

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

RUSSIA



How many are they and how much do they spend?



	Russia	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	74,112	13,485,651
- book holiday package	11,138	7,848,516
- do not book holiday package	62,973	5,637,135
- % tourists who book holiday package	15.0%	58.2%
Share of total tourist	0.5%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER

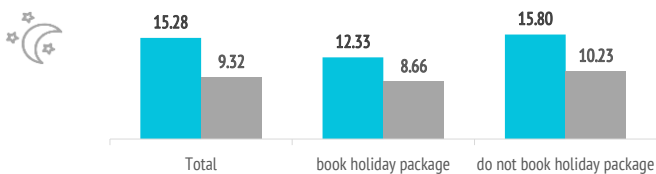


”
88% of Russians
travel to Tenerife.

	Russia	All markets
Expenditure per tourist (€)	2,411	1,196
- book holiday package	3,614	1,309
- holiday package	3,171	1,064
- others	443	246
- do not book holiday package	2,198	1,037
- flight	492	288
- accommodation	547	350
- others	1,159	399
Average length of stay	15.28	9.32
- book holiday package	12.33	8.66
- do not book holiday package	15.80	10.23
Average daily expenditure (€)	160.9	143.6
- book holiday package	268.4	159.8
- do not book holiday package	141.9	121.0
Total turnover (> 15 years old) (€m)	179	16,124
- book holiday package	40	10,277
- do not book holiday package	138	5,848

AVERAGE LENGTH OF STAY
(nights)

■ Russia ■ All markets



EXPENDITURE PER TOURIST (€)

■ Russia ■ All markets



Importance of each factor in the destination choice



	Russia	All markets
Sea	72.1%	43.3%
Climate	71.6%	78.1%
Landscapes	62.1%	31.6%
Safety	60.9%	51.4%
Beaches	58.5%	37.1%
Environment	53.9%	30.6%
Tranquility	52.9%	46.2%
Accommodation supply	36.2%	41.7%
Effortless trip	32.1%	34.8%
Gastronomy	31.9%	22.6%
European belonging	31.8%	35.8%
Price	30.9%	36.5%
Authenticity	25.2%	19.1%
Fun possibilities	22.5%	20.7%
Exoticism	18.5%	10.5%
Historical heritage	18.1%	7.1%
Shopping	16.9%	9.6%
Hiking trail network	16.3%	9.0%
Culture	14.0%	7.3%
Nightlife	5.4%	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.

% TOURISTS WHO CHOOSE LANDSCAPES

RUSSIA
62.1%



ALL MARKETS
31.6%

What is the main motivation for their holidays?



	Russia	All markets
Rest	59.9%	55.1%
Enjoy family time	9.2%	14.7%
Have fun	6.1%	7.8%
Explore the destination	22.5%	18.5%
Practice their hobbies	1.9%	1.8%
Other reasons	0.4%	2.1%

REST



Russia 59.9%

All markets 55.1%

How far in advance do they book their trip?



	Russia	All markets
The same day	0.0%	0.7%
Between 1 and 30 days	21.8%	23.2%
Between 1 and 2 months	17.8%	23.0%
Between 3 and 6 months	37.9%	32.4%
More than 6 months	22.5%	20.7%

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 VISITING THE CANARY ISLANDS (2018)

RUSSIA



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

	Russia	All markets
Previous visits to the Canary Islands	44.7%	50.9%
Friends or relatives	31.9%	27.8%
Internet or social media	50.0%	56.1%
Mass Media	1.0%	1.7%
Travel guides and magazines	6.2%	9.5%
Travel Blogs or Forums	18.2%	5.4%
Travel TV Channels	2.5%	0.7%
Tour Operator or Travel Agency	8.0%	24.7%
Public administrations or similar	0.0%	0.4%
Others	4.2%	2.3%

* Multi-choice question

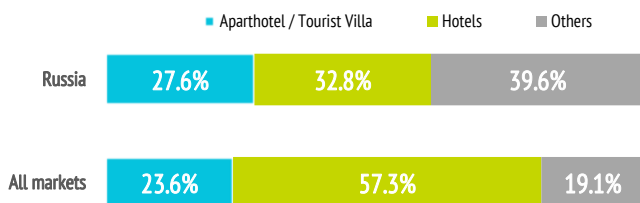
With whom did they book their flight and accommodation?

	Russia	All markets
Flight		
- Directly with the airline	79.2%	39.5%
- Tour Operator or Travel Agency	20.8%	60.5%
Accommodation		
- Directly with the accommodation	71.5%	28.8%
- Tour Operator or Travel Agency	28.5%	71.2%

Where do they stay?

	Russia	All markets
1-2-3* Hotel	6.1%	12.8%
4* Hotel	17.3%	37.7%
5* Hotel / 5* Luxury Hotel	9.4%	6.8%
Aparthotel / Tourist Villa	27.6%	23.6%
House/room rented in a private dwelling	21.7%	5.3%
Private accommodation (1)	10.5%	7.0%
Others (Cottage, cruise, camping,...)	7.4%	6.8%

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



What do they book?

