

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

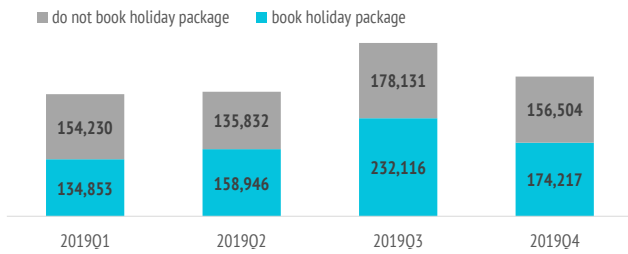
ACTIVITIES AT SEA

How many are they and how much do they spend?



	Activities at sea	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,324,828	13,271,035
- book holiday package	700,132	7,426,022
- do not book holiday package	624,696	5,845,014
- % tourists who book holiday package	52.8%	56.0%
Share of total tourist	10.0%	100%

TOURISTS BY QUARTER: ACTIVITIES AT SEA



	Activities at sea	Total
Expenditure per tourist (€)	1,251	1,136
- book holiday package	1,399	1,268
- holiday package	1,120	1,031
- others	278	237
- do not book holiday package	1,085	967
- flight	298	263
- accommodation	349	321
- others	437	383
Average length of stay	10.04	9.09
- book holiday package	9.36	8.64
- do not book holiday package	10.79	9.68
Average daily expenditure (€)	141.0	138.9
- book holiday package	160.7	155.4
- do not book holiday package	118.9	117.9
Total turnover (> 15 years old) (€m)	1,657	15,070
- book holiday package	979	9,416
- do not book holiday package	678	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Activities at sea	Total
Climate	77.0%	78.4%
Sea	57.1%	44.4%
Safety	52.5%	51.9%
Tranquility	48.8%	47.6%
Beaches	47.4%	37.7%
Accommodation supply	40.8%	42.9%
Landscapes	38.8%	33.1%
Price	36.9%	37.4%
Environment	36.5%	33.2%
European belonging	36.1%	36.1%
Effortless trip	34.8%	35.2%
Fun possibilities	28.5%	21.1%
Gastronomy	23.0%	23.2%
Authenticity	22.9%	20.3%
Exoticism	13.7%	11.4%
Hiking trail network	12.1%	9.6%
Culture	10.3%	8.0%
Shopping	10.1%	9.4%
Historical heritage	10.1%	8.2%
Nightlife	8.8%	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.

What is the main motivation for their holidays?



	Activities at sea	Total
Rest	44.1%	55.5%
Enjoy family time	14.5%	14.4%
Have fun	11.8%	8.6%
Explore the destination	22.2%	17.8%
Practice their hobbies	4.9%	1.9%
Other reasons	2.4%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Activities at sea	Total
The same day	0.6%	0.7%
Between 1 and 30 days	23.3%	23.8%
Between 1 and 2 months	22.7%	22.8%
Between 3 and 6 months	31.6%	32.7%
More than 6 months	21.8%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ACTIVITIES AT SEA

21.8%



TOTAL

20.0%

Picture: Freepik.com

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ACTIVITIES AT SEA

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

	Activities at sea	Total
Previous visits to the Canary Islands	49.5%	51.9%
Friends or relatives	31.3%	27.1%
Internet or social media	57.1%	54.7%
Mass Media	2.5%	1.6%
Travel guides and magazines	10.7%	8.4%
Travel Blogs or Forums	8.0%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	21.6%	22.6%
Public administrations or similar	0.6%	0.4%
Others	2.8%	2.4%

* Multi-choice question

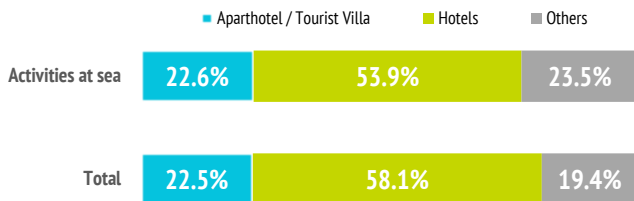
With whom did they book their flight and accommodation?

	Activities at sea	Total
Flight		
- Directly with the airline	45.0%	42.9%
- Tour Operator or Travel Agency	55.0%	57.1%
Accommodation		
- Directly with the accommodation	33.3%	31.5%
- Tour Operator or Travel Agency	66.7%	68.5%

Where do they stay?

