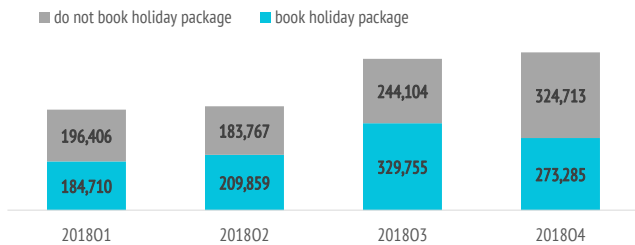


How many are they and how much do they spend?

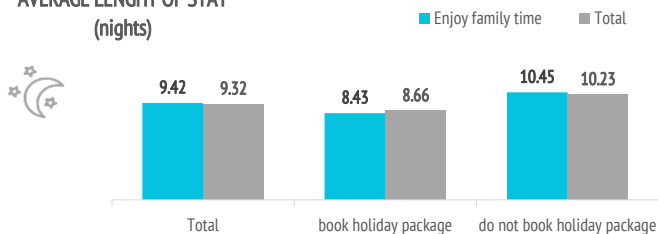
	Enjoy family time	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,946,598	13,485,651
- book holiday package	997,608	7,848,516
- do not book holiday package	948,990	5,637,135
- % tourists who book holiday package	51.2%	58.2%
Share of total tourist	14.4%	100%

TOURISTS BY QUARTER: ENJOY FAMILY TIME



	Enjoy family time	Total
Expenditure per tourist (€)	1,379	1,196
- book holiday package	1,625	1,309
- holiday package	1,348	1,064
- others	278	246
- do not book holiday package	1,121	1,037
- flight	374	288
- accommodation	322	350
- others	425	399
Average length of stay	9.42	9.32
- book holiday package	8.43	8.66
- do not book holiday package	10.45	10.23
Average daily expenditure (€)	166.2	143.6
- book holiday package	204.6	159.8
- do not book holiday package	125.7	121.0
Total turnover (> 15 years old) (€m)	2,685	16,124
- book holiday package	1,622	10,277
- do not book holiday package	1,064	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Enjoy family time	Total
Climate	75.9%	78.1%
Safety	51.9%	51.4%
Sea	40.9%	43.3%
Tranquility	40.4%	46.2%
Accommodation supply	38.2%	41.7%
Beaches	37.1%	37.1%
Price	36.5%	36.5%
European belonging	33.1%	35.8%
Effortless trip	32.5%	34.8%
Environment	29.8%	30.6%
Landscapes	26.9%	31.6%
Fun possibilities	26.2%	20.7%
Gastronomy	22.1%	22.6%
Authenticity	17.7%	19.1%
Exoticism	9.5%	10.5%
Shopping	9.3%	9.6%
Hiking trail network	7.3%	9.0%
Culture	7.1%	7.3%
Historical heritage	6.6%	7.1%
Nightlife	6.0%	7.5%

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

ENJOY FAMILY TIME
26.2%



TOTAL
20.7%

What is the main motivation for their holidays?

	Enjoy family time	Total
Rest	--	55.1%
Enjoy family time	100%	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?

	Enjoy family time	Total
The same day	0.5%	0.7%
Between 1 and 30 days	18.4%	23.2%
Between 1 and 2 months	20.0%	23.0%
Between 3 and 6 months	33.6%	32.4%
More than 6 months	27.4%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ENJOY FAMILY TIME
27.4%



TOTAL
20.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that enjoy family time was the main motivation for their holidays.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2018)

ENJOY FAMILY TIME



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

	Enjoy family time	Total
Previous visits to the Canary Islands	52.8%	50.9%
Friends or relatives	37.2%	27.8%
Internet or social media	51.8%	56.1%
Mass Media	1.3%	1.7%
Travel guides and magazines	6.0%	9.5%
Travel Blogs or Forums	4.1%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	22.2%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.3%

* Multi-choise question

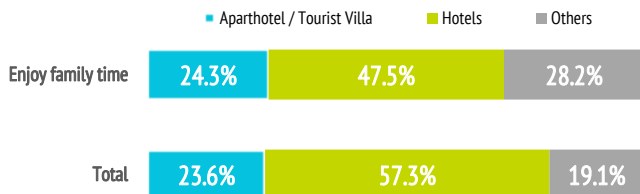
With whom did they book their flight and accommodation?

	Enjoy family time	Total
Flight		
- Directly with the airline	46.4%	39.5%
- Tour Operator or Travel Agency	53.6%	60.5%
Accommodation		
- Directly with the accommodation	30.1%	28.8%
- Tour Operator or Travel Agency	69.9%	71.2%

Where do they stay?

	Enjoy family time	Total
1-2-3* Hotel	11.0%	12.8%
4* Hotel	30.1%	37.7%
5* Hotel / 5* Luxury Hotel	6.3%	6.8%
Aparthotel / Tourist Villa	24.3%	23.6%
House/room rented in a private dwelling	4.9%	5.3%
Private accommodation (1)	17.9%	7.0%
Others (Cottage, cruise, camping,...)	5.4%	6.8%

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



What do they book?

