

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

SEA EXCURSIONS / WHALE WATCHING

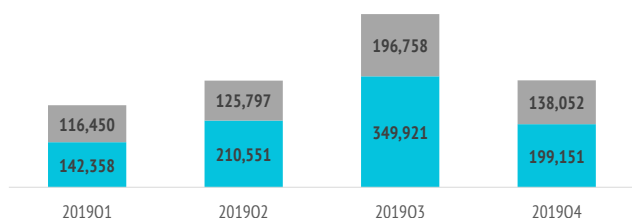
How many are they and how much do they spend?



	Sea excursions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,479,038	13,271,035
- book holiday package	901,982	7,426,022
- do not book holiday package	577,056	5,845,014
- % tourists who book holiday package	61.0%	56.0%
Share of total tourist	11.1%	100%

TOURISTS BY QUARTER: SEA EXCURSIONS / WHALE WATCHING

■ do not book holiday package ■ book holiday package



	Sea excursions	Total
Expenditure per tourist (€)	1,248	1,136
- book holiday package	1,346	1,268
- holiday package	1,069	1,031
- others	277	237
- do not book holiday package	1,096	967
- flight	282	263
- accommodation	358	321
- others	456	383
Average length of stay	9.22	9.09
- book holiday package	8.70	8.64
- do not book holiday package	10.04	9.68
Average daily expenditure (€)	148.0	138.9
- book holiday package	164.1	155.4
- do not book holiday package	122.8	117.9
Total turnover (> 15 years old) (€m)	1,846	15,070
- book holiday package	1,214	9,416
- do not book holiday package	633	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Sea excursions	Total
Climate	74.2%	78.4%
Safety	52.5%	51.9%
Sea	49.7%	44.4%
Tranquility	45.2%	47.6%
Accommodation supply	42.2%	42.9%
Beaches	40.5%	37.7%
Landscapes	39.4%	33.1%
Price	38.3%	37.4%
Environment	35.9%	33.2%
European belonging	34.1%	36.1%
Effortless trip	32.8%	35.2%
Fun possibilities	29.1%	21.1%
Gastronomy	23.9%	23.2%
Authenticity	23.2%	20.3%
Exoticism	14.9%	11.4%
Shopping	10.3%	9.4%
Historical heritage	10.2%	8.2%
Culture	10.1%	8.0%
Nightlife	9.3%	8.0%
Hiking trail network	9.3%	9.6%

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?



	Sea excursions	Total
Rest	44.1%	55.5%
Enjoy family time	14.7%	14.4%
Have fun	13.2%	8.6%
Explore the destination	25.6%	17.8%
Practice their hobbies	1.3%	1.9%
Other reasons	1.2%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Sea excursions	Total
The same day	0.5%	0.7%
Between 1 and 30 days	20.9%	23.8%
Between 1 and 2 months	21.3%	22.8%
Between 3 and 6 months	34.1%	32.7%
More than 6 months	23.2%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SEA EXCURSIONS / WHALE WATCHING

23.2%



TOTAL

20.0%

Picture: Freepik.com

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

SEA EXCURSIONS / WHALE WATCHING

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

	Sea excursions	Total
Previous visits to the Canary Islands	39.7%	51.9%
Friends or relatives	32.1%	27.1%
Internet or social media	61.1%	54.7%
Mass Media	2.3%	1.6%
Travel guides and magazines	11.3%	8.4%
Travel Blogs or Forums	8.2%	5.7%
Travel TV Channels	1.3%	0.8%
Tour Operator or Travel Agency	27.3%	22.6%
Public administrations or similar	0.6%	0.4%
Others	2.2%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation?

	Sea excursions	Total
Flight		
- Directly with the airline	37.3%	42.9%
- Tour Operator or Travel Agency	62.7%	57.1%

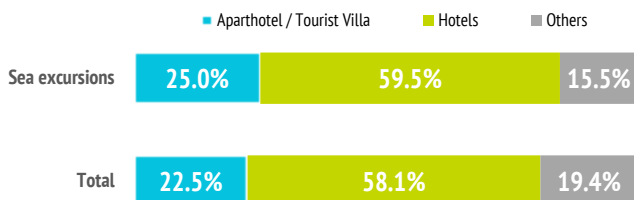
Accommodation

- Directly with the accommodation	28.1%	31.5%
- Tour Operator or Travel Agency	71.9%	68.5%

Where do they stay?

	Sea excursions	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	39.7%	37.6%
5* Hotel / 5* Luxury Hotel	7.9%	9.0%
Aparthotel / Tourist Villa	25.0%	22.5%
House/room rented in a private dwelling	5.4%	5.9%
Private accommodation (1)	3.7%	7.2%
Others (Cottage, cruise, camping,...)	6.4%	6.3%

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



What do they book?

