

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018) COMPARISON

How many are they and how much do they spend?



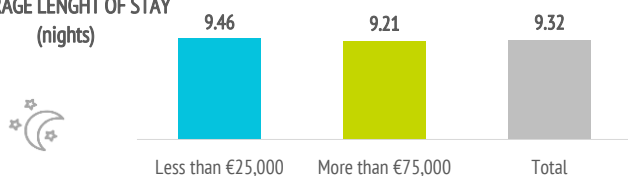
	< €25,000	> €75,000	Total
TOURISTS			
Tourist arrivals (FRONTUR) (MM)	n.d.	n.d.	15.56
Tourist arrivals > 15 years old (EGT) (MM)	2.29	2.89	13.49
- book holiday package (MM)	1.21	1.65	7.85
- do not book holiday package (MM)	1.08	1.24	5.64
- % tourists who book holiday package	52.8%	57.2%	58.2%
Share of total tourist	17.0%	21.5%	100%

% TOURISTS WHO BOOK HOLIDAY PACKAGE

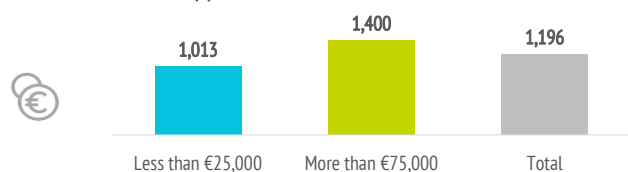


	< €25,000	> €75,000	Total
Expenditure per tourist (€)	1,013	1,400	1,196
- book holiday package	1,156	1,493	1,309
- holiday package	924	1,221	1,064
- others	232	272	246
- do not book holiday package	852	1,275	1,037
- flight	246	344	288
- accommodation	251	475	350
- others	355	456	399
Average length of stay	9.46	9.21	9.32
- book holiday package	8.46	8.64	8.66
- do not book holiday package	10.58	9.97	10.23
Average daily expenditure (€)	121.6	168.8	143.6
- book holiday package	144.9	181.1	159.8
- do not book holiday package	95.6	152.4	121.0
Total turnover (> 15 years old) (€m)	2,323	4,049	16,124
- book holiday package	1,400	2,469	10,277
- do not book holiday package	923	1,580	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

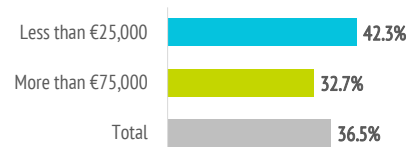


	< €25,000	> €75,000	Total
Climate	73.0%	81.5%	78.1%
Safety	51.2%	51.9%	51.4%
Tranquility	46.7%	45.3%	46.2%
Sea	46.1%	41.1%	43.3%
Accommodation supply	40.0%	44.4%	41.7%
Beaches	41.1%	34.1%	37.1%
Price	42.3%	32.7%	36.5%
European belonging	37.4%	35.4%	35.8%
Effortless trip	33.4%	36.5%	34.8%
Landscapes	37.1%	26.2%	31.6%
Environment	34.9%	27.2%	30.6%
Gastronomy	23.6%	23.4%	22.6%
Fun possibilities	25.2%	19.4%	20.7%
Authenticity	23.5%	16.8%	19.1%
Exoticism	14.6%	8.2%	10.5%
Shopping	12.6%	8.7%	9.6%
Hiking trail network	10.0%	8.3%	9.0%
Nightlife	11.1%	6.3%	7.5%
Culture	9.2%	6.3%	7.3%
Historical heritage	8.7%	5.7%	7.1%

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.

% TOURISTS WHO CHOOSE PRICE



What is the main motivation for their holidays?



	< €25,000	> €75,000	Total
Rest	51.3%	56.9%	55.1%
Enjoy family time	13.9%	18.2%	14.7%
Have fun	9.9%	6.5%	7.8%
Explore the destination	21.0%	14.1%	18.5%
Practice their hobbies	1.7%	2.4%	1.8%
Other reasons	2.3%	2.0%	2.1%

How far in advance do they book their trip?



