

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## PORTUGAL

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

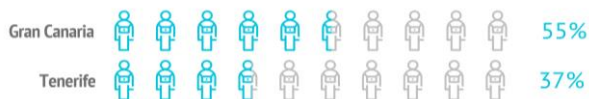


	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR)</b>	n.d.	n.d.	n.d.	n.d.	n.d.
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	6,176	6,227	23,783	24,072	233
- book holiday package	--	--	13,086	8,820	--
- do not book holiday package	--	--	10,697	15,252	--
- % tourists who book holiday package	--	--	55.0%	36.6%	--

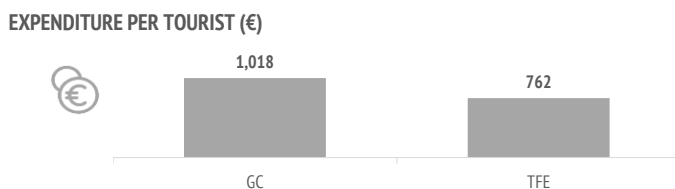
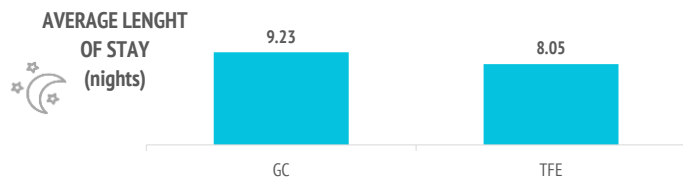
### TOURISTS



### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	--	--	1,018	762	--
- book holiday package	--	--	1,090	975	--
- holiday package	--	--	875	786	--
- others	--	--	215	189	--
- do not book holiday package	--	--	930	639	--
- flight	--	--	214	212	--
- accommodation	--	--	392	170	--
- others	--	--	325	257	--
<b>Average length of stay</b>	--	--	9.23	8.05	--
- book holiday package	--	--	7.09	7.40	--
- do not book holiday package	--	--	11.85	8.43	--
<b>Average daily expenditure (€)</b>	--	--	141.8	113.7	--
- book holiday package	--	--	159.9	136.0	--
- do not book holiday package	--	--	119.6	100.8	--
<b>Total turnover (&gt; 15 years old) (€m)</b>	--	--	24	18	--
- book holiday package	--	--	14	9	--
- do not book holiday package	--	--	10	10	--



### Importance of each factor in the destination choice

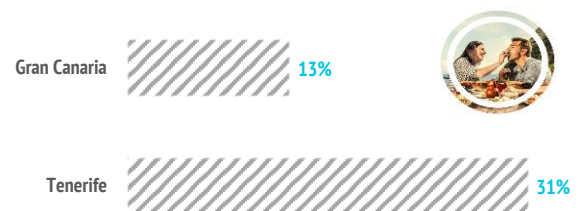


	LZ	FUE	GC	TFE	LP
Climate	--	--	66.8%	70.4%	--
Sea	--	--	47.3%	52.0%	--
Beaches	--	--	49.1%	43.9%	--
European belonging	--	--	50.3%	47.3%	--
Tranquility	--	--	43.0%	43.7%	--
Landscapes	--	--	31.4%	46.6%	--
Safety	--	--	37.4%	42.6%	--
Price	--	--	44.7%	30.8%	--
Environment	--	--	26.1%	34.3%	--
Accommodation supply	--	--	39.0%	22.4%	--
Fun possibilities	--	--	30.0%	31.9%	--
Gastronomy	--	--	12.6%	30.8%	--
Authenticity	--	--	21.0%	14.1%	--
Effortless trip	--	--	20.7%	22.5%	--
Exoticism	--	--	15.7%	9.6%	--
Nightlife	--	--	21.0%	12.6%	--
Shopping	--	--	14.9%	13.2%	--
Culture	--	--	8.0%	7.2%	--
Hiking trail network	--	--	5.5%	8.8%	--
Historical heritage	--	--	3.3%	6.5%	--

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 GASTRONOMY



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



	LZ	FUE	GC	TFE	LP
Rest	--	--	53.6%	41.2%	--
Enjoy family time	--	--	6.8%	20.8%	--
Have fun	--	--	9.6%	18.2%	--
Explore the destination	--	--	27.7%	15.9%	--
Practice their hobbies	--	--	0.0%	3.8%	--
Other reasons	--	--	2.3%	0.0%	--

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



	LZ	FUE	GC	TFE	LP
The same day	--	--	0.8%	3.3%	--
Between 1 and 30 days	--	--	28.7%	25.1%	--
Between 1 and 2 months	--	--	15.7%	22.2%	--
Between 3 and 6 months	--	--	46.3%	37.2%	--
More than 6 months	--	--	8.5%	12.2%	--

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.

