

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

## HAVE FUN

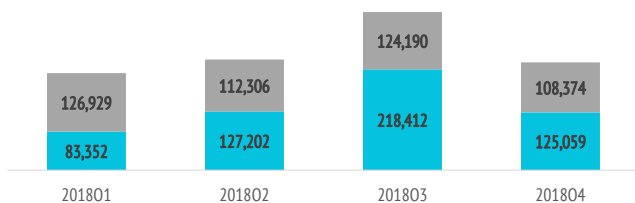


### How many are they and how much do they spend?

	Have fun	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,025,825</b>	<b>13,485,651</b>
- book holiday package	554,026	7,848,516
- do not book holiday package	471,799	5,637,135
- % tourists who book holiday package	54.0%	58.2%
Share of total tourist	7.6%	100%

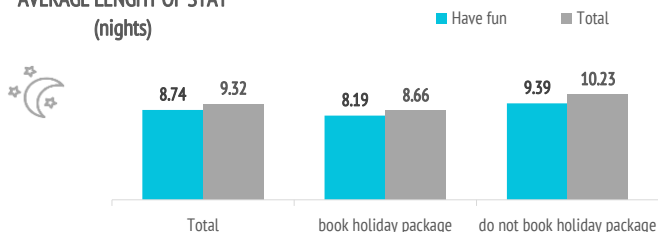
### TOURISTS BY QUARTER: HAVE FUN

■ do not book holiday package ■ book holiday package



	Have fun	Total
<b>Expenditure per tourist (€)</b>	<b>1,127</b>	<b>1,196</b>
- book holiday package	1,266	1,309
- holiday package	983	1,064
- others	283	246
- do not book holiday package	965	1,037
- flight	265	288
- accommodation	305	350
- others	394	399
<b>Average length of stay</b>	<b>8.74</b>	<b>9.32</b>
- book holiday package	8.19	8.66
- do not book holiday package	9.39	10.23
<b>Average daily expenditure (€)</b>	<b>142.3</b>	<b>143.6</b>
- book holiday package	162.0	159.8
- do not book holiday package	119.3	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,156</b>	<b>16,124</b>
- book holiday package	701	10,277
- do not book holiday package	455	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Have fun	Total
Climate	76.0%	78.1%
Safety	49.6%	51.4%
Fun possibilities	45.4%	20.7%
Sea	44.7%	43.3%
Beaches	42.1%	37.1%
Price	42.0%	36.5%
Accommodation supply	40.4%	41.7%
Tranquility	34.3%	46.2%
Effortless trip	31.6%	34.8%
European belonging	30.6%	35.8%
Environment	28.7%	30.6%
Landscapes	27.3%	31.6%
Nightlife	23.6%	7.5%
Gastronomy	21.2%	22.6%
Authenticity	19.4%	19.1%
Shopping	16.1%	9.6%
Exoticism	14.5%	10.5%
Culture	8.9%	7.3%
Hiking trail network	6.6%	9.0%
Historical heritage	6.6%	7.1%

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

HAVE FUN  
45.4%



TOTAL  
20.7%

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

	Have fun	Total
Rest	--	55.1%
Enjoy family time	--	14.7%
Have fun	100%	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?

	Have fun	Total
The same day	0.9%	0.7%
Between 1 and 30 days	22.9%	23.2%
Between 1 and 2 months	22.7%	23.0%
Between 3 and 6 months	32.0%	32.4%
More than 6 months	21.5%	20.7%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

HAVE FUN  
21.5%



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 have fun 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)

## HAVE FUN



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

	Have fun	Total
Previous visits to the Canary Islands	44.1%	50.9%
Friends or relatives	39.0%	27.8%
Internet or social media	57.9%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	9.1%	9.5%
Travel Blogs or Forums	5.2%	5.4%
Travel TV Channels	0.5%	0.7%
Tour Operator or Travel Agency	22.1%	24.7%
Public administrations or similar	0.6%	0.4%
Others	1.8%	2.3%

\* Multi-choice question

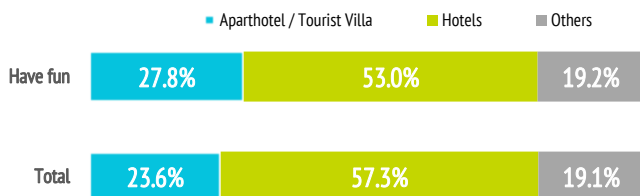
### With whom did they book their flight and accommodation?

