

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

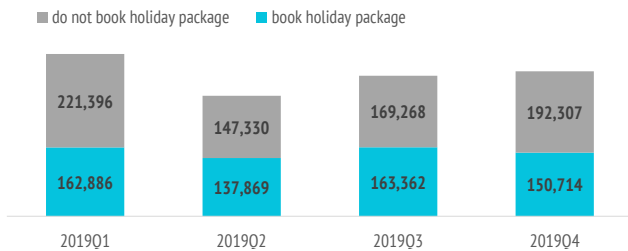
MUSEUMS / EXHIBITIONS

How many are they and how much do they spend?



	Museums / Exhibitions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,345,133	13,271,035
- book holiday package	614,832	7,426,022
- do not book holiday package	730,302	5,845,014
- % tourists who book holiday package	45.7%	56.0%
Share of total tourist	10.1%	100%

TOURISTS BY QUARTER: MUSEUMS / EXHIBITIONS

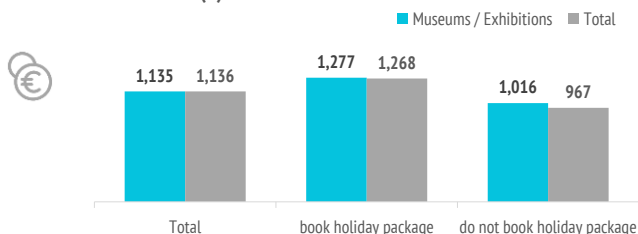


	Museums / Exhibitions	Total
Expenditure per tourist (€)	1,135	1,136
- book holiday package	1,277	1,268
- holiday package	979	1,031
- others	298	237
- do not book holiday package	1,016	967
- flight	288	263
- accommodation	310	321
- others	418	383
Average length of stay	9.91	9.09
- book holiday package	8.81	8.64
- do not book holiday package	10.84	9.68
Average daily expenditure (€)	130.3	138.9
- book holiday package	152.3	155.4
- do not book holiday package	111.8	117.9
Total turnover (> 15 years old) (€m)	1,527	15,070
- book holiday package	785	9,416
- do not book holiday package	742	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Museums / Exhibitions	Total
Climate	72.3%	78.4%
Landscapes	51.0%	33.1%
Tranquility	46.4%	47.6%
Safety	45.5%	51.9%
Sea	43.4%	44.4%
Environment	42.8%	33.2%
European belonging	34.7%	36.1%
Accommodation supply	34.0%	42.9%
Beaches	32.9%	37.7%
Price	31.0%	37.4%
Effortless trip	30.8%	35.2%
Authenticity	29.4%	20.3%
Gastronomy	23.1%	23.2%
Fun possibilities	18.5%	21.1%
Historical heritage	17.9%	8.2%
Culture	16.3%	8.0%
Hiking trail network	15.0%	9.6%
Exoticism	14.5%	11.4%
Shopping	7.2%	9.4%
Nightlife	5.4%	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?



	Museums / Exhibitions	Total
Rest	36.2%	55.5%
Enjoy family time	12.1%	14.4%
Have fun	6.2%	8.6%
Explore the destination	42.0%	17.8%
Practice their hobbies	1.8%	1.9%
Other reasons	1.6%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Museums / Exhibitions	Total
The same day	0.6%	0.7%
Between 1 and 30 days	23.7%	23.8%
Between 1 and 2 months	24.6%	22.8%
Between 3 and 6 months	34.3%	32.7%
More than 6 months	16.8%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

MUSEUMS / EXHIBITIONS

24.6%



TOTAL

22.8%

Picture: Freepik.com

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MUSEUMS / EXHIBITIONS

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

	Museums / Exhibitions	Total
Previous visits to the Canary Islands	45.2%	51.9%
Friends or relatives	33.6%	27.1%
Internet or social media	65.2%	54.7%
Mass Media	2.5%	1.6%
Travel guides and magazines	17.9%	8.4%
Travel Blogs or Forums	11.5%	5.7%
Travel TV Channels	1.4%	0.8%
Tour Operator or Travel Agency	20.1%	22.6%
Public administrations or similar	1.1%	0.4%
Others	2.7%	2.4%

* Multi-choice question

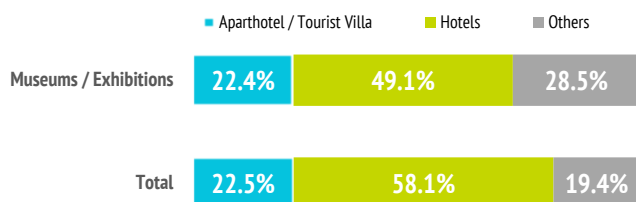
With whom did they book their flight and accommodation?

