

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

SPORT ACTIVITIES

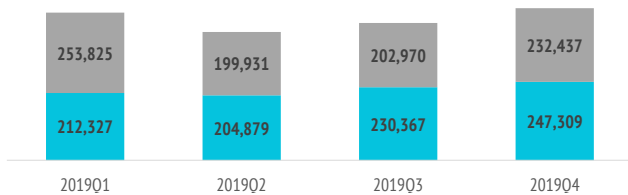
How many are they and how much do they spend?



	Sport activities	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,784,045	13,271,035
- book holiday package	894,881	7,426,022
- do not book holiday package	889,163	5,845,014
- % tourists who book holiday package	50.2%	56.0%
Share of total tourist	13.4%	100%

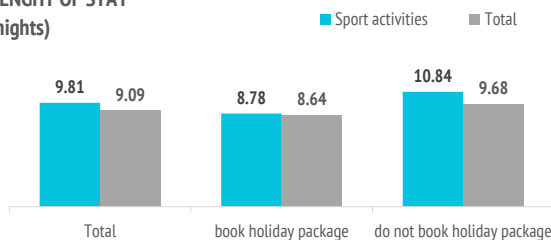
TOURISTS BY QUARTER: SPORT ACTIVITIES

do not book holiday package (grey) | book holiday package (blue)

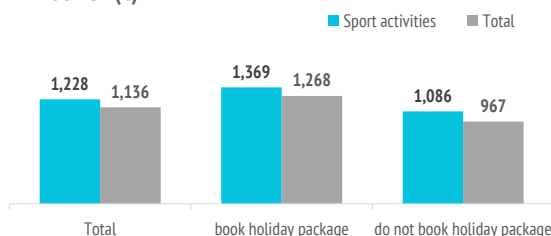


	Sport activities	Total
Expenditure per tourist (€)	1,228	1,136
- book holiday package	1,369	1,268
- holiday package	1,110	1,031
- others	260	237
- do not book holiday package	1,086	967
- flight	290	263
- accommodation	356	321
- others	440	383
Average length of stay	9.81	9.09
- book holiday package	8.78	8.64
- do not book holiday package	10.84	9.68
Average daily expenditure (€)	142.2	138.9
- book holiday package	164.1	155.4
- do not book holiday package	120.3	117.9
Total turnover (> 15 years old) (€m)	2,191	15,070
- book holiday package	1,225	9,416
- do not book holiday package	965	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Sport activities	Total
Climate	78.5%	78.4%
Safety	50.1%	51.9%
Sea	48.9%	44.4%
Tranquility	44.9%	47.6%
Beaches	40.2%	37.7%
Accommodation supply	40.1%	42.9%
Price	35.0%	37.4%
European belonging	34.9%	36.1%
Landscapes	34.2%	33.1%
Effortless trip	34.1%	35.2%
Environment	34.1%	33.2%
Fun possibilities	28.9%	21.1%
Gastronomy	23.4%	23.2%
Authenticity	21.9%	20.3%
Hiking trail network	13.4%	9.6%
Exoticism	12.3%	11.4%
Shopping	8.6%	9.4%
Nightlife	8.5%	8.0%
Culture	8.2%	8.0%
Historical heritage	7.7%	8.2%

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.

What is the main motivation for their holidays?



	Sport activities	Total
Rest	43.1%	55.5%
Enjoy family time	15.6%	14.4%
Have fun	11.7%	8.6%
Explore the destination	17.3%	17.8%
Practice their hobbies	9.2%	1.9%
Other reasons	3.1%	1.8%

PRACTICE THEIR HOBBIES



Sport activities 9.2%

Total 1.9%

How far in advance do they book their trip?



	Sport activities	Total
The same day	0.9%	0.7%
Between 1 and 30 days	23.9%	23.8%
Between 1 and 2 months	24.0%	22.8%
Between 3 and 6 months	32.1%	32.7%
More than 6 months	19.1%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

SPORT ACTIVITIES

24.0%



TOTAL

22.8%

Picture: Freepik.com

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

SPORT ACTIVITIES

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

	Sport activities	Total
Previous visits to the Canary Islands	52.0%	51.9%
Friends or relatives	30.4%	27.1%
Internet or social media	57.8%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	8.9%	8.4%
Travel Blogs or Forums	7.0%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	19.5%	22.6%
Public administrations or similar	0.7%	0.4%
Others	2.7%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation?

	Sport activities	Total
Flight		
- Directly with the airline	48.5%	42.9%
- Tour Operator or Travel Agency	51.5%	57.1%

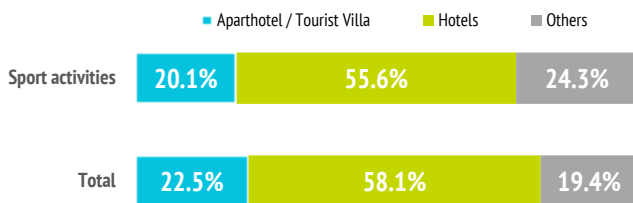
Accommodation

- Directly with the accommodation	36.1%	31.5%
- Tour Operator or Travel Agency	63.9%	68.5%

Where do they stay?

