

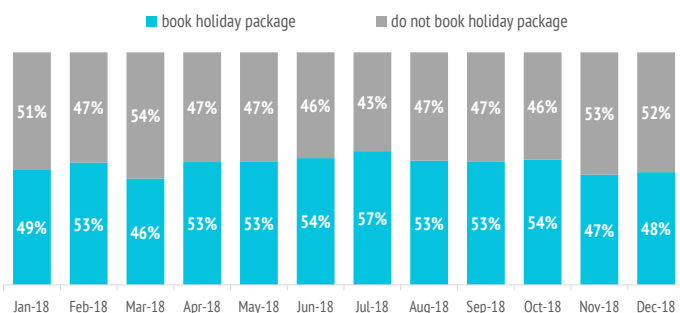
# PROFILE OF TOURIST VISITING TENERIFE 2018

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



	Tenerife	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>5,758,323</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>4,991,173</b>	<b>13,485,651</b>
- book holiday package	2,679,645	7,848,516
- do not book holiday package	2,311,529	5,637,135
- % tourists who book holiday package	53.7%	58.2%
Share of total tourist	37.0%	100%

### % TOURISTS



Source: Frontur (ISTAC)

	Tenerife	Canary Islands
<b>Expenditure per tourist (€)</b>	<b>1,186</b>	<b>1,196</b>
- book holiday package	1,335	1,309
- holiday package	1,064	1,064
- others	272	246
- do not book holiday package	1,014	1,037
- flight	289	288
- accommodation	326	350
- others	399	399
<b>Average length of stay</b>	<b>9.00</b>	<b>9.32</b>
- book holiday package	8.29	8.66
- do not book holiday package	9.82	10.23
<b>Average daily expenditure (€)</b>	<b>147.4</b>	<b>143.6</b>
- book holiday package	170.1	159.8
- do not book holiday package	121.0	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>5,922</b>	<b>16,124</b>
- book holiday package	3,578	10,277
- do not book holiday package	2,344	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



## Importance of each factor in the destination choice



	Tenerife	Canary Islands
Climate	76.8%	78.1%
Safety	50.9%	51.4%
Tranquility	42.9%	46.2%
Accommodation supply	40.4%	41.7%
Price	38.4%	36.5%
Sea	38.4%	43.3%
Landscapes	35.2%	31.6%
European belonging	35.1%	35.8%
Effortless trip	34.0%	34.8%
Environment	33.2%	30.6%
Beaches	30.6%	37.1%
Fun possibilities	25.2%	20.7%
Gastronomy	23.6%	22.6%
Authenticity	19.6%	19.1%
Exoticism	11.8%	10.5%
Shopping	11.2%	9.6%
Hiking trail network	10.5%	9.0%
Nightlife	9.2%	7.5%
Culture	8.0%	7.3%
Historical heritage	7.7%	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 FUN POSSIBILITIES



## What is the main motivation for their holidays?



	Tenerife	Canary Islands
Rest	52.0%	55.1%
Enjoy family time	15.4%	14.7%
Have fun	10.4%	7.8%
Explore the destination	18.9%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	2.1%	2.1%

### ENJOY FAMILY TIME



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



	Tenerife	Canary Islands
The same day	0.9%	0.7%
Between 1 and 30 days	23.1%	23.2%
Between 1 and 2 months	21.9%	23.0%
Between 3 and 6 months	32.7%	32.4%
More than 6 months	21.4%	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 TENERIFE 2018

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

	Tenerife	Canary Islands
Previous visits to the Canary Islands	47.6%	50.9%
Friends or relatives	31.1%	27.8%
Internet or social media	54.5%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.2%	9.5%
Travel Blogs or Forums	5.7%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	22.4%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.7%	2.3%

\* Multi-choice question

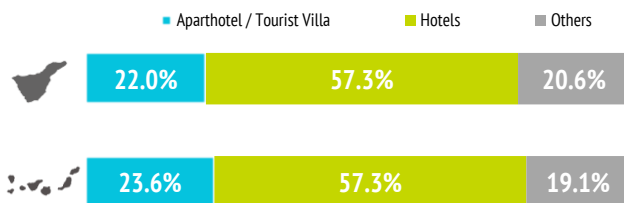
## With whom did they book their flight and accommodation?

