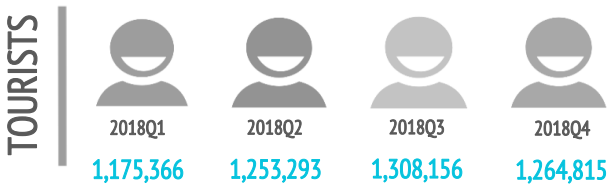
TOURIST PROFILE BY QUARTER OF TRIP (2018)
UNITED KINGOM

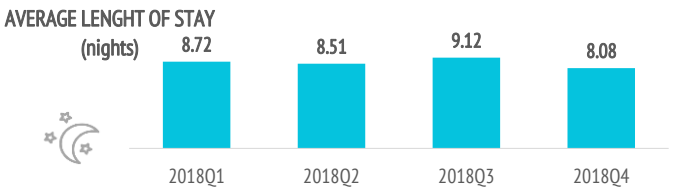
How many are they and how much do they spend?

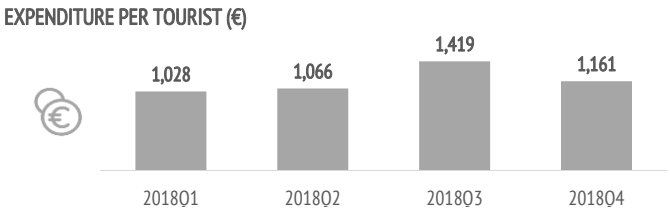
	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**1.18**	**1.25**	**1.31**	**1.26**	**5.00**
Tourist arrivals > 15 years old (EGT) *(*)*	**1.06**	**1.03**	**1.06**	**1.14**	**4.28**
- book holiday package *(*)*	0.57	0.62	0.70	0.62	**2.52**
- do not book holiday package *(*)*	0.49	0.41	0.35	0.52	**1.76**
- % tourists who book holiday package	54.1%	60.3%	66.4%	54.7%	**58.8%**

(*) Million of tourists



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	**1,028**	**1,066**	**1,419**	**1,161**	**1,169**
- book holiday package	1,139	1,157	1,525	1,309	**1,293**
- holiday package	908	919	1,232	1,078	**1,043**
- others	231	239	292	231	**250**
- do not book holiday package	898	926	1,210	982	**992**
- flight	207	238	383	276	**270**
- accommodation	342	335	405	373	**362**
- others	348	353	422	333	**360**
Average lenght of stay	**8.72**	**8.51**	**9.12**	**8.08**	**8.60**
- book holiday package	8.00	8.15	8.74	7.76	**8.18**
- do not book holiday package	9.56	9.06	9.89	8.46	**9.19**
Average daily expenditure (€)	**132.6**	**137.3**	**166.0**	**154.6**	**147.8**
- book holiday package	149.6	150.2	182.2	175.0	**165.1**
- do not book holiday package	112.5	117.6	133.9	129.9	**123.1**
Total turnover (> 15 years old) (€m)	**1,087**	**1,094**	**1,498**	**1,321**	**5,001**
- book holiday package	651	716	1,069	815	**3,252**
- do not book holiday package	436	378	429	506	**1,749**





Importance of each factor in the destination choice

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	82.4%	79.5%	80.0%	81.7%	**80.9%**
Safety	57.7%	58.7%	65.2%	58.6%	**60.0%**
Accommodation supply	49.6%	55.1%	58.7%	52.6%	**54.0%**
Price	48.5%	47.4%	52.8%	47.6%	**49.1%**
Tranquility	44.2%	44.4%	43.0%	45.5%	**44.3%**
Effortless trip	43.8%	41.1%	40.4%	42.7%	**42.0%**
European belonging	37.4%	32.2%	29.9%	37.5%	**34.3%**
Environment	32.2%	30.2%	36.4%	31.1%	**32.5%**
Sea	28.2%	28.9%	34.8%	31.4%	**30.8%**
Beaches	26.3%	28.1%	34.5%	28.5%	**29.4%**
Fun possibilities	18.5%	25.1%	35.2%	21.4%	**25.0%**
Gastronomy	25.3%	22.1%	19.8%	24.6%	**23.0%**
Landscapes	21.1%	18.9%	21.3%	21.2%	**20.7%**
Authenticity	16.0%	17.0%	19.4%	16.0%	**17.1%**
Shopping	9.0%	11.0%	12.0%	9.2%	**10.3%**
Nightlife	11.0%	10.5%	11.1%	8.2%	**10.2%**
Exoticism	6.6%	8.6%	9.5%	7.3%	**8.0%**
Culture	6.9%	6.8%	7.5%	7.5%	**7.2%**
Historical heritage	5.3%	4.7%	5.8%	5.9%	**5.5%**
Hiking trail network	4.2%	2.9%	2.2%	3.6%	**3.2%**

