

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## RUSSIA



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



	Russia	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>73,583</b>	<b>13,271,035</b>
- book holiday package	21,470	7,426,022
- do not book holiday package	52,113	5,845,014
- % tourists who book holiday package	29.2%	56.0%
Share of total tourist	0.6%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



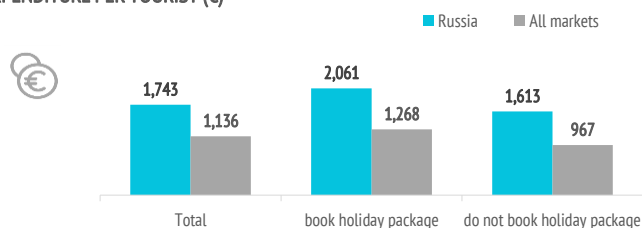
83% of Russians  
travel to Tenerife.

	Russia	All markets
<b>Expenditure per tourist (€)</b>	<b>1,743</b>	<b>1,136</b>
- book holiday package	2,061	1,268
- holiday package	1,438	1,031
- others	623	237
- do not book holiday package	1,613	967
- flight	391	263
- accommodation	428	321
- others	794	383
<b>Average length of stay</b>	<b>13.69</b>	<b>9.09</b>
- book holiday package	10.78	8.64
- do not book holiday package	14.89	9.68
<b>Average daily expenditure (€)</b>	<b>154.4</b>	<b>138.9</b>
- book holiday package	206.0	155.4
- do not book holiday package	133.2	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>128</b>	<b>15,070</b>
- book holiday package	44	9,416
- do not book holiday package	84	5,655

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Russia	All markets
Climate	75.4%	78.4%
Sea	65.2%	44.4%
Landscapes	64.1%	33.1%
Safety	63.3%	51.9%
Tranquility	59.2%	47.6%
Beaches	52.7%	37.7%
Environment	50.1%	33.2%
Effortless trip	39.2%	35.2%
Price	36.1%	37.4%
European belonging	31.4%	36.1%
Authenticity	31.3%	20.3%
Gastronomy	30.8%	23.2%
Accommodation supply	30.5%	42.9%
Hiking trail network	25.3%	9.6%
Exoticism	22.0%	11.4%
Culture	16.2%	8.0%
Fun possibilities	15.4%	21.1%
Historical heritage	14.4%	8.2%
Shopping	13.0%	9.4%
Nightlife	2.3%	8.0%

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.

% TOURISTS WHO CHOOSE LANDSCAPES

RUSSIA  
64.1%



ALL MARKETS  
33.1%

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



	Russia	All markets
Rest	54.2%	55.5%
Enjoy family time	10.7%	14.4%
Have fun	4.7%	8.6%
Explore the destination	28.9%	17.8%
Practice their hobbies	1.1%	1.9%
Other reasons	0.4%	1.8%

EXPLORE THE DESTINATION



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



	Russia	All markets
The same day	0.0%	0.7%
Between 1 and 30 days	17.6%	23.8%
Between 1 and 2 months	25.3%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	24.3%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

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

	Russia	All markets
Previous visits to the Canary Islands	38.4%	51.9%
Friends or relatives	34.6%	27.1%
Internet or social media	53.8%	54.7%
Mass Media	2.6%	1.6%
Travel guides and magazines	3.5%	8.4%
Travel Blogs or Forums	14.1%	5.7%
Travel TV Channels	5.2%	0.8%
Tour Operator or Travel Agency	10.0%	22.6%
Public administrations or similar	0.0%	0.4%
Others	4.2%	2.4%

\* Multi-choice question

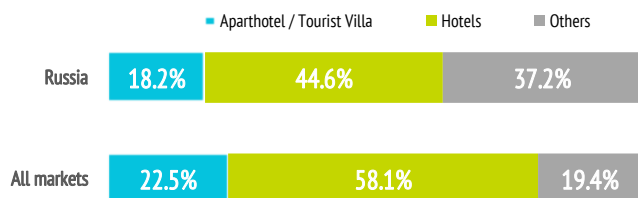
With whom did they book their flight and accommodation?

	Russia	All markets
<b>Flight</b>		
- Directly with the airline	78.4%	42.9%
- Tour Operator or Travel Agency	21.6%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	59.8%	31.5%
- Tour Operator or Travel Agency	40.2%	68.5%

Where do they stay?

	Russia	All markets
1-2-3* Hotel	9.2%	11.5%
4* Hotel	25.3%	37.6%
5* Hotel / 5* Luxury Hotel	10.1%	9.0%
Aparthotel / Tourist Villa	18.2%	22.5%
House/room rented in a private dwelling	21.3%	5.9%
Private accommodation (1)	9.7%	7.2%
Others (Cottage, cruise, camping,...)	6.3%	6.3%

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



What do they book?