	< €25,000	> €75,000	Total
The same day	1.1%	0.6%	0.7%
Between 1 and 30 days	25.9%	20.7%	23.2%
Between 1 and 2 months	24.0%	22.3%	23.0%
Between 3 and 6 months	31.0%	33.1%	32.4%
More than 6 months	18.0%	23.3%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



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.

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018) COMPARISON



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

	< €25,000	> €75,000	Total
Previous visits to the Canary Islands	42.8%	55.8%	50.9%
Friends or relatives	33.7%	24.9%	27.8%
Internet or social media	51.8%	57.9%	56.1%
Mass Media	1.8%	1.7%	1.7%
Travel guides and magazines	9.1%	9.2%	9.5%
Travel Blogs or Forums	5.8%	5.0%	5.4%
Travel TV Channels	0.7%	0.7%	0.7%
Tour Operator or Travel Agency	23.9%	23.4%	24.7%
Public administrations or similar	0.6%	0.2%	0.4%
Others	2.5%	2.1%	2.3%

* Multi-choise question

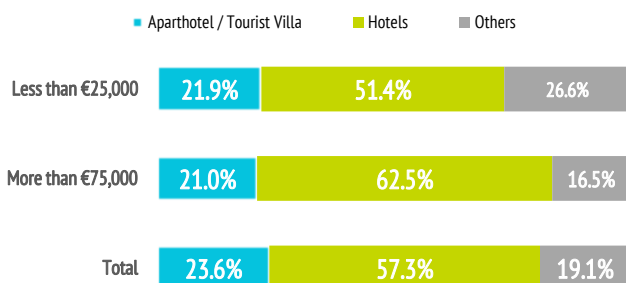
With whom did they book their flight and accommodation?

	< €25,000	> €75,000	Total
Flight			
- Directly with the airline	43.5%	40.9%	39.5%
- Tour Operator or Travel Agency	56.5%	59.1%	60.5%
Accommodation			
- Directly with the accommodation	29.5%	31.3%	28.8%
- Tour Operator or Travel Agency	70.5%	68.7%	71.2%

Where do they stay?

	< €25,000	> €75,000	Total
1-2-3* Hotel	13.7%	11.6%	12.8%
4* Hotel	33.9%	38.9%	37.7%
5* Hotel / 5* Luxury Hotel	3.8%	12.1%	6.8%
Aparthotel / Tourist Villa	21.9%	21.0%	23.6%
House/room rented in a private dwelling	6.6%	5.1%	5.3%
Private accommodation (1)	12.4%	5.1%	7.0%
Others (Cottage, cruise, camping...)	7.6%	6.3%	6.8%

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



What do they book?

	< €25,000	> €75,000	Total
Room only	31.1%	26.6%	28.8%
Bed and Breakfast	9.5%	14.8%	11.7%
Half board	20.4%	24.7%	22.4%
Full board	3.2%	3.0%	3.0%
All inclusive	35.7%	30.8%	34.1%

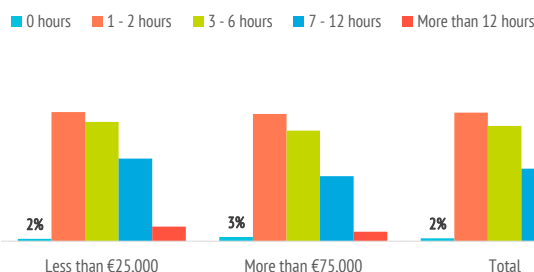
Other expenses

	< €25,000	> €75,000	Total
Restaurants or cafes	61.5%	65.4%	63.2%
Supermarkets	56.9%	55.5%	55.9%
Car rental	25.4%	27.6%	26.6%
Organized excursions	22.1%	19.2%	21.8%
Taxi, transfer, chauffeur service	47.7%	52.0%	51.7%
Theme Parks	10.1%	8.1%	8.8%
Sport activities	5.5%	8.0%	6.4%
Museums	4.5%	5.1%	5.0%
Flights between islands	5.8%	4.3%	4.8%

