

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

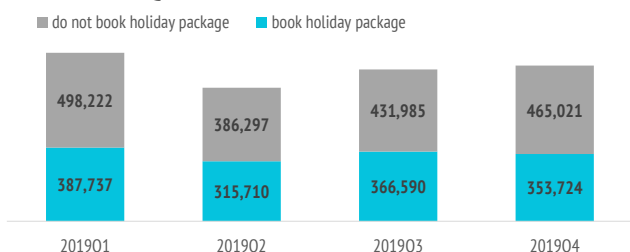
TASTE CANARIAN GASTRONOMY

How many are they and how much do they spend?



	Canarian gastronomy	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	3,205,286	13,271,035
- book holiday package	1,423,760	7,426,022
- do not book holiday package	1,781,526	5,845,014
- % tourists who book holiday package	44.4%	56.0%
Share of total tourist	24.2%	100%

TOURISTS BY QUARTER: TASTE CANARIAN GASTRONOMY

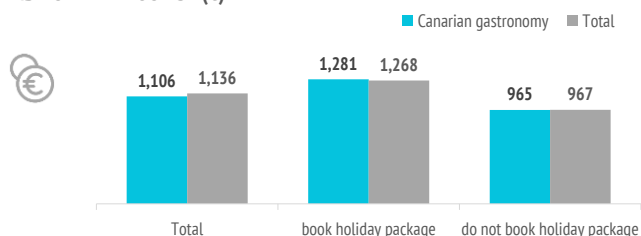


	Canarian gastronomy	Total
Expenditure per tourist (€)		
- book holiday package	1,281	1,268
- holiday package	972	1,031
- others	309	237
- do not book holiday package	965	967
- flight	271	263
- accommodation	283	321
- others	412	383
Average length of stay		
- book holiday package	8.88	8.64
- do not book holiday package	10.36	9.68
Average daily expenditure (€)		
- book holiday package	153.6	155.4
- do not book holiday package	109.9	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,824	9,416
- do not book holiday package	1,720	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Canarian gastronomy	Total
Climate	75.7%	78.4%
Safety	50.2%	51.9%
Tranquility	48.6%	47.6%
Sea	45.8%	44.4%
Landscapes	41.3%	33.1%
Environment	37.9%	33.2%
Accommodation supply	37.8%	42.9%
Beaches	36.3%	37.7%
Effortless trip	36.0%	35.2%
European belonging	35.7%	36.1%
Price	34.8%	37.4%
Gastronomy	31.5%	23.2%
Authenticity	25.5%	20.3%
Fun possibilities	21.0%	21.1%
Exoticism	12.7%	11.4%
Hiking trail network	11.8%	9.6%
Historical heritage	11.4%	8.2%
Culture	10.9%	8.0%
Shopping	9.1%	9.4%
Nightlife	7.4%	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?



	Canarian gastronomy	Total
Rest	46.2%	55.5%
Enjoy family time	15.2%	14.4%
Have fun	8.4%	8.6%
Explore the destination	26.4%	17.8%
Practice their hobbies	1.7%	1.9%
Other reasons	2.0%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Canarian gastronomy	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.9%	23.8%
Between 1 and 2 months	24.4%	22.8%
Between 3 and 6 months	33.1%	32.7%
More than 6 months	18.9%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

CANARIAN GASTRONOMY

24.4%



Picture: Freepik.com

TOTAL

22.8%

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

	Canarian gastronomy	Total
Previous visits to the Canary Islands	52.5%	51.9%
Friends or relatives	33.9%	27.1%
Internet or social media	59.7%	54.7%
Mass Media	2.2%	1.6%
Travel guides and magazines	10.5%	8.4%
Travel Blogs or Forums	8.9%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	19.8%	22.6%
Public administrations or similar	0.6%	0.4%
Others	2.4%	2.4%

* Multi-choice question

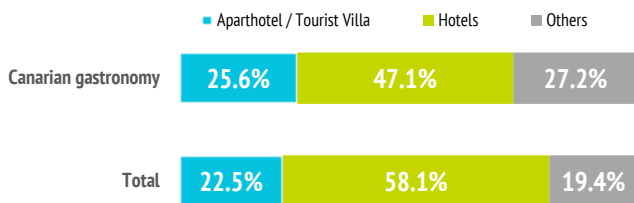
With whom did they book their flight and accommodation?

	Canarian gastronomy	Total
Flight		
- Directly with the airline	51.2%	42.9%
- Tour Operator or Travel Agency	48.8%	57.1%
Accommodation		
- Directly with the accommodation	36.7%	31.5%
- Tour Operator or Travel Agency	63.3%	68.5%

Where do they stay?

	Canarian gastronomy	Total
1-2-3* Hotel	9.9%	11.5%
4* Hotel	29.5%	37.6%
5* Hotel / 5* Luxury Hotel	7.8%	9.0%
Aparthotel / Tourist Villa	25.6%	22.5%
House/room rented in a private dwelling	8.5%	5.9%
Private accommodation (1)	11.3%	7.2%
Others (Cottage, cruise, camping,...)	7.4%	6.3%

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



What do they book?

