

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## UNITED KINGDOM

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



	United Kingdom	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>5,001,630</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>4,278,469</b>	<b>13,485,651</b>
- book holiday package	2,515,102	7,848,516
- do not book holiday package	1,763,367	5,637,135
- % tourists who book holiday package	58.8%	58.2%
Share of total tourist	32.1%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



45% of British travel  
to Tenerife.

	United Kingdom	All markets
<b>Expenditure per tourist (€)</b>	<b>1,169</b>	<b>1,196</b>
- book holiday package	1,293	1,309
- holiday package	1,043	1,064
- others	250	246
- do not book holiday package	992	1,037
- flight	270	288
- accommodation	362	350
- others	360	399
<b>Average length of stay</b>	<b>8.60</b>	<b>9.32</b>
- book holiday package	8.18	8.66
- do not book holiday package	9.19	10.23
<b>Average daily expenditure (€)</b>	<b>147.8</b>	<b>143.6</b>
- book holiday package	165.1	159.8
- do not book holiday package	123.1	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>5,001</b>	<b>16,124</b>
- book holiday package	3,252	10,277
- do not book holiday package	1,749	5,848

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	United Kingdom	All markets
Climate	80.9%	78.1%
Safety	60.0%	51.4%
Accommodation supply	54.0%	41.7%
Price	49.1%	36.5%
Tranquility	44.3%	46.2%
Effortless trip	42.0%	34.8%
European belonging	34.3%	35.8%
Environment	32.5%	30.6%
Sea	30.8%	43.3%
Beaches	29.4%	37.1%
Fun possibilities	25.0%	20.7%
Gastronomy	23.0%	22.6%
Landscapes	20.7%	31.6%
Authenticity	17.1%	19.1%
Shopping	10.3%	9.6%
Nightlife	10.2%	7.5%
Exoticism	8.0%	10.5%
Culture	7.2%	7.3%
Historical heritage	5.5%	7.1%
Hiking trail network	3.2%	9.0%

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 ACCOMMODATION SUPPLY

UNITED KINGDOM  
54%



ALL MARKETS  
42%

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



	United Kingdom	All markets
Rest	67.3%	55.1%
Enjoy family time	14.8%	14.7%
Have fun	9.2%	7.8%
Explore the destination	6.2%	18.5%
Practice their hobbies	0.8%	1.8%
Other reasons	1.5%	2.1%

REST



United Kingdom 67.3%

All markets 55.1%

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



	United Kingdom	All markets
The same day	0.5%	0.7%
Between 1 and 30 days	18.2%	23.2%
Between 1 and 2 months	19.6%	23.0%
Between 3 and 6 months	31.9%	32.4%
More than 6 months	29.9%	20.7%

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

	United Kingdom	All markets
Previous visits to the Canary Islands	60.7%	50.9%
Friends or relatives	28.4%	27.8%
Internet or social media	60.5%	56.1%
Mass Media	1.4%	1.7%
Travel guides and magazines	7.5%	9.5%
Travel Blogs or Forums	4.9%	5.4%
Travel TV Channels	0.5%	0.7%
Tour Operator or Travel Agency	23.5%	24.7%
Public administrations or similar	0.3%	0.4%
Others	2.5%	2.3%

\* Multi-choice question

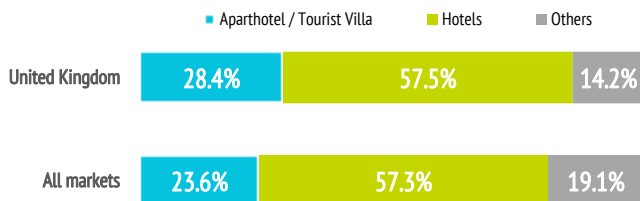
### With whom did they book their flight and accommodation?

	United Kingdom	All markets
<b>Flight</b>		
- Directly with the airline	43.0%	39.5%
- Tour Operator or Travel Agency	57.0%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	30.3%	28.8%
- Tour Operator or Travel Agency	69.7%	71.2%

### Where do they stay?

	United Kingdom	All markets
1-2-3* Hotel	10.5%	12.8%
4* Hotel	37.9%	37.7%
5* Hotel / 5* Luxury Hotel	9.1%	6.8%
Aparthotel / Tourist Villa	28.4%	23.6%
House/room rented in a private dwelling	3.4%	5.3%
Private accommodation (1)	4.7%	7.0%
Others (Cottage, cruise, camping,...)	6.0%	6.8%

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



### What do they book?

	United Kingdom	All markets
Room only	30.1%	28.8%
Bed and Breakfast	10.0%	11.7%
Half board	18.7%	22.4%
Full board	1.9%	3.0%
All inclusive	39.4%	34.1%