	Enjoy family time	Total
Room only	29.9%	28.8%
Bed and Breakfast	9.5%	11.7%
Half board	15.6%	22.4%
Full board	3.6%	3.0%
All inclusive	41.5%	34.1%

”
41.5% of tourists book all inclusive.
 (Canary Islands: 34.1%)

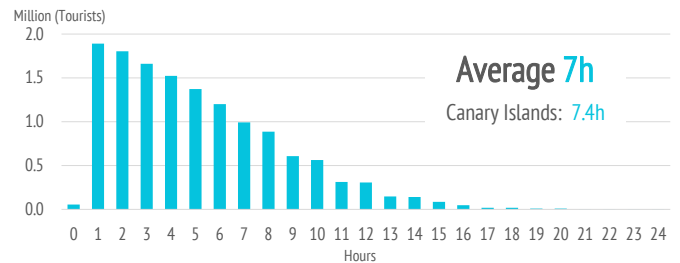
Other expenses

	Enjoy family time	Total
Restaurants or cafes	63.0%	63.2%
Supermarkets	58.5%	55.9%
Car rental	25.7%	26.6%
Organized excursions	20.6%	21.8%
Taxi, transfer, chauffeur service	46.6%	51.7%
Theme Parks	14.2%	8.8%
Sport activities	7.5%	6.4%
Museums	4.1%	5.0%
Flights between islands	4.6%	4.8%

Activities in the Canary Islands

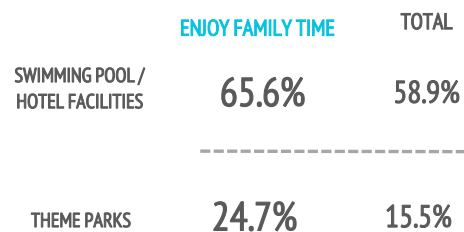
Outdoor time per day	Enjoy family time	Total
0 hours	2.8%	2.2%
1 - 2 hours	11.8%	10.0%
3 - 6 hours	34.4%	32.6%
7 - 12 hours	43.4%	46.5%
More than 12 hours	7.6%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Enjoy family time	Total
Beach	72.3%	68.0%
Walk, wander	71.2%	71.0%
Swimming pool, hotel facilities	65.6%	58.9%
Explore the island on their own	43.5%	46.5%
Taste Canarian gastronomy	26.7%	25.4%
Theme parks	24.7%	15.5%
Sport activities	16.3%	14.3%
Organized excursions	14.7%	17.9%
Wineries / markets / popular festivals	12.5%	12.0%
Nightlife / concerts / shows	12.2%	15.5%
Sea excursions / whale watching	12.0%	11.3%
Activities at sea	9.9%	9.8%
Nature activities	9.0%	10.0%
Museums / exhibitions	8.9%	9.8%
Beauty and health treatments	5.5%	5.7%
Astronomical observation	2.7%	3.4%

* Multi-choise question



PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2018)

ENJOY FAMILY TIME



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Enjoy family time	1,946,598	335,633	191,956	630,529	756,838	22,189
- Share by islands	100%	17.2%	9.9%	32.4%	38.9%	1.1%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Enjoy family time	14.4%	13.7%	10.3%	16.5%	15.2%	8.9%

How many islands do they visit during their trip?

	Enjoy family time	Total
One island	92.1%	90.9%
Two islands	7.1%	7.7%
Three or more islands	0.8%	1.4%

Internet usage during their trip

	Enjoy family time	Total
Research		
- Tourist package	14.6%	15.4%
- Flights	11.5%	13.0%
- Accommodation	16.0%	17.7%
- Transport	13.9%	15.6%
- Restaurants	25.5%	27.0%
- Excursions	25.4%	26.3%
- Activities	31.1%	31.0%
Book or purchase		
- Tourist package	34.4%	38.1%
- Flights	70.7%	64.4%
- Accommodation	52.2%	54.5%
- Transport	45.8%	44.7%
- Restaurants	11.3%	10.5%
- Excursions	11.8%	11.4%
- Activities	13.1%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Enjoy family time	Total
Did not use the Internet	8.0%	9.8%
Used the Internet	92.0%	90.2%
- Own Internet connection	40.0%	36.5%
- Free Wifi connection	39.5%	41.1%
Applications*		
- Search for locations or maps	59.1%	60.7%
- Search for destination info	45.9%	44.7%
- Share pictures or trip videos	56.5%	55.6%
- Download tourist apps	6.7%	6.5%
- Others	24.3%	23.9%