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

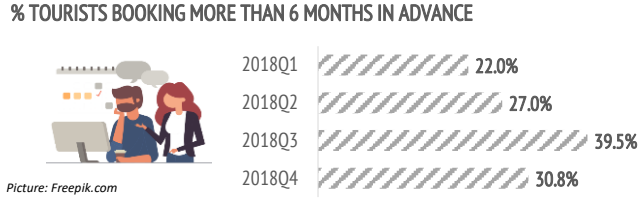
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	74.8%	70.7%	57.2%	66.9%	**67.3%**
Enjoy family time	7.3%	11.2%	23.6%	17.0%	**14.8%**
Have fun	6.2%	10.0%	12.3%	8.4%	**9.2%**
Explore the destination	8.3%	5.9%	5.4%	5.5%	**6.2%**
Practice their hobbies	1.0%	0.9%	0.6%	0.8%	**0.8%**
Other reasons	2.4%	1.4%	0.9%	1.4%	**1.5%**

How far in advance do they book their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.7%	0.4%	0.4%	0.5%	**0.5%**
Between 1 and 30 days	22.8%	16.2%	16.4%	17.4%	**18.2%**
Between 1 and 2 months	24.0%	19.9%	14.6%	19.7%	**19.6%**
Between 3 and 6 months	30.5%	36.5%	29.1%	31.5%	**31.9%**
More than 6 months	22.0%	27.0%	39.5%	30.8%	**29.9%**



Picture: Freepik.com

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 QUARTER OF TRIP (2018)
UNITED KINGOM

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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	63.8%	60.4%	55.2%	63.1%	**60.7%**
Friends or relatives	27.6%	27.3%	32.0%	26.9%	**28.4%**
Internet or social media	61.2%	60.1%	61.2%	59.7%	**60.5%**
Mass Media	1.6%	0.9%	1.7%	1.4%	**1.4%**
Travel guides and magazines	7.5%	7.3%	8.6%	6.6%	**7.5%**
Travel Blogs or Forums	4.2%	4.7%	5.1%	5.5%	**4.9%**
Travel TV Channels	0.4%	0.6%	0.6%	0.5%	**0.5%**
Tour Operator or Travel Agency	22.3%	23.4%	24.9%	23.6%	**23.5%**
Public administrations or similar	0.2%	0.3%	0.4%	0.4%	**0.3%**
Others	2.0%	2.7%	3.1%	2.1%	**2.5%**

** Multi-choise question*

With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	47.8%	41.9%	37.0%	45.1%	**43.0%**
- Tour Operator or Travel Agency	52.2%	58.1%	63.0%	54.9%	**57.0%**
Accommodation					
- Directly with the accommodation	34.2%	30.5%	24.8%	31.8%	**30.3%**
- Tour Operator or Travel Agency	65.8%	69.5%	75.2%	68.2%	**69.7%**

Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	10.4%	11.9%	10.6%	9.5%	**10.5%**
4* Hotel	39.8%	37.4%	36.8%	37.4%	**37.9%**
5* Hotel / 5* Luxury Hotel	8.0%	9.1%	8.9%	10.3%	**9.1%**
Aparthotel / Tourist Villa	26.7%	28.5%	30.3%	28.0%	**28.4%**
House/room rented in a private dwelli	4.8%	2.4%	3.1%	3.4%	**3.4%**
Private accommodation (1)	5.8%	4.4%	4.3%	4.5%	**4.7%**
Others (Cottage, cruise, camping,..)	4.6%	6.3%	6.0%	7.0%	**6.0%**

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

What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	30.4%	28.9%	29.5%	31.5%	**30.1%**
Bed and Breakfast	10.9%	10.4%	8.5%	10.0%	**10.0%**
Half board	21.7%	19.6%	15.9%	17.6%	**18.7%**
Full board	1.8%	1.9%	1.8%	2.1%	**1.9%**
All inclusive	35.2%	39.1%	44.4%	38.7%	**39.4%**

39.4% of British book all inclusive.