	Museums / Exhibitions	Total
Flight		
- Directly with the airline	49.9%	42.9%
- Tour Operator or Travel Agency	50.1%	57.1%
Accommodation		
- Directly with the accommodation	37.2%	31.5%
- Tour Operator or Travel Agency	62.8%	68.5%

Where do they stay?

	Museums / Exhibitions	Total
1-2-3* Hotel	8.9%	11.5%
4* Hotel	33.1%	37.6%
5* Hotel / 5* Luxury Hotel	7.1%	9.0%
Aparthotel / Tourist Villa	22.4%	22.5%
House/room rented in a private dwelling	10.0%	5.9%
Private accommodation (1)	9.2%	7.2%
Others (Cottage, cruise, camping,...)	9.3%	6.3%

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



What do they book?

	Museums / Exhibitions	Total
Room only	34.5%	27.9%
Bed and Breakfast	14.9%	12.4%
Half board	24.2%	21.2%
Full board	3.7%	3.6%
All inclusive	22.7%	34.9%

”
34.5% of tourists book room only.
(Canary Islands: 27.9%)

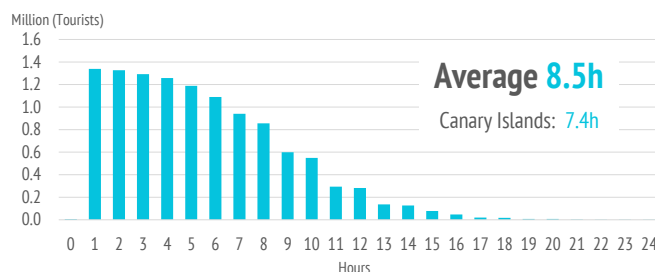
Other expenses

	Museums / Exhibitions	Total
Restaurants or cafes	69.6%	59.1%
Supermarkets	62.8%	52.1%
Car rental	52.0%	26.3%
Organized excursions	32.1%	20.6%
Taxi, transfer, chauffeur service	37.8%	50.0%
Theme Parks	10.5%	7.5%
Sport activities	7.1%	5.7%
Museums	33.0%	4.6%
Flights between islands	7.7%	4.4%

Activities in the Canary Islands

Outdoor time per day	Museums / Exhibitions	Total
0 hours	0.4%	2.1%
1 - 2 hours	3.5%	9.8%
3 - 6 hours	26.1%	32.6%
7 - 12 hours	59.8%	47.1%
More than 12 hours	10.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Museums / Exhibitions	Total
Museums / exhibitions	100%	10.1%
Walk, wander	84.7%	69.8%
Explore the island on their own	81.2%	45.2%
Beach	77.1%	66.3%
Swimming pool, hotel facilities	53.8%	58.2%
Taste Canarian gastronomy	48.9%	24.2%
Wineries / markets / popular festivals	33.3%	11.6%
Organized excursions	23.1%	16.9%
Nature activities	21.9%	10.4%
Theme parks	19.6%	14.1%
Sport activities	16.7%	13.4%
Nightlife / concerts / shows	15.7%	15.5%
Sea excursions / whale watching	15.1%	11.1%
Activities at sea	14.0%	10.0%
Beauty and health treatments	8.1%	5.4%
Astronomical observation	7.4%	3.5%

* Multi-choice question



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

MUSEUMS / EXHIBITIONS



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Museums / exhibitions	1,345,133	511,063	91,211	313,036	363,529	52,097
- Share by islands	100%	38.0%	6.8%	23.3%	27.0%	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%
% Museums / exhibitions	10.1%	20.3%	5.5%	8.5%	7.2%	22.1%

How many islands do they visit during their trip?

	Museums / Exhibitions	Total
One island	88.3%	91.4%
Two islands	9.6%	7.2%
Three or more islands	2.1%	1.4%

Internet usage during their trip

	Museums / Exhibitions	Total
Research		
- Tourist package	14.8%	14.8%
- Flights	10.9%	13.0%
- Accommodation	15.2%	16.9%
- Transport	16.6%	15.7%
- Restaurants	35.2%	28.4%
- Excursions	33.8%	26.2%
- Activities	39.8%	30.1%
Book or purchase		
- Tourist package	34.8%	39.4%
- Flights	73.5%	66.7%
- Accommodation	61.9%	57.3%
- Transport	57.8%	47.6%
- Restaurants	13.8%	12.1%
- Excursions	18.1%	13.0%
- Activities	19.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Museums / Exhibitions	Total
Did not use the Internet	5.3%	8.3%
Used the Internet	94.7%	91.7%
- Own Internet connection	45.1%	37.4%
- Free Wifi connection	35.9%	39.5%
Applications*		
- Search for locations or maps	81.9%	61.7%
- Search for destination info	59.4%	44.8%
- Share pictures or trip videos	59.9%	56.0%
- Download tourist apps	11.9%	7.0%
- Others	16.0%	22.6%

