

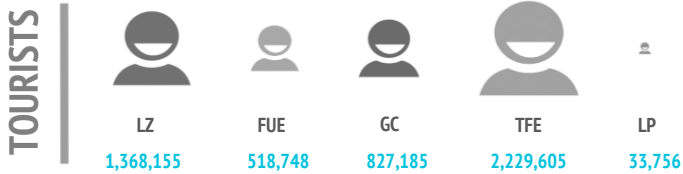
# TOURIST PROFILE BY ISLAND OF STAY (2018)

## UNITED KINGDOM

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

	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>1,368</b>	<b>519</b>	<b>827</b>	<b>2,230</b>	<b>34</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>1,163</b>	<b>449</b>	<b>697</b>	<b>1,918</b>	<b>29</b>
- book holiday package (*)	633	301	437	1,107	23
- do not book holiday package (*)	530	148	261	811	6
- % tourists who book holiday package	54.4%	67.0%	62.6%	57.7%	78.3%

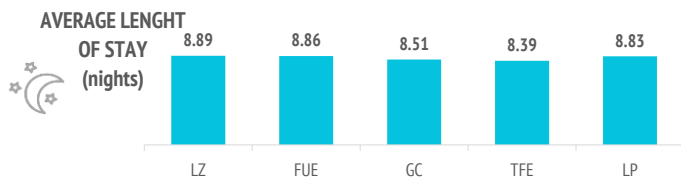
(\*) Thousands of tourists



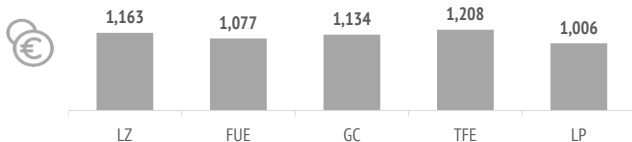
### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	<b>1,163</b>	<b>1,077</b>	<b>1,134</b>	<b>1,208</b>	<b>1,006</b>
- book holiday package	1,259	1,127	1,277	1,369	1,026
- holiday package	1,042	922	1,021	1,087	885
- others	217	205	255	282	142
- do not book holiday package	1,048	977	896	989	932
- flight	286	262	223	275	243
- accommodation	415	397	315	337	397
- others	347	318	358	377	292
<b>Average length of stay</b>	<b>8.89</b>	<b>8.86</b>	<b>8.51</b>	<b>8.39</b>	<b>8.83</b>
- book holiday package	8.31	8.32	8.26	8.05	8.40
- do not book holiday package	9.58	9.97	8.94	8.86	10.38
<b>Average daily expenditure (€)</b>	<b>142.4</b>	<b>131.7</b>	<b>141.6</b>	<b>157.4</b>	<b>121.8</b>
- book holiday package	157.1	142.3	157.6	179.5	127.2
- do not book holiday package	124.8	110.1	114.9	127.2	102.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,352</b>	<b>484</b>	<b>791</b>	<b>2,318</b>	<b>29</b>
- book holiday package	797	339	557	1,516	24
- do not book holiday package	556	145	234	802	6