	Sea excursions	Total
Room only	26.1%	27.9%
Bed and Breakfast	12.2%	12.4%
Half board	22.4%	21.2%
Full board	3.1%	3.6%
All inclusive	36.3%	34.9%

”
36.3% of tourists book all inclusive.

(Canary Islands: 34.9%)

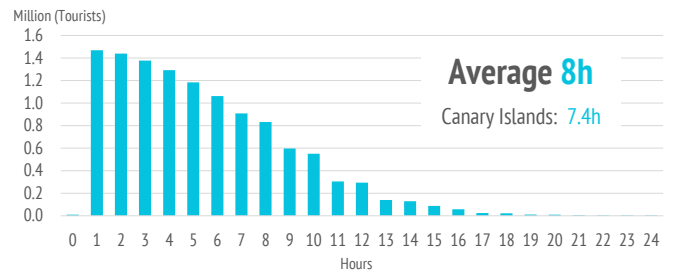
Other expenses

	Sea excursions	Total
Restaurants or cafes	58.4%	59.1%
Supermarkets	52.7%	52.1%
Car rental	29.7%	26.3%
Organized excursions	47.4%	20.6%
Taxi, transfer, chauffeur service	51.6%	50.0%
Theme Parks	13.0%	7.5%
Sport activities	10.4%	5.7%
Museums	4.4%	4.6%
Flights between islands	7.1%	4.4%

Activities in the Canary Islands

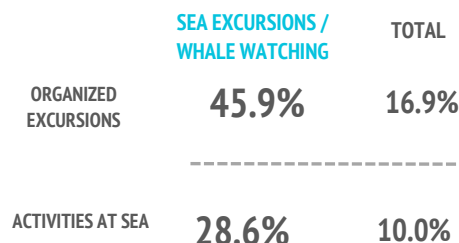
Outdoor time per day	Sea excursions	Total
0 hours	0.7%	2.1%
1 - 2 hours	6.3%	9.8%
3 - 6 hours	31.6%	32.6%
7 - 12 hours	52.0%	47.1%
More than 12 hours	9.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sea excursions	Total
Sea excursions / whale watching	100%	11.1%
Beach	83.3%	66.3%
Walk, wander	78.2%	69.8%
Swimming pool, hotel facilities	70.3%	58.2%
Explore the island on their own	58.6%	45.2%
Organized excursions	45.9%	16.9%
Taste Canarian gastronomy	32.3%	24.2%
Theme parks	29.1%	14.1%
Activities at sea	28.6%	10.0%
Nightlife / concerts / shows	21.5%	15.5%
Sport activities	18.6%	13.4%
Wineries / markets / popular festivals	17.7%	11.6%
Nature activities	15.9%	10.4%
Museums / exhibitions	13.7%	10.1%
Beauty and health treatments	8.4%	5.4%
Astronomical observation	7.7%	3.5%

* Multi-choice question



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

SEA EXCURSIONS / WHALE WATCHING



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Sea excursions / Whale watching	1,479,038	163,126	116,446	396,609	753,307	34,982
- Share by islands	100%	11.0%	7.9%	26.8%	50.9%	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%
% Sea excursions / Whale watching	11.1%	6.5%	7.0%	10.7%	14.9%	14.9%

How many islands do they visit during their trip?

	Sea excursions	Total
One island	86.9%	91.4%
Two islands	11.6%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Sea excursions	Total
Research		
- Tourist package	17.5%	14.8%
- Flights	15.1%	13.0%
- Accommodation	20.1%	16.9%
- Transport	20.0%	15.7%
- Restaurants	31.9%	28.4%
- Excursions	33.8%	26.2%
- Activities	36.9%	30.1%
Book or purchase		
- Tourist package	40.0%	39.4%
- Flights	63.3%	66.7%
- Accommodation	56.2%	57.3%
- Transport	47.9%	47.6%
- Restaurants	14.2%	12.1%
- Excursions	25.3%	13.0%
- Activities	25.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Sea excursions	Total
Did not use the Internet	5.8%	8.3%
Used the Internet	94.2%	91.7%
- Own Internet connection	43.0%	37.4%
- Free Wifi connection	36.4%	39.5%
Applications*		
- Search for locations or maps	71.9%	61.7%
- Search for destination info	55.9%	44.8%
- Share pictures or trip videos	63.6%	56.0%
- Download tourist apps	8.9%	7.0%
- Others	16.3%	22.6%