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## PORTUGAL



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	16.5%	28.3%	--
Friends or relatives	--	--	28.2%	44.6%	--
Internet or social media	--	--	46.3%	53.2%	--
Mass Media	--	--	0.0%	1.7%	--
Travel guides and magazines	--	--	6.7%	9.3%	--
Travel Blogs or Forums	--	--	0.0%	6.2%	--
Travel TV Channels	--	--	0.0%	0.0%	--
Tour Operator or Travel Agency	--	--	35.1%	21.6%	--
Public administrations or similar	--	--	0.0%	0.0%	--
Others	--	--	1.1%	5.5%	--

\* Multi-choise question

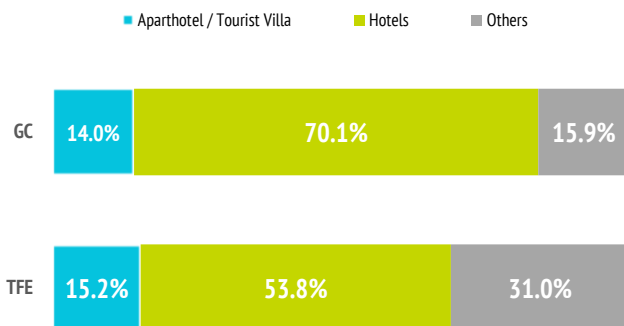
### With whom did they book their flight and accommodation? 🗣️

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	--	--	39.8%	49.8%	--
- Tour Operator or Travel Agency	--	--	60.2%	50.2%	--
<b>Accommodation</b>					
- Directly with the accommodation	--	--	30.9%	35.6%	--
- Tour Operator or Travel Agency	--	--	69.1%	64.4%	--

### Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	--	38.8%	7.9%	--
4* Hotel	--	--	24.4%	41.8%	--
5* Hotel / 5* Luxury Hotel	--	--	7.0%	4.0%	--
Aparthotel / Tourist Villa	--	--	14.0%	15.2%	--
House/room rented in a private dwelling	--	--	5.6%	9.2%	--
Private accommodation (1)	--	--	3.1%	15.3%	--
Others (Cottage, cruise, camping,...)	--	--	7.2%	6.5%	--

(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	--	--	25.2%	22.3%	--
Bed and Breakfast	--	--	9.6%	11.5%	--
Half board	--	--	21.0%	26.5%	--
Full board	--	--	6.0%	6.5%	--
All inclusive	--	--	38.1%	33.2%	--

### Other expenses 📍

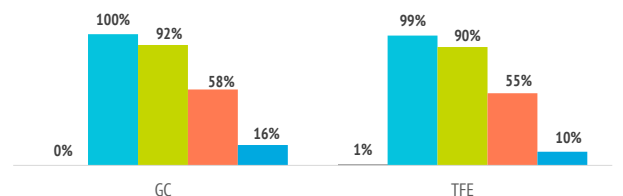
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	--	50.0%	53.8%	--
Supermarkets	--	--	52.2%	46.1%	--
Car rental	--	--	34.3%	35.9%	--
Organized excursions	--	--	16.7%	14.5%	--
Taxi, transfer, chauffeur service	--	--	55.6%	40.5%	--
Theme Parks	--	--	8.2%	20.4%	--
Sport activities	--	--	2.3%	6.9%	--
Museums	--	--	4.8%	1.6%	--
Flights between islands	--	--	7.2%	0.0%	--

### Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	--	0.0%	1.0%	--
1 - 2 hours	--	--	8.3%	8.7%	--
3 - 6 hours	--	--	33.9%	35.3%	--
7 - 12 hours	--	--	42.3%	44.6%	--
More than 12 hours	--	--	15.6%	10.4%	--

### 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
Beach	69.4%	87.3%	83.4%	77.5%	0.0%
Swimming pool, hotel facilities	69.9%	61.5%	71.4%	63.1%	0.0%
Walk, wander	69.4%	47.5%	74.0%	62.4%	0.0%
Explore the island on their own	44.3%	36.5%	49.2%	48.5%	0.0%
Theme parks	13.9%	4.7%	23.3%	29.6%	0.0%
Taste Canarian gastronomy	33.3%	15.8%	12.0%	31.4%	0.0%
Nightlife / concerts / shows	6.1%	4.2%	29.1%	22.0%	0.0%
Organized excursions	31.3%	13.1%	11.9%	17.3%	0.0%
Museums / exhibitions	38.9%	2.0%	15.1%	7.3%	0.0%
Nature activities	6.0%	12.2%	5.6%	18.4%	0.0%
Activities at sea	0.0%	27.9%	8.9%	11.1%	0.0%
Wineries / markets / popular festivals	21.1%	10.7%	3.7%	10.2%	0.0%
Sport activities	0.0%	13.8%	5.6%	9.1%	#####
Sea excursions / whale watching	0.0%	4.2%	5.6%	4.2%	0.0%
Beauty and health treatments	0.0%	0.0%	6.3%	2.7%	0.0%
Astronomical observation	0.0%	0.0%	0.0%	5.2%	0.0%