35.2%
2018Q1

44.4%
2018Q3

39.1%
2018Q2

38.7%
2018Q4

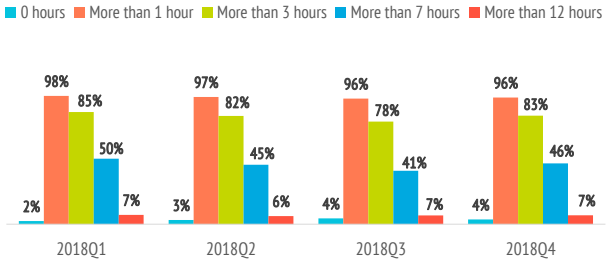
Other expenses

	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	67.0%	64.5%	61.3%	62.4%	**63.8%**
Supermarkets	56.4%	57.7%	56.9%	53.5%	**56.1%**
Car rental	14.1%	12.3%	12.2%	14.4%	**13.3%**
Organized excursions	13.9%	17.0%	20.3%	15.6%	**16.7%**
Taxi, transfer, chauffeur service	57.4%	62.4%	63.5%	55.3%	**59.5%**
Theme Parks	6.0%	8.3%	13.4%	8.5%	**9.0%**
Sport activities	4.8%	7.1%	8.9%	5.8%	**6.6%**
Museums	3.1%	2.8%	2.2%	2.4%	**2.6%**
Flights between islands	3.6%	4.3%	4.1%	2.8%	**3.7%**

Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	2.4%	3.2%	4.4%	3.6%	**3.4%**
1 - 2 hours	12.2%	14.4%	17.5%	13.8%	**14.5%**
3 - 6 hours	35.5%	37.1%	37.4%	36.3%	**36.6%**
7 - 12 hours	42.8%	39.1%	34.0%	39.5%	**38.9%**
More than 12 hours	7.1%	6.2%	6.6%	6.8%	**6.7%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	79.2%	78.0%	71.6%	75.7%	**76.1%**
Swimming pool, hotel facilities	60.2%	74.4%	82.9%	69.0%	**71.5%**
Beach	52.9%	58.7%	69.6%	58.1%	**59.8%**
Explore the island on their own	36.4%	34.3%	32.7%	35.0%	**34.6%**
Nightlife / concerts / shows	21.2%	22.2%	24.0%	18.4%	**21.4%**
Taste Canarian gastronomy	23.1%	21.9%	19.8%	19.9%	**21.1%**
Organized excursions	13.0%	16.4%	21.5%	15.6%	**16.6%**
Theme parks	9.2%	15.0%	24.2%	14.6%	**15.7%**
Sport activities	10.2%	11.0%	14.8%	11.4%	**11.8%**
Sea excursions / whale watching	7.3%	10.8%	17.8%	9.8%	**11.4%**
Wineries/markets/popular festival	10.3%	9.1%	9.2%	8.9%	**9.3%**
Activities at sea	5.0%	8.1%	12.4%	7.3%	**8.2%**
Museums / exhibitions	7.7%	5.6%	6.1%	6.5%	**6.5%**
Beauty and health treatments	5.9%	5.9%	6.0%	5.7%	**5.9%**
Nature activities	4.5%	4.2%	3.6%	3.8%	**4.0%**
Astronomical observation	1.6%	2.4%	2.9%	2.1%	**2.2%**

** Multi-choise question*

TOURIST PROFILE BY QUARTER OF TRIP (2018)
UNITED KINGOM

Which island do they choose?