	Have fun	Total
<b>Flight</b>		
- Directly with the airline	44.1%	39.5%
- Tour Operator or Travel Agency	55.9%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	32.3%	28.8%
- Tour Operator or Travel Agency	67.7%	71.2%

### Where do they stay?

	Have fun	Total
1-2-3* Hotel	14.4%	12.8%
4* Hotel	32.9%	37.7%
5* Hotel / 5* Luxury Hotel	5.8%	6.8%
Aparthotel / Tourist Villa	27.8%	23.6%
House/room rented in a private dwelling	5.5%	5.3%
Private accommodation (1)	8.0%	7.0%
Others (Cottage, cruise, camping,...)	5.7%	6.8%

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



### What do they book?

	Have fun	Total
Room only	34.3%	28.8%
Bed and Breakfast	11.7%	11.7%
Half board	18.4%	22.4%
Full board	2.8%	3.0%
All inclusive	32.8%	34.1%

”  
**34.3%** of tourists book room only.  
 (Canary Islands: 28.8%)

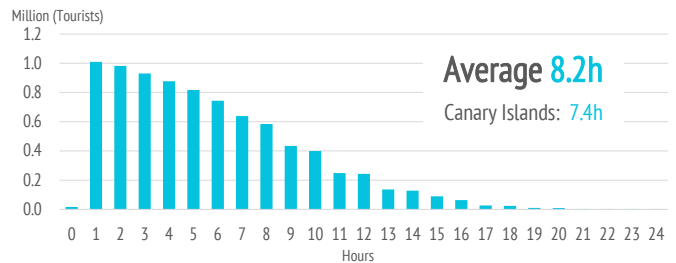
### Other expenses

	Have fun	Total
Restaurants or cafes	65.4%	63.2%
Supermarkets	60.1%	55.9%
Car rental	22.1%	26.6%
Organized excursions	21.6%	21.8%
Taxi, transfer, chauffeur service	53.3%	51.7%
Theme Parks	13.5%	8.8%
Sport activities	10.3%	6.4%
Museums	3.1%	5.0%
Flights between islands	4.9%	4.8%

### Activities in the Canary Islands

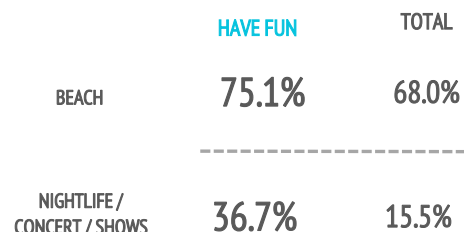
Outdoor time per day	Have fun	Total
0 hours	1.6%	2.2%
1 - 2 hours	7.7%	10.0%
3 - 6 hours	28.4%	32.6%
7 - 12 hours	49.0%	46.5%
More than 12 hours	13.3%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Have fun	Total
Beach	75.1%	68.0%
Walk, wander	70.0%	71.0%
Swimming pool, hotel facilities	65.0%	58.9%
Explore the island on their own	48.0%	46.5%
Nightlife / concerts / shows	36.7%	15.5%
Theme parks	26.7%	15.5%
Taste Canarian gastronomy	26.5%	25.4%
Organized excursions	21.1%	17.9%
Sport activities	18.7%	14.3%
Sea excursions / whale watching	15.7%	11.3%
Activities at sea	13.5%	9.8%
Wineries / markets / popular festivals	11.2%	12.0%
Nature activities	10.6%	10.0%
Museums / exhibitions	6.8%	9.8%
Beauty and health treatments	5.7%	5.7%
Astronomical observation	4.9%	3.4%

\* Multi-choice question



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

## HAVE FUN



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Have fun	1,025,825	113,846	87,540	300,039	512,465	7,069
- Share by islands	100%	11.1%	8.5%	29.2%	50.0%	0.7%
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%
% Have fun	7.6%	4.6%	4.7%	7.8%	10.3%	2.8%

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

	Have fun	Total
One island	91.0%	90.9%
Two islands	7.5%	7.7%
Three or more islands	1.5%	1.4%

### Internet usage during their trip

	Have fun	Total
<b>Research</b>		
- Tourist package	15.4%	15.4%
- Flights	14.1%	13.0%
- Accommodation	18.5%	17.7%
- Transport	18.5%	15.6%
- Restaurants	29.9%	27.0%
- Excursions	29.5%	26.3%
- Activities	35.8%	31.0%
<b>Book or purchase</b>		
- Tourist package	35.6%	38.1%
- Flights	66.2%	64.4%
- Accommodation	56.1%	54.5%
- Transport	44.5%	44.7%
- Restaurants	11.2%	10.5%
- Excursions	13.4%	11.4%
- Activities	17.3%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Have fun	Total
<b>Did not use the Internet</b>	<b>7.6%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>92.4%</b>	<b>90.2%</b>
- Own Internet connection	44.0%	36.5%
- Free Wifi connection	34.0%	41.1%
<b>Applications*</b>		
- Search for locations or maps	65.3%	60.7%
- Search for destination info	48.8%	44.7%
- Share pictures or trip videos	64.7%	55.6%
- Download tourist apps	6.3%	6.5%
- Others	19.6%	23.9%