\* Multi-choise question

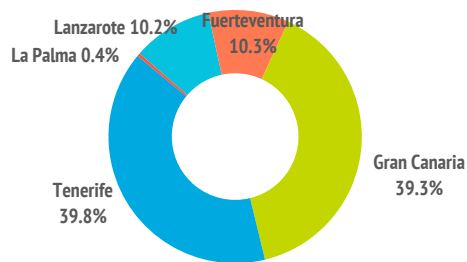
### CANARY ISLANDS



# TOURIST PROFILE BY ISLAND OF STAY (2018)

## PORTUGAL

### Which island do they choose?

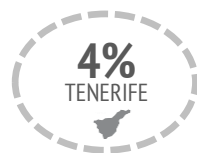


### How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	--	--	89.9%	96.2%	--
Two islands	--	--	6.8%	3.8%	--
Three or more islands	--	--	3.3%	0.0%	--

#### % TOURISTS VISITING MORE THAN ONE ISLAND



### Internet usage during their trip



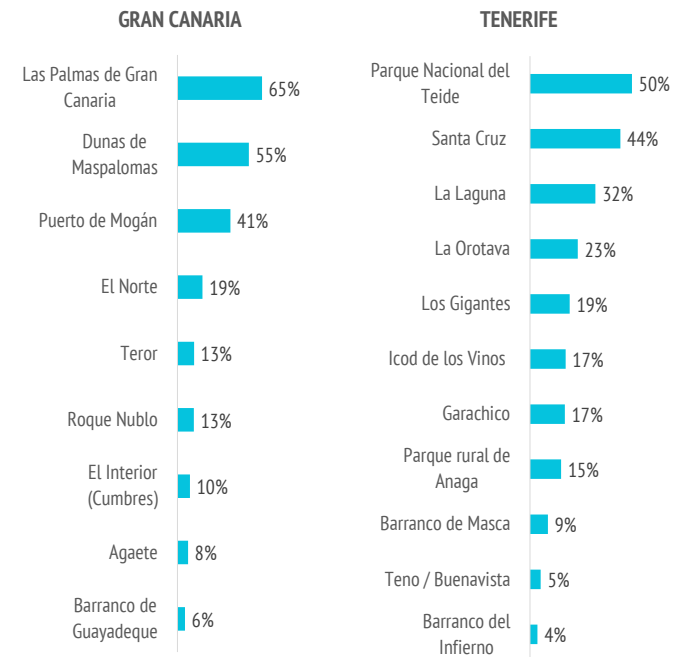
	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	--	--	13.4%	29.7%	--
- Flights	--	--	19.2%	16.8%	--
- Accommodation	--	--	22.9%	25.5%	--
- Transport	--	--	27.8%	24.1%	--
- Restaurants	--	--	17.7%	27.2%	--
- Excursions	--	--	16.7%	20.8%	--
- Activities	--	--	22.8%	29.9%	--
<b>Book or purchase</b>					
- Tourist package	--	--	29.4%	23.4%	--
- Flights	--	--	55.3%	56.7%	--
- Accommodation	--	--	54.4%	42.9%	--
- Transport	--	--	32.8%	35.8%	--
- Restaurants	--	--	14.8%	7.5%	--
- Excursions	--	--	7.6%	9.9%	--
- Activities	--	--	6.7%	12.1%	--

\* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
<b>Did not use the Internet</b>	--	--	<b>8.3%</b>	<b>6.2%</b>	--
<b>Used the Internet</b>	--	--	<b>91.7%</b>	<b>93.8%</b>	--
- Own Internet connection	--	--	40.5%	32.3%	--
- Free Wifi connection	--	--	39.7%	45.0%	--
<b>Applications*</b>					
- Search for locations or maps	--	--	70.6%	64.4%	--
- Search for destination info	--	--	40.6%	37.4%	--
- Share pictures or trip videos	--	--	54.0%	46.8%	--
- Download tourist apps	--	--	6.9%	8.4%	--
- Others	--	--	13.5%	20.0%	--

\* 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	--	--	8.31	8.49	--
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	--	--	1.3%	1.3%	--
Lived up to expectations	--	--	55.9%	53.5%	--
Better or much better than expected	--	--	42.8%	45.2%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	--	--	8.02	8.13	--
Recommend visiting the Canary Islands	--	--	8.40	8.72	--

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



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	--	27.7%	43.0%	--
At least 10 previous visits	--	--	1.5%	7.1%	--
Repeat tourists	--	--	33.3%	45.6%	--
At least 10 previous visits	--	--	2.6%	13.4%	--