	Canarian gastronomy	Total
Room only	38.2%	27.9%
Bed and Breakfast	16.5%	12.4%
Half board	21.6%	21.2%
Full board	2.5%	3.6%
All inclusive	21.3%	34.9%

”
38.2% of tourists book room only.
(Canary Islands: 27.9%)

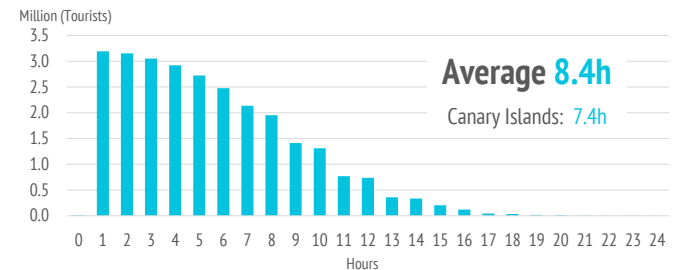
Other expenses

	Canarian gastronomy	Total
Restaurants or cafes	75.5%	59.1%
Supermarkets	62.2%	52.1%
Car rental	38.5%	26.3%
Organized excursions	25.0%	20.6%
Taxi, transfer, chauffeur service	42.2%	50.0%
Theme Parks	10.3%	7.5%
Sport activities	6.6%	5.7%
Museums	8.6%	4.6%
Flights between islands	5.9%	4.4%

Activities in the Canary Islands

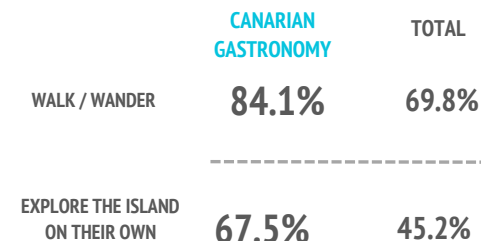
Outdoor time per day	Canarian gastronomy	Total
0 hours	0.4%	2.1%
1 - 2 hours	4.4%	9.8%
3 - 6 hours	28.5%	32.6%
7 - 12 hours	55.4%	47.1%
More than 12 hours	11.2%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Canarian gastronomy	Total
Taste Canarian gastronomy	100%	24.2%
Walk, wander	84.1%	69.8%
Beach	76.5%	66.3%
Explore the island on their own	67.5%	45.2%
Swimming pool, hotel facilities	57.0%	58.2%
Wineries / markets / popular festivals	25.4%	11.6%
Nightlife / concerts / shows	21.5%	15.5%
Museums / exhibitions	20.5%	10.1%
Organized excursions	20.4%	16.9%
Theme parks	20.1%	14.1%
Nature activities	17.1%	10.4%
Sport activities	16.6%	13.4%
Sea excursions / whale watching	14.9%	11.1%
Activities at sea	14.5%	10.0%
Beauty and health treatments	8.1%	5.4%
Astronomical observation	6.7%	3.5%

* Multi-choice question



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TASTE CANARIAN GASTRONOMY

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Taste Canarian gastronomy	3,205,286	707,169	300,191	821,696	1,252,045	92,460
- Share by islands	100%	22.1%	9.4%	25.6%	39.1%	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%
% Taste Canarian gastronomy	24.2%	28.0%	18.1%	22.2%	24.8%	39.3%

How many islands do they visit during their trip?

	Canarian gastronomy	Total
One island	89.3%	91.4%
Two islands	9.0%	7.2%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Canarian gastronomy	Total
Research		
- Tourist package	13.1%	14.8%
- Flights	10.6%	13.0%
- Accommodation	14.5%	16.9%
- Transport	15.7%	15.7%
- Restaurants	37.6%	28.4%
- Excursions	30.0%	26.2%
- Activities	35.1%	30.1%
Book or purchase		
- Tourist package	35.0%	39.4%
- Flights	74.2%	66.7%
- Accommodation	60.8%	57.3%
- Transport	53.1%	47.6%
- Restaurants	14.7%	12.1%
- Excursions	16.2%	13.0%
- Activities	17.3%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Canarian gastronomy	Total
Did not use the Internet	5.6%	8.3%
Used the Internet	94.4%	91.7%
- Own Internet connection	45.4%	37.4%
- Free Wifi connection	36.2%	39.5%
Applications*		
- Search for locations or maps	73.8%	61.7%
- Search for destination info	55.9%	44.8%
- Share pictures or trip videos	61.5%	56.0%
- Download tourist apps	9.0%	7.0%
- Others	18.3%	22.6%

* Multi-choice question

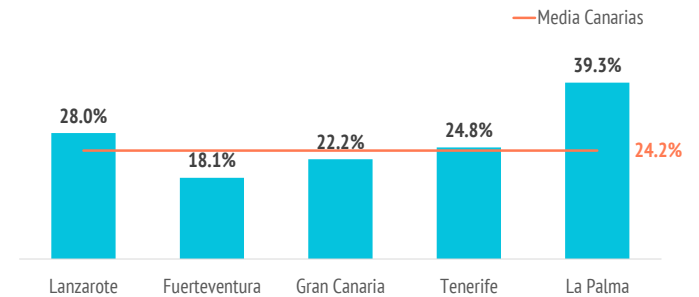
73.8% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