* Multi-choice question

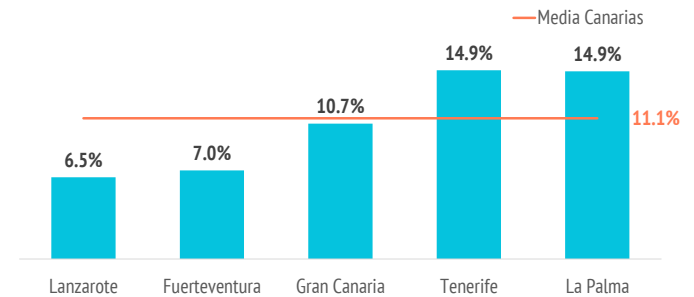
55.9% of tourists search for destination info during their stay on the Canary Islands

(Canary Islands: 44.8%)



Imagen: Freepik.com

% TOURISTS BY ISLAND OF STAY

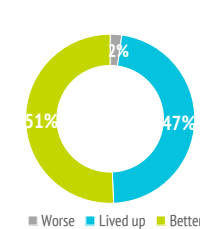


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sea excursions	Total
Average rating	8.73	8.70

Experience in the Canary Islands	Sea excursions	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	47.1%	55.6%
Better or much better than expected	50.6%	42.1%

Future intentions (scale 1-10)	Sea excursions	Total
Return to the Canary Islands	8.53	8.73
Recommend visiting the Canary Islands	8.94	8.95



Experience in the Canary Islands

8.53/10

Return to the Canary Islands

8.94/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sea excursions	Total
Repeat tourists	59.2%	72.2%
Repeat tourists (last 5 years)	52.9%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	10.3%	19.5%
At least 10 previous visits	9.6%	18.6%

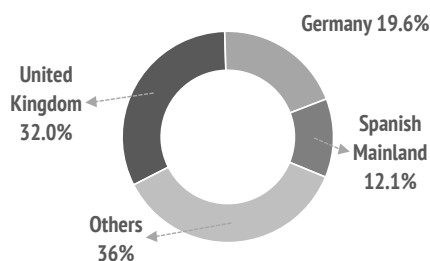
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

SEA EXCURSIONS / WHALE WATCHING

Where are they from?



	%	Absolute
United Kingdom	32.0%	473,790
Germany	19.6%	290,029
Spanish Mainland	12.1%	178,530
France	5.1%	76,026
Netherlands	4.4%	64,455
Ireland	3.5%	52,418
Poland	3.5%	52,199
Belgium	2.9%	42,271
Italy	2.7%	40,416
Sweden	2.0%	29,265
Switzerland	1.8%	26,606
Denmark	1.6%	23,272
Finland	1.2%	18,178
Norway	1.1%	16,397
Russia	0.9%	13,183
Austria	0.8%	11,672
Czech Republic	0.7%	10,360
Others	4.1%	59,971



Who do they come with?



	Sea excursions	Total
Unaccompanied	4.6%	9.6%
Only with partner	44.3%	48.1%
Only with children (< 13 years old)	7.7%	5.6%
Partner + children (< 13 years old)	9.0%	6.5%
Other relatives	10.5%	9.3%
Friends	6.4%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	17.0%	13.7%

(1) Different situations have been isolated

Tourists with children	23.6%	17.7%
- Between 0 and 2 years old	1.1%	1.6%
- Between 3 and 12 years old	20.8%	14.8%
- Between 0 -2 and 3-12 years	1.8%	1.4%
Tourists without children	76.4%	82.3%
Group composition:		
- 1 person	8.4%	13.2%
- 2 people	51.3%	55.1%
- 3 people	14.7%	12.0%
- 4 or 5 people	20.2%	16.3%
- 6 or more people	5.4%	3.5%
Average group size:	2.79	2.54

Who are they?



	Sea excursions	Total
Gender		
Men	46.8%	48.6%
Women	53.2%	51.4%
Age		
Average age (tourist > 15 years old)	41.6	47.1
Standard deviation	14.3	15.4
Age range (> 15 years old)		
16 - 24 years old	12.2%	7.3%
25 - 30 years old	15.7%	10.9%
31 - 45 years old	33.3%	28.0%
46 - 60 years old	27.6%	31.8%
Over 60 years old	11.2%	22.1%
Occupation		
Salaried worker	61.5%	55.0%
Self-employed	11.4%	11.5%
Unemployed	1.3%	1.1%
Business owner	9.5%	9.4%
Student	5.0%	3.5%
Retired	10.0%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	19.4%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	22.9%	22.8%
More than €74,999	19.9%	22.2%
Education level		
No studies	5.3%	5.0%
Primary education	2.4%	2.6%
Secondary education	23.3%	23.6%
Higher education	69.1%	68.9%



Pictures: Freepik.com