

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## SPANISH MAINLAND



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



	Spanish Mainland	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>1,735,372</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,544,417</b>	<b>13,485,651</b>
- book holiday package	516,712	7,848,516
- do not book holiday package	1,027,705	5,637,135
- % tourists who book holiday package	33.5%	58.2%
Share of total tourist	11.2%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER

3<sup>rd</sup>

3<sup>rd</sup>

43% of Spanish  
Mainland tourists  
travel to Tenerife.

<b>Expenditure per tourist (€)</b>	<b>891</b>	<b>1,196</b>
- book holiday package	1,102	1,309
- holiday package	851	1,064
- others	251	246
- do not book holiday package	784	1,037
- flight	218	288
- accommodation	247	350
- others	320	399
<b>Average length of stay</b>	<b>7.45</b>	<b>9.32</b>
- book holiday package	6.95	8.66
- do not book holiday package	7.70	10.23
<b>Average daily expenditure (€)</b>	<b>137.8</b>	<b>143.6</b>
- book holiday package	170.0	159.8
- do not book holiday package	121.6	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,376</b>	<b>16,124</b>
- book holiday package	570	10,277
- do not book holiday package	806	5,848

AVERAGE LENGTH OF STAY  
(nights)

Spanish Mainland All markets



EXPENDITURE PER TOURIST (€)

Spanish Mainland All markets



### Importance of each factor in the destination choice



	Spanish Mainland	All markets
Climate	66.8%	78.1%
Tranquility	48.6%	46.2%
Landscapes	46.8%	31.6%
Sea	42.9%	43.3%
Beaches	39.2%	37.1%
Environment	36.9%	30.6%
European belonging	35.2%	35.8%
Safety	35.2%	51.4%
Price	26.5%	36.5%
Authenticity	26.3%	19.1%
Effortless trip	24.9%	34.8%
Accommodation supply	24.4%	41.7%
Gastronomy	22.9%	22.6%
Fun possibilities	21.8%	20.7%
Exoticism	14.5%	10.5%
Hiking trail network	12.8%	9.0%
Historical heritage	12.6%	7.1%
Culture	9.9%	7.3%
Nightlife	8.0%	7.5%
Shopping	8.0%	9.6%

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 LANDSCAPES

SPANISH MAINLAND

46.8%



ALL MARKETS

31.6%

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



	Spanish Mainland	All markets
Rest	35.7%	55.1%
Enjoy family time	22.8%	14.7%
Have fun	7.5%	7.8%
Explore the destination	30.6%	18.5%
Practice their hobbies	1.6%	1.8%
Other reasons	1.8%	2.1%

EXPLORE THE  
DESTINATION



Spanish Mainland



30.6%

All markets



18.5%

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



	Spanish Mainland	All markets
The same day	1.1%	0.7%
Between 1 and 30 days	28.4%	23.2%
Between 1 and 2 months	31.3%	23.0%
Between 3 and 6 months	29.9%	32.4%
More than 6 months	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.

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## SPANISH MAINLAND



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

	Spanish Mainland	All markets
Previous visits to the Canary Islands	37.5%	50.9%
Friends or relatives	35.1%	27.8%
Internet or social media	50.0%	56.1%
Mass Media	1.4%	1.7%
Travel guides and magazines	4.9%	9.5%
Travel Blogs or Forums	7.3%	5.4%
Travel TV Channels	0.2%	0.7%
Tour Operator or Travel Agency	16.3%	24.7%
Public administrations or similar	1.6%	0.4%
Others	3.4%	2.3%

\* Multi-choice question

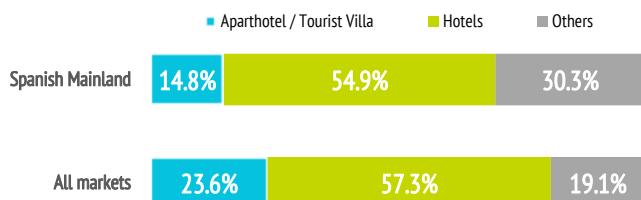
### With whom did they book their flight and accommodation? 👁

	Spanish Mainland	All markets
<b>Flight</b>		
- Directly with the airline	55.9%	39.5%
- Tour Operator or Travel Agency	44.1%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	42.9%	28.8%
- Tour Operator or Travel Agency	57.1%	71.2%

