

TOURIST PROFILE BY ISLAND OF STAY (2018)

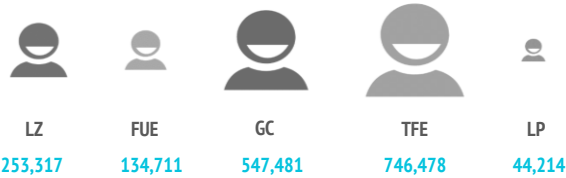
SPANISH MAINLAND

How many are they and how much do they spend?

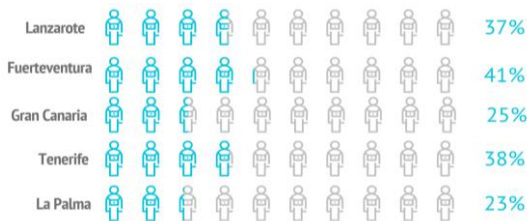
	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	253	135	547	746	44
Tourist arrivals > 15 years old (EGT) (*)	220	120	500	656	41
- book holiday package (*)	81	50	123	251	10
- do not book holiday package (*)	139	71	377	406	32
- % tourists who book holiday package	36.9%	41.2%	24.5%	38.2%	23.3%

(*) Thousands of tourists

TOURISTS

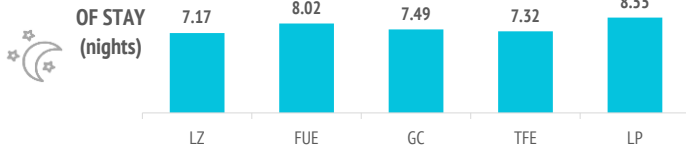


% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,008	1,003	787	910	873
- book holiday package	1,218	1,164	1,022	1,092	1,078
- holiday package	980	948	785	824	801
- others	239	215	237	268	276
- do not book holiday package	884	891	711	798	811
- flight	245	233	186	232	268
- accommodation	326	350	187	258	237
- others	313	308	337	308	306
Average length of stay	7.17	8.02	7.49	7.32	8.55
- book holiday package	6.71	7.84	7.09	6.75	7.21
- do not book holiday package	7.44	8.14	7.62	7.67	8.95
Average daily expenditure (€)	155.7	133.9	126.5	142.3	119.2
- book holiday package	192.6	149.6	158.4	173.1	150.7
- do not book holiday package	134.1	122.9	116.1	123.3	109.7
Total turnover (> 15 years old) (€m)	222	120	394	597	36
- book holiday package	99	58	125	274	10
- do not book holiday package	123	63	268	323	26

AVERAGE LENGTH



EXPENDITURE PER TOURIST (€)



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.

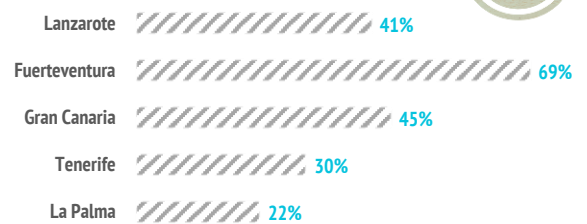
Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	69.9%	72.3%	68.6%	63.9%	60.8%
Tranquility	55.9%	61.6%	47.0%	44.0%	57.7%
Landscapes	56.1%	49.2%	35.1%	49.3%	74.2%
Sea	45.6%	64.9%	44.9%	36.8%	35.5%
Beaches	41.5%	69.1%	44.8%	30.0%	21.9%
Environment	44.0%	38.5%	27.9%	38.1%	68.7%
European belonging	34.3%	35.6%	36.5%	34.9%	28.3%
Safety	36.9%	39.1%	34.2%	34.5%	32.8%
Price	23.3%	33.1%	28.1%	25.8%	19.6%
Authenticity	30.8%	32.5%	22.5%	25.1%	41.9%
Effortless trip	23.7%	26.4%	25.6%	24.7%	22.0%
Accommodation supply	28.8%	26.0%	23.9%	23.8%	13.2%
Gastronomy	20.1%	25.6%	22.0%	23.7%	27.9%
Fun possibilities	16.5%	15.6%	22.7%	25.0%	11.8%
Exoticism	16.3%	21.2%	12.0%	14.1%	20.4%
Hiking trail network	10.2%	11.1%	8.6%	14.2%	53.1%
Historical heritage	16.0%	10.3%	9.9%	13.9%	11.3%
Culture	12.1%	5.9%	8.6%	10.9%	7.3%
Nightlife	3.8%	4.7%	11.9%	7.9%	1.8%
Shopping	5.7%	7.3%	10.1%	7.7%	2.7%