	Sport activities	Total
1-2-3* Hotel	11.6%	11.5%
4* Hotel	34.9%	37.6%
5* Hotel / 5* Luxury Hotel	9.1%	9.0%
Aparthotel / Tourist Villa	20.1%	22.5%
House/room rented in a private dwelling	7.9%	5.9%
Private accommodation (1)	8.4%	7.2%
Others (Cottage, cruise, camping,...)	8.0%	6.3%

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



What do they book?

	Sport activities	Total
Room only	30.2%	27.9%
Bed and Breakfast	11.9%	12.4%
Half board	21.7%	21.2%
Full board	3.4%	3.6%
All inclusive	32.8%	34.9%

”
30.2% of tourists book room only.
(Canary Islands: 27.9%)

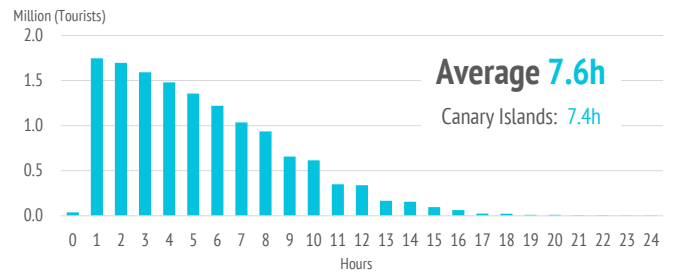
Other expenses

	Sport activities	Total
Restaurants or cafes	61.2%	59.1%
Supermarkets	57.9%	52.1%
Car rental	31.4%	26.3%
Organized excursions	22.0%	20.6%
Taxi, transfer, chauffeur service	46.9%	50.0%
Theme Parks	8.6%	7.5%
Sport activities	26.2%	5.7%
Museums	5.2%	4.6%
Flights between islands	5.8%	4.4%

Activities in the Canary Islands

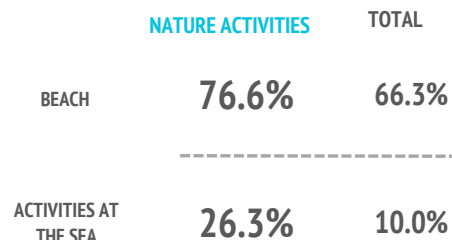
Outdoor time per day	Sport activities	Total
0 hours	2.1%	2.1%
1 - 2 hours	8.7%	9.8%
3 - 6 hours	31.2%	32.6%
7 - 12 hours	48.7%	47.1%
More than 12 hours	9.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sport activities	Total
Sport activities	100%	13.4%
Beach	76.6%	66.3%
Walk, wander	71.7%	69.8%
Swimming pool, hotel facilities	61.6%	58.2%
Explore the island on their own	54.1%	45.2%
Taste Canarian gastronomy	29.8%	24.2%
Activities at sea	26.3%	10.0%
Nightlife / concerts / shows	21.5%	15.5%
Nature activities	20.5%	10.4%
Theme parks	18.3%	14.1%
Organized excursions	17.9%	16.9%
Sea excursions / whale watching	15.4%	11.1%
Wineries / markets / popular festivals	14.7%	11.6%
Museums / exhibitions	12.6%	10.1%
Beauty and health treatments	9.7%	5.4%
Astronomical observation	5.9%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

SPORT ACTIVITIES



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists: sport activities	1,784,045	362,681	291,111	457,143	622,829	34,410
- Share by islands	100%	20.3%	16.3%	25.6%	34.9%	0.8%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists: sport activities	13.4%	14.4%	17.5%	12.4%	12.4%	14.6%

How many islands do they visit during their trip?

	Sport activities	Total
One island	90.6%	91.4%
Two islands	7.6%	7.2%
Three or more islands	1.8%	1.4%

Internet usage during their trip

	Sport activities	Total
Research		
- Tourist package	14.0%	14.8%
- Flights	12.2%	13.0%
- Accommodation	15.5%	16.9%
- Transport	15.3%	15.7%
- Restaurants	29.6%	28.4%
- Excursions	28.0%	26.2%
- Activities	33.4%	30.1%
Book or purchase		
- Tourist package	37.1%	39.4%
- Flights	70.5%	66.7%
- Accommodation	60.2%	57.3%
- Transport	49.5%	47.6%
- Restaurants	13.4%	12.1%
- Excursions	15.3%	13.0%
- Activities	23.8%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Sport activities	Total
Did not use the Internet	5.6%	8.3%
Used the Internet	94.4%	91.7%
- Own Internet connection	40.2%	37.4%
- Free Wifi connection	38.8%	39.5%
Applications*		
- Search for locations or maps	69.3%	61.7%
- Search for destination info	51.2%	44.8%
- Share pictures or trip videos	59.3%	56.0%
- Download tourist apps	9.1%	7.0%
- Others	21.7%	22.6%

