average rating	8.75	8.49	8.41	8.52	**8.58**

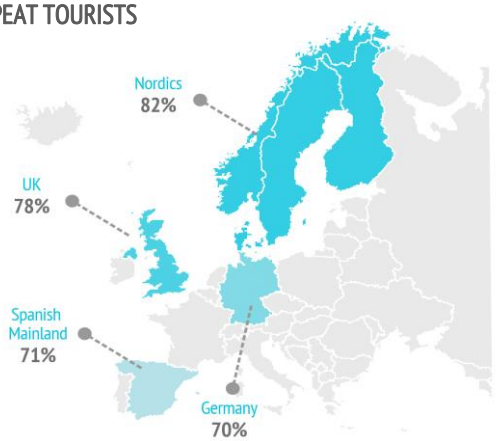
Experience in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Worse or much worse than expected	2.9%	1.7%	2.2%	3.6%	**2.9%**
Lived up to expectations	56.1%	57.5%	63.7%	56.5%	**57.4%**
Better or much better than expected	41.0%	40.8%	34.2%	39.8%	**39.7%**

Future intentions (scale 1-10)	UK	Germany	Nordics	Spanish M.	TOTAL
Return to the Canary Islands	8.84	8.54	8.50	8.74	**8.60**
Recommend visiting the Canary Islands	8.98	8.83	8.69	8.95	**8.86**

How many are loyal to the Canary Islands?

	UK	Germany	Nordics	Spanish M.	TOTAL
Repeat tourists	**77.9%**	**70.2%**	**82.4%**	**70.8%**	**71.0%**
Repeat tourists (last 5 years)	69.8%	65.3%	74.8%	63.3%	**64.6%**
Repeat tourists (last 5 years) (5 or more visits)	21.4%	16.8%	24.1%	18.3%	**18.4%**
At least 10 previous visits	**21.3%**	**16.1%**	**24.8%**	**18.1%**	**17.8%**

REPEAT TOURISTS



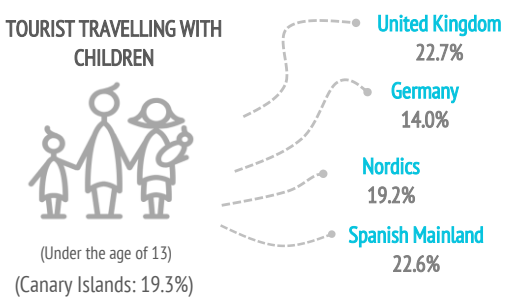
TOURIST PROFILE BY SOURCE MARKETS (2018)
CANARY ISLANDS: MAIN SOURCE MARKETS

Where does the flight come from?

	UK	Germany	Nordics	Spanish M.	TOTAL
United Kingdom	98.4%	0.2%	1.0%	0.1%	**31.9%**
Germany	0.1%	93.6%	0.7%	0.1%	**20.4%**
Spanish Mainland	0.9%	2.7%	1.2%	99.6%	**15.4%**
Netherlands	0.0%	0.2%	0.2%	0.0%	**3.6%**
Sweden	0.0%	0.1%	32.4%	0.0%	**3.3%**
Ireland	0.4%	0.0%	0.0%	0.0%	**3.3%**
Norway	0.1%	0.0%	27.8%	0.0%	**2.9%**
Italy	0.0%	0.0%	0.0%	0.0%	**2.6%**
Belgium	0.0%	0.1%	0.0%	0.0%	**2.6%**
France	0.0%	0.0%	0.1%	0.0%	**2.4%**
Switzerland	0.0%	1.9%	0.1%	0.0%	**2.3%**
Denmark	0.0%	0.0%	20.9%	0.0%	**2.1%**
Poland	0.0%	0.1%	0.1%	0.0%	**2.0%**
Finland	0.0%	0.0%	15.3%	0.0%	**1.6%**
Austria	0.0%	0.2%	0.0%	0.0%	**0.6%**
Russia	0.0%	0.0%	0.0%	0.0%	**0.4%**
Czech Republic	0.0%	0.0%	0.0%	0.0%	**0.4%**
Others	0.1%	0.9%	0.2%	0.2%	**2.1%**

Who do they come with?