	Activities at sea	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	35.4%	37.6%
5* Hotel / 5* Luxury Hotel	6.8%	9.0%
Aparthotel / Tourist Villa	22.6%	22.5%
House/room rented in a private dwelling	8.5%	5.9%
Private accommodation (1)	8.1%	7.2%
Others (Cottage, cruise, camping,...)	6.8%	6.3%

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



What do they book?

	Activities at sea	Total
Room only	31.4%	27.9%
Bed and Breakfast	10.1%	12.4%
Half board	23.0%	21.2%
Full board	3.3%	3.6%
All inclusive	32.2%	34.9%

31.4% of tourists book room only.

(Canary Islands: 27.9%)

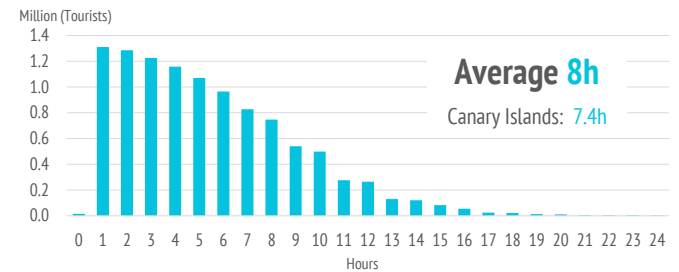
Other expenses

	Activities at sea	Total
Restaurants or cafes	61.6%	59.1%
Supermarkets	59.4%	52.1%
Car rental	33.8%	26.3%
Organized excursions	29.7%	20.6%
Taxi, transfer, chauffeur service	46.7%	50.0%
Theme Parks	10.6%	7.5%
Sport activities	18.0%	5.7%
Museums	5.9%	4.6%
Flights between islands	6.7%	4.4%

Activities in the Canary Islands

Outdoor time per day	Activities at sea	Total
0 hours	1.1%	2.1%
1 - 2 hours	6.3%	9.8%
3 - 6 hours	30.1%	32.6%
7 - 12 hours	52.7%	47.1%
More than 12 hours	9.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Activities at sea	Total
Activities at sea	100%	10.0%
Beach	87.1%	66.3%
Walk, wander	74.3%	69.8%
Swimming pool, hotel facilities	60.7%	58.2%
Explore the island on their own	59.6%	45.2%
Nature activities	39.6%	10.4%
Sport activities	35.4%	13.4%
Taste Canarian gastronomy	35.1%	24.2%
Sea excursions / whale watching	31.9%	11.1%
Organized excursions	25.7%	16.9%
Theme parks	21.3%	14.1%
Nightlife / concerts / shows	20.8%	15.5%
Wineries / markets / popular festivals	18.1%	11.6%
Museums / exhibitions	14.2%	10.1%
Beauty and health treatments	8.6%	5.4%
Astronomical observation	7.4%	3.5%

* Multi-choice question

	ACTIVITIES AT SEA	TOTAL
NATURE ACTIVITIES	39.6%	10.4%
SPORT ACTIVITIES	35.4%	13.4%



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ACTIVITIES AT SEA



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists: activities at sea	1,324,828	248,762	204,431	349,317	472,466	35,277
- Share by islands	100%	18.8%	15.4%	26.4%	35.7%	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: activities at sea	10.0%	9.9%	12.3%	9.4%	9.4%	15.0%

How many islands do they visit during their trip?

	Activities at sea	Total
One island	89.5%	91.4%
Two islands	8.8%	7.2%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Activities at sea	Total
Research		
- Tourist package	15.7%	14.8%
- Flights	13.3%	13.0%
- Accommodation	17.3%	16.9%
- Transport	17.2%	15.7%
- Restaurants	31.0%	28.4%
- Excursions	30.4%	26.2%
- Activities	35.3%	30.1%
Book or purchase		
- Tourist package	37.2%	39.4%
- Flights	67.8%	66.7%
- Accommodation	56.5%	57.3%
- Transport	49.5%	47.6%
- Restaurants	13.9%	12.1%
- Excursions	18.7%	13.0%
- Activities	23.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Activities at sea	Total
Did not use the Internet	6.3%	8.3%
Used the Internet	93.7%	91.7%
- Own Internet connection	39.2%	37.4%
- Free Wifi connection	38.9%	39.5%
Applications*		
- Search for locations or maps	68.1%	61.7%
- Search for destination info	53.5%	44.8%
- Share pictures or trip videos	60.2%	56.0%
- Download tourist apps	9.2%	7.0%
- Others	21.2%	22.6%

