

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

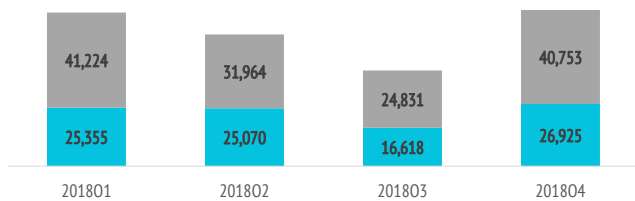
PRACTICE THEIR HOBBIES

How many are they and how much do they spend?

	Practice their hobbies	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	232,740	13,485,651
- book holiday package	93,968	7,848,516
- do not book holiday package	138,772	5,637,135
- % tourists who book holiday package	40.4%	58.2%
Share of total tourist	1.7%	100%

TOURISTS BY QUARTER: PRACTICE THEIR HOBBIES

■ do not book holiday package ■ book holiday package

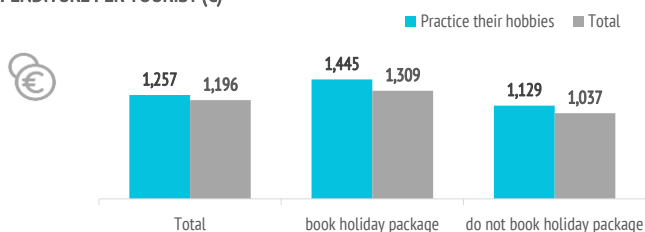


	Practice their hobbies	Total
Expenditure per tourist (€)	1,257	1,196
- book holiday package	1,445	1,309
- holiday package	1,140	1,064
- others	305	246
- do not book holiday package	1,129	1,037
- flight	289	288
- accommodation	412	350
- others	428	399
Average length of stay	10.66	9.32
- book holiday package	9.27	8.66
- do not book holiday package	11.60	10.23
Average daily expenditure (€)	137.9	143.6
- book holiday package	165.2	159.8
- do not book holiday package	119.5	121.0
Total turnover (> 15 years old) (€m)	292	16,124
- book holiday package	136	10,277
- do not book holiday package	157	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Practice their hobbies	Total
Climate	72.6%	78.1%
Sea	51.1%	43.3%
Tranquility	39.1%	46.2%
Safety	39.0%	51.4%
Landscapes	34.6%	31.6%
Beaches	33.4%	37.1%
Environment	32.8%	30.6%
Effortless trip	30.4%	34.8%
European belonging	27.8%	35.8%
Accommodation supply	27.1%	41.7%
Fun possibilities	25.3%	20.7%
Price	22.8%	36.5%
Hiking trail network	18.7%	9.0%
Authenticity	15.7%	19.1%
Gastronomy	14.2%	22.6%
Exoticism	7.8%	10.5%
Nightlife	5.4%	7.5%
Shopping	5.4%	9.6%
Culture	4.8%	7.3%
Historical heritage	3.9%	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 HIKING TRAIL NETWORK

PRACTICE THEIR HOBBIES
18.7%



TOTAL
9.0%

What is the main motivation for their holidays?

	Practice their hobbies	Total
Rest	--	55.1%
Enjoy family time	--	14.7%
Have fun	--	7.8%
Explore the destination	--	18.5%
Practice their hobbies	100%	1.8%
Other reasons	--	2.1%

How far in advance do they book their trip?

	Practice their hobbies	Total
The same day	1.1%	0.7%
Between 1 and 30 days	24.6%	23.2%
Between 1 and 2 months	26.5%	23.0%
Between 3 and 6 months	29.3%	32.4%
More than 6 months	18.4%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

PRACTICE THEIR HOBBIES
26.5%



TOTAL
23.0%

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 practice their hobbies 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.

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PRACTICE THEIR HOBBIES

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

	Practice their hobbies	Total
Previous visits to the Canary Islands	57.8%	50.9%
Friends or relatives	28.7%	27.8%
Internet or social media	57.9%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	9.8%	9.5%
Travel Blogs or Forums	5.7%	5.4%
Travel TV Channels	0.2%	0.7%
Tour Operator or Travel Agency	18.1%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.2%	2.3%

* Multi-choice question

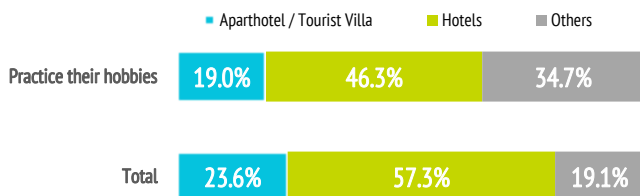
With whom did they book their flight and accommodation?

	Practice their hobbies	Total
Flight		
- Directly with the airline	55.9%	39.5%
- Tour Operator or Travel Agency	44.1%	60.5%
Accommodation		
- Directly with the accommodation	45.1%	28.8%
- Tour Operator or Travel Agency	54.9%	71.2%

Where do they stay?

