

PROFILE OF TOURIST BY MEAL PLANS (2018)

FULL BOARD

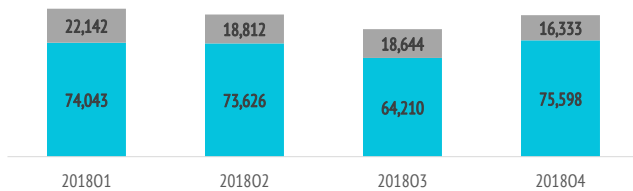
How many are they and how much do they spend?



	Full board	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	363,409	13,485,651
- book holiday package	287,477	7,848,516
- do not book holiday package	75,931	5,637,135
- % tourists who book holiday package	79.1%	58.2%
Share of total tourist	2.7%	100%

TOURISTS WHO BOOK FULL BOARD

■ do not book holiday package ■ book holiday package



	Full board	Total
Expenditure per tourist (€)		
- book holiday package	1,320	1,196
- holiday package	1,335	1,309
- others	1,153	1,064
- do not book holiday package	182	246
- do not book holiday package	1,263	1,037
- flight	340	288
- accommodation	640	350
- others	283	399
Average length of stay		
- book holiday package	8.47	9.32
- do not book holiday package	8.38	8.66
- do not book holiday package	8.81	10.23
Average daily expenditure (€)		
- book holiday package	167.2	143.6
- do not book holiday package	169.2	159.8
- do not book holiday package	159.8	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	480	16,124
- do not book holiday package	384	10,277
- do not book holiday package	96	5,848

AVERAGE LENGTH OF STAY (nights)

■ Full board ■ Total



EXPENDITURE PER TOURIST (€)

■ Full board ■ Total



Importance of each factor in the destination choice



	Full board	Total
Climate	74.0%	78.1%
Safety	51.2%	51.4%
Tranquility	49.4%	46.2%
Sea	44.6%	43.3%
Accommodation supply	40.5%	41.7%
European belonging	38.8%	35.8%
Beaches	37.0%	37.1%
Price	34.8%	36.5%
Landscapes	32.9%	31.6%
Environment	30.3%	30.6%
Effortless trip	29.7%	34.8%
Fun possibilities	21.8%	20.7%
Gastronomy	21.0%	22.6%
Authenticity	20.0%	19.1%
Exoticism	11.9%	10.5%
Shopping	11.6%	9.6%
Hiking trail network	10.9%	9.0%
Historical heritage	10.6%	7.1%
Culture	9.8%	7.3%
Nightlife	5.5%	7.5%

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.

What is the main motivation for their holidays?



	Full board	Total
Rest	51.5%	55.1%
Enjoy family time	15.3%	14.7%
Have fun	7.1%	7.8%
Explore the destination	21.3%	18.5%
Practice their hobbies	2.3%	1.8%
Other reasons	2.5%	2.1%

EXPLORE THE DESTINATION



Full board 21.3%

Total 18.5%

How far in advance do they book their trip?



	Full board	Total
The same day	0.6%	0.7%
Between 1 and 30 days	20.3%	23.2%
Between 1 and 2 months	24.5%	23.0%
Between 3 and 6 months	37.6%	32.4%
More than 6 months	16.9%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

FULL BOARD
37.6%



TOTAL
32.4%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who book full board.

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

	Full board	Total
Previous visits to the Canary Islands	41.3%	50.9%
Friends or relatives	23.1%	27.8%
Internet or social media	47.8%	56.1%
Mass Media	2.3%	1.7%
Travel guides and magazines	9.7%	9.5%
Travel Blogs or Forums	3.2%	5.4%
Travel TV Channels	0.3%	0.7%
Tour Operator or Travel Agency	28.7%	24.7%
Public administrations or similar	2.8%	0.4%
Others	2.3%	2.3%

* Multi-choice question

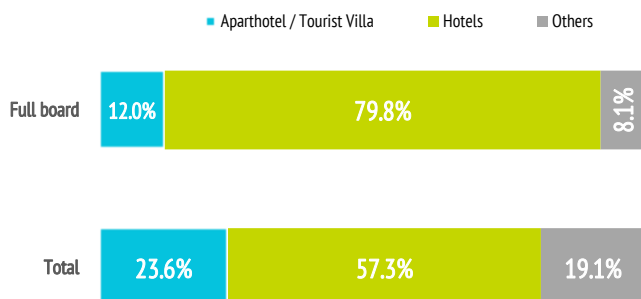
With whom did they book their flight and accommodation? 👁

	Full board	Total
Flight		
- Directly with the airline	26.1%	39.5%
- Tour Operator or Travel Agency	73.9%	60.5%
Accommodation		
- Directly with the accommodation	20.8%	28.8%
- Tour Operator or Travel Agency	79.2%	71.2%

Where do they stay? 🏠

	Full board	Total
1-2-3* Hotel	19.0%	12.8%
4* Hotel	48.9%	37.7%
5* Hotel / 5* Luxury Hotel	11.9%	6.8%
Aparthotel / Tourist Villa	12.0%	23.6%
House/room rented in a private dwelling	0.0%	5.3%
Private accommodation (1)	0.0%	7.0%
Others (Cottage, cruise, camping,...)	8.1%	6.8%