**39.4%** of British book all inclusive.  
(Canary Islands: 34.1%)

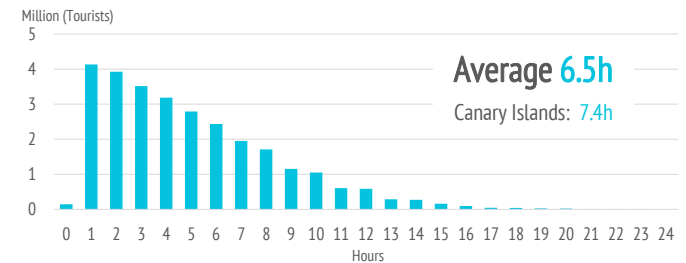
### Other expenses

	United Kingdom	All markets
Restaurants or cafes	63.8%	63.2%
Supermarkets	56.1%	55.9%
Car rental	13.3%	26.6%
Organized excursions	16.7%	21.8%
Taxi, transfer, chauffeur service	59.5%	51.7%
Theme Parks	9.0%	8.8%
Sport activities	6.6%	6.4%
Museums	2.6%	5.0%
Flights between islands	3.7%	4.8%

### Activities in the Canary Islands

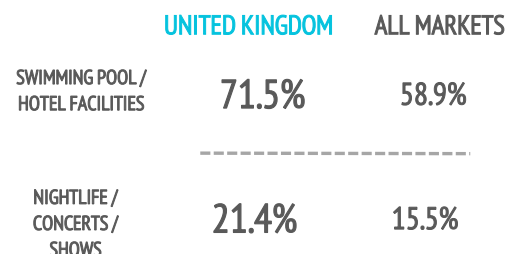
Outdoor time per day	United Kingdom	All markets
0 hours	3.4%	2.2%
1 - 2 hours	14.5%	10.0%
3 - 6 hours	36.6%	32.6%
7 - 12 hours	38.9%	46.5%
More than 12 hours	6.7%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	United Kingdom	All markets
Walk, wander	76.1%	71.0%
Swimming pool, hotel facilities	71.5%	58.9%
Beach	59.8%	68.0%
Explore the island on their own	34.6%	46.5%
Nightlife / concerts / shows	21.4%	15.5%
Taste Canarian gastronomy	21.1%	25.4%
Organized excursions	16.6%	17.9%
Theme parks	15.7%	15.5%
Sport activities	11.8%	14.3%
Sea excursions / whale watching	11.4%	11.3%
Wineries / markets / popular festivals	9.3%	12.0%
Activities at sea	8.2%	9.8%
Museums / exhibitions	6.5%	9.8%
Beauty and health treatments	5.9%	5.7%
Nature activities	4.0%	10.0%
Astronomical observation	2.2%	3.4%

\* Multi-choice question



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### Which island do they choose?

Tourists (> 15 years old)	United Kingdom	All markets
Lanzarote	1,163,073	2,457,120
Fuerteventura	449,149	1,856,705
Gran Canaria	697,291	3,825,110
Tenerife	1,918,388	4,991,173
La Palma	29,317	249,069

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

	United Kingdom	All markets
One island	94.0%	90.9%
Two islands	5.3%	7.7%
Three or more islands	0.7%	1.4%

### Internet usage during their trip

	United Kingdom	All markets
<b>Research</b>		
- Tourist package	16.8%	15.4%
- Flights	15.9%	13.0%
- Accommodation	20.3%	17.7%
- Transport	16.3%	15.6%
- Restaurants	28.5%	27.0%
- Excursions	23.5%	26.3%
- Activities	29.0%	31.0%
<b>Book or purchase</b>		
- Tourist package	41.8%	38.1%
- Flights	67.2%	64.4%
- Accommodation	58.1%	54.5%
- Transport	47.1%	44.7%
- Restaurants	10.6%	10.5%
- Excursions	9.1%	11.4%
- Activities	12.2%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	United Kingdom	All markets
<b>Did not use the Internet</b>	<b>11.6%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>88.4%</b>	<b>90.2%</b>
- Own Internet connection	30.6%	36.5%
- Free Wifi connection	46.8%	41.1%
<b>Applications*</b>		
- Search for locations or maps	51.7%	60.7%
- Search for destination info	43.2%	44.7%
- Share pictures or trip videos	55.8%	55.6%
- Download tourist apps	5.1%	6.5%
- Others	27.9%	23.9%

\* Multi-choice question



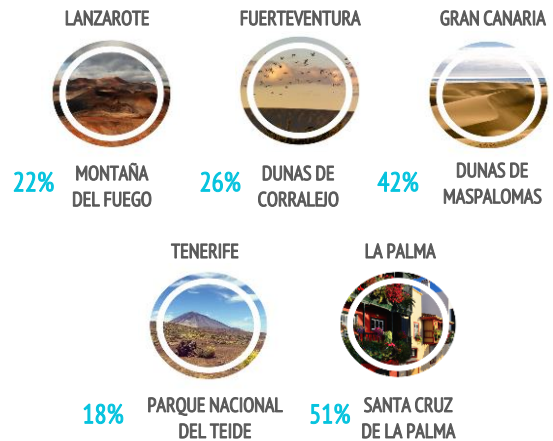
**55.8%** of British share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	United Kingdom	All markets
Lanzarote	27.3%	18.4%
Fuerteventura	10.6%	13.9%
Gran Canaria	16.4%	28.6%
Tenerife	45.1%	37.3%
La Palma	0.7%	1.9%