	Practice their hobbies	Total
1-2-3* Hotel	15.1%	12.8%
4* Hotel	26.8%	37.7%
5* Hotel / 5* Luxury Hotel	4.4%	6.8%
Aparthotel / Tourist Villa	19.0%	23.6%
House/room rented in a private dwelling	10.2%	5.3%
Private accommodation (1)	10.1%	7.0%
Others (Cottage, cruise, camping,...)	14.4%	6.8%

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



What do they book?

	Practice their hobbies	Total
Room only	43.8%	28.8%
Bed and Breakfast	12.8%	11.7%
Half board	25.2%	22.4%
Full board	4.1%	3.0%
All inclusive	14.1%	34.1%

43.8% of tourists book room only.

(Canary Islands: 28.8%)

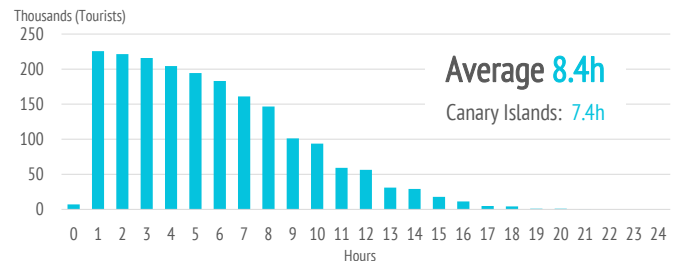
Other expenses

	Practice their hobbies	Total
Restaurants or cafes	69.9%	63.2%
Supermarkets	67.9%	55.9%
Car rental	35.8%	26.6%
Organized excursions	12.8%	21.8%
Taxi, transfer, chauffeur service	39.9%	51.7%
Theme Parks	3.5%	8.8%
Sport activities	33.9%	6.4%
Museums	6.0%	5.0%
Flights between islands	4.5%	4.8%

Activities in the Canary Islands

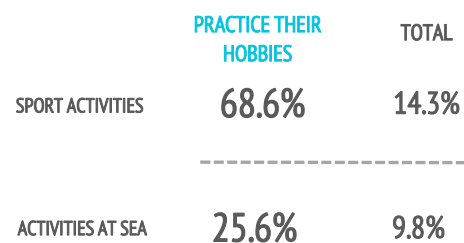
Outdoor time per day	Practice their hobbies	Total
0 hours	3.0%	2.2%
1 - 2 hours	4.3%	10.0%
3 - 6 hours	23.5%	32.6%
7 - 12 hours	55.8%	46.5%
More than 12 hours	13.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Practice their hobbies	Total
Sport activities	68.6%	14.3%
Beach	58.0%	68.0%
Walk, wander	55.9%	71.0%
Explore the island on their own	46.0%	46.5%
Swimming pool, hotel facilities	33.4%	58.9%
Activities at sea	25.6%	9.8%
Taste Canarian gastronomy	21.5%	25.4%
Nature activities	20.5%	10.0%
Nightlife / concerts / shows	9.6%	15.5%
Organized excursions	9.4%	17.9%
Museums / exhibitions	8.1%	9.8%
Sea excursions / whale watching	7.1%	11.3%
Wineries / markets / popular festivals	6.3%	12.0%
Theme parks	5.7%	15.5%
Astronomical observation	4.0%	3.4%
Beauty and health treatments	3.8%	5.7%

* Multi-choice question



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PRACTICE THEIR HOBBIES

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Practice their hobbies	232,740	42,351	59,825	60,901	54,206	11,610
- Share by islands	100%	18.2%	25.7%	26.2%	23.3%	5.0%
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%
% Practice their hobbies	1.7%	1.7%	3.2%	1.6%	1.1%	4.7%

How many islands do they visit during their trip?

	Practice their hobbies	Total
One island	88.8%	90.9%
Two islands	8.8%	7.7%
Three or more islands	2.4%	1.4%

Internet usage during their trip

	Practice their hobbies	Total
Research		
- Tourist package	12.4%	15.4%
- Flights	8.0%	13.0%
- Accommodation	12.2%	17.7%
- Transport	11.4%	15.6%
- Restaurants	25.4%	27.0%
- Excursions	19.1%	26.3%
- Activities	27.7%	31.0%
Book or purchase		
- Tourist package	29.8%	38.1%
- Flights	74.2%	64.4%
- Accommodation	60.1%	54.5%
- Transport	48.4%	44.7%
- Restaurants	6.7%	10.5%
- Excursions	10.0%	11.4%
- Activities	26.2%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Practice their hobbies	Total
Did not use the Internet	5.4%	9.8%
Used the Internet	94.6%	90.2%
- Own Internet connection	39.6%	36.5%
- Free Wifi connection	43.3%	41.1%
Applications*		
- Search for locations or maps	66.9%	60.7%
- Search for destination info	44.7%	44.7%
- Share pictures or trip videos	57.8%	55.6%
- Download tourist apps	8.0%	6.5%
- Others	21.4%	23.9%