Activities in the Canary Islands

	< €25,000	> €75,000	Total
Outdoor time per day			
0 hours	1.7%	3.2%	2.2%
1 - 2 hours	7.4%	12.7%	10.0%
3 - 6 hours	28.0%	34.7%	32.6%
7 - 12 hours	51.8%	42.3%	46.5%
More than 12 hours	11.0%	7.2%	8.7%

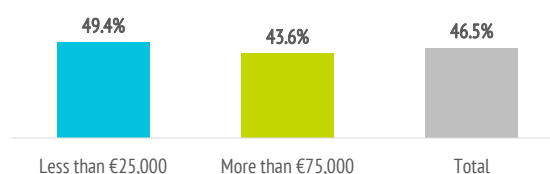
TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	< €25,000	> €75,000	Total
Activities in the Canary Islands			
Walk, wander	73.1%	67.5%	71.0%
Beach	70.8%	63.9%	68.0%
Swimming pool, hotel facilities	55.0%	61.5%	58.9%
Explore the island on their own	49.4%	43.6%	46.5%
Taste Canarian gastronomy	26.5%	24.0%	25.4%
Organized excursions	19%	14.6%	17.9%
Theme parks	18.3%	14.3%	15.5%
Nightlife / concerts / shows	20.5%	12.5%	15.5%
Sport activities	12.9%	17.8%	14.3%
Wineries / markets / popular festivals	13.1%	10.5%	12.0%
Sea excursions / whale watching	12.1%	10.0%	11.3%
Nature activities	10.6%	9.5%	10.0%
Museums / exhibitions	9.8%	9.9%	9.8%
Activities at sea	10.8%	9.6%	9.8%
Beauty and health treatments	5.4%	6.2%	5.7%
Astronomical observation	4.3%	3.0%	3.4%

* Multi-choise question

% TOURISTS WHO EXPLORE THE ISLAND ON THEIR OWN



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018) COMPARISON



Which island do they choose?

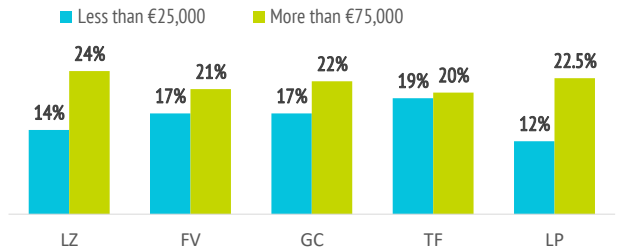
Tourists (> 15 years old)	< €25,000	> €75,000	Total
Lanzarote	342,902	582,431	2,457,120
Fuerteventura	310,058	384,699	1,856,705
Gran Canaria	638,616	842,337	3,825,110
Tenerife	959,169	1,005,113	4,991,173
La Palma	30,103	56,118	249,069

Share by islands	< €25,000	> €75,000	Total
Lanzarote	15.0%	20.3%	18.4%
Fuerteventura	13.6%	13.4%	13.9%
Gran Canaria	28.0%	29.3%	28.6%
Tenerife	42.1%	35.0%	37.3%
La Palma	1.3%	2.0%	1.9%

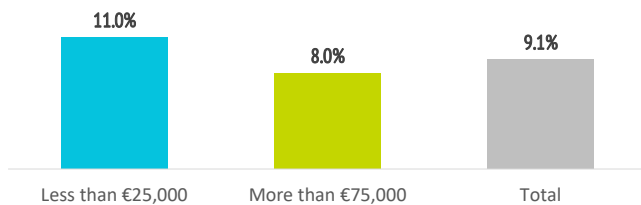
How many islands do they visit during their trip?