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



What do they book? 🍽

	Full board	Total
Room only	--	28.8%
Bed and Breakfast	--	11.7%
Half board	--	22.4%
Full board	100.0%	3.0%
All inclusive	--	34.1%

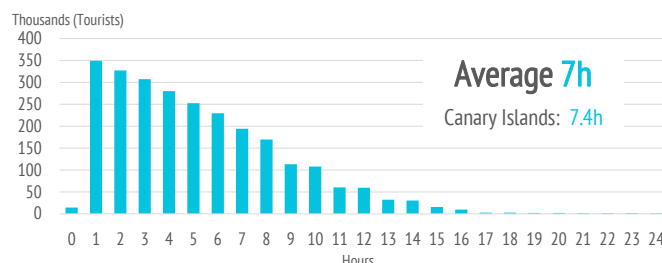
Other expenses 📍

	Full board	Total
Restaurants or cafes	41.7%	63.2%
Supermarkets	31.8%	55.9%
Car rental	21.7%	26.6%
Organized excursions	29.6%	21.8%
Taxi, transfer, chauffeur service	54.8%	51.7%
Theme Parks	7.7%	8.8%
Sport activities	6.3%	6.4%
Museums	3.5%	5.0%
Flights between islands	4.7%	4.8%

Activities in the Canary Islands 🚶

	Full board	Total
Outdoor time per day		
0 hours	4.0%	2.2%
1 - 2 hours	11.4%	10.0%
3 - 6 hours	31.2%	32.6%
7 - 12 hours	44.6%	46.5%
More than 12 hours	8.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Full board	Total
Activities in the Canary Islands		
Walk, wander	66.8%	71.0%
Swimming pool, hotel facilities	64.0%	58.9%
Beach	63.1%	68.0%
Explore the island on their own	40.7%	46.5%
Organized excursions	26.9%	17.9%
Taste Canarian gastronomy	16.3%	25.4%
Theme parks	15.1%	15.5%
Sport activities	15.0%	14.3%
Wineries / markets / popular festivals	11.1%	12.0%
Nature activities	10.0%	10.0%
Museums / exhibitions	9.8%	9.8%
Nightlife / concerts / shows	9.5%	15.5%
Sea excursions / whale watching	9.2%	11.3%
Activities at sea	8.4%	9.8%
Beauty and health treatments	7.2%	5.7%
Astronomical observation	3.6%	3.4%

* Multi-choice question

FULL BOARD

TOTAL

SWIMMING POOL /
HOTEL FACILITIES

64.0%

58.9%

ORGANIZED
EXCURSIONS

26.9%

17.9%



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FULL BOARD

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book full board	363,409	49,655	71,682	80,879	147,468	1,746
- Share by islands	100%	13.7%	19.7%	22.3%	40.6%	0.5%
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%
% Tourists who book full board	2.8%	2.0%	3.9%	2.2%	3.0%	0.7%

How many islands do they visit during their trip?

	Full board	Total
One island	86.9%	90.9%
Two islands	9.1%	7.7%
Three or more islands	4.0%	1.4%

Internet usage during their trip

	Full board	Total
Research		
- Tourist package	16.0%	15.4%
- Flights	16.1%	13.0%
- Accommodation	21.4%	17.7%
- Transport	15.6%	15.6%
- Restaurants	20.9%	27.0%
- Excursions	22.6%	26.3%
- Activities	27.9%	31.0%
Book or purchase		
- Tourist package	42.4%	38.1%
- Flights	47.3%	64.4%
- Accommodation	44.2%	54.5%
- Transport	37.2%	44.7%
- Restaurants	10.8%	10.5%
- Excursions	15.0%	11.4%
- Activities	11.3%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Full board	Total
Did not use the Internet	12.8%	9.8%
Used the Internet	87.2%	90.2%
- Own Internet connection	33.2%	36.5%
- Free Wifi connection	38.0%	41.1%
Applications*		
- Search for locations or maps	56.4%	60.7%
- Search for destination info	35.3%	44.7%
- Share pictures or trip videos	54.0%	55.6%
- Download tourist apps	7.7%	6.5%
- Others	23.2%	23.9%

* Multi-choice question

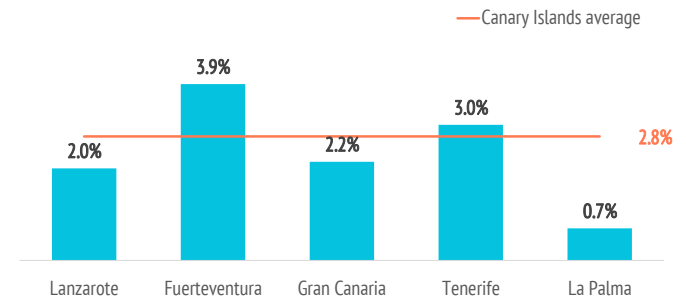


54% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

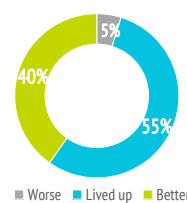


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Full board	Total
Average rating	8.41	8.58