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

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

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	36.3%	48.2%	39.7%	31.7%	14.6%
Enjoy family time	18.9%	11.9%	26.0%	24.3%	17.9%
Have fun	3.8%	3.6%	9.3%	8.6%	2.5%
Explore the destination	38.4%	32.3%	20.6%	32.6%	60.8%
Practice their hobbies	1.7%	2.6%	1.8%	1.0%	3.2%
Other reasons	0.8%	1.4%	2.7%	1.7%	1.0%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.5%	0.2%	1.6%	1.1%	0.6%
Between 1 and 30 days	23.5%	26.7%	34.6%	25.5%	31.9%
Between 1 and 2 months	32.9%	32.8%	30.5%	31.2%	28.7%
Between 3 and 6 months	32.7%	30.4%	25.3%	32.5%	30.6%
More than 6 months	10.4%	9.8%	8.0%	9.8%	8.1%

TOURIST PROFILE BY ISLAND OF STAY (2018)

SPANISH MAINLAND



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	39.3%	41.3%	38.6%	35.3%	38.0%
Friends or relatives	37.6%	33.7%	35.1%	34.2%	41.0%
Internet or social media	59.7%	50.1%	44.9%	49.4%	67.7%
Mass Media	0.9%	1.9%	1.7%	1.3%	1.9%
Travel guides and magazines	6.5%	6.1%	3.2%	4.8%	12.8%
Travel Blogs or Forums	11.7%	9.7%	3.0%	8.1%	14.0%
Travel TV Channels	0.3%	0.4%	0.2%	0.2%	1.0%
Tour Operator or Travel Agency	19.3%	10.1%	13.2%	19.3%	8.2%
Public administrations or similar	0.8%	5.1%	1.1%	1.8%	1.0%
Others	1.5%	4.5%	4.1%	3.3%	1.0%

* Multi-choice question

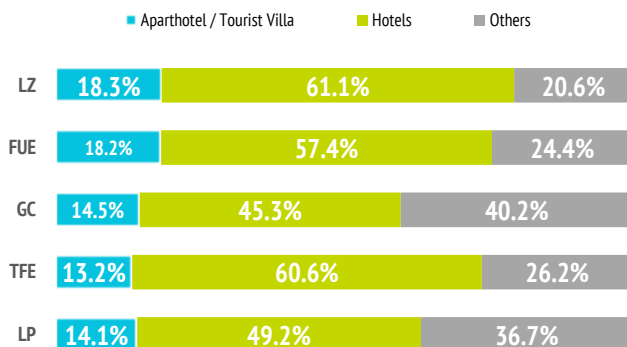
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	56.2%	58.1%	61.7%	50.2%	70.7%
- Tour Operator or Travel Agency	43.8%	41.9%	38.3%	49.8%	29.3%
Accommodation					
- Directly with the accommodation	44.2%	49.0%	46.8%	37.8%	54.9%
- Tour Operator or Travel Agency	55.8%	51.0%	53.2%	62.2%	45.1%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	9.9%	13.1%	15.3%	10.6%	13.0%
4* Hotel	40.6%	41.8%	24.0%	40.3%	36.2%
5* Hotel / 5* Luxury Hotel	10.6%	2.5%	5.9%	9.7%	0.0%
Aparthotel / Tourist Villa	18.3%	18.2%	14.5%	13.2%	14.1%
House/room rented in a private dwelling	7.4%	7.0%	8.0%	6.8%	10.8%
Private accommodation (1)	9.4%	11.1%	26.0%	15.3%	17.2%
Others (Cottage, cruise, camping,...)	3.8%	6.3%	6.3%	4.1%	8.8%

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	26.9%	25.5%	37.8%	23.8%	46.6%
Bed and Breakfast	11.3%	8.4%	18.8%	16.1%	19.1%
Half board	28.3%	17.8%	17.1%	30.2%	24.7%
Full board	2.6%	12.3%	4.7%	8.6%	0.0%
All inclusive	30.9%	35.9%	21.6%	21.3%	9.5%

Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	71.2%	67.2%	68.3%	75.1%	84.0%
Supermarkets	51.6%	51.7%	53.2%	46.1%	73.2%
Car rental	67.9%	55.0%	34.6%	54.0%	74.2%
Organized excursions	42.9%	25.3%	11.9%	31.0%	33.4%
Taxi, transfer, chauffeur service	20.6%	22.1%	27.9%	23.1%	23.8%
Theme Parks	4.0%	6.6%	4.7%	24.7%	4.4%
Sport activities	5.6%	8.0%	4.8%	4.0%	4.9%
Museums	24.9%	6.0%	6.5%	3.9%	16.2%
Flights between islands	15.3%	11.7%	5.2%	6.4%	14.0%

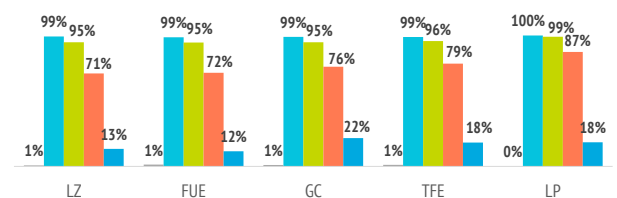
Activities in the Canary Islands

Outdoor time per day

	LZ	FUE	GC	TFE	LP
0 hours	0.8%	1.4%	1.0%	1.2%	0.0%
1 - 2 hours	4.4%	4.0%	4.2%	3.1%	0.9%
3 - 6 hours	23.9%	23.1%	18.6%	17.2%	11.6%
7 - 12 hours	57.6%	60.0%	54.6%	60.3%	69.0%
More than 12 hours	13.4%	11.5%	21.6%	18.2%	18.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
Walk, wander	80.3%	73.5%	75.0%	79.4%	83.2%
Beach	77.1%	83.8%	69.8%	65.3%	58.2%
Explore the island on their own	74.1%	65.1%	50.9%	65.4%	84.8%
Swimming pool, hotel facilities	58.2%	58.5%	40.0%	52.4%	35.2%
Taste Canarian gastronomy	46.7%	34.8%	36.2%	43.0%	61.6%
Theme parks	6.4%	5.0%	9.1%	32.9%	6.7%
Wineries / markets / popular festivals	36.7%	15.8%	13.6%	14.5%	31.6%
Museums / exhibitions	36.2%	10.2%	13.9%	10.9%	24.2%
Nature activities	11.7%	12.1%	9.1%	19.5%	50.0%
Nightlife / concerts / shows	9.5%	15.3%	19.8%	14.2%	5.9%
Organized excursions	19.1%	15.0%	6.3%	18.2%	14.1%
Sport activities	14.0%	16.7%	12.2%	10.3%	16.9%
Sea excursions / whale watching	8.8%	13.6%	4.9%	16.1%	14.2%
Activities at sea	10.0%	14.1%	7.1%	9.8%	10.9%
Beauty and health treatments	6.6%	7.4%	3.8%	5.3%	1.3%
Astronomical observation	2.7%	5.2%	2.7%	5.2%	20.7%

* Multi-choice question

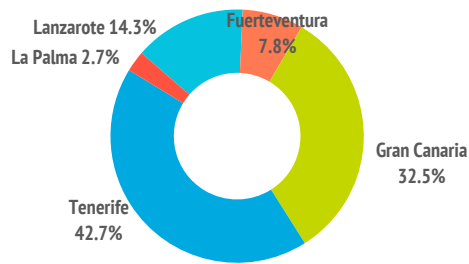
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2018)