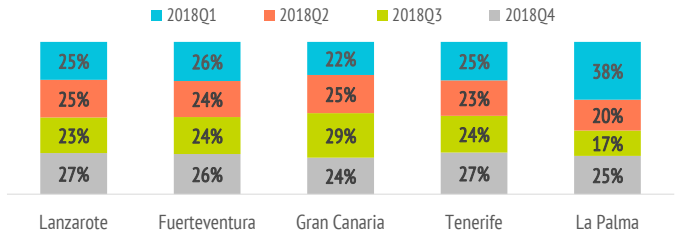
Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	289,193	287,992	272,187	313,701	**1,163,073**
Fuerteventura	115,303	106,174	109,201	118,471	**449,149**
Gran Canaria	151,200	174,984	203,710	167,397	**697,291**
Tenerife	483,802	447,394	461,908	525,284	**1,918,388**
La Palma	11,115	5,931	4,905	7,366	**29,317**

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	27.5%	28.2%	25.9%	27.7%	**27.3%**
Fuerteventura	11.0%	10.4%	10.4%	10.5%	**10.6%**
Gran Canaria	14.4%	17.1%	19.4%	14.8%	**16.4%**
Tenerife	46.0%	43.8%	43.9%	46.4%	**45.1%**
La Palma	1.1%	0.6%	0.5%	0.7%	**0.7%**

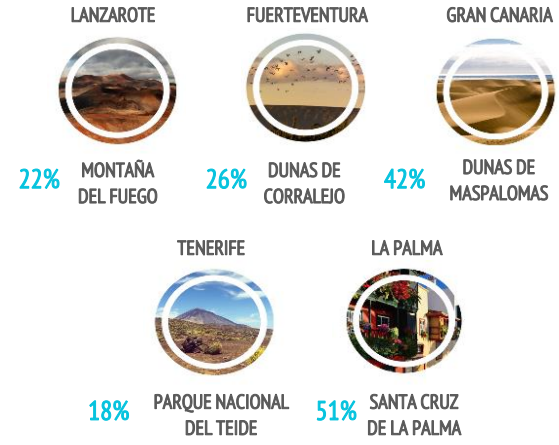
How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	93.2%	93.7%	94.0%	94.9%	**94.0%**
Two islands	5.9%	5.5%	5.7%	4.3%	**5.3%**
Three or more islands	0.8%	0.7%	0.3%	0.7%	**0.7%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP



MOST VISITED PLACES IN EACH ISLAND



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

Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	15.7%	15.8%	18.9%	16.6%	**16.8%**
- Flights	14.7%	15.6%	18.3%	15.0%	**15.9%**
- Accommodation	19.9%	20.0%	22.6%	18.8%	**20.3%**
- Transport	15.2%	14.2%	18.6%	17.1%	**16.3%**
- Restaurants	26.2%	27.8%	30.4%	29.1%	**28.5%**
- Excursions	18.7%	23.5%	29.4%	21.5%	**23.5%**
- Activities	24.5%	29.0%	33.8%	28.0%	**29.0%**
Book or purchase					
- Tourist package	42.5%	42.0%	41.3%	41.5%	**41.8%**
- Flights	66.9%	66.9%	65.8%	69.2%	**67.2%**
- Accommodation	57.1%	58.1%	57.0%	60.1%	**58.1%**
- Transport	45.6%	50.0%	47.0%	45.8%	**47.1%**
- Restaurants	10.3%	10.1%	10.7%	11.4%	**10.6%**
- Excursions	7.4%	8.8%	11.2%	8.8%	**9.1%**
- Activities	9.9%	10.9%	15.3%	12.0%	**12.2%**

** Multi-choise question*

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	**13.7%**	**12.0%**	**8.9%**	**11.6%**	**11.6%**
Used the Internet	**86.3%**	**88.0%**	**91.1%**	**88.4%**	**88.4%**
- Own Internet connection	29.0%	30.3%	32.3%	30.7%	**30.6%**
- Free Wifi connection	47.0%	47.0%	46.7%	46.7%	**46.8%**
Applications*					
- Search for locations or maps	49.3%	51.1%	53.4%	52.8%	**51.7%**
- Search for destination info	41.3%	40.2%	47.4%	43.6%	**43.2%**
- Share pictures or trip videos	54.6%	55.8%	58.6%	54.2%	**55.8%**
- Download tourist apps	5.0%	4.7%	5.7%	5.0%	**5.1%**
- Others	30.5%	27.9%	25.8%	27.7%	**27.9%**