Experience in the Canary Islands	Full board	Total
Worse or much worse than expected	4.8%	2.9%
Lived up to expectations	55.0%	57.4%
Better or much better than expected	40.2%	39.7%

Future intentions (scale 1-10)	Full board	Total
Return to the Canary Islands	8.34	8.60
Recommend visiting the Canary Islands	8.62	8.86



Experience in the Canary

8.34/10

Return to the Canary Islands

8.62/10

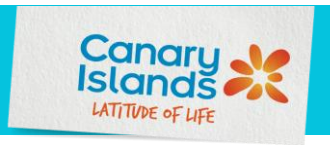
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Full board	Total
Repeat tourists	64.4%	71.0%
Repeat tourists (last 5 years)	58.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	12.1%	18.4%
At least 10 previous visits	11.3%	17.8%

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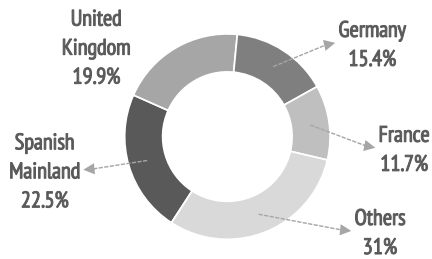
FULL BOARD



Where are they from?



	%	Absolute
Spanish Mainland	22.5%	81,630
United Kingdom	19.9%	72,390
Germany	15.4%	55,826
France	11.7%	42,683
Italy	5.8%	20,938
Belgium	3.6%	12,930
Finland	3.5%	12,876
Sweden	2.7%	9,753
Ireland	2.4%	8,710
Switzerland	2.1%	7,490
Denmark	2.0%	7,436
Netherlands	2.0%	7,216
Norway	1.6%	5,817
Poland	0.9%	3,186
Russia	0.4%	1,554
Austria	0.3%	939
Czech Republic	0.2%	567
Others	3.2%	11,469



Who do they come with?



	Full board	Total
Unaccompanied	7.9%	8.9%
Only with partner	43.0%	47.4%
Only with children (< 13 years old)	7.5%	5.9%
Partner + children (< 13 years old)	8.8%	7.2%
Other relatives	9.2%	9.0%
Friends	6.4%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	1.6%	0.2%
Other combinations ⁽¹⁾	15.4%	14.6%

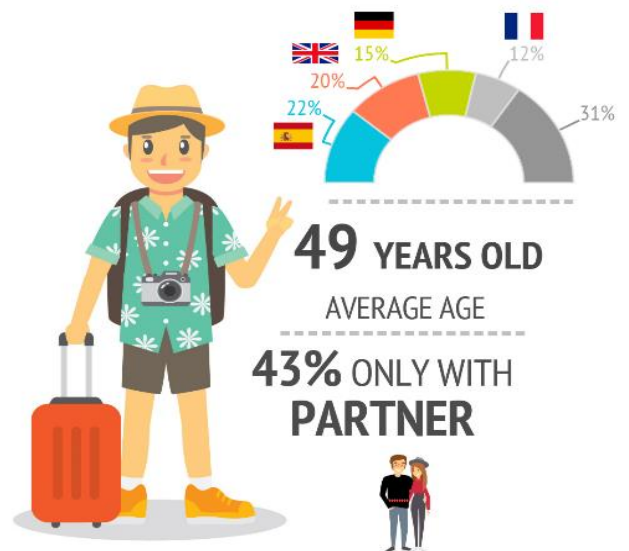
(1) Different situations have been isolated

Tourists with children	23.2%	19.3%
- Between 0 and 2 years old	2.3%	1.8%
- Between 3 and 12 years old	18.1%	15.8%
- Between 0 -2 and 3-12 years	2.7%	1.6%
Tourists without children	76.8%	80.7%
Group composition:		
- 1 person	12.8%	12.4%
- 2 people	49.3%	54.1%
- 3 people	13.5%	12.6%
- 4 or 5 people	20.2%	17.1%
- 6 or more people	4.3%	3.8%
Average group size:	2.69	2.58

Who are they?



	Full board	Total
Gender		
Men	50.4%	48.2%
Women	49.6%	51.8%
Age		
Average age (tourist > 15 years old)	49.5	46.7
Standard deviation	15.0	15.3
Age range (> 15 years old)		
16 - 24 years old	5.9%	7.7%
25 - 30 years old	5.9%	10.8%
31 - 45 years old	30.0%	28.6%
46 - 60 years old	29.8%	31.3%
Over 60 years old	28.4%	21.5%
Occupation		
Salaried worker	48.7%	55.5%
Self-employed	11.1%	11.0%
Unemployed	1.6%	1.1%
Business owner	10.5%	9.2%
Student	3.8%	4.2%
Retired	22.4%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	17.1%	17.0%
€25,000 - €49,999	37.7%	36.5%
€50,000 - €74,999	23.2%	25.0%
More than €74,999	22.0%	21.5%
Education level		
No studies	2.7%	4.8%
Primary education	3.9%	2.8%
Secondary education	25.2%	23.1%
Higher education	68.2%	69.3%



Pictures: Freepik.com

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