

# PROFILE OF TOURIST BY MEAL PLANS (2018)

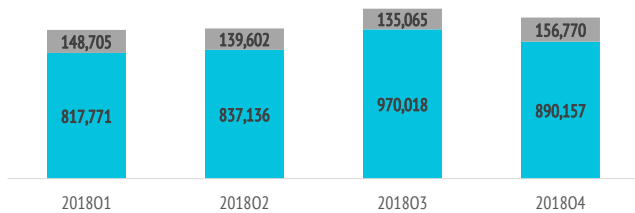
## ALL INCLUSIVE

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

	All inclusive	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	4,095,225	13,485,651
- book holiday package	3,515,083	7,848,516
- do not book holiday package	580,142	5,637,135
- % tourists who book holiday package	85.8%	58.2%
Share of total tourist	30.4%	100%

### TOURISTS WHO BOOK ALL INCLUSIVE

■ do not book holiday package ■ book holiday package



	All inclusive	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,250	1,196
- holiday package	1,280	1,309
- others	1,137	1,064
- do not book holiday package	144	246
- do not book holiday package	1,070	1,037
- flight	275	288
- accommodation	587	350
- others	207	399
<b>Average length of stay</b>		
- book holiday package	8.37	9.32
- do not book holiday package	8.42	8.66
- do not book holiday package	8.04	10.23
<b>Average daily expenditure (€)</b>		
- book holiday package	155.9	143.6
- do not book holiday package	158.8	159.8
- do not book holiday package	138.1	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	5,121	16,124
- do not book holiday package	4,500	10,277
- do not book holiday package	621	5,848

### AVERAGE LENGTH OF STAY (nights)

■ All inclusive ■ Total



### EXPENDITURE PER TOURIST (€)

■ All inclusive ■ Total



### Importance of each factor in the destination choice

	All inclusive	Total
Climate	80.8%	78.1%
Safety	57.3%	51.4%
Accommodation supply	50.1%	41.7%
Tranquility	47.9%	46.2%
Sea	42.6%	43.3%
Price	41.5%	36.5%
European belonging	38.1%	35.8%
Beaches	37.8%	37.1%
Effortless trip	37.4%	34.8%
Environment	27.2%	30.6%
Landscapes	26.1%	31.6%
Fun possibilities	22.6%	20.7%
Gastronomy	20.7%	22.6%
Authenticity	18.5%	19.1%
Exoticism	11.5%	10.5%
Shopping	9.5%	9.6%
Culture	6.8%	7.3%
Nightlife	6.3%	7.5%
Historical heritage	6.2%	7.1%
Hiking trail network	5.2%	9.0%

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?

	All inclusive	Total
Rest	60.6%	55.1%
Enjoy family time	15.5%	14.7%
Have fun	7.3%	7.8%
Explore the destination	14.9%	18.5%
Practice their hobbies	0.7%	1.8%
Other reasons	1.1%	2.1%



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

	All inclusive	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.5%	23.2%
Between 1 and 2 months	21.7%	23.0%
Between 3 and 6 months	33.0%	32.4%
More than 6 months	22.2%	20.7%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ALL INCLUSIVE  
22.2%



TOTAL  
20.7%

Picture: Freepik.com

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

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

# PROFILE OF TOURIST BY MEAL PLANS (2018)

## ALL INCLUSIVE



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

	All inclusive	Total
Previous visits to the Canary Islands	47.9%	50.9%
Friends or relatives	22.7%	27.8%
Internet or social media	57.1%	56.1%
Mass Media	1.9%	1.7%
Travel guides and magazines	9.3%	9.5%
Travel Blogs or Forums	4.8%	5.4%
Travel TV Channels	0.9%	0.7%
Tour Operator or Travel Agency	37.1%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.6%	2.3%

\* Multi-choice question

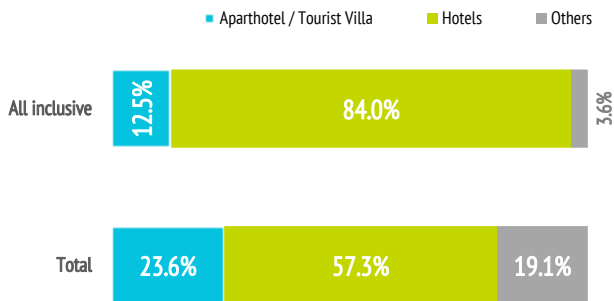
### With whom did they book their flight and accommodation?