** Multi-choise question*

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.70	8.74	8.82	8.75	**8.75**

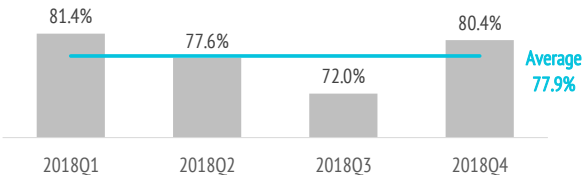
Experience in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Worse or much worse than expected	3.3%	2.9%	2.7%	2.9%	**2.9%**
Lived up to expectations	60.3%	58.1%	48.8%	57.0%	**56.1%**
Better or much better than expected	36.4%	39.0%	48.5%	40.2%	**41.0%**

Future intentions (scale 1-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Return to the Canary Islands	8.88	8.83	8.74	8.89	**8.84**
Recommend visiting the Canary Islands	8.98	8.96	8.97	9.02	**8.98**

How many are loyal to the Canary Islands?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Repeat tourists	**81.4%**	**77.6%**	**72.0%**	**80.4%**	**77.9%**
Repeat tourists (last 5 years)	71.1%	69.6%	64.4%	73.9%	**69.8%**
Repeat tourists (last 5 years)(5 or more visits)	23.2%	22.3%	13.1%	26.5%	**21.4%**
At least 10 previous visits	**23.1%**	**21.9%**	**14.3%**	**25.6%**	**21.3%**

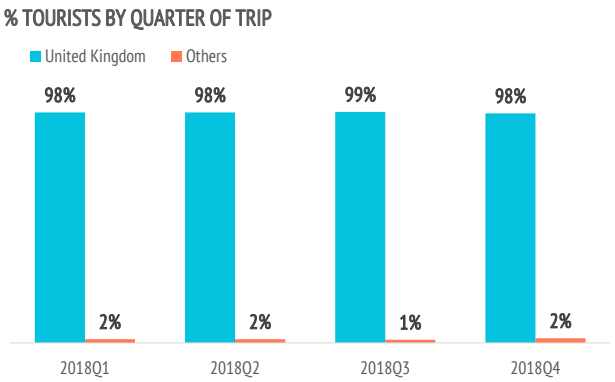
REPEAT TOURISTS



TOURIST PROFILE BY QUARTER OF TRIP (2018)
UNITED KINGOM

Where does the flight come from?

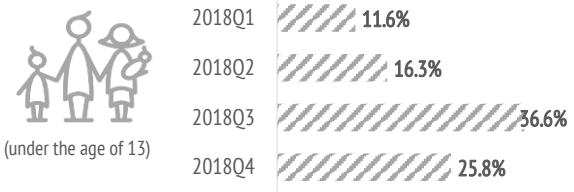
	2018Q1	2018Q2	2018Q3	2018Q4	2018
United Kingdom	98.4%	98.4%	98.7%	98.0%	**98.4%**
Spanish Mainland	0.7%	0.8%	0.5%	1.4%	**0.9%**
Ireland	0.4%	0.5%	0.6%	0.3%	**0.4%**
Others	0.4%	0.2%	0.2%	0.3%	**0.3%**



Who do they come with?

