

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

WINERIES / MARKETS / POPULAR FESTIVALS

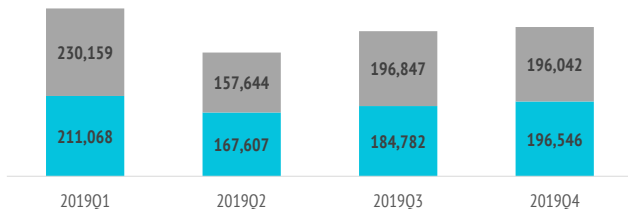
How many are they and how much do they spend?



	Wineries, markets..	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,540,697	13,271,035
- book holiday package	760,004	7,426,022
- do not book holiday package	780,693	5,845,014
- % tourists who book holiday package	49.3%	56.0%
Share of total tourist	11.6%	100%

TOURISTS BY QUARTER: WINERIES, MARKETS...

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



	Wineries, markets..	Total
Expenditure per tourist (€)		
- book holiday package	1,165	1,136
- holiday package	997	1,031
- others	278	237
- do not book holiday package	1,058	967
- flight	298	263
- accommodation	302	321
- others	459	383
Average length of stay		
- book holiday package	10.63	9.09
- do not book holiday package	9.16	8.64
- do not book holiday package	12.06	9.68
Average daily expenditure (€)		
- book holiday package	126.3	138.9
- do not book holiday package	148.0	155.4
- do not book holiday package	105.1	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,795	15,070
- do not book holiday package	969	9,416
- do not book holiday package	826	5,655

AVERAGE LENGTH OF STAY (nights)

Wineries, markets.. (blue) | Total (grey)



EXPENDITURE PER TOURIST (€)

Wineries, markets.. (blue) | Total (grey)



Importance of each factor in the destination choice



	Wineries, markets..	Total
Climate	76.0%	78.4%
Safety	51.6%	51.9%
Tranquility	48.9%	47.6%
Sea	45.5%	44.4%
Landscapes	43.6%	33.1%
Environment	39.6%	33.2%
Accommodation supply	38.7%	42.9%
Beaches	36.5%	37.7%
Price	36.5%	37.4%
European belonging	36.0%	36.1%
Effortless trip	35.0%	35.2%
Gastronomy	27.6%	23.2%
Authenticity	26.2%	20.3%
Fun possibilities	20.5%	21.1%
Historical heritage	13.6%	8.2%
Exoticism	13.1%	11.4%
Culture	12.6%	8.0%
Hiking trail network	12.5%	9.6%
Shopping	9.7%	9.4%
Nightlife	7.7%	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?



	Wineries, markets..	Total
Rest	42.9%	55.5%
Enjoy family time	15.3%	14.4%
Have fun	8.0%	8.6%
Explore the destination	30.4%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	2.0%	1.8%

EXPLORE THE DESTINATION

Wineries, markets..



Total



How far in advance do they book their trip?



	Wineries, markets..	Total
The same day	0.7%	0.7%
Between 1 and 30 days	21.6%	23.8%
Between 1 and 2 months	22.7%	22.8%
Between 3 and 6 months	34.6%	32.7%
More than 6 months	20.4%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

WINERIES, MARKETS

34.6%



TOTAL

32.7%

Picture: Freepik.com

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

	Wineries, markets..	Total
Previous visits to the Canary Islands	50.8%	51.9%
Friends or relatives	32.5%	27.1%
Internet or social media	60.6%	54.7%
Mass Media	2.8%	1.6%
Travel guides and magazines	12.7%	8.4%
Travel Blogs or Forums	9.2%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	22.2%	22.6%
Public administrations or similar	0.9%	0.4%
Others	2.6%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation?

	Wineries, markets..	Total
Flight		
- Directly with the airline	48.0%	42.9%
- Tour Operator or Travel Agency	52.0%	57.1%

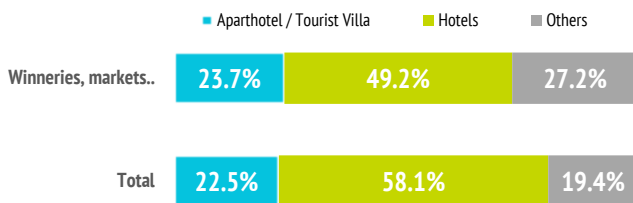
Accommodation

- Directly with the accommodation	33.9%	31.5%
- Tour Operator or Travel Agency	66.1%	68.5%

Where do they stay?