	< €25,000	> €75,000	Total
One island	89.0%	92.0%	90.9%
Two islands	9.4%	6.7%	7.7%
Three or more islands	1.6%	1.3%	1.4%

% TOURISTS BY ISLANDS



% TOURISTS WHO VISIT MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	< €25,000	> €75,000	Total
Average rating	8.63	8.56	8.58

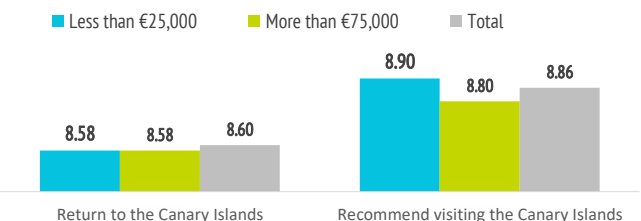
Experience in the Canary Islands	< €25,000	> €75,000	Total
Worse or much worse than expected	3.4%	2.8%	2.9%
Lived up to expectations	52.6%	60.8%	57.4%
Better or much better than expected	44.0%	36.4%	39.7%

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)	< €25,000	> €75,000	Total
Return to the Canary Islands	8.58	8.58	8.60
Recommend visiting the Canary Islands	8.90	8.80	8.86

FUTURE INTENTIONS (SCALE 0-10)



How many are loyal to the Canary Islands?

	< €25,000	> €75,000	Total
Repeat tourists	63%	76%	71.0%
Repeat tourists (last 5 years)	57.7%	68.1%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.0%	19.9%	18.4%
At least 10 previous visits	15.9%	19%	17.8%

Internet usage during their trip

	< €25,000	> €75,000	Total
Research			
- Tourist package	16.2%	14.2%	15.4%
- Flights	13.0%	11.9%	13.0%
- Accommodation	17.3%	17.2%	17.7%
- Transport	18.0%	13.9%	15.6%
- Restaurants	26.6%	27.4%	27.0%
- Excursions	26.5%	25.2%	26.3%
- Activities	31.8%	29.4%	31.0%
Book or purchase			
- Tourist package	31.4%	39.9%	38.1%
- Flights	64.2%	66.8%	64.4%
- Accommodation	51.3%	57.2%	54.5%
- Transport	40.7%	47.8%	44.7%
- Restaurants	9.8%	12.4%	10.5%
- Excursions	11.6%	12.0%	11.4%
- Activities	12.4%	13.7%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	< €25,000	> €75,000	Total
Did not use the Internet	13.3%	7.2%	9.8%
Used the Internet	86.7%	92.8%	90.2%
- Own Internet connection	40.3%	34.1%	36.5%
- Free Wifi connection	33.2%	46.3%	41.1%
Applications*			
- Search for locations or maps	61.3%	61.1%	60.7%
- Search for destination info	39.7%	48.3%	44.7%
- Share pictures or trip videos	56.9%	53.7%	55.6%
- Download tourist apps	5.2%	7.4%	6.5%
- Others	21.0%	27.3%	23.9%

* Multi-choice question

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018) COMPARISON



Where are they from?



	< €25,000	> €75,000	Total
United Kingdom	30.3%	33.1%	31.7%
Germany	14.2%	23.1%	20.4%
Spanish Mainland	19.2%	5.2%	11.5%
Netherlands	2.9%	3.3%	4.0%
France	3.3%	2.6%	3.8%
Sweden	1.6%	3.5%	3.7%
Ireland	2.3%	4.4%	3.4%
Italy	5.8%	1.8%	3.3%
Norway	0.7%	5.6%	2.8%
Belgium	3.0%	1.8%	2.7%
Switzerland	0.6%	4.8%	2.1%
Poland	5.1%	0.5%	2.1%
Denmark	1.2%	4.0%	2.0%
Finland	0.8%	1.9%	1.6%
Austria	0.8%	0.6%	0.9%
Russia	0.9%	0.4%	0.5%
Czech Republic	1.1%	0.2%	0.4%
Others	6.1%	3.1%	3.3%

Who do they come with?