	Russia	All markets
Room only	56.9%	28.8%
Bed and Breakfast	10.2%	11.7%
Half board	20.6%	22.4%
Full board	2.6%	3.0%
All inclusive	9.7%	34.1%

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56.9% of Russians book room only.
 (Canary Islands: 28.8%)

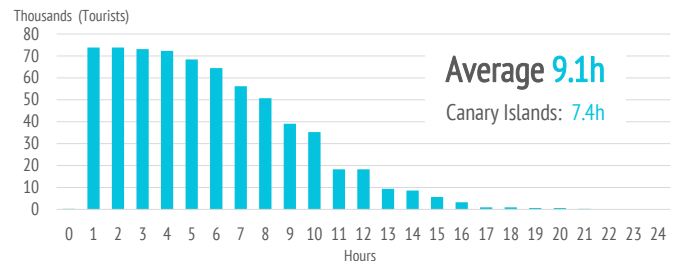
Other expenses

	Russia	All markets
Restaurants or cafes	59.9%	63.2%
Supermarkets	75.2%	55.9%
Car rental	35.3%	26.6%
Organized excursions	29.9%	21.8%
Taxi, transfer, chauffeur service	19.6%	51.7%
Theme Parks	18.0%	8.8%
Sport activities	3.0%	6.4%
Museums	6.8%	5.0%
Flights between islands	12.7%	4.8%

Activities in the Canary Islands

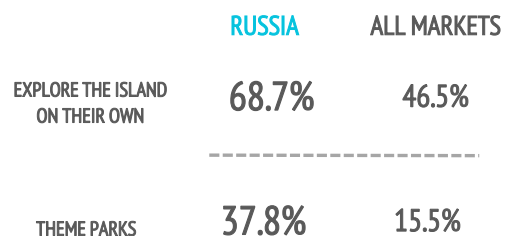
Outdoor time per day	Russia	All markets
0 hours	0.3%	2.2%
1 - 2 hours	1.0%	10.0%
3 - 6 hours	22.9%	32.6%
7 - 12 hours	63.1%	46.5%
More than 12 hours	12.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Russia	All markets
Beach	82.0%	68.0%
Walk, wander	79.9%	71.0%
Explore the island on their own	68.7%	46.5%
Theme parks	37.8%	15.5%
Swimming pool, hotel facilities	36.8%	58.9%
Taste Canarian gastronomy	34.7%	25.4%
Sport activities	21.3%	14.3%
Activities at sea	20.1%	9.8%
Nature activities	19.2%	10.0%
Wineries / markets / popular festivals	18.9%	12.0%
Organized excursions	18.5%	17.9%
Museums / exhibitions	16.5%	9.8%
Sea excursions / whale watching	14.2%	11.3%
Nightlife / concerts / shows	7.6%	15.5%
Astronomical observation	6.1%	3.4%
Beauty and health treatments	1.8%	5.7%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Russia	All markets
Lanzarote	1,168	2,457,120
Fuerteventura	1,337	1,856,705
Gran Canaria	5,883	3,825,110
Tenerife	64,667	4,991,173
La Palma	252	249,069

How many islands do they visit during their trip?

	Russia	All markets
One island	76.6%	90.9%
Two islands	19.3%	7.7%
Three or more islands	4.1%	1.4%

Internet usage during their trip

	Russia	All markets
Research		
- Tourist package	19.2%	15.4%
- Flights	8.1%	13.0%
- Accommodation	10.0%	17.7%
- Transport	20.3%	15.6%
- Restaurants	32.1%	27.0%
- Excursions	23.7%	26.3%
- Activities	29.3%	31.0%
Book or purchase		
- Tourist package	26.9%	38.1%
- Flights	84.2%	64.4%
- Accommodation	74.9%	54.5%
- Transport	60.9%	44.7%
- Restaurants	14.0%	10.5%
- Excursions	19.8%	11.4%
- Activities	21.0%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Russia	All markets
Did not use the Internet	15.0%	9.8%
Used the Internet	85.0%	90.2%
- Own Internet connection	14.2%	36.5%
- Free Wifi connection	50.9%	41.1%
Applications*		
- Search for locations or maps	75.1%	60.7%
- Search for destination info	42.1%	44.7%
- Share pictures or trip videos	68.3%	55.6%
- Download tourist apps	9.5%	6.5%
- Others	9.1%	23.9%