* Multi-choice question

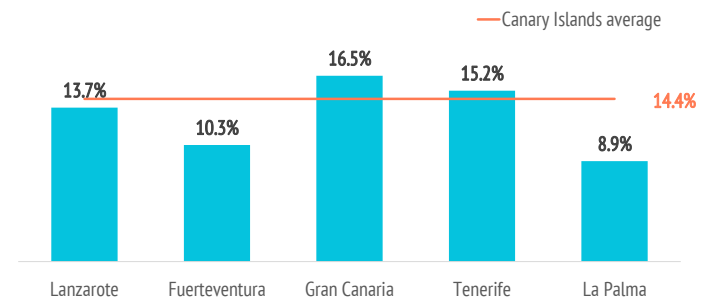


56.5% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

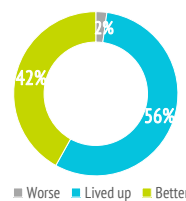


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Enjoy family time	Total
Average rating	8.65	8.58

Experience in the Canary Islands	Enjoy family time	Total
Worse or much worse than expected	2.2%	2.9%
Lived up to expectations	55.9%	57.4%
Better or much better than expected	41.9%	39.7%

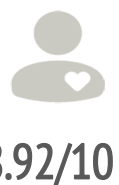
Future intentions (scale 1-10)	Enjoy family time	Total
Return to the Canary Islands	8.75	8.60
Recommend visiting the Canary Islands	8.92	8.86



Experience in the Canary



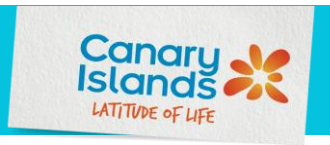
Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

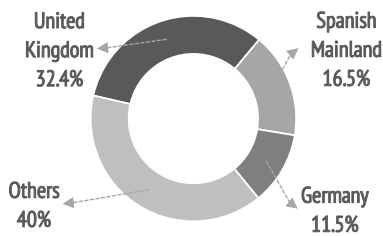
	Enjoy family time	Total
Repeat tourists	76.4%	71.0%
Repeat tourists (last 5 years)	68.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	20.0%	18.4%
At least 10 previous visits	20.1%	17.8%



Where are they from?



	%	Absolute
United Kingdom	32.4%	631,546
Spanish Mainland	16.5%	322,145
Germany	11.5%	223,684
Sweden	9.6%	186,151
Norway	4.1%	80,097
Ireland	3.7%	71,999
Denmark	3.2%	61,949
Italy	2.7%	51,782
Netherlands	2.3%	44,688
Belgium	2.2%	43,433
France	2.2%	42,590
Finland	2.1%	40,464
Switzerland	1.6%	31,458
Poland	0.8%	15,917
Austria	0.6%	12,403
Russia	0.3%	6,692
Czech Republic	0.3%	6,207
Others	3.8%	73,394



Who do they come with?



	Enjoy family time	Total
Unaccompanied	9.9%	8.9%
Only with partner	13.0%	47.4%
Only with children (< 13 years old)	17.1%	5.9%
Partner + children (< 13 years old)	21.8%	7.2%
Other relatives	13.2%	9.0%
Friends	0.7%	6.3%
Work colleagues	0.0%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	24.2%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	8.0%	19.3%
- Between 0 and 2 years old	0.7%	1.8%
- Between 3 and 12 years old	6.4%	15.8%
- Between 0 -2 and 3-12 years	0.9%	1.6%
Tourists without children	92.0%	80.7%
Group composition:		
- 1 person	11.9%	12.4%
- 2 people	16.8%	54.1%
- 3 people	21.9%	12.6%
- 4 or 5 people	39.7%	17.1%
- 6 or more people	9.7%	3.8%
Average group size:	3.53	2.58

Who are they?



	Enjoy family time	Total
Gender		
Men	46.3%	48.2%
Women	53.7%	51.8%
Age		
Average age (tourist > 15 years old)	44.2	46.7
Standard deviation	12.7	15.3
Age range (> 15 years old)		
16 - 24 years old	4.9%	7.7%
25 - 30 years old	7.4%	10.8%
31 - 45 years old	47.6%	28.6%
46 - 60 years old	27.9%	31.3%
Over 60 years old	12.1%	21.5%
Occupation		
Salaried worker	59.2%	55.5%
Self-employed	11.5%	11.0%
Unemployed	1.4%	1.1%
Business owner	11.5%	9.2%
Student	4.2%	4.2%
Retired	10.2%	17.3%
Unpaid domestic work	1.4%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	16.1%	17.0%
€25,000 - €49,999	32.5%	36.5%
€50,000 - €74,999	25.2%	25.0%
More than €74,999	26.3%	21.5%
Education level		
No studies	5.3%	4.8%
Primary education	2.6%	2.8%
Secondary education	20.9%	23.1%
Higher education	71.2%	69.3%

3 IN 10 TOURISTS ARE BRITISH

44 YEARS OLD

AVERAGE AGE

39% WITH CHILDREN

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who indicate that enjoy family time was the main motivation for their holidays.

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