	Russia	All markets
Room only	49.2%	27.9%
Bed and Breakfast	16.9%	12.4%
Half board	24.9%	21.2%
Full board	2.3%	3.6%
All inclusive	6.6%	34.9%

49.2% of Russians book room only.  
(Canary Islands: 27.9%)

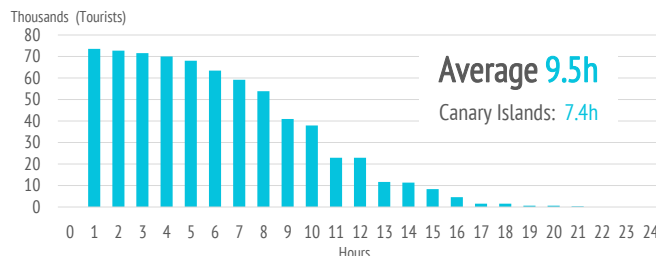
Other expenses

	Russia	All markets
Restaurants or cafes	57.5%	59.1%
Supermarkets	62.0%	52.1%
Car rental	39.2%	26.3%
Organized excursions	24.6%	20.6%
Taxi, transfer, chauffeur service	19.9%	50.0%
Theme Parks	15.8%	7.5%
Sport activities	4.7%	5.7%
Museums	3.5%	4.6%
Flights between islands	10.0%	4.4%

Activities in the Canary Islands

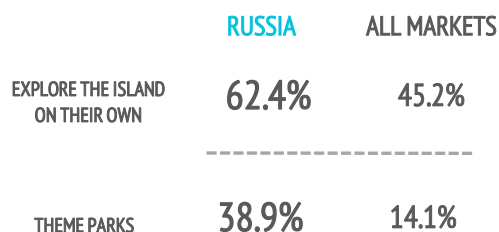
	Russia	All markets
<b>Outdoor time per day</b>		
0 hours	0.0%	2.1%
1 - 2 hours	2.8%	9.8%
3 - 6 hours	16.9%	32.6%
7 - 12 hours	64.5%	47.1%
More than 12 hours	15.9%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Russia	All markets
<b>Activities in the Canary Islands</b>		
Walk, wander	82.4%	69.8%
Beach	80.8%	66.3%
Explore the island on their own	62.4%	45.2%
Swimming pool, hotel facilities	40.3%	58.2%
Theme parks	38.9%	14.1%
Taste Canarian gastronomy	25.4%	24.2%
Organized excursions	22.0%	16.9%
Nature activities	18.8%	10.4%
Sea excursions / whale watching	17.9%	11.1%
Wineries / markets / popular festivals	16.8%	11.6%
Activities at sea	14.9%	10.0%
Museums / exhibitions	14.7%	10.1%
Sport activities	14.1%	13.4%
Astronomical observation	7.5%	3.5%
Nightlife / concerts / shows	6.3%	15.5%
Beauty and health treatments	3.7%	5.4%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## RUSSIA



### Which island do they choose?

Tourists (> 15 years old)	Russia	All markets
Lanzarote	1,859	2,521,668
Fuerteventura	0	1,659,115
Gran Canaria	10,647	3,698,127
Tenerife	60,472	5,040,382
La Palma	242	235,409

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

	Russia	All markets
One island	82.5%	91.4%
Two islands	14.4%	7.2%
Three or more islands	3.1%	1.4%

### Internet usage during their trip

	Russia	All markets
<b>Research</b>		
- Tourist package	15.7%	14.8%
- Flights	9.0%	13.0%
- Accommodation	11.4%	16.9%
- Transport	20.2%	15.7%
- Restaurants	32.7%	28.4%
- Excursions	28.7%	26.2%
- Activities	31.1%	30.1%
<b>Book or purchase</b>		
- Tourist package	28.4%	39.4%
- Flights	79.7%	66.7%
- Accommodation	72.0%	57.3%
- Transport	60.4%	47.6%
- Restaurants	15.1%	12.1%
- Excursions	19.3%	13.0%
- Activities	20.6%	14.7%

\* Multi-choise question

Internet usage in the Canary Islanc	Russia	All markets
<b>Did not use the Internet</b>	<b>8.8%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>91.2%</b>	<b>91.7%</b>
- Own Internet connection	12.2%	37.4%
- Free Wifi connection	54.0%	39.5%
<b>Applications*</b>		
- Search for locations or maps	76.9%	61.7%
- Search for destination info	43.7%	44.8%
- Share pictures or trip videos	67.5%	56.0%
- Download tourist apps	6.4%	7.0%
- Others	14.6%	22.6%