### REPEAT TOURIST OF EACH ISLAND



27.7%  
Gran Canaria



43.0%  
Tenerife

# TOURIST PROFILE BY ISLAND OF STAY (2018)

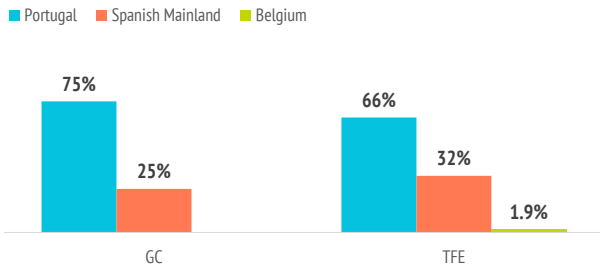
## PORTUGAL

### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Portugal	--	--	75.0%	65.8%	--
Spanish Mainland	--	--	25.0%	32.4%	--
Belgium	--	--	0.0%	1.9%	--

#### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	17.3%	15.6%	--
Only with partner	--	--	38.8%	34.6%	--
Only with children (< 13 years old)	--	--	3.3%	6.3%	--
Partner + children (< 13 years old)	--	--	7.2%	11.8%	--
Other relatives	--	--	13.0%	10.4%	--
Friends	--	--	10.0%	4.9%	--
Work colleagues	--	--	0.0%	1.5%	--
Organized trip	--	--	0.0%	0.0%	--
Other combinations <sup>(1)</sup>	--	--	10.4%	15.0%	--

(1) Different situations have been isolated

<b>Tourists with children</b>	--	--	<b>16.4%</b>	<b>24.6%</b>	--
- Between 0 and 2 years old	--	--	1.8%	3.4%	--
- Between 3 and 12 years old	--	--	13.6%	21.3%	--
- Between 0-2 and 3-12 years	--	--	1.0%	0.0%	--

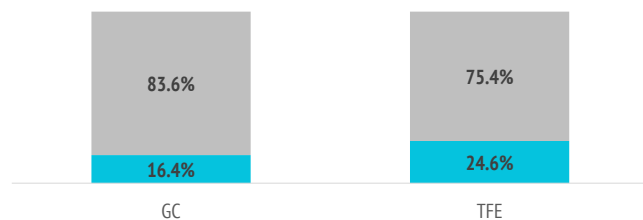
<b>Tourists without children</b>	--	--	<b>83.6%</b>	<b>75.4%</b>	--
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Group composition:					
- 1 person	--	--	25.0%	17.4%	--
- 2 people	--	--	41.8%	36.0%	--
- 3 people	--	--	13.3%	21.7%	--
- 4 or 5 people	--	--	16.7%	24.9%	--
- 6 or more people	--	--	3.2%	0.0%	--
<b>Average group size:</b>	--	--	<b>2.41</b>	<b>2.57</b>	--

#### TOURISTS TRAVELLING WITH CHILDREN

(Under the age of 13)

■ Con niños ■ Sin niños



### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	--	--	52.3%	52.1%	--
Women	--	--	47.7%	47.9%	--
<b>Age</b>					
Average age (tourist > 15 years old)	--	--	39.6	40.4	--
Standard deviation	--	--	10.6	12.2	--
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	--	--	9.5%	9.3%	--
25 - 30 years old	--	--	11.7%	13.9%	--
31 - 45 years old	--	--	53.5%	43.4%	--
46 - 60 years old	--	--	22.8%	24.6%	--
Over 60 years old	--	--	2.5%	8.7%	--
<b>Occupation</b>					
Salaried worker	--	--	47.0%	44.1%	--
Self-employed	--	--	30.6%	27.9%	--
Unemployed	--	--	1.9%	1.8%	--
Business owner	--	--	12.0%	15.1%	--
Student	--	--	6.6%	3.5%	--
Retired	--	--	2.0%	6.5%	--
Unpaid domestic work	--	--	0.0%	0.0%	--
Others	--	--	0.0%	1.2%	--
<b>Annual household income level</b>					
Less than €25,000	--	--	46.6%	48.1%	--
€25,000 - €49,999	--	--	35.5%	30.2%	--
€50,000 - €74,999	--	--	10.4%	10.8%	--
More than €74,999	--	--	7.5%	11.0%	--
<b>Education level</b>					
No studies	--	--	0.0%	3.0%	--
Primary education	--	--	1.0%	0.0%	--
Secondary education	--	--	32.9%	23.3%	--
Higher education	--	--	66.2%	73.7%	--



AVERAGE AGE (> 15 years old)

Gran Canaria

39.6

Tenerife

40.4

% OF TOURISTS WITH INCOMES OVER €74,999



7,5%



11,0%

● Gran Canaria  
● Tenerife

#### % OF TOURISTS TRAVELLING ONLY WITH PARTNER

Gran Canaria

39%

Tenerife

35%

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.