	Tenerife	Canary Islands
<b>Flight</b>		
- Directly with the airline	43.9%	39.5%
- Tour Operator or Travel Agency	56.1%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	32.4%	28.8%
- Tour Operator or Travel Agency	67.6%	71.2%

## Where do they stay?

	Tenerife	Canary Islands
1-2-3* Hotel	10.1%	12.8%
4* Hotel	37.7%	37.7%
5* Hotel / 5* Luxury Hotel	9.5%	6.8%
Aparthotel / Tourist Villa	22.0%	23.6%
House/room rented in a private dwelling	5.9%	5.3%
Private accommodation (1)	8.1%	7.0%
Others (Cottage, cruise, camping,...)	6.6%	6.8%

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



## What do they book?

	Tenerife	Canary Islands
Room only	29.1%	28.8%
Bed and Breakfast	14.3%	11.7%
Half board	24.6%	22.4%
Full board	3.3%	3.0%
All inclusive	28.7%	34.1%

”  
**29.1% of tourists book room only.**  
(Canary Islands: 28.8%)

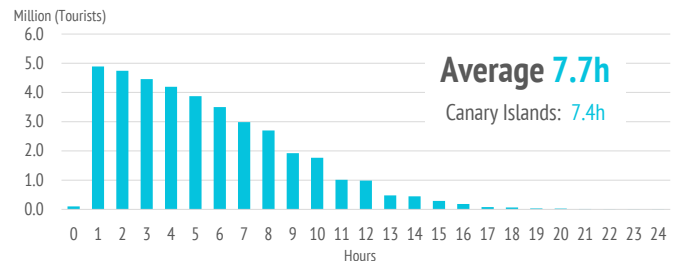
## Other expenses

	Tenerife	Canary Islands
Restaurants or cafes	62.6%	63.2%
Supermarkets	54.1%	55.9%
Car rental	25.2%	26.6%
Organized excursions	23.0%	21.8%
Taxi, transfer, chauffeur service	46.5%	51.7%
Theme Parks	13.8%	8.8%
Sport activities	5.4%	6.4%
Museums	2.1%	5.0%
Flights between islands	4.4%	4.8%

## Activities in the Canary Islands

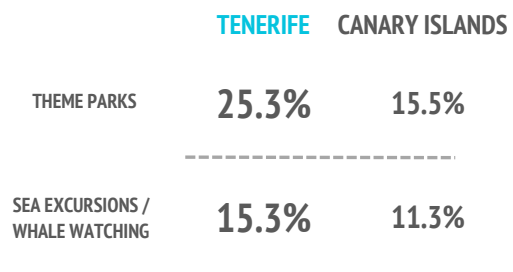
Outdoor time per day	Tenerife	Canary Islands
0 hours	2.0%	2.2%
1 - 2 hours	8.7%	10.0%
3 - 6 hours	29.4%	32.6%
7 - 12 hours	50.3%	46.5%
More than 12 hours	9.5%	8.7%

## TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tenerife	Canary Islands
Walk, wander	72.7%	71.0%
Beach	62.2%	68.0%
Swimming pool, hotel facilities	59.9%	58.9%
Explore the island on their own	46.3%	46.5%
Theme parks	25.3%	15.5%
Taste Canarian gastronomy	25.1%	25.4%
Organized excursions	20.5%	17.9%
Nightlife / concerts / shows	17.2%	15.5%
Sea excursions / whale watching	15.3%	11.3%
Sport activities	12.6%	14.3%
Nature activities	11.6%	10.0%
Wineries / markets / popular festivals	9.4%	12.0%
Activities at sea	9.2%	9.8%
Museums / exhibitions	6.7%	9.8%
Beauty and health treatments	5.8%	5.7%
Astronomical observation	4.3%	3.4%

\* Multi-choice question



## Which places do they visit in Tenerife?

	%	Absolute
Teide National Park	37.7%	1,897,496
Santa Cruz (Capital of the island)	27.2%	1,368,259
La Laguna (World Heritage City)	17.7%	893,945
Acantilado de los Gigantes	17.3%	869,896
Garachico	15.7%	791,180
La Orotava	15.3%	771,228
Icod de los Vinos (Millennial dragon tree)	14.9%	748,998
Barranco de Masca	12.0%	603,094
Anaga rural park	9.4%	471,991
Teno / Buenavista	7.4%	372,775
Barranco del Infierno	3.2%	160,373



**4 in 10** tourists in Tenerife visit  
**Teide National Park**

## Internet usage during their trip

	Tenerife	Canary Islands
<b>Research</b>		
- Tourist package	15.9%	15.4%
- Flights	13.2%	13.0%
- Accommodation	17.7%	17.7%
- Transport	16.3%	15.6%
- Restaurants	28.5%	27.0%
- Excursions	26.9%	26.3%
- Activities	31.8%	31.0%
<b>Book or purchase</b>		
- Tourist package	35.6%	38.1%
- Flights	65.6%	64.4%
- Accommodation	54.8%	54.5%
- Transport	45.2%	44.7%
- Restaurants	12.0%	10.5%
- Excursions	15.3%	11.4%
- Activities	16.6%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Tenerife	Canary Islands
<b>Did not use the Internet</b>	<b>9.8%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>90.2%</b>	<b>90.2%</b>
- Own Internet connection	38.8%	36.5%
- Free Wifi connection	37.5%	41.1%
<b>Applications*</b>		
- Search for locations or maps	64.6%	60.7%
- Search for destination info	46.0%	44.7%
- Share pictures or trip videos	55.6%	55.6%
- Download tourist apps	6.4%	6.5%
- Others	20.5%	23.9%