### EXPENDITURE PER TOURIST (€)



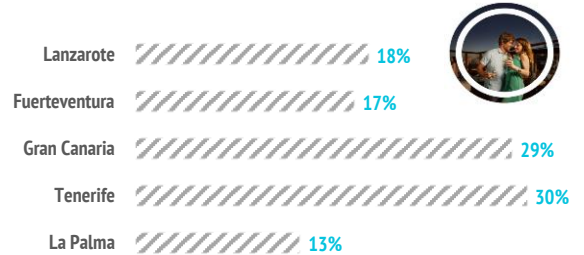
### Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	78.7%	83.7%	82.9%	81.1%	74.6%
Safety	59.8%	60.6%	61.0%	59.8%	59.1%
Accommodation supply	54.2%	55.0%	54.2%	53.4%	59.2%
Price	45.4%	52.6%	49.2%	50.5%	52.8%
Tranquility	46.5%	49.5%	43.3%	42.0%	61.0%
Effortless trip	42.1%	45.3%	39.1%	42.3%	42.2%
European belonging	34.4%	35.4%	33.8%	34.3%	33.3%
Environment	31.8%	30.6%	34.1%	32.6%	37.6%
Sea	28.3%	38.3%	34.8%	29.3%	22.9%
Beaches	25.1%	39.8%	34.9%	27.9%	11.8%
Fun possibilities	18.0%	16.9%	28.9%	30.1%	12.7%
Gastronomy	21.6%	24.4%	23.1%	23.5%	23.2%
Landscapes	19.2%	18.8%	22.1%	21.0%	39.7%
Authenticity	16.1%	17.3%	17.4%	17.4%	22.1%
Shopping	6.9%	9.6%	10.6%	12.4%	4.5%
Nightlife	5.7%	6.3%	12.5%	13.0%	2.1%
Exoticism	5.3%	8.3%	9.2%	9.1%	8.4%
Culture	6.5%	6.4%	7.9%	7.5%	9.9%
Historical heritage	5.6%	3.6%	6.5%	5.3%	12.0%
Hiking trail network	2.6%	2.4%	3.8%	3.3%	15.8%

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 FUN POSSIBILITIES



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

	LZ	FUE	GC	TFE	LP
Rest	71.6%	73.8%	65.9%	63.8%	65.1%
Enjoy family time	14.8%	11.4%	14.6%	15.9%	7.3%
Have fun	4.6%	6.3%	9.2%	12.8%	5.1%
Explore the destination	6.5%	6.4%	7.6%	5.3%	17.7%
Practice their hobbies	1.2%	0.7%	1.2%	0.5%	1.4%
Other reasons	1.3%	1.4%	1.5%	1.7%	3.4%

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

	LZ	FUE	GC	TFE	LP
The same day	0.1%	0.1%	0.8%	0.7%	1.3%
Between 1 and 30 days	14.4%	20.2%	20.7%	19.1%	26.8%
Between 1 and 2 months	21.0%	20.7%	20.0%	18.2%	22.5%
Between 3 and 6 months	32.8%	32.0%	30.4%	31.7%	35.1%
More than 6 months	31.7%	27.1%	28.1%	30.2%	14.3%

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)

## UNITED KINGDOM



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	67.7%	63.6%	56.2%	57.6%	56.5%
Friends or relatives	26.9%	24.2%	24.7%	31.9%	18.2%
Internet or social media	67.3%	61.0%	61.7%	55.8%	73.4%
Mass Media	1.1%	1.1%	1.8%	1.5%	2.6%
Travel guides and magazines	7.1%	7.3%	8.5%	7.3%	14.1%
Travel Blogs or Forums	6.4%	4.5%	4.4%	4.3%	7.2%
Travel TV Channels	0.6%	0.7%	0.4%	0.4%	0.0%
Tour Operator or Travel Agency	23.8%	24.7%	26.5%	21.5%	40.3%
Public administrations or similar	0.3%	0.3%	0.3%	0.4%	0.8%
Others	2.3%	1.8%	2.5%	2.7%	1.8%

\* Multi-choice question

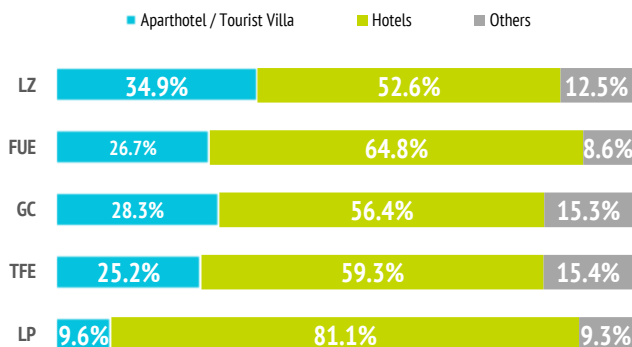
### With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	45.1%	37.9%	39.8%	44.5%	24.5%
- Tour Operator or Travel Agency	54.9%	62.1%	60.2%	55.5%	75.5%
<b>Accommodation</b>					
- Directly with the accommodation	30.9%	26.7%	28.1%	32.1%	14.5%
- Tour Operator or Travel Agency	69.1%	73.3%	71.9%	67.9%	85.5%

### Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	8.2%	18.0%	15.6%	8.5%	7.6%
4* Hotel	37.6%	42.9%	33.6%	38.2%	73.4%
5* Hotel / 5* Luxury Hotel	6.7%	3.8%	7.2%	12.7%	0.0%
Aparthotel / Tourist Villa	34.9%	26.7%	28.3%	25.2%	9.6%
House/room rented in a private dwelling	2.9%	2.7%	3.5%	3.9%	2.5%
Private accommodation (1)	3.6%	4.0%	5.6%	5.3%	2.1%
Others (Cottage, cruise, camping,...)	6.0%	1.9%	6.2%	6.2%	4.7%

(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	32.6%	23.3%	32.7%	29.6%	15.6%
Bed and Breakfast	8.4%	5.9%	8.1%	12.6%	6.0%
Half board	16.1%	17.3%	18.2%	20.8%	19.4%
Full board	1.3%	1.6%	1.5%	2.4%	1.3%
All inclusive	41.6%	52.0%	39.6%	34.5%	57.6%

### Other expenses

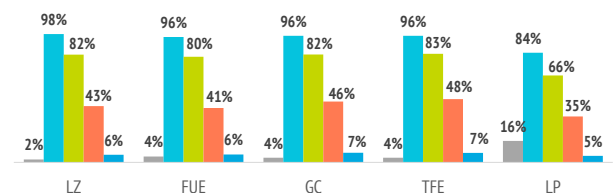
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	69.3%	61.7%	61.1%	62.1%	65.4%
Supermarkets	61.1%	53.1%	56.8%	53.9%	45.7%
Car rental	20.1%	16.2%	9.0%	9.8%	29.9%
Organized excursions	19.7%	14.0%	17.3%	15.2%	24.3%
Taxi, transfer, chauffeur service	62.5%	61.5%	62.1%	56.3%	58.7%
Theme Parks	6.2%	6.1%	8.1%	12.0%	0.5%
Sport activities	6.4%	8.9%	8.3%	5.7%	4.7%
Museums	5.9%	2.5%	2.1%	0.8%	9.9%
Flights between islands	4.7%	4.1%	3.4%	3.0%	2.9%

### Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	2.2%	4.5%	3.6%	3.5%	16.4%
1 - 2 hours	15.6%	15.0%	14.2%	13.8%	17.3%
3 - 6 hours	39.3%	39.0%	35.9%	34.5%	31.2%
7 - 12 hours	37.0%	35.4%	39.0%	41.0%	30.1%
More than 12 hours	5.8%	6.0%	7.3%	7.2%	4.9%

### 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	81.6%	73.4%	74.9%	73.8%	75.3%
Swimming pool, hotel facilities	70.4%	71.0%	73.2%	72.2%	67.4%
Beach	56.8%	72.3%	67.4%	56.4%	34.6%
Explore the island on their own	37.7%	34.8%	35.5%	32.1%	45.7%
Nightlife / concerts / shows	15.7%	16.7%	24.8%	25.1%	5.9%
Taste Canarian gastronomy	26.0%	20.2%	20.2%	18.7%	30.1%
Organized excursions	16.7%	10.1%	15.9%	18.1%	22.2%
Theme parks	8.2%	8.6%	14.3%	22.9%	0.1%
Sport activities	13.2%	11.7%	10.7%	11.5%	9.1%
Sea excursions / whale watching	6.3%	7.0%	14.9%	14.2%	9.6%
Wineries / markets / popular festivals	14.3%	8.0%	8.4%	6.9%	7.9%
Activities at sea	7.5%	9.2%	10.2%	7.7%	7.2%
Museums / exhibitions	11.1%	4.7%	6.2%	4.1%	14.9%
Beauty and health treatments	5.3%	4.2%	6.4%	6.4%	7.1%
Nature activities	3.6%	3.8%	4.2%	4.2%	8.8%
Astronomical observation	1.1%	1.3%	1.6%	3.3%	9.4%