	UK	Germany	Nordics	Spanish M.	TOTAL
Unaccompanied	6.1%	9.3%	6.9%	17.3%	**8.9%**
Only with partner	47.3%	53.8%	47.3%	38.9%	**47.4%**
Only with children (< 13 years old)	5.5%	5.6%	5.9%	7.7%	**5.9%**
Partner + children (< 13 years old)	8.2%	5.7%	6.2%	10.5%	**7.2%**
Other relatives	12.6%	4.9%	8.3%	6.2%	**9.0%**
Friends	6.2%	6.1%	5.3%	5.9%	**6.3%**
Work colleagues	0.1%	0.2%	0.4%	1.8%	**0.5%**
Organized trip	0.1%	0.2%	0.2%	0.3%	**0.2%**
Other combinations (1)	13.9%	14.0%	19.4%	11.6%	**14.6%**
(1) Different situations have been isolated					
Tourists with children	**22.7%**	**14.0%**	**19.2%**	**22.6%**	**19.3%**
- Between 0 and 2 years old	1.7%	1.5%	1.7%	2.5%	**1.8%**
- Between 3 and 12 years old	19.0%	11.6%	15.4%	18.4%	**15.8%**
- Between 0 -2 and 3-12 years old	2.0%	1.0%	2.1%	1.6%	**1.6%**
Tourists without children	**77.3%**	**86.0%**	**80.8%**	**77.4%**	**80.7%**
Group composition:					
- 1 person	9.1%	12.8%	10.9%	20.3%	**12.4%**
- 2 people	53.2%	61.4%	55.1%	44.5%	**54.1%**
- 3 people	12.9%	11.8%	10.3%	14.4%	**12.6%**
- 4 or 5 people	19.7%	12.4%	18.0%	17.7%	**17.1%**
- 6 or more people	5.1%	1.5%	5.7%	3.1%	**3.8%**
Average group size:	**2.74**	**2.34**	**2.72**	**2.49**	**2.58**



Who are they?

	UK	Germany	Nordics	Spanish M.	TOTAL
Gender					
Men	43.8%	50.3%	46.8%	52.8%	**48.2%**
Women	56.2%	49.7%	53.2%	47.2%	**51.8%**
Age					
Average age (tourist > 15 years old)	47.8	47.0	52.5	42.0	**46.7**
Standard deviation	15.4	15.9	15.1	12.9	**15.3**
Age range (> 15 years old)					
16 - 24 years old	7.8%	8.6%	5.0%	7.1%	**7.7%**
25 - 30 years old	9.0%	11.8%	5.1%	14.0%	**10.8%**
31 - 45 years old	26.5%	24.6%	21.6%	42.8%	**28.6%**
46 - 60 years old	33.3%	32.9%	32.4%	26.2%	**31.3%**
Over 60 years old	23.3%	22.0%	35.9%	9.8%	**21.5%**
Occupation					
Salaried worker	57.9%	57.2%	49.6%	61.5%	**55.5%**
Self-employed	12.1%	8.6%	7.5%	11.7%	**11.0%**
Unemployed	0.7%	0.2%	1.1%	3.1%	**1.1%**
Business owner	4.6%	11.1%	10.9%	9.2%	**9.2%**
Student	2.5%	5.7%	2.8%	4.6%	**4.2%**
Retired	20.3%	15.9%	26.9%	8.6%	**17.3%**
Unpaid domestic work	1.3%	0.6%	0.2%	0.6%	**0.9%**
Others	0.6%	0.7%	1.0%	0.7%	**0.8%**
Annual household income level					
Less than €25,000	16.3%	11.9%	7.2%	28.5%	**17.0%**
€25,000 - €49,999	36.8%	33.9%	28.3%	45.4%	**36.5%**
€50,000 - €74,999	24.6%	29.9%	32.8%	16.3%	**25.0%**
More than €74,999	22.4%	24.3%	31.8%	9.7%	**21.5%**
Education level	0.0%	0.0%	0.0%	0.0%	**0.0%**
No studies	13.2%	0.4%	1.3%	0.4%	**4.8%**
Primary education	1.0%	4.4%	4.8%	4.0%	**2.8%**
Secondary education	19.7%	23.8%	30.8%	19.8%	**23.1%**
Higher education	66.1%	71.4%	63.1%	75.8%	**69.3%**

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.