\* Multi-choice question

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



	Tenerife	Canary Islands
One island	91.1%	90.9%
Two islands	8.0%	7.7%
Three or more islands	0.9%	1.4%

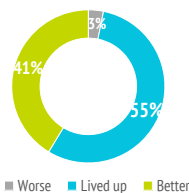
## How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Tenerife	Canary Islands
Average rating	8.58	8.58

Experience in the Canary Islands	Tenerife	Canary Islands
Worse or much worse than expected	3.2%	2.9%
Lived up to expectations	55.5%	57.4%
Better or much better than expected	41.3%	39.7%

Future intentions (scale 1-10)	Tenerife	Canary Islands
Return to the Canary Islands	8.58	8.60
Recommend visiting the Canary Island	8.85	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?



	in Tenerife	in the Canary Islands
Tenerife: Repeat tourists	61.6%	50.9%
Tenerife: At least 10 previous visits	8.6%	4.4%
Canary Islands: Repeat tourists	66.6%	71.0%
Canary Islands: At least 10 previous visits	15.3%	17.8%

## TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	71%
Nordics	71%
United Kingdom	70%
Belgium	62%
Spanish Mainland	61%

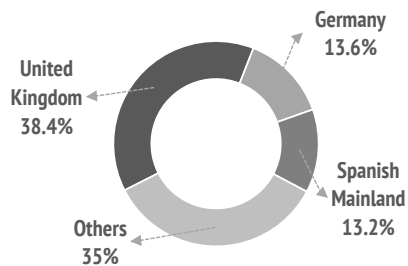


# PROFILE OF TOURIST VISITING TENERIFE 2018

## Where are they from?



	%	Absolute
United Kingdom	38.4%	1,918,388
Germany	13.6%	681,175
Spanish Mainland	13.2%	656,401
Italy	3.9%	195,175
Belgium	3.8%	187,405
France	3.5%	172,603
Netherlands	3.2%	159,448
Ireland	2.5%	123,834
Poland	2.3%	115,396
Sweden	2.3%	114,518
Switzerland	1.7%	85,684
Finland	1.6%	82,354
Denmark	1.6%	77,529
Norway	1.3%	66,428
Russia	1.3%	64,667
Austria	1.0%	50,429
Czech Republic	0.4%	22,165
Others	4.4%	217,575



## Who do they come with?



	Tenerife	Canary Islands
Unaccompanied	8.1%	8.9%
Only with partner	45.7%	47.4%
Only with children (< 13 years old)	6.7%	5.9%
Partner + children (< 13 years old)	7.8%	7.2%
Other relatives	10.0%	9.0%
Friends	6.3%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations (1)	14.8%	14.6%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>21.2%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.2%	1.8%
- Between 3 and 12 years old	17.0%	15.8%
- Between 0 -2 and 3-12 years	2.0%	1.6%
<b>Tourists without children</b>	<b>78.8%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	12.8%	12.4%
- 2 people	51.8%	54.1%
- 3 people	13.7%	12.6%
- 4 or 5 people	17.7%	17.1%
- 6 or more people	4.1%	3.8%
<b>Average group size:</b>	<b>2.62</b>	<b>2.58</b>

## Who are they?



	Tenerife	Canary Islands
<b>Gender</b>		
Men	45.9%	48.2%
Women	54.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	44.3	46.7
Standard deviation	14.9	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	9.2%	7.7%
25 - 30 years old	12.9%	10.8%
31 - 45 years old	31.5%	28.6%
46 - 60 years old	30.0%	31.3%
Over 60 years old	16.3%	21.5%
<b>Occupation</b>		
Salaried worker	57.9%	55.5%
Self-employed	11.4%	11.0%
Unemployed	1.3%	1.1%
Business owner	9.4%	9.2%
Student	4.4%	4.2%
Retired	13.8%	17.3%
Unpaid domestic work	1.1%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	19.2%	17.0%
€25,000 - €49,999	37.4%	36.5%
€50,000 - €74,999	23.3%	25.0%
More than €74,999	20.1%	21.5%
<b>Education level</b>		
No studies	6.2%	4.8%
Primary education	2.6%	2.8%
Secondary education	22.0%	23.1%
Higher education	69.2%	69.3%



4 IN 10 TOURISTS ARE  
**BRITISH**  
44 YEARS OLD  
AVERAGE AGE

46%  
ONLY WITH  
**PARTNER**



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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