* Multi-choice question



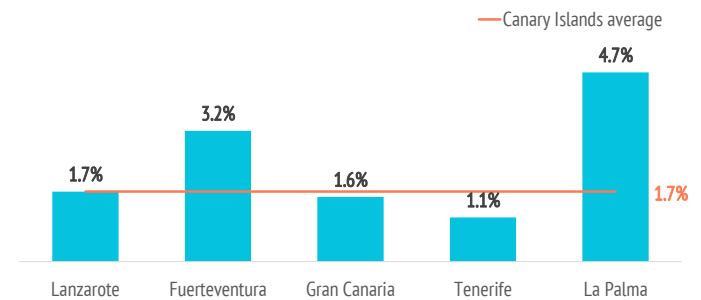
66.9% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

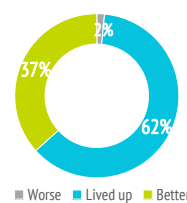


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Practice their hobbies	Total
Average rating	8.64	8.58

Experience in the Canary Islands	Practice their hobbies	Total
Worse or much worse than expected	1.5%	2.9%
Lived up to expectations	61.8%	57.4%
Better or much better than expected	36.7%	39.7%

Future intentions (scale 1-10)	Practice their hobbies	Total
Return to the Canary Islands	8.79	8.60
Recommend visiting the Canary Islands	8.92	8.86



Experience in the Canary

8.79/10

Return to the Canary Islands

8.92/10

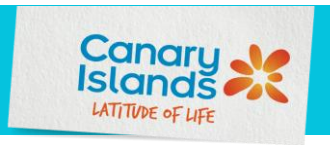
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Practice their hobbies	Total
Repeat tourists	77.7%	71.0%
Repeat tourists (last 5 years)	72.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	22.6%	18.4%
At least 10 previous visits	20.1%	17.8%

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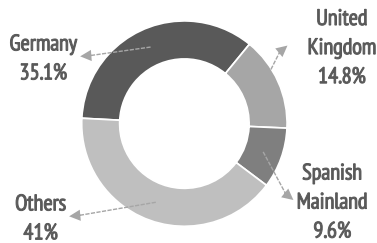
PRACTICE THEIR HOBBIES



Where are they from?



	%	Absolute
Germany	35.1%	81,671
United Kingdom	14.8%	34,402
Spanish Mainland	9.6%	22,245
Switzerland	6.4%	14,994
Norway	4.4%	10,347
France	4.3%	9,972
Italy	4.2%	9,862
Netherlands	3.5%	8,164
Sweden	3.3%	7,658
Austria	2.5%	5,863
Denmark	2.0%	4,636
Belgium	1.9%	4,528
Finland	1.9%	4,483
Poland	1.5%	3,602
Ireland	0.8%	1,865
Russia	0.6%	1,389
Czech Republic	0.4%	944
Others	2.6%	6,113



Who do they come with?



	Practice their hobbies	Total
Unaccompanied	21.6%	8.9%
Only with partner	39.5%	47.4%
Only with children (< 13 years old)	1.9%	5.9%
Partner + children (< 13 years old)	2.5%	7.2%
Other relatives	5.0%	9.0%
Friends	12.1%	6.3%
Work colleagues	0.5%	0.5%
Organized trip	1.8%	0.2%
Other combinations ⁽¹⁾	15.0%	14.6%

(1) Different situations have been isolated

Tourists with children	0.1%	19.3%
- Between 0 and 2 years old	0.0%	1.8%
- Between 3 and 12 years old	0.1%	15.8%
- Between 0 -2 and 3-12 years	0.0%	1.6%
Tourists without children	99.9%	80.7%
Group composition:		
- 1 person	29.6%	12.4%
- 2 people	47.8%	54.1%
- 3 people	9.0%	12.6%
- 4 or 5 people	10.0%	17.1%
- 6 or more people	3.5%	3.8%
Average group size:	2.20	2.58

Who are they?



	Practice their hobbies	Total
Gender		
Men	61.7%	48.2%
Women	38.3%	51.8%
Age		
Average age (tourist > 15 years old)	45.8	46.7
Standard deviation	15.1	15.3
Age range (> 15 years old)		
16 - 24 years old	6.8%	7.7%
25 - 30 years old	13.7%	10.8%
31 - 45 years old	28.0%	28.6%
46 - 60 years old	32.3%	31.3%
Over 60 years old	19.3%	21.5%
Occupation		
Salaried worker	50.9%	55.5%
Self-employed	11.9%	11.0%
Unemployed	1.0%	1.1%
Business owner	12.3%	9.2%
Student	5.6%	4.2%
Retired	17.1%	17.3%
Unpaid domestic work	0.0%	0.9%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	16.0%	17.0%
€25,000 - €49,999	34.8%	36.5%
€50,000 - €74,999	20.2%	25.0%
More than €74,999	29.0%	21.5%
Education level		
No studies	1.2%	4.8%
Primary education	1.7%	2.8%
Secondary education	17.0%	23.1%
Higher education	80.1%	69.3%

3 IN 10 TOURISTS ARE
GERMAN

46 YEARS OLD

AVERAGE AGE

12% WITH FRIENDS

Pictures: Freepik.com

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