Abstract
The tourist industry has become one of the principal sectors in the world economy; it supports many regional economies. These regions have an urgent need for more precise information about the tourists who visit them, in order to order the sector rationally and efficiently and thereby plan their economic and social development. This study identifies tourist characteristics which, as sets or profiles, increase the probability of choosing a particular tourist zone within a region of relatively homogenous tourist offerings, such as the Canary Islands. The knowledge of these combinations of characteristics, which we call marketing profiles, will help draw up more precisely the marketing campaigns of the tourist destination, both for the public and the private sector.

Keywords
Tourism marketing, multinomial model, space analysis.