### Where do they stay? 🏠

	Spanish Mainland	All markets
1-2-3* Hotel	12.2%	12.8%
4* Hotel	34.9%	37.7%
5* Hotel / 5* Luxury Hotel	7.8%	6.8%
Aparthotel / Tourist Villa	14.8%	23.6%
House/room rented in a private dwelling	7.4%	5.3%
Private accommodation (1)	17.7%	7.0%
Others (Cottage, cruise, camping,...)	5.2%	6.8%

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



### What do they book? 🍽

	Spanish Mainland	All markets
Room only	29.2%	28.8%
Bed and Breakfast	15.5%	11.7%
Half board	24.8%	22.4%
Full board	6.6%	3.0%
All inclusive	23.9%	34.1%

29.2% of Spanish Mainland tourists book room only.  
(Canary Islands: 28.8%)

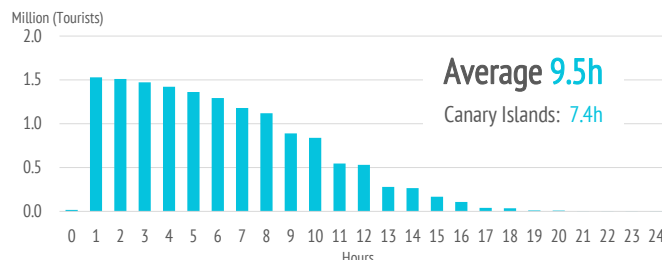
### Other expenses 📍

	Spanish Mainland	All markets
Restaurants or cafes	72.0%	63.2%
Supermarkets	50.4%	55.9%
Car rental	50.3%	26.6%
Organized excursions	26.2%	21.8%
Taxi, transfer, chauffeur service	24.3%	51.7%
Theme Parks	13.2%	8.8%
Sport activities	4.9%	6.4%
Museums	8.3%	5.0%
Flights between islands	8.0%	4.8%

### Activities in the Canary Islands 🚶

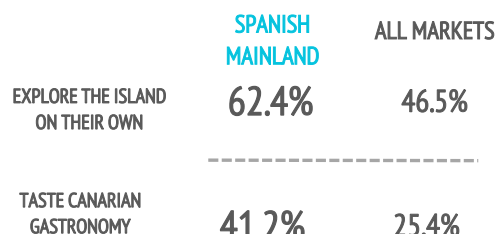
Outdoor time per day	Spanish Mainland	All markets
0 hours	1.0%	2.2%
1 - 2 hours	3.6%	10.0%
3 - 6 hours	19.0%	32.6%
7 - 12 hours	58.3%	46.5%
More than 12 hours	18.1%	8.7%

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



Activities in the Canary Islands	Spanish Mainland	All markets
Walk, wander	77.7%	71.0%
Beach	69.6%	68.0%
Explore the island on their own	62.4%	46.5%
Swimming pool, hotel facilities	49.1%	58.9%
Taste Canarian gastronomy	41.2%	25.4%
Theme parks	18.4%	15.5%
Wineries / markets / popular festivals	18.0%	12.0%
Museums / exhibitions	15.9%	9.8%
Nature activities	15.4%	10.0%
Nightlife / concerts / shows	15.2%	15.5%
Organized excursions	14.2%	17.9%
Sport activities	12.2%	14.3%
Sea excursions / whale watching	11.2%	11.3%
Activities at sea	9.4%	9.8%
Beauty and health treatments	5.0%	5.7%
Astronomical observation	4.4%	3.4%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## SPANISH MAINLAND



### Which island do they choose?

Tourists (> 15 years old)	Spanish Mainland	All markets
Lanzarote	220,002	2,457,120
Fuerteventura	120,101	1,856,705
Gran Canaria	499,998	3,825,110
Tenerife	656,401	4,991,173
La Palma	41,099	249,069

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

	Spanish Mainland	All markets
One island	86.6%	90.9%
Two islands	11.4%	7.7%
Three or more islands	2.1%	1.4%

### Internet usage during their trip

	Spanish Mainland	All markets
<b>Research</b>		
- Tourist package	12.6%	15.4%
- Flights	8.7%	13.0%
- Accommodation	11.0%	17.7%
- Transport	12.8%	15.6%
- Restaurants	30.8%	27.0%
- Excursions	25.6%	26.3%
- Activities	29.3%	31.0%
<b>Book or purchase</b>		
- Tourist package	21.8%	38.1%
- Flights	72.3%	64.4%
- Accommodation	59.0%	54.5%
- Transport	52.8%	44.7%
- Restaurants	14.2%	10.5%
- Excursions	17.6%	11.4%
- Activities	18.0%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Spanish Mainland	All markets
<b>Did not use the Internet</b>	<b>8.3%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>91.7%</b>	<b>90.2%</b>
- Own Internet connection	59.0%	36.5%
- Free Wifi connection	19.6%	41.1%
<b>Applications*</b>		
- Search for locations or maps	74.7%	60.7%
- Search for destination info	40.3%	44.7%
- Share pictures or trip videos	53.6%	55.6%
- Download tourist apps	6.2%	6.5%
- Others	17.6%	23.9%