### MOST VISITED PLACES IN EACH ISLAND

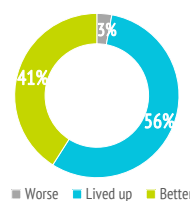


The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	United Kingdom	All markets
Average rating	8.75	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	56.1%	57.4%
Better or much better than expected	41.0%	39.7%

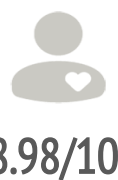
Future intentions (scale 1-10)	United Kingdom	All markets
Return to the Canary Islands	8.84	8.60
Recommend visiting the Canary Island	8.98	8.86



Experience in the Canary Islands



Return to the Canary Islands



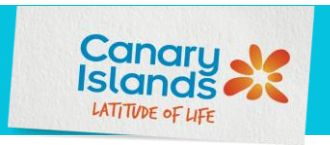
Recommend visiting the Canary Islands

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

	United Kingdom	All markets
<b>Repeat tourists</b>	<b>77.9%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	69.8%	64.6%
Repeat tourists (last 5 years) (5 or more)	21.4%	18.4%
<b>At least 10 previous visits</b>	<b>21.3%</b>	<b>17.8%</b>

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### Where does the flight come from?



	%	Absolute
United Kingdom	98.4%	4,209,473
Spanish Mainland	0.9%	37,682
Ireland	0.4%	19,020
Germany	0.1%	2,292
Norway	0.1%	2,160
France	0.0%	1,602
Others	0.1%	6,240

### Who do they come with?



	United Kingdom	All markets
Unaccompanied	6.1%	8.9%
Only with partner	47.3%	47.4%
Only with children (< 13 years old)	5.5%	5.9%
Partner + children (< 13 years old)	8.2%	7.2%
Other relatives	12.6%	9.0%
Friends	6.2%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.1%	0.2%
Other combinations (1)	13.9%	14.6%

(1) Different situations have been isolated

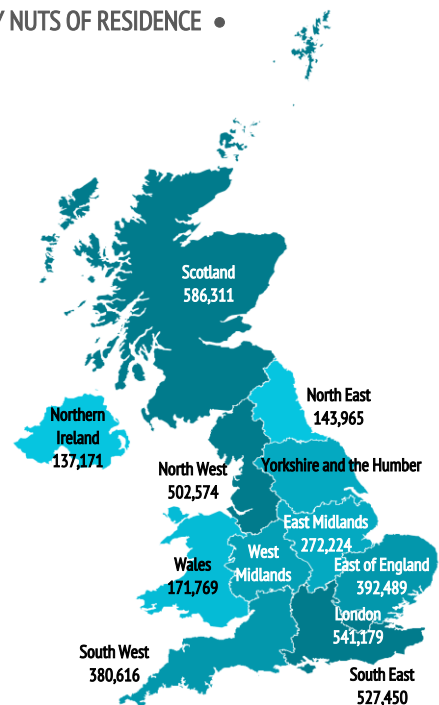
<b>Tourists with children</b>	<b>22.7%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.7%	1.8%
- Between 3 and 12 years old	19.0%	15.8%
- Between 0 -2 and 3-12 years	2.0%	1.6%
<b>Tourists without children</b>	<b>77.3%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	9.1%	12.4%
- 2 people	53.2%	54.1%
- 3 people	12.9%	12.6%
- 4 or 5 people	19.7%	17.1%
- 6 or more people	5.1%	3.8%
<b>Average group size:</b>	<b>2.74</b>	<b>2.58</b>

### Who are they?



	United Kingdom	All markets
<b>Gender</b>		
Men	43.8%	48.2%
Women	56.2%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	47.8	46.7
Standard deviation	15.4	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.8%	7.7%
25 - 30 years old	9.0%	10.8%
31 - 45 years old	26.5%	28.6%
46 - 60 years old	33.3%	31.3%
Over 60 years old	23.3%	21.5%
<b>Occupation</b>		
Salaried worker	57.9%	55.5%
Self-employed	12.1%	11.0%
Unemployed	0.7%	1.1%
Business owner	4.6%	9.2%
Student	2.5%	4.2%
Retired	20.3%	17.3%
Unpaid domestic work	1.3%	0.9%
Others	0.6%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.3%	17.0%
€25,000 - €49,999	36.8%	36.5%
€50,000 - €74,999	24.6%	25.0%
More than €74,999	22.4%	21.5%
<b>Education level</b>		
No studies	13.2%	4.8%
Primary education	1.0%	2.8%
Secondary education	19.7%	23.1%
Higher education	66.1%	69.3%

### TOURISTS BY NUTS OF RESIDENCE



8 IN 10 TOURISTS ARE REPEATERS

48 YEARS OLD  
AVERAGE AGE

47% ONLY WITH PARTNER



Imágenes: 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.