SPANISH MAINLAND

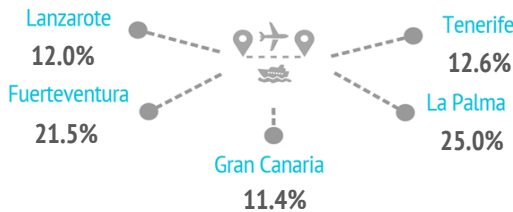
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	88.0%	78.5%	88.6%	87.4%	75.0%
Two islands	11.2%	15.7%	9.3%	11.5%	18.0%
Three or more islands	0.8%	5.8%	2.0%	1.1%	7.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	15.6%	9.4%	9.8%	14.4%	8.9%
- Flights	9.6%	6.3%	8.2%	9.4%	5.2%
- Accommodation	12.5%	5.1%	9.4%	13.0%	5.8%
- Transport	11.2%	9.7%	14.6%	13.2%	7.3%
- Restaurants	31.6%	32.7%	28.3%	31.6%	36.1%
- Excursions	37.0%	26.6%	19.7%	24.6%	33.8%
- Activities	37.0%	28.9%	26.3%	27.8%	38.6%
Book or purchase					
- Tourist package	22.6%	29.0%	18.3%	22.9%	15.8%
- Flights	73.4%	78.9%	74.8%	68.3%	80.3%
- Accommodation	64.9%	67.8%	57.4%	55.8%	69.3%
- Transport	62.0%	61.8%	45.4%	52.0%	64.9%
- Restaurants	15.4%	11.7%	14.5%	14.3%	12.1%
- Excursions	15.5%	13.0%	9.4%	24.3%	16.5%
- Activities	16.4%	13.6%	11.0%	24.0%	14.0%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	6.7%	8.8%	9.7%	7.6%	7.9%
Used the Internet	93.3%	91.2%	90.3%	92.4%	92.1%
- Own Internet connection	56.8%	53.6%	58.5%	61.2%	58.2%
- Free Wifi connection	23.2%	22.3%	18.7%	18.5%	22.8%
Applications*					
- Search for locations or maps	80.3%	74.0%	69.5%	76.6%	79.4%
- Search for destination info	46.5%	41.2%	34.2%	41.8%	51.8%
- Share pictures or trip videos	58.2%	62.3%	48.6%	53.5%	64.2%
- Download tourist apps	8.4%	5.4%	5.3%	6.2%	5.9%
- Others	13.9%	14.7%	22.1%	16.4%	11.5%

* Multi-choice question

Which is the most visited place in each island?



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

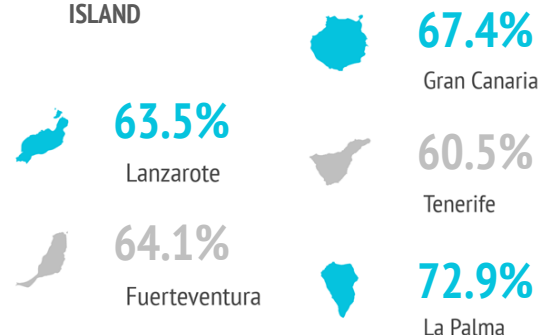
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.64	8.52	8.50	8.47	8.86
Experience in the Canary Islands					
Worse or much worse than expected	3.5%	2.7%	3.8%	3.8%	1.6%
Lived up to expectations	56.0%	55.5%	60.1%	54.5%	53.9%
Better or much better than expected	40.5%	41.8%	36.1%	41.7%	44.5%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.75	8.76	8.83	8.64	9.15
Recommend visiting the Canary Islands	9.03	8.92	8.93	8.91	9.37

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	63.5%	64.1%	67.4%	60.5%	72.9%
At least 10 previous visits	4.0%	4.5%	14.8%	8.7%	6.9%
Repeat tourists	71.9%	73.3%	77.0%	64.3%	84.1%
At least 10 previous visits	12.8%	16.8%	25.5%	14.6%	15.0%

REPEAT TOURIST OF EACH ISLAND



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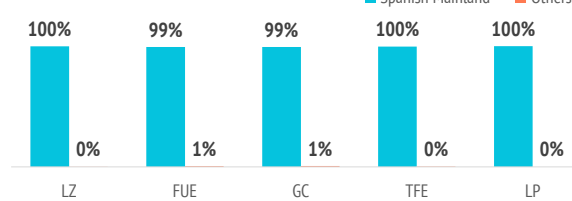
SPANISH MAINLAND

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Spanish Mainland	99.9%	99.3%	99.3%	99.7%	100.0%
United Kingdom	0.0%	0.4%	0.1%	0.1%	0.0%
Germany	0.0%	0.2%	0.1%	0.0%	0.0%
Sweden	0.1%	0.0%	0.1%	0.0%	0.0%
Finland	0.0%	0.0%	0.1%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.4%	0.2%	0.0%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	7.9%	14.6%	26.4%	14.2%	14.6%
Only with partner	42.8%	50.3%	33.6%	38.8%	50.9%
Only with children (< 13 years old)	10.0%	4.5%	5.0%	9.8%	3.8%
Partner + children (< 13 years old)	13.2%	6.7%	7.0%	13.1%	6.5%
Other relatives	7.5%	6.5%	6.2%	5.6%	5.8%
Friends	3.9%	6.0%	8.9%	4.4%	3.5%
Work colleagues	0.2%	1.4%	3.4%	1.3%	0.5%
Organized trip	0.1%	0.0%	0.1%	0.6%	0.1%
Other combinations ⁽¹⁾	14.4%	9.9%	9.4%	12.3%	14.3%