	< €25,000	> €75,000	Total
Unaccompanied	14.1%	5.9%	8.9%
Only with partner	44%	44%	47%
Only with children (< 13 years old)	4.5%	7.3%	5.9%
Partner + children (< 13 years old)	4.0%	10.6%	7.2%
Other relatives	10.9%	9.3%	9.0%
Friends	9.6%	4.4%	6.3%
Work colleagues	0.8%	0.4%	0.5%
Organized trip	0.3%	0.2%	0.2%
Other combinations (1)	11.5%	18.2%	14.6%

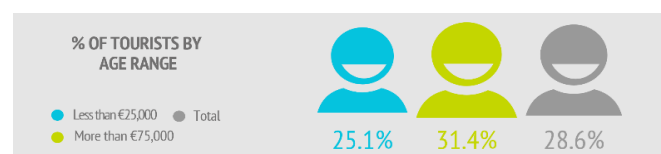
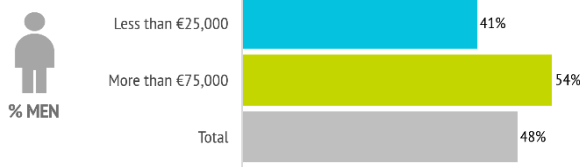
(1) Different situations have been isolated

	< €25,000	> €75,000	Total
Tourists with children	13.7%	25.9%	19.3%
- Between 0 and 2 years old	1.5%	2.0%	1.8%
- Between 3 and 12 years old	11.2%	21.3%	15.8%
- Between 0 -2 and 3-12 years old	1.0%	2.6%	1.6%
Tourists without children	86.3%	74.1%	80.7%
Group composition:			
- 1 person	19.4%	8.5%	12.4%
- 2 people	54.2%	48.6%	54.1%
- 3 people	10.9%	13.3%	12.6%
- 4 or 5 people	12.4%	24.2%	17.1%
- 6 or more people	3.1%	5.5%	3.8%
Average group size:	2.35	2.88	2.58

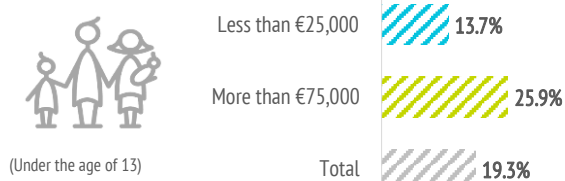
Who are they?



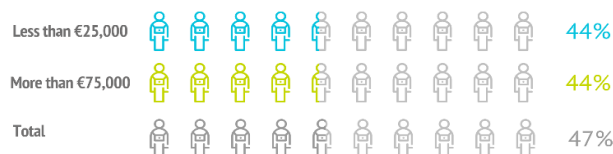
	< €25,000	> €75,000	Total
Gender			
Men	41.4%	54.1%	48.2%
Women	58.6%	45.9%	51.8%
Age			
Average age (tourist > 15 years old)	42.9	48.0	46.7
Standard deviation	17.2	13.5	15.3
Age range (> 15 years old)			
16 - 24 years old	16.7%	4.8%	7.7%
25 - 30 years old	16.1%	6.2%	10.8%
31 - 45 years old	25.1%	31.4%	28.6%
46 - 60 years old	21.4%	39.1%	31.3%
Over 60 years old	20.7%	18.5%	21.5%
Occupation			
Salaried worker	47.2%	58.0%	55.5%
Self-employed	10.7%	11.4%	11.0%
Unemployed	3.0%	0.5%	1.1%
Business owner	6.1%	14.3%	9.2%
Student	11.7%	2.2%	4.2%
Retired	18.8%	12.1%	17.3%
Unpaid domestic work	1.3%	0.8%	0.9%
Others	1.2%	0.5%	0.8%
Annual household income level			
Less than €25,000	100%	--	17.0%
€25,000 - €49,999	--	--	36.5%
€50,000 - €74,999	--	--	25.0%
More than €74,999	--	100%	21.5%
Education level			
No studies	6.6%	3.8%	4.8%
Primary education	4.6%	2.0%	2.8%
Secondary education	26.6%	15.5%	23.1%
Higher education	62.2%	78.7%	69.3%



% TOURISTS WHO TRAVEL WITH CHILDREN



% TOURISTS WHO TRAVEL 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.