\* Multi-choice question

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**74.7%** of Spanish Mainland tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)



Imagen: Freepik.com

Share by islands	Spanish Mainland	All markets
Lanzarote	14.3%	18.4%
Fuerteventura	7.8%	13.9%
Gran Canaria	32.5%	28.6%
Tenerife	42.7%	37.3%
La Palma	2.7%	1.9%

### • MOST VISITED PLACES IN EACH ISLAND •

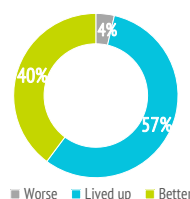


The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Spanish Mainland	All markets
Average rating	8.52	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	3.6%	2.9%
Lived up to expectations	56.5%	57.4%
Better or much better than expected	39.8%	39.7%

Future intentions (scale 1-10)	Spanish Mainland	All markets
Return to the Canary Islands	8.74	8.60
Recommend visiting the Canary Island	8.95	8.86



Experience in the Canary Islands



**8.74/10**

Return to the Canary Islands



**8.95/10**

Recommend visiting the Canary Islands

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

	Spanish Mainland	All markets
<b>Repeat tourists</b>	<b>70.8%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	63.3%	64.6%
Repeat tourists (last 5 years) (5 or more)	18.3%	18.4%
<b>At least 10 previous visits</b>	<b>18.1%</b>	<b>17.8%</b>

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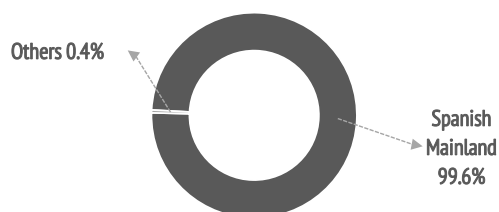
## SPANISH MAINLAND



### Where does the flight come from?



	%	Absolute
Spanish Mainland	99.6%	1,537,588
United Kingdom	0.1%	1,792
Germany	0.1%	1,049
Sweden	0.0%	462
Finland	0.0%	273
Belgium	0.0%	237
Others	0.2%	3,016



### Who do they come with?



	Spanish Mainland	All markets
Unaccompanied	17.3%	8.9%
Only with partner	38.9%	47.4%
Only with children (< 13 years old)	7.7%	5.9%
Partner + children (< 13 years old)	10.5%	7.2%
Other relatives	6.2%	9.0%
Friends	5.9%	6.3%
Work colleagues	1.8%	0.5%
Organized trip	0.3%	0.2%
Other combinations (1)	11.6%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>22.6%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.5%	1.8%
- Between 3 and 12 years old	18.4%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%

<b>Tourists without children</b>	<b>77.4%</b>	<b>80.7%</b>
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<b>Group composition:</b>		
- 1 person	20.3%	12.4%
- 2 people	44.5%	54.1%
- 3 people	14.4%	12.6%
- 4 or 5 people	17.7%	17.1%
- 6 or more people	3.1%	3.8%
<b>Average group size:</b>	<b>2.49</b>	<b>2.58</b>



22.6% of Spanish Mainland tourists travel with children.  
(Canary Islands: 19.3%)

### Who are they?



	Spanish Mainland	All markets
<b>Gender</b>		
Men	52.8%	48.2%
Women	47.2%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	42.0	46.7
Standard deviation	12.9	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.1%	7.7%
25 - 30 years old	14.0%	10.8%
31 - 45 years old	42.8%	28.6%
46 - 60 years old	26.2%	31.3%
Over 60 years old	9.8%	21.5%
<b>Occupation</b>		
Salaried worker	61.5%	55.5%
Self-employed	11.7%	11.0%
Unemployed	3.1%	1.1%
Business owner	9.2%	9.2%
Student	4.6%	4.2%
Retired	8.6%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	28.5%	17.0%
€25,000 - €49,999	45.4%	36.5%
€50,000 - €74,999	16.3%	25.0%
More than €74,999	9.7%	21.5%
<b>Education level</b>		
No studies	0.4%	4.8%
Primary education	4.0%	2.8%
Secondary education	19.8%	23.1%
Higher education	75.8%	69.3%



Pictures: Freepik.com

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