\* Multi-choice question

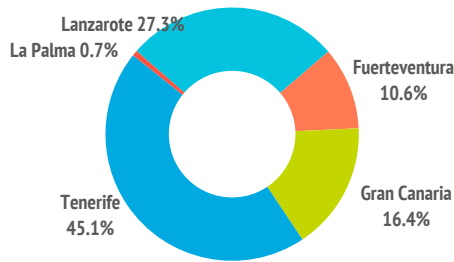
### CANARY ISLANDS



# TOURIST PROFILE BY ISLAND OF STAY (2018) UNITED KINGDOM



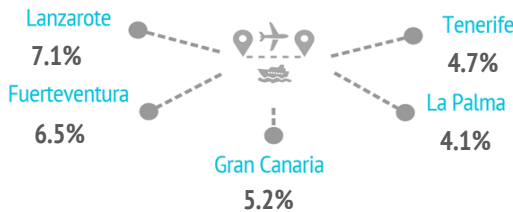
## Which island do they choose?



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

	LZ	FUE	GC	TFE	LP
One island	92.9%	93.5%	94.8%	95.3%	95.9%
Two islands	6.8%	6.5%	4.7%	4.3%	2.7%
Three or more islands	0.4%	0.1%	0.5%	0.4%	1.5%

### % TOURISTS VISITING MORE THAN ONE ISLAND



## Internet usage during their trip

	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	17.0%	19.0%	13.2%	17.3%	17.4%
- Flights	15.4%	16.4%	14.2%	16.6%	21.1%
- Accommodation	19.4%	21.3%	19.4%	20.9%	27.4%
- Transport	14.8%	17.2%	15.7%	17.3%	18.8%
- Restaurants	29.4%	27.9%	26.4%	28.8%	23.9%
- Excursions	23.1%	21.0%	22.2%	24.6%	24.7%
- Activities	28.2%	27.1%	28.2%	30.1%	32.9%
<b>Book or purchase</b>					
- Tourist package	42.4%	44.9%	44.8%	39.5%	56.9%
- Flights	71.7%	65.0%	66.0%	65.8%	55.0%
- Accommodation	62.2%	58.4%	57.1%	56.3%	48.2%
- Transport	52.4%	47.7%	47.3%	43.9%	40.1%
- Restaurants	9.4%	8.6%	9.5%	12.2%	11.2%
- Excursions	7.4%	5.5%	7.8%	11.3%	9.5%
- Activities	8.7%	8.0%	10.7%	15.6%	9.3%

\* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
<b>Did not use the Internet</b>	<b>10.1%</b>	<b>13.3%</b>	<b>12.5%</b>	<b>11.6%</b>	<b>9.6%</b>
<b>Used the Internet</b>	<b>89.9%</b>	<b>86.7%</b>	<b>87.5%</b>	<b>88.4%</b>	<b>90.4%</b>
- Own Internet connection	26.8%	29.3%	31.3%	32.8%	34.1%
- Free Wifi connection	54.4%	47.6%	45.1%	42.9%	43.9%
<b>Applications*</b>					
- Search for locations or maps	50.1%	46.5%	51.0%	54.3%	50.8%
- Search for destination info	44.1%	38.1%	42.1%	44.4%	39.5%
- Share pictures or trip videos	54.7%	58.0%	55.9%	56.0%	57.1%
- Download tourist apps	5.0%	6.0%	4.2%	5.3%	4.6%
- Others	31.5%	29.2%	29.1%	24.7%	39.7%

\* 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.