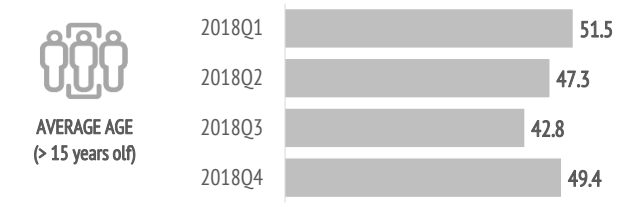
	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	7.6%	6.0%	4.0%	6.6%	**6.1%**
Only with partner	59.5%	53.4%	31.4%	45.1%	**47.3%**
Only with children (< 13 years old)	2.7%	3.6%	9.1%	6.4%	**5.5%**
Partner + children (< 13 years old)	4.3%	6.2%	13.1%	9.2%	**8.2%**
Other relatives	8.5%	11.2%	16.7%	13.9%	**12.6%**
Friends	7.0%	8.3%	5.1%	4.6%	**6.2%**
Work colleagues	0.1%	0.1%	0.1%	0.1%	**0.1%**
Organized trip	0.1%	0.2%	0.0%	0.2%	**0.1%**
Other combinations [1]	10.2%	11.0%	20.6%	14.0%	**13.9%**
(1) Different situations have been isolated					
Tourists with children	**11.6%**	**16.3%**	**36.6%**	**25.8%**	**22.7%**
- Between 0 and 2 years old	1.9%	2.1%	1.8%	1.0%	**1.7%**
- Between 3 and 12 years old	8.1%	12.5%	32.5%	22.4%	**19.0%**
- Between 0 -2 and 3-12 years	1.6%	1.7%	2.3%	2.3%	**2.0%**
Tourists without children	**88.4%**	**83.7%**	**63.4%**	**74.2%**	**77.3%**
Group composition:					
- 1 person	11.2%	9.5%	6.5%	9.0%	**9.1%**
- 2 people	65.7%	60.4%	36.9%	50.2%	**53.2%**
- 3 people	9.0%	11.7%	17.7%	13.3%	**12.9%**
- 4 or 5 people	11.7%	14.8%	30.3%	21.7%	**19.7%**
- 6 or more people	2.4%	3.6%	8.7%	5.8%	**5.1%**
Average group size:	**2.36**	**2.54**	**3.24**	**2.82**	**2.74**

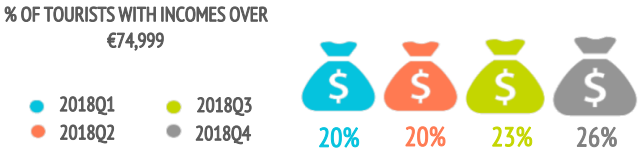
22.7% of British travel with children.



Who are they?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	44.7%	43.3%	42.4%	44.7%	**43.8%**
Women	55.3%	56.7%	57.6%	55.3%	**56.2%**
Age					
Average age (tourist > 15 years old)	51.5	47.3	42.8	49.4	**47.8**
Standard deviation	15.5	16.1	13.9	14.6	**15.4**
Age range (> 15 years old)					
16 - 24 years old	4.9%	9.3%	12.0%	5.2%	**7.8%**
25 - 30 years old	8.2%	10.9%	10.5%	6.8%	**9.0%**
31 - 45 years old	20.5%	24.3%	33.6%	27.6%	**26.5%**
46 - 60 years old	33.6%	31.2%	32.9%	35.2%	**33.3%**
Over 60 years old	32.9%	24.3%	10.9%	25.2%	**23.3%**
Occupation					
Salaried worker	49.6%	58.0%	68.6%	55.5%	**57.9%**
Self-employed	11.2%	10.4%	12.2%	14.2%	**12.1%**
Unemployed	0.6%	0.7%	0.7%	0.7%	**0.7%**
Business owner	5.1%	4.4%	3.9%	5.1%	**4.6%**
Student	1.0%	3.1%	4.9%	1.1%	**2.5%**
Retired	30.5%	21.2%	8.2%	21.3%	**20.3%**
Unpaid domestic work	1.4%	1.1%	1.1%	1.6%	**1.3%**
Others	0.5%	1.1%	0.5%	0.6%	**0.6%**
Annual household income level					
Less than €25,000	18.6%	17.3%	16.3%	13.2%	**16.3%**
€25,000 - €49,999	41.0%	34.6%	37.8%	33.7%	**36.8%**
€50,000 - €74,999	20.2%	28.0%	23.3%	26.8%	**24.6%**
More than €74,999	20.2%	20.1%	22.6%	26.3%	**22.4%**
Education level					
No studies	13.4%	13.6%	14.4%	11.7%	**13.2%**
Primary education	2.4%	0.6%	0.7%	0.4%	**1.0%**
Secondary education	22.6%	18.1%	16.9%	21.0%	**19.7%**
Higher education	61.6%	67.8%	68.1%	66.9%	**66.1%**





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.