	All inclusive	Total
<b>Flight</b>		
- Directly with the airline	17.1%	39.5%
- Tour Operator or Travel Agency	82.9%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	14.2%	28.8%
- Tour Operator or Travel Agency	85.8%	71.2%

### Where do they stay?

	All inclusive	Total
1-2-3* Hotel	18.2%	12.8%
4* Hotel	61.0%	37.7%
5* Hotel / 5* Luxury Hotel	4.8%	6.8%
Aparthotel / Tourist Villa	12.5%	23.6%
House/room rented in a private dwelling	0.0%	5.3%
Private accommodation (1)	0.0%	7.0%
Others (Cottage, cruise, camping,...)	3.6%	6.8%

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



### What do they book?

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

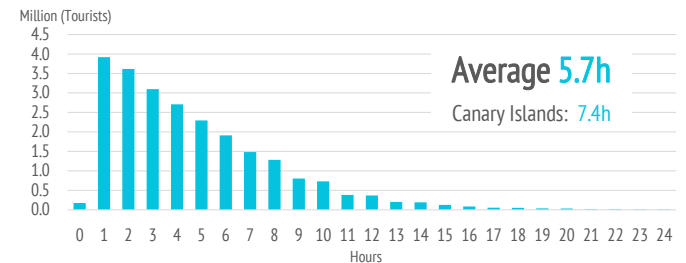
### Other expenses

	All inclusive	Total
Restaurants or cafes	31.6%	63.2%
Supermarkets	30.8%	55.9%
Car rental	17.9%	26.6%
Organized excursions	24.8%	21.8%
Taxi, transfer, chauffeur service	69.0%	51.7%
Theme Parks	8.9%	8.8%
Sport activities	5.5%	6.4%
Museums	3.0%	5.0%
Flights between islands	2.8%	4.8%

### Activities in the Canary Islands

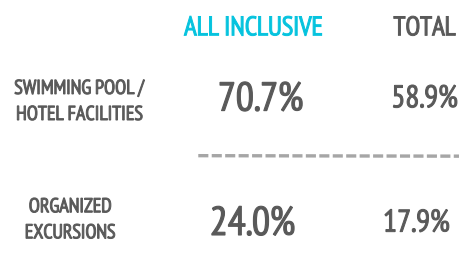
Outdoor time per day	All inclusive	Total
0 hours	4.3%	2.2%
1 - 2 hours	20.0%	10.0%
3 - 6 hours	39.5%	32.6%
7 - 12 hours	31.2%	46.5%
More than 12 hours	5.0%	8.7%

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



Activities in the Canary Islands	All inclusive	Total
Swimming pool, hotel facilities	70.7%	58.9%
Beach	68.7%	68.0%
Walk, wander	65.9%	71.0%
Explore the island on their own	37.9%	46.5%
Organized excursions	24.0%	17.9%
Theme parks	16.7%	15.5%
Taste Canarian gastronomy	14.6%	25.4%
Sport activities	13.2%	14.3%
Sea excursions / whale watching	12.6%	11.3%
Nightlife / concerts / shows	12.2%	15.5%
Wineries / markets / popular festivals	9.7%	12.0%
Activities at sea	9.2%	9.8%
Museums / exhibitions	6.6%	9.8%
Nature activities	6.4%	10.0%
Beauty and health treatments	5.6%	5.7%
Astronomical observation	2.8%	3.4%

\* Multi-choice question



# PROFILE OF TOURIST BY MEAL PLANS (2018)

## ALL INCLUSIVE



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book all inclusive	4,095,225	830,535	913,747	995,588	1,267,885	49,378
- Share by islands	100%	20.3%	22.3%	24.3%	31.0%	1.2%
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 all inclusive	31.0%	34.2%	49.8%	26.9%	25.9%	20.2%

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

	All inclusive	Total
One island	92.3%	90.9%
Two islands	6.1%	7.7%
Three or more islands	1.6%	1.4%

### Internet usage during their trip

	All inclusive	Total
<b>Research</b>		
- Tourist package	18.8%	15.4%
- Flights	17.7%	13.0%
- Accommodation	23.9%	17.7%
- Transport	17.9%	15.6%
- Restaurants	21.1%	27.0%
- Excursions	28.2%	26.3%
- Activities	31.1%	31.0%
<b>Book or purchase</b>		
- Tourist package	46.6%	38.1%
- Flights	48.3%	64.4%
- Accommodation	46.4%	54.5%
- Transport	38.4%	44.7%
- Restaurants	8.8%	10.5%
- Excursions	11.0%	11.4%
- Activities	11.2%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	All inclusive	Total
<b>Did not use the Internet</b>	<b>10.7%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>89.3%</b>	<b>90.2%</b>
- Own Internet connection	33.7%	36.5%
- Free Wifi connection	43.1%	41.1%
<b>Applications*</b>		
- Search for locations or maps	53.4%	60.7%
- Search for destination info	40.1%	44.7%
- Share pictures or trip videos	57.2%	55.6%
- Download tourist apps	6.3%	6.5%
- Others	25.5%	23.9%

\* Multi-choice question

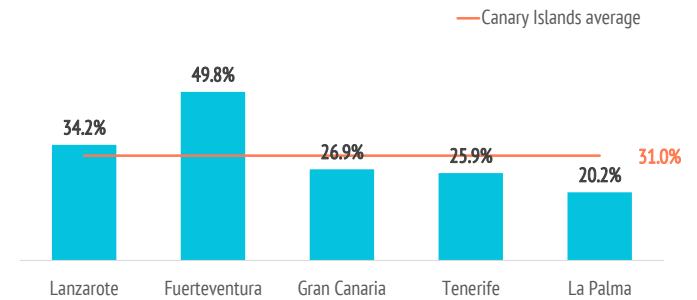


**57.2%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

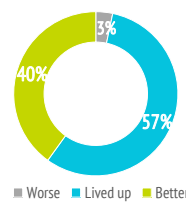


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	All inclusive	Total
Average rating	8.53	8.58