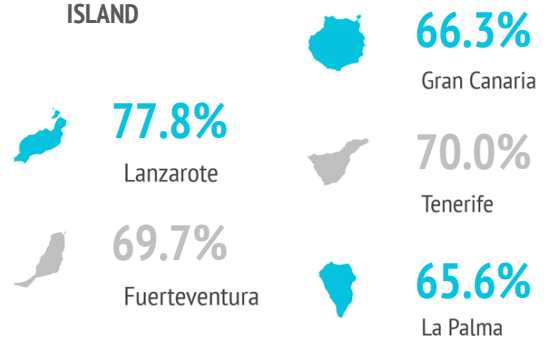
## How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.81	8.70	8.82	8.71	8.94
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.8%	3.5%	2.7%	3.0%	2.8%
Lived up to expectations	59.6%	55.4%	54.8%	54.6%	50.7%
Better or much better than expected	37.6%	41.1%	42.6%	42.4%	46.4%
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.94	8.82	8.79	8.80	9.09
Recommend visiting the Canary Islands	9.07	8.98	8.94	8.94	9.33

## How many are loyal to the Canary Islands?

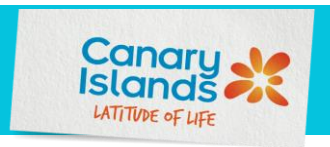
	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	77.8%	69.7%	66.3%	70.0%	65.6%
At least 10 previous visits	12.1%	8.7%	11.0%	11.5%	1.7%
Repeat tourists	83.7%	81.3%	74.2%	75.0%	80.9%
At least 10 previous visits	25.5%	21.8%	19.4%	19.4%	14.1%

## REPEAT TOURIST OF EACH ISLAND



# TOURIST PROFILE BY ISLAND OF STAY (2018)

## UNITED KINGDOM

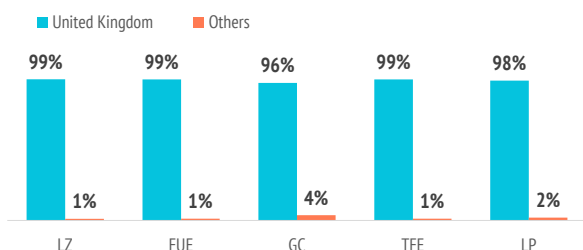


### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
United Kingdom	98.8%	98.8%	96.4%	98.8%	98.0%
Spanish Mainland	0.3%	0.5%	2.3%	0.8%	1.1%
Ireland	0.7%	0.3%	0.6%	0.3%	0.0%
Germany	0.0%	0.2%	0.1%	0.0%	0.0%
Norway	0.0%	0.0%	0.2%	0.0%	0.0%
France	0.1%	0.1%	0.0%	0.0%	0.0%
Portugal	0.0%	0.0%	0.2%	0.0%	0.0%
Others	0.1%	0.1%	0.4%	0.0%	0.9%

### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?

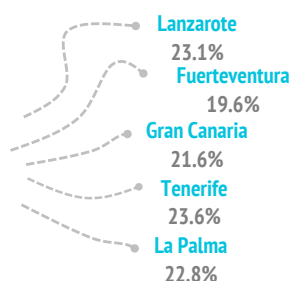
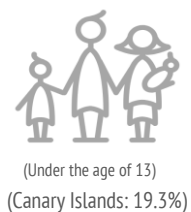