* Multi-choice question



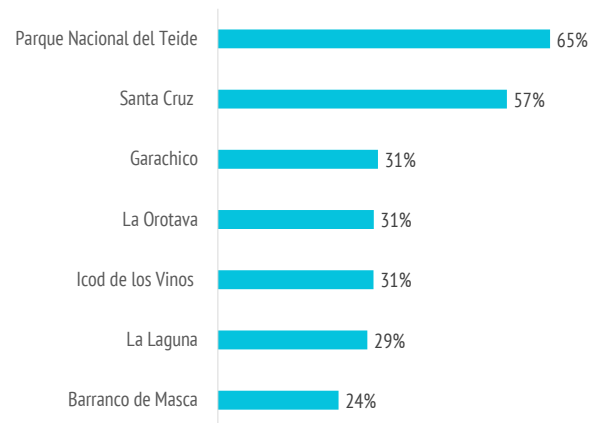
68.3% of Russians share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	Russia	All markets
Lanzarote	1.6%	18.4%
Fuerteventura	1.8%	13.9%
Gran Canaria	8.0%	28.6%
Tenerife	88.2%	37.3%
La Palma	0.3%	1.9%

• MOST VISITED PLACES IN TENERIFE •

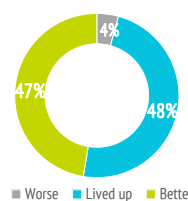


The data refers to % of tourists in Tenerife who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Russia	All markets
Average rating	9.26	8.58
Experience in the Canary Islands		
Worse or much worse than expected	4.3%	2.9%
Lived up to expectations	48.4%	57.4%
Better or much better than expected	47.4%	39.7%

Future intentions (scale 1-10)	Russia	All markets
Return to the Canary Islands	8.82	8.60
Recommend visiting the Canary Island	9.34	8.86



Experience in the Canary Islands



Return to the Canary Islands



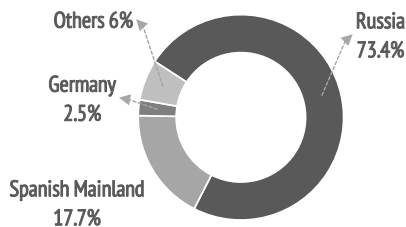
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Russia	All markets
Repeat tourists	57.8%	71.0%
Repeat tourists (last 5 years)	53.8%	64.6%
Repeat tourists (last 5 years) (5 or mor	15.2%	18.4%
At least 10 previous visits	6.7%	17.8%

Where does the flight come from?

	%	Absolute
Russia	73.4%	54,362
Spanish Mainland	17.7%	13,148
Germany	2.5%	1,851
Sweden	0.9%	685
United Kingdom	0.9%	659
Netherlands	0.9%	636
Others	3.7%	2,770



Who do they come with?

	Russia	All markets
Unaccompanied	8.8%	8.9%
Only with partner	28.1%	47.4%
Only with children (< 13 years old)	10.8%	5.9%
Partner + children (< 13 years old)	7.8%	7.2%
Other relatives	14.4%	9.0%
Friends	9.8%	6.3%
Work colleagues	0.9%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	19.3%	14.6%

(1) Different situations have been isolated

Tourists with children	28.7%	19.3%
- Between 0 and 2 years old	6.8%	1.8%
- Between 3 and 12 years old	19.5%	15.8%
- Between 0 -2 and 3-12 years	2.4%	1.6%
Tourists without children	71.3%	80.7%

Group composition:	Russia	All markets
- 1 person	16.6%	12.4%
- 2 people	37.6%	54.1%
- 3 people	25.3%	12.6%
- 4 or 5 people	16.3%	17.1%
- 6 or more people	4.2%	3.8%
Average group size:	2.65	2.58



(Under the age of 13)

28.7% of Russians travel with children.

(Canary Islands: 19.3%)

Who are they?

	Russia	All markets
Gender		
Men	49.7%	48.2%
Women	50.3%	51.8%
Age		
Average age (tourist > 15 years old)	39.6	46.7
Standard deviation	11.9	15.3
Age range (> 15 years old)		
16 - 24 years old	6.8%	7.7%
25 - 30 years old	16.6%	10.8%
31 - 45 years old	47.9%	28.6%
46 - 60 years old	21.0%	31.3%
Over 60 years old	7.7%	21.5%
Occupation		
Salaried worker	59.4%	55.5%
Self-employed	12.3%	11.0%
Unemployed	0.0%	1.1%
Business owner	15.8%	9.2%
Student	5.0%	4.2%
Retired	3.4%	17.3%
Unpaid domestic work	3.8%	0.9%
Others	0.3%	0.8%
Annual household income level		
Less than €25,000	28.5%	17.0%
€25,000 - €49,999	42.6%	36.5%
€50,000 - €74,999	13.5%	25.0%
More than €74,999	15.4%	21.5%
Education level		
No studies	1.9%	4.8%
Primary education	0.3%	2.8%
Secondary education	9.2%	23.1%
Higher education	88.7%	69.3%



6 IN 10 TOURISTS ARE REPEATERS

40 YEARS OLD

AVERAGE AGE

28% ONLY WITH PARTNER



Pictures: Freepik.com