* Multi-choice question



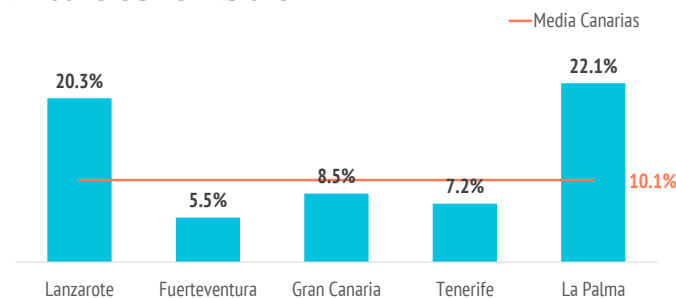
81.9% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

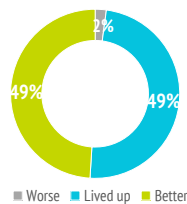


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Museums / Exhibitions	Total
Average rating	8.77	8.70

Experience in the Canary Islands	Museums / Exhibitions	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	48.9%	55.6%
Better or much better than expected	49.0%	42.1%

Future intentions (scale 1-10)	Museums / Exhibitions	Total
Return to the Canary Islands	8.66	8.73
Recommend visiting the Canary Islands	9.02	8.95



Experience in the Canary Islands



8.66/10

Return to the Canary Islands



9.02/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Museums / Exhibitions	Total
Repeat tourists	65.5%	72.2%
Repeat tourists (last 5 years)	59.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.9%	19.5%
At least 10 previous visits	12.5%	18.6%

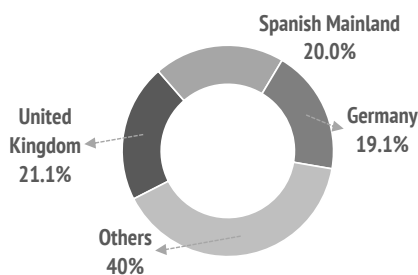
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MUSEUMS / EXHIBITIONS

Where are they from?



	%	Absolute
United Kingdom	21.1%	283,719
Spanish Mainland	20.0%	268,849
Germany	19.1%	257,390
France	8.0%	107,472
Italy	4.8%	64,353
Netherlands	4.0%	53,760
Ireland	3.0%	40,991
Poland	2.6%	34,343
Belgium	2.3%	31,050
Sweden	2.0%	27,481
Switzerland	2.0%	27,422
Finland	1.5%	19,903
Norway	1.2%	16,718
Denmark	1.1%	14,630
Russia	0.8%	10,853
Portugal	0.7%	9,930
United States	0.6%	8,258
Others	5.1%	68,011



Who do they come with?



	Museums / Exhibitions	Total
Unaccompanied	9.3%	9.6%
Only with partner	48.7%	48.1%
Only with children (< 13 years old)	5.2%	5.6%
Partner + children (< 13 years old)	8.3%	6.5%
Other relatives	8.2%	9.3%
Friends	5.0%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	14.7%	13.7%

(1) Different situations have been isolated

Tourists with children	18.3%	17.7%
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	15.9%	14.8%
- Between 0 -2 and 3-12 years	1.0%	1.4%
Tourists without children	81.7%	82.3%
Group composition:		
- 1 person	12.6%	13.2%
- 2 people	54.3%	55.1%
- 3 people	12.4%	12.0%
- 4 or 5 people	18.1%	16.3%
- 6 or more people	2.5%	3.5%
Average group size:	2.53	2.54

Who are they?



	Museums / Exhibitions	Total
Gender		
Men	52.5%	48.6%
Women	47.5%	51.4%
Age		
Average age (tourist > 15 years old)	46.2	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	11.7%	10.9%
31 - 45 years old	29.2%	28.0%
46 - 60 years old	32.1%	31.8%
Over 60 years old	19.5%	22.1%
Occupation		
Salaried worker	53.6%	55.0%
Self-employed	13.3%	11.5%
Unemployed	1.2%	1.1%
Business owner	9.5%	9.4%
Student	4.1%	3.5%
Retired	16.5%	17.9%
Unpaid domestic work	0.9%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.4%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	22.7%	22.8%
More than €74,999	20.6%	22.2%
Education level		
No studies	1.9%	5.0%
Primary education	1.7%	2.6%
Secondary education	18.0%	23.6%
Higher education	78.4%	68.9%



Pictures: Freepik.com