Experience in the Canary Islands	All inclusive	Total
Worse or much worse than expected	3.3%	2.9%
Lived up to expectations	56.6%	57.4%
Better or much better than expected	40.1%	39.7%

Future intentions (scale 1-10)	All inclusive	Total
Return to the Canary Islands	8.49	8.60
Recommend visiting the Canary Islands	8.77	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

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

	All inclusive	Total
<b>Repeat tourists</b>	<b>67.5%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	60.6%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	18.4%
<b>At least 10 previous visits</b>	<b>12.2%</b>	<b>17.8%</b>

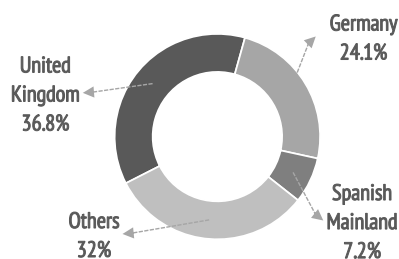
# PROFILE OF TOURIST BY MEAL PLANS (2018)

## ALL INCLUSIVE

### Where are they from?



	%	Absolute
United Kingdom	36.8%	1,508,325
Germany	24.1%	986,548
Spanish Mainland	7.2%	295,487
France	5.1%	206,983
Poland	4.8%	195,625
Netherlands	4.0%	163,089
Sweden	3.5%	144,359
Belgium	2.6%	105,733
Denmark	2.2%	90,735
Italy	1.7%	69,452
Ireland	1.7%	67,873
Norway	1.3%	51,392
Switzerland	1.0%	41,533
Finland	1.0%	41,136
Czech Republic	0.6%	25,047
Austria	0.5%	21,533
Russia	0.1%	5,881
Others	1.8%	74,495



### Who do they come with?



	All inclusive	Total
Unaccompanied	3.4%	8.9%
Only with partner	45.8%	47.4%
Only with children (< 13 years old)	8.2%	5.9%
Partner + children (< 13 years old)	10.1%	7.2%
Other relatives	10.0%	9.0%
Friends	5.2%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.1%	0.2%
Other combinations <sup>(1)</sup>	17.0%	14.6%

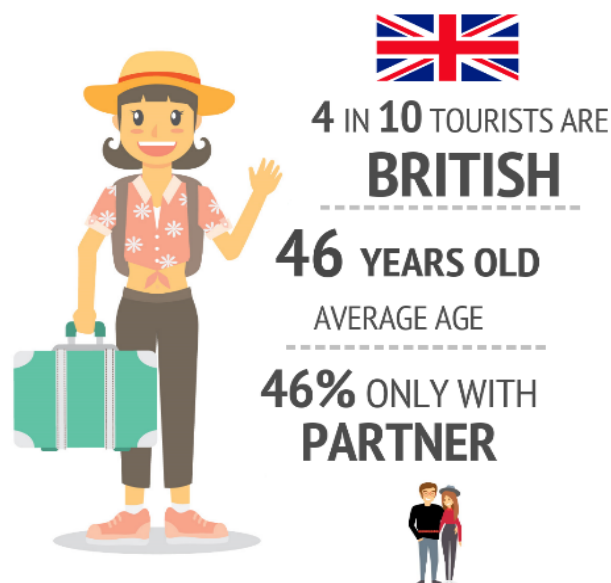
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>27.3%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.3%	1.8%
- Between 3 and 12 years old	22.5%	15.8%
- Between 0 -2 and 3-12 years	2.6%	1.6%
<b>Tourists without children</b>	<b>72.7%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	6.0%	12.4%
- 2 people	52.6%	54.1%
- 3 people	15.9%	12.6%
- 4 or 5 people	20.5%	17.1%
- 6 or more people	5.1%	3.8%
<b>Average group size:</b>	<b>2.83</b>	<b>2.58</b>

### Who are they?



	All inclusive	Total
<b>Gender</b>		
Men	45.3%	48.2%
Women	54.7%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	45.8	46.7
Standard deviation	14.9	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.1%	7.7%
25 - 30 years old	10.4%	10.8%
31 - 45 years old	31.6%	28.6%
46 - 60 years old	30.9%	31.3%
Over 60 years old	19.1%	21.5%
<b>Occupation</b>		
Salaried worker	58.7%	55.5%
Self-employed	10.0%	11.0%
Unemployed	0.9%	1.1%
Business owner	9.0%	9.2%
Student	3.9%	4.2%
Retired	15.8%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.7%	17.0%
€25,000 - €49,999	36.6%	36.5%
€50,000 - €74,999	26.9%	25.0%
More than €74,999	19.8%	21.5%
<b>Education level</b>		
No studies	6.0%	4.8%
Primary education	3.0%	2.8%
Secondary education	26.1%	23.1%
Higher education	65.0%	69.3%



Pictures: Freepik.com

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

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.