	Wineries, markets..	Total
1-2-3* Hotel	9.8%	11.5%
4* Hotel	33.0%	37.6%
5* Hotel / 5* Luxury Hotel	6.5%	9.0%
Aparthotel / Tourist Villa	23.7%	22.5%
House/room rented in a private dwelling	8.7%	5.9%
Private accommodation (1)	10.0%	7.2%
Others (Cottage, cruise, camping,..)	8.4%	6.3%

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



What do they book?

	Wineries, markets..	Total
Room only	35.3%	27.9%
Bed and Breakfast	11.7%	12.4%
Half board	21.5%	21.2%
Full board	3.0%	3.6%
All inclusive	28.5%	34.9%

”
35.3% of tourists book room only.
(Canary Islands: 27.9%)

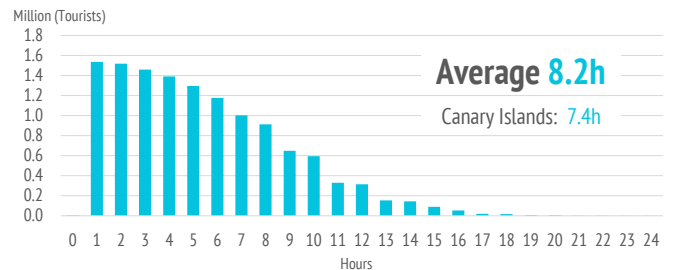
Other expenses

	Wineries, markets..	Total
Restaurants or cafes	68.8%	59.1%
Supermarkets	61.2%	52.1%
Car rental	39.6%	26.3%
Organized excursions	31.3%	20.6%
Taxi, transfer, chauffeur service	46.5%	50.0%
Theme Parks	9.1%	7.5%
Sport activities	6.2%	5.7%
Museums	11.7%	4.6%
Flights between islands	6.5%	4.4%

Activities in the Canary Islands

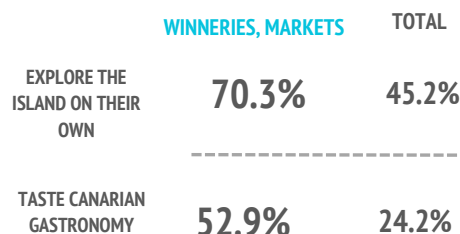
Outdoor time per day	Wineries, markets..	Total
0 hours	0.3%	2.1%
1 - 2 hours	5.0%	9.8%
3 - 6 hours	29.6%	32.6%
7 - 12 hours	55.1%	47.1%
More than 12 hours	10.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Wineries, markets..	Total
Walk, wander	86%	69.8%
Beach	78.0%	66.3%
Explore the island on their own	70.3%	45.2%
Swimming pool, hotel facilities	62.5%	58.2%
Taste Canarian gastronomy	52.9%	24.2%
Museums / exhibitions	29.1%	10.1%
Organized excursions	28.0%	16.9%
Nightlife / concerts / shows	21.6%	15.5%
Theme parks	19.3%	14.1%
Nature activities	17.6%	10.4%
Sea excursions / whale watching	17.0%	11.1%
Sport activities	17.0%	13.4%
Activities at sea	15.6%	10.0%
Wineries / markets / popular festivals	11.6%	11.6%
Beauty and health treatments	9.6%	5.4%
Astronomical observation	7.8%	3.5%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Wineries, markets,...	1,540,697	510,749	128,211	378,114	465,401	43,385
- Share by islands	100%	33.2%	8.3%	24.5%	30.2%	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%
% Wineries, markets,...	11.6%	20.3%	7.7%	10.2%	9.2%	18.4%

How many islands do they visit during their trip?

	Wineries, markets..	Total
One island	88.2%	91.4%
Two islands	9.9%	7.2%
Three or more islands	1.9%	1.4%

Internet usage during their trip

	Wineries, markets..	Total
Research		
- Tourist package	14.6%	14.8%
- Flights	11.8%	13.0%
- Accommodation	15.7%	16.9%
- Transport	16.3%	15.7%
- Restaurants	34.1%	28.4%
- Excursions	31.1%	26.2%
- Activities	36.5%	30.1%
Book or purchase		
- Tourist package	35.5%	39.4%
- Flights	70.9%	66.7%
- Accommodation	58.8%	57.3%
- Transport	53.2%	47.6%
- Restaurants	14.5%	12.1%
- Excursions	16.8%	13.0%
- Activities	17.0%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Wineries, markets..	Total
Did not use the Internet	6.3%	8.3%
Used the Internet	93.7%	91.7%
- Own Internet connection	41.8%	37.4%
- Free Wifi connection	38.5%	39.5%
Applications*		
- Search for locations or maps	74.1%	61.7%
- Search for destination info	56.4%	44.8%
- Share pictures or trip videos	62.2%	56.0%
- Download tourist apps	9.7%	7.0%
- Others	17.8%	22.6%