* Multi-choice question

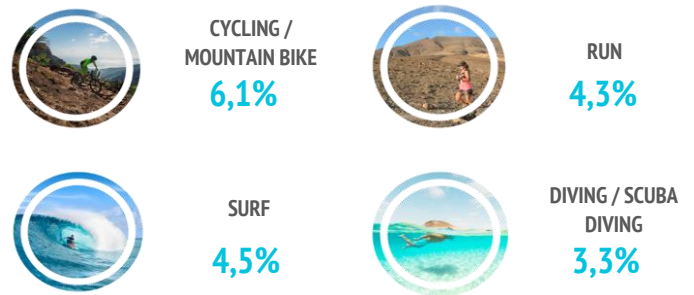
69.3% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

BREAKDOWN OF SPORT ACTIVITIES

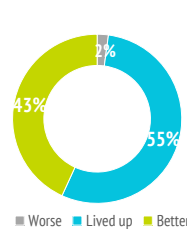


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sport activities	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Sport activities	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	54.7%	55.6%
Better or much better than expected	43.2%	42.1%

Future intentions (scale 1-10)	Sport activities	Total
Return to the Canary Islands	8.74	8.73
Recommend visiting the Canary Islands	8.94	8.95



Experience in the Canary Islands



8.74/10

Return to the Canary Islands



8.94/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sport activities	Total
Repeat tourists	73.1%	72.2%
Repeat tourists (last 5 years)	67.8%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.6%	19.5%
At least 10 previous visits	18.6%	18.6%

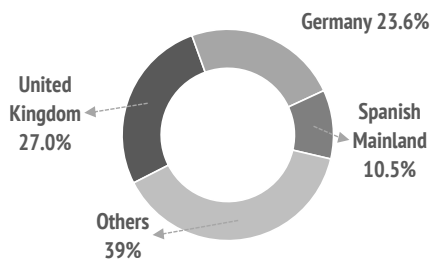
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

SPORT ACTIVITIES

Where are they from?



	%	Absolute
United Kingdom	27.0%	481,440
Germany	23.6%	421,514
Spanish Mainland	10.5%	188,144
France	5.2%	92,481
Ireland	3.7%	66,170
Sweden	3.6%	65,038
Netherlands	3.1%	55,518
Italy	3.0%	52,655
Switzerland	2.9%	52,037
Belgium	2.7%	47,550
Poland	2.3%	41,326
Denmark	2.2%	39,009
Finland	2.1%	37,315
Norway	1.6%	28,928
Austria	0.9%	16,819
Czech Republic	0.8%	14,587
Russia	0.6%	10,352
Others	4.1%	73,161



Who do they come with?



	Sport activities	Total
Unaccompanied	11.0%	9.6%
Only with partner	40.6%	48.1%
Only with children (< 13 years old)	6.1%	5.6%
Partner + children (< 13 years old)	6.5%	6.5%
Other relatives	9.4%	9.3%
Friends	7.8%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.6%	0.3%
Other combinations ⁽¹⁾	17.5%	13.7%

(1) Different situations have been isolated

Tourists with children	19.3%	17.7%
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	16.7%	14.8%
- Between 0 - 2 and 3-12 years	1.4%	1.4%
Tourists without children	80.7%	82.3%
Group composition:		
- 1 person	15.3%	13.2%
- 2 people	48.1%	55.1%
- 3 people	12.4%	12.0%
- 4 or 5 people	18.9%	16.3%
- 6 or more people	5.2%	3.5%
Average group size:	2.69	2.54

Who are they?



	Sport activities	Total
Gender		
Men	56.2%	48.6%
Women	43.8%	51.4%
Age		
Average age (tourist > 15 years old)	43.3	47.1
Standard deviation	14.6	15.4
Age range (> 15 years old)		
16 - 24 years old	10.5%	7.3%
25 - 30 years old	14.0%	10.9%
31 - 45 years old	30.9%	28.0%
46 - 60 years old	31.0%	31.8%
Over 60 years old	13.5%	22.1%
Occupation		
Salaried worker	57.0%	55.0%
Self-employed	12.7%	11.5%
Unemployed	1.0%	1.1%
Business owner	11.8%	9.4%
Student	4.9%	3.5%
Retired	11.2%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	16.8%	17.5%
€25,000 - €49,999	33%	37.5%
€50,000 - €74,999	22.4%	22.8%
More than €74,999	27.8%	22.2%
Education level		
No studies	4.1%	5.0%
Primary education	1.8%	2.6%
Secondary education	17.7%	23.6%
Higher education	76.4%	68.9%



Pictures: Freepik.com