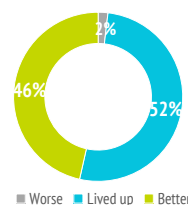


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Canarian gastronomy	Total
Average rating	8.81	8.70

Experience in the Canary Islands	Canarian gastronomy	Total
Worse or much worse than expected	1.9%	2.3%
Lived up to expectations	51.7%	55.6%
Better or much better than expected	46.5%	42.1%

Future intentions (scale 1-10)	Canarian gastronomy	Total
Return to the Canary Islands	8.87	8.73
Recommend visiting the Canary Islands	9.12	8.95



Experience in the Canary Islands



8.87/10

Return to the Canary Islands



9.12/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Canarian gastronomy	Total
Repeat tourists	73.0%	72.2%
Repeat tourists (last 5 years)	67.9%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.8%	19.5%
At least 10 previous visits	19.7%	18.6%

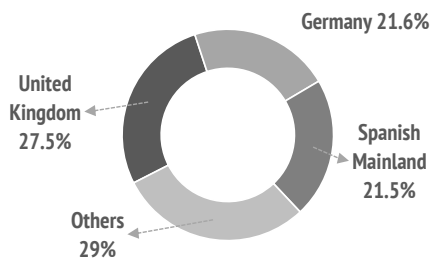
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TASTE CANARIAN GASTRONOMY

Where are they from?



	%	Absolute
United Kingdom	27.5%	879,866
Germany	21.6%	691,013
Spanish Mainland	21.5%	688,875
Ireland	3.5%	112,522
Italy	3.5%	110,641
Sweden	2.8%	91,149
Netherlands	2.6%	82,019
France	2.3%	72,351
Belgium	2.1%	68,577
Poland	2.1%	66,346
Switzerland	1.9%	60,511
Denmark	1.4%	45,754
Finland	1.4%	45,268
Austria	0.8%	24,410
Norway	0.7%	21,481
Russia	0.6%	18,722
Czech Republic	0.5%	15,952
Others	3.4%	109,828



Who do they come with?



	Canarian gastronomy	Total
Unaccompanied	9.4%	9.6%
Only with partner	50.0%	48.1%
Only with children (< 13 years old)	4.4%	5.6%
Partner + children (< 13 years old)	6.4%	6.5%
Other relatives	8.4%	9.3%
Friends	7.0%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.8%	13.7%

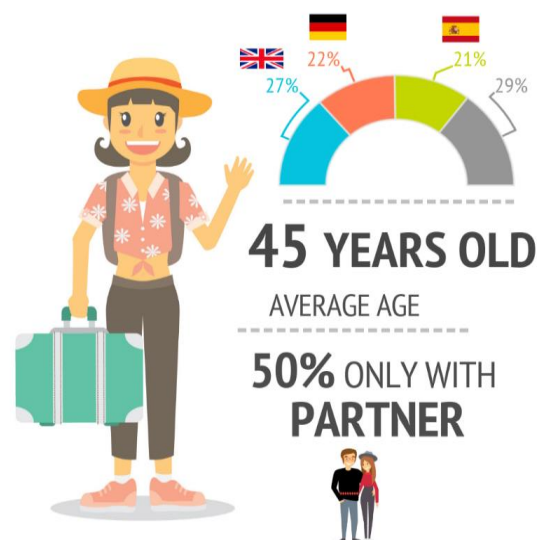
(1) Different situations have been isolated

Tourists with children	15.3%	17.7%
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	13.0%	14.8%
- Between 0 - 2 and 3-12 years	1.0%	1.4%
Tourists without children	84.7%	82.3%
Group composition:		
- 1 person	12.5%	13.2%
- 2 people	56.3%	55.1%
- 3 people	11.7%	12.0%
- 4 or 5 people	16.2%	16.3%
- 6 or more people	3.4%	3.5%
Average group size:	2.53	2.54

Who are they?



	Canarian gastronomy	Total
Gender		
Men	49.2%	48.6%
Women	50.8%	51.4%
Age		
Average age (tourist > 15 years old)	45.5	47.1
Standard deviation	15.0	15.4
Age range (> 15 years old)		
16 - 24 years old	7.6%	7.3%
25 - 30 years old	13.3%	10.9%
31 - 45 years old	29.2%	28.0%
46 - 60 years old	31.9%	31.8%
Over 60 years old	17.9%	22.1%
Occupation		
Salaried worker	55.9%	55.0%
Self-employed	12.0%	11.5%
Unemployed	1.2%	1.1%
Business owner	9.9%	9.4%
Student	4.0%	3.5%
Retired	15.3%	17.9%
Unpaid domestic work	0.9%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	17.8%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	22.7%	22.8%
More than €74,999	21.3%	22.2%
Education level		
No studies	3.2%	5.0%
Primary education	2.2%	2.6%
Secondary education	21.2%	23.6%
Higher education	73.4%	68.9%



Pictures: Freepik.com