(1) Different situations have been isolated

Tourists with children	28.4%	14.7%	15.0%	28.3%	15.8%
- Between 0 and 2 years old	1.8%	2.0%	2.2%	3.2%	1.6%
- Between 3 and 12 years old	24.5%	10.5%	11.8%	23.2%	12.5%
- Between 0-2 and 3-12 years	2.0%	2.2%	1.0%	1.9%	1.7%
Tourists without children	71.6%	85.3%	85.0%	71.7%	84.2%

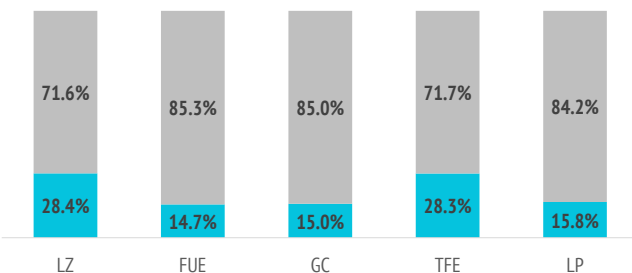
Group composition:

	LZ	FUE	GC	TFE	LP
- 1 person	8.9%	17.0%	29.9%	17.8%	15.5%
- 2 people	47.7%	56.6%	41.5%	42.8%	54.6%
- 3 people	17.1%	10.0%	12.9%	15.8%	10.4%
- 4 or 5 people	22.6%	13.7%	13.4%	20.0%	18.1%
- 6 or more people	3.7%	2.7%	2.3%	3.6%	1.4%
Average group size:	2.79	2.38	2.23	2.60	2.45

TOURISTS TRAVELLING WITH CHILDREN

(Under the age of 13)

■ With children ■ Without children



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	54.6%	48.5%	54.7%	51.5%	52.5%
Women	45.4%	51.5%	45.3%	48.5%	47.5%
Age					
Average age (tourist > 15 years old)	42.7	43.0	42.6	41.0	45.0
Standard deviation	12.1	14.5	13.8	12.0	12.3
Age range (> 15 years old)					
16 - 24 years old	5.9%	6.4%	8.1%	6.8%	6.9%
25 - 30 years old	12.4%	16.7%	14.2%	14.6%	5.3%
31 - 45 years old	42.8%	39.3%	39.3%	46.6%	39.1%
46 - 60 years old	30.3%	20.7%	26.8%	24.5%	38.1%
Over 60 years old	8.6%	16.9%	11.6%	7.5%	10.5%
Occupation					
Salaried worker	64.2%	58.9%	59.5%	62.7%	58.9%
Self-employed	10.6%	9.6%	12.6%	11.6%	12.7%
Unemployed	2.9%	4.4%	3.2%	3.0%	2.1%
Business owner	9.3%	6.8%	8.4%	10.3%	9.4%
Student	4.3%	3.9%	5.2%	4.3%	6.2%
Retired	7.8%	15.2%	9.6%	6.9%	9.6%
Unpaid domestic work	0.2%	0.3%	0.6%	0.7%	0.9%
Others	0.6%	0.9%	1.0%	0.4%	0.2%
Annual household income level					
Less than €25,000	23.7%	27.9%	29.6%	29.8%	24.5%
€25,000 - €49,999	45.8%	51.3%	44.6%	44.9%	43.5%
€50,000 - €74,999	19.0%	14.1%	16.3%	15.7%	18.9%
More than €74,999	11.5%	6.7%	9.5%	9.6%	13.1%
Education level					
No studies	0.5%	0.7%	0.1%	0.4%	0.6%
Primary education	3.2%	2.8%	3.7%	4.6%	4.0%
Secondary education	19.5%	20.4%	18.3%	21.1%	20.3%
Higher education	76.9%	76.1%	77.8%	73.8%	75.1%



PERCENTAGE OF MEN

% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura
● Gran Canaria ● Tenerife
● La Palma



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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