\* Multi-choice question

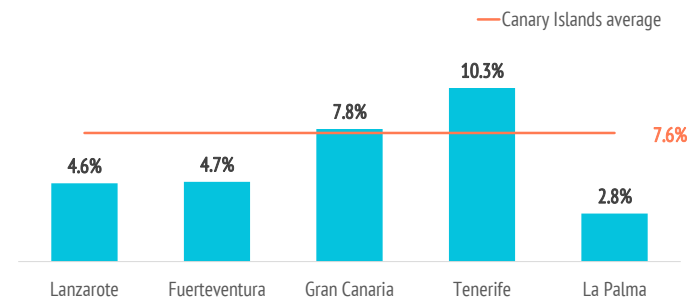


**64.7%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

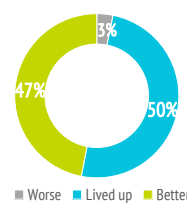


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Have fun	Total
Average rating	8.61	8.58

Experience in the Canary Islands	Have fun	Total
Worse or much worse than expected	3.2%	2.9%
Lived up to expectations	49.9%	57.4%
Better or much better than expected	47.0%	39.7%

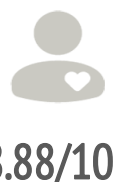
Future intentions (scale 1-10)	Have fun	Total
Return to the Canary Islands	8.60	8.60
Recommend visiting the Canary Islands	8.88	8.86



Experience in the Canary



Return to the Canary Islands



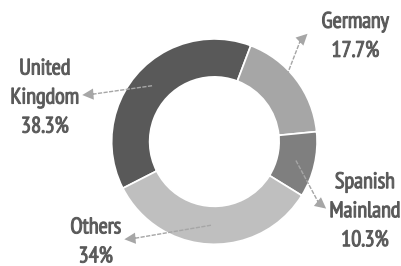
Recommend visiting the Canary Islands

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

	Have fun	Total
<b>Repeat tourists</b>	<b>63.0%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	57.8%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	13.1%	18.4%
<b>At least 10 previous visits</b>	<b>12.7%</b>	<b>17.8%</b>

Where are they from?

	%	Absolute
United Kingdom	38.3%	392,549
Germany	17.7%	181,411
Spanish Mainland	10.3%	106,113
Netherlands	8.0%	82,196
Ireland	3.6%	36,890
Italy	3.3%	33,938
Belgium	3.1%	31,365
Switzerland	2.2%	22,532
France	2.2%	22,277
Sweden	1.6%	16,842
Norway	1.4%	14,278
Austria	0.9%	9,724
Denmark	0.8%	8,520
Poland	0.7%	7,691
Finland	0.7%	7,360
Russia	0.4%	4,467
Czech Republic	0.3%	2,663
Others	4.4%	45,008



Who do they come with?

	Have fun	Total
Unaccompanied	9.3%	8.9%
Only with partner	36.7%	47.4%
Only with children (< 13 years old)	5.8%	5.9%
Partner + children (< 13 years old)	6.2%	7.2%
Other relatives	9.6%	9.0%
Friends	17.4%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	14.3%	14.6%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>1.4%</b>	<b>19.3%</b>
- Between 0 and 2 years old	0.1%	1.8%
- Between 3 and 12 years old	1.2%	15.8%
- Between 0 -2 and 3-12 years	0.1%	1.6%
<b>Tourists without children</b>	<b>98.6%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	14.5%	12.4%
- 2 people	49.2%	54.1%
- 3 people	11.9%	12.6%
- 4 or 5 people	19.5%	17.1%
- 6 or more people	4.9%	3.8%
<b>Average group size:</b>	<b>2.66</b>	<b>2.58</b>

Who are they?

	Have fun	Total
<b>Gender</b>		
Men	49.8%	48.2%
Women	50.2%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	36.5	46.7
Standard deviation	14.2	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	22.6%	7.7%
25 - 30 years old	20.3%	10.8%
31 - 45 years old	31.9%	28.6%
46 - 60 years old	17.2%	31.3%
Over 60 years old	7.9%	21.5%
<b>Occupation</b>		
Salaried worker	62.4%	55.5%
Self-employed	9.5%	11.0%
Unemployed	1.2%	1.1%
Business owner	8.2%	9.2%
Student	9.2%	4.2%
Retired	7.6%	17.3%
Unpaid domestic work	1.0%	0.9%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	21.6%	17.0%
€25,000 - €49,999	38.7%	36.5%
€50,000 - €74,999	21.8%	25.0%
More than €74,999	17.9%	21.5%
<b>Education level</b>		
No studies	6.2%	4.8%
Primary education	2.2%	2.8%
Secondary education	23.1%	23.1%
Higher education	68.5%	69.3%

**4 IN 10** TOURISTS ARE **BRITISH**

**37 YEARS OLD**

AVERAGE AGE

**18% WITH FRIENDS**

Pictures: Freepik.com

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