* Multi-choice question



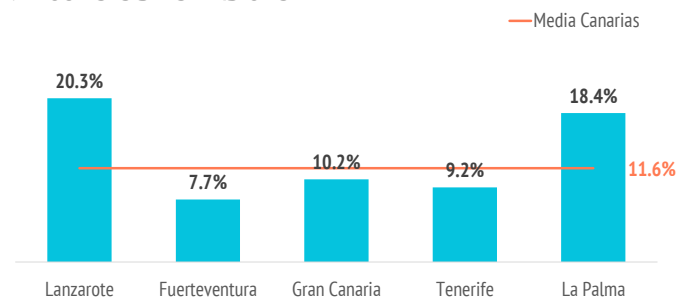
74.1% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

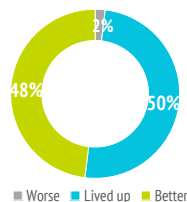


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Wineries, markets..	Total
Average rating	8.78	8.70

Experience in the Canary Islands	Wineries, markets..	Total
Worse or much worse than expected	1.9%	2.3%
Lived up to expectations	50.0%	55.6%
Better or much better than expected	48.1%	42.1%

Future intentions (scale 1-10)	Wineries, markets..	Total
Return to the Canary Islands	8.77	8.73
Recommend visiting the Canary Islands	9.07	8.95



Experience in the Canary Islands



8.77/10

Return to the Canary Islands



9.07/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Wineries, markets..	Total
Repeat tourists	71.1%	72.2%
Repeat tourists (last 5 years)	65.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.7%	19.5%
At least 10 previous visits	18.4%	18.6%

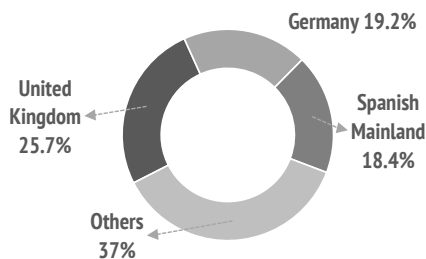
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Where are they from?



	%	Absolute
United Kingdom	25.7%	396,593
Germany	19.2%	295,155
Spanish Mainland	18.4%	283,312
France	5.2%	79,758
Sweden	4.7%	72,249
Italy	4.2%	65,208
Ireland	3.3%	51,557
Norway	3.0%	46,203
Netherlands	2.3%	36,019
Belgium	2.2%	33,433
Poland	1.9%	29,255
Switzerland	1.7%	25,928
Finland	1.5%	23,448
Russia	0.8%	12,356
Denmark	0.8%	11,899
Portugal	0.5%	8,460
United States	0.5%	7,957
Others	4.0%	61,907



Who do they come with?



	Wineries, markets..	Total
Unaccompanied	7.9%	9.6%
Only with partner	50.9%	48.1%
Only with children (< 13 years old)	4.0%	5.6%
Partner + children (< 13 years old)	6.0%	6.5%
Other relatives	9.3%	9.3%
Friends	5.9%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	15.6%	13.7%

(1) Different situations have been isolated

Tourists with children	15.8%	17.7%
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	13.4%	14.8%
- Between 0 - 2 and 3-12 years	1.1%	1.4%
Tourists without children	84.2%	82.3%
Group composition:		
- 1 person	11.3%	13.2%
- 2 people	57.0%	55.1%
- 3 people	10.7%	12.0%
- 4 or 5 people	17.1%	16.3%
- 6 or more people	3.9%	3.5%
Average group size:	2.58	2.54

Who are they?



	Wineries, markets..	Total
Gender		
Men	48.3%	48.6%
Women	51.7%	51.4%
Age		
Average age (tourist > 15 years old)	46.6	47.1
Standard deviation	15.7	15.4
Age range (> 15 years old)		
16 - 24 years old	8.3%	7.3%
25 - 30 years old	12.1%	10.9%
31 - 45 years old	26.7%	28.0%
46 - 60 years old	31.5%	31.8%
Over 60 years old	21.3%	22.1%
Occupation		
Salaried worker	54.1%	55.0%
Self-employed	11.9%	11.5%
Unemployed	1.3%	1.1%
Business owner	8.3%	9.4%
Student	4.2%	3.5%
Retired	18.4%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	18.9%	17.5%
€25,000 - €49,999	39%	37.5%
€50,000 - €74,999	22.0%	22.8%
More than €74,999	20.5%	22.2%
Education level		
No studies	3.1%	5.0%
Primary education	2.7%	2.6%
Secondary education	22.8%	23.6%
Higher education	71.4%	68.9%



Pictures: Freepik.com