\* Multi-choise question



**76.9%** of Russians search for locations or maps during their stay in the Canary Islands

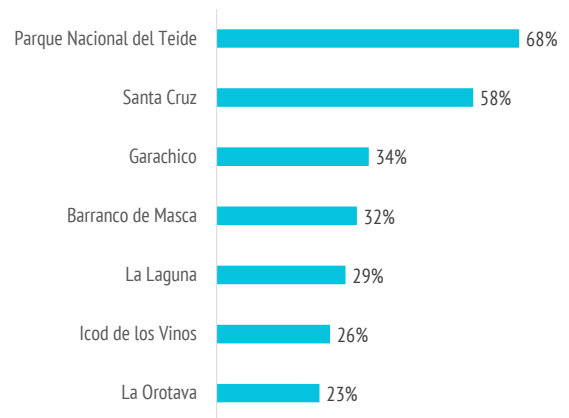
(Canary Islands: 61.7%)



Imager: Freepik.com

Share by islands	Russia	All markets
Lanzarote	2.5%	19.2%
Fuerteventura	0.0%	12.6%
Gran Canaria	14.5%	28.1%
Tenerife	82.6%	38.3%
La Palma	0.3%	1.8%

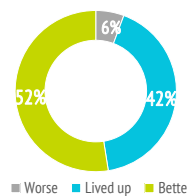
### MOST VISITED PLACES IN TENERIFE



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	9.12	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	5.7%	2.3%
Lived up to expectations	41.9%	55.6%
Better or much better than expected	52.5%	42.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.66	8.73
Recommend visiting the Canary Islanc	9.05	8.95



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

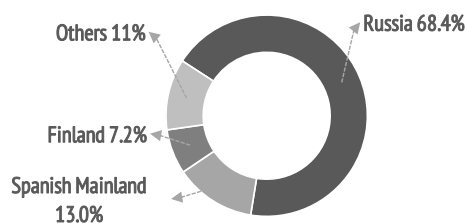
### How many are loyal to the Canary Islands?

	Russia	All markets
<b>Repeat tourists</b>	<b>49.3%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	44.8%	66.7%
Repeat tourists (last 5 years) (5 or mc	9.8%	19.5%
<b>At least 10 previous visits</b>	<b>7.1%</b>	<b>18.6%</b>

Where does the flight come from?



	%	Absolute
Russia	68.4%	50,318
Spanish Mainland	13.0%	9,578
Finland	7.2%	5,288
United Kingdom	2.3%	1,673
Germany	2.0%	1,479
Switzerland	1.3%	940
Others	5.9%	4,307



Who do they come with?



	Russia	All markets
Unaccompanied	10.9%	9.6%
Only with partner	32.7%	48.1%
Only with children (< 13 years old)	12.6%	5.6%
Partner + children (< 13 years old)	5.5%	6.5%
Other relatives	7.6%	9.3%
Friends	7.1%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.4%	0.3%
Other combinations (1)	22.8%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>27.2%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	22.3%	14.8%
- Between 0-2 and 3-12 years	3.3%	1.4%
<b>Tourists without children</b>	<b>72.8%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	18.4%	13.2%
- 2 people	44.3%	55.1%
- 3 people	14.7%	12.0%
- 4 or 5 people	20.5%	16.3%
- 6 or more people	2.1%	3.5%
<b>Average group size:</b>	<b>2.52</b>	<b>2.54</b>



(Under the age of 13)

27.2% of Russians travel with children.

(Canary Islands: 17.7%)

Who are they?



	Russia	All markets
<b>Gender</b>		
Men	45.8%	48.6%
Women	54.2%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	40.7	47.1
Standard deviation	11.9	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	4.5%	7.3%
25 - 30 years old	14.2%	10.9%
31 - 45 years old	51.2%	28.0%
46 - 60 years old	22.1%	31.8%
Over 60 years old	8.0%	22.1%
<b>Occupation</b>		
Salaried worker	58.5%	55.0%
Self-employed	7.9%	11.5%
Unemployed	2.5%	1.1%
Business owner	17.7%	9.4%
Student	3.6%	3.5%
Retired	5.1%	17.9%
Unpaid domestic work	1.9%	0.8%
Others	2.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	38.6%	17.5%
€25,000 - €49,999	35.3%	37.5%
€50,000 - €74,999	13.1%	22.8%
More than €74,999	13.1%	22.2%
<b>Education level</b>		
No studies	1.1%	5.0%
Primary education	0.7%	2.6%
Secondary education	7.9%	23.6%
Higher education	90.3%	68.9%



5 IN 10 TOURISTS ARE REPEATERS

41 YEARS OLD

AVERAGE AGE

33% ONLY WITH PARTNER



Pictures: Freepik.com