* Multi-choice question

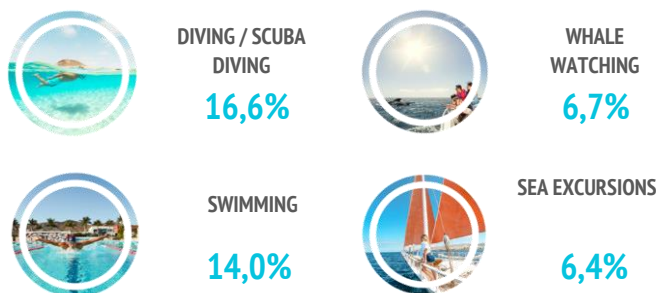
68.1% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

BREAKDOWN OF ACTIVITIES AT SEA

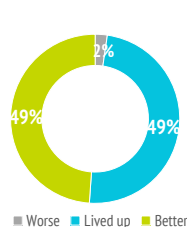


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Activities at sea	Total
Average rating	8.76	8.70

Experience in the Canary Islands	Activities at sea	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	48.8%	55.6%
Better or much better than expected	48.9%	42.1%

Future intentions (scale 1-10)	Activities at sea	Total
Return to the Canary Islands	8.73	8.73
Recommend visiting the Canary Islands	9.01	8.95



Experience in the Canary Islands



8.73/10

Return to the Canary Islands



9.01/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Activities at sea	Total
Repeat tourists	69.7%	72.2%
Repeat tourists (last 5 years)	64.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	17.3%	19.5%
At least 10 previous visits	16.8%	18.6%

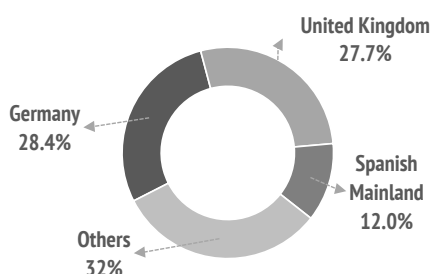
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ACTIVITIES AT SEA

Where are they from?



	%	Absolute
Germany	28.4%	375,679
United Kingdom	27.7%	367,349
Spanish Mainland	12.0%	159,274
France	4.1%	54,356
Ireland	3.7%	48,680
Netherlands	3.5%	45,842
Italy	2.8%	36,656
Switzerland	2.6%	35,092
Belgium	2.3%	30,648
Poland	1.7%	22,270
Sweden	1.6%	21,494
Denmark	1.6%	20,883
Norway	1.1%	14,230
Austria	0.9%	12,254
Russia	0.8%	10,951
Czech Republic	0.6%	8,307
Finland	0.4%	5,561
Others	4.2%	55,302



Who do they come with?



	Activities at sea	Total
Unaccompanied	8.5%	9.6%
Only with partner	43.6%	48.1%
Only with children (< 13 years old)	6.7%	5.6%
Partner + children (< 13 years old)	6.7%	6.5%
Other relatives	10.1%	9.3%
Friends	6.6%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	17.2%	13.7%

(1) Different situations have been isolated

Tourists with children	20.8%	17.7%
- Between 0 and 2 years old	1.0%	1.6%
- Between 3 and 12 years old	18.6%	14.8%
- Between 0 -2 and 3-12 years	1.3%	1.4%
Tourists without children	79.2%	82.3%
Group composition:		
- 1 person	12.3%	13.2%
- 2 people	50.4%	55.1%
- 3 people	12.7%	12.0%
- 4 or 5 people	19.7%	16.3%
- 6 or more people	5.0%	3.5%
Average group size:	2.70	2.54

Who are they?



	Activities at sea	Total
Gender		
Men	50.9%	48.6%
Women	49.1%	51.4%
Age		
Average age (tourist > 15 years old)	44.4	47.1
Standard deviation	15.6	15.4
Age range (> 15 years old)		
16 - 24 years old	11.3%	7.3%
25 - 30 years old	12.8%	10.9%
31 - 45 years old	28.9%	28.0%
46 - 60 years old	30.0%	31.8%
Over 60 years old	17.0%	22.1%
Occupation		
Salaried worker	56.3%	55.0%
Self-employed	12.2%	11.5%
Unemployed	1.2%	1.1%
Business owner	10.7%	9.4%
Student	5.1%	3.5%
Retired	13.0%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.9%	17.5%
€25,000 - €49,999	37%	37.5%
€50,000 - €74,999	22.0%	22.8%
More than €74,999	21.8%	22.2%
Education level		
No studies	4.6%	5.0%
Primary education	3.0%	2.6%
Secondary education	21.8%	23.6%
Higher education	70.5%	68.9%



Pictures: Freepik.com