	LZ	FUE	GC	TFE	LP
Unaccompanied	4.0%	7.3%	9.8%	5.7%	3.8%
Only with partner	49.6%	51.7%	45.5%	45.2%	52.9%
Only with children (< 13 years old)	4.8%	4.7%	5.5%	6.1%	6.8%
Partner + children (< 13 years old)	8.6%	6.9%	7.7%	8.6%	8.3%
Other relatives	12.8%	10.8%	11.9%	13.1%	11.7%
Friends	4.6%	5.2%	7.0%	7.2%	3.5%
Work colleagues	0.0%	0.1%	0.4%	0.1%	0.0%
Organized trip	0.2%	0.1%	0.1%	0.1%	1.4%
Other combinations <sup>(1)</sup>	15.3%	13.3%	12.2%	14.0%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>23.1%</b>	<b>19.6%</b>	<b>21.6%</b>	<b>23.6%</b>	<b>22.8%</b>
- Between 0 and 2 years old	1.1%	0.9%	1.9%	2.2%	2.1%
- Between 3 and 12 years old	20.6%	17.3%	18.5%	18.7%	20.1%
- Between 0-2 and 3-12 years	1.4%	1.4%	1.3%	2.8%	0.6%
<b>Tourists without children</b>	<b>76.9%</b>	<b>80.4%</b>	<b>78.4%</b>	<b>76.4%</b>	<b>77.2%</b>
<b>Group composition:</b>					
- 1 person	6.2%	9.9%	12.6%	9.4%	6.6%
- 2 people	54.2%	56.9%	53.8%	51.3%	60.5%
- 3 people	12.1%	11.3%	12.1%	14.1%	11.4%
- 4 or 5 people	21.5%	17.2%	17.9%	19.9%	16.6%
- 6 or more people	6.0%	4.7%	3.6%	5.4%	4.9%
<b>Average group size:</b>	<b>2.85</b>	<b>2.63</b>	<b>2.58</b>	<b>2.76</b>	<b>2.64</b>

### TOURIST TRAVELLING WITH CHILDREN



### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	47.1%	42.9%	44.7%	41.7%	39.7%
Women	52.9%	57.1%	55.3%	58.3%	60.3%
<b>Age</b>					
Average age (tourist > 15 years old)	51.8	51.4	46.8	44.7	50.5
Standard deviation	14.4	14.7	15.7	15.3	15.0
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	3.7%	4.7%	9.2%	10.5%	6.5%
25 - 30 years old	5.6%	6.2%	10.0%	11.5%	6.0%
31 - 45 years old	23.6%	21.7%	27.6%	29.3%	24.4%
46 - 60 years old	36.6%	35.8%	31.3%	31.4%	28.4%
Over 60 years old	30.5%	31.5%	21.9%	17.3%	34.6%
<b>Occupation</b>					
Salaried worker	55.2%	51.9%	57.6%	61.2%	55.4%
Self-employed	11.1%	14.3%	11.9%	12.2%	12.0%
Unemployed	0.5%	0.3%	1.1%	0.7%	0.1%
Business owner	4.5%	4.4%	5.0%	4.7%	2.3%
Student	1.2%	2.0%	3.0%	3.2%	2.2%
Retired	26.4%	25.0%	19.1%	15.7%	27.2%
Unpaid domestic work	0.8%	1.4%	1.1%	1.7%	0.0%
Others	0.4%	0.7%	1.1%	0.6%	0.7%
<b>Annual household income level</b>					
Less than €25,000	13.9%	17.3%	18.7%	16.6%	12.4%
€25,000 - €49,999	36.4%	38.1%	37.5%	36.5%	35.6%
€50,000 - €74,999	24.5%	25.1%	24.6%	24.2%	27.7%
More than €74,999	25.1%	19.5%	19.1%	22.7%	24.4%
<b>Education level</b>					
No studies	13.0%	12.5%	11.1%	14.4%	12.8%
Primary education	0.9%	1.0%	0.8%	1.1%	1.6%
Secondary education	20.2%	23.6%	20.1%	18.2%	16.9%
Higher education	65.9%	62.8%	68.0%	66.3%	68.7%



### AVERAGE AGE (> 15 years old)



### % OF TOURISTS WITH INCOMES OVER €74,999



### % OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.