

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

ASTRONOMICAL OBSERVATION

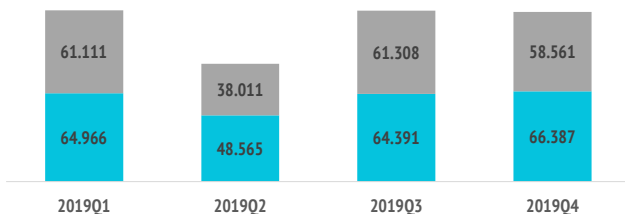
How many are they and how much do they spend?



	Astronomical observ.	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15.110.866
Tourist arrivals > 15 years old (EGT)	463.300	13.271.035
- book holiday package	244.309	7.426.022
- do not book holiday package	218.991	5.845.014
- % tourists who book holiday package	52,7%	56,0%
Share of total tourist	3,5%	100%

TOURISTS BY QUARTER: ASTRONOMICAL OBSERVATION

■ do not book holiday package ■ book holiday package



	Astronomical observ.	Total
Expenditure per tourist (€)	1.203	1.136
- book holiday package	1.336	1.268
- holiday package	1.059	1.031
- others	277	237
- do not book holiday package	1.056	967
- flight	282	263
- accommodation	308	321
- others	467	383
Average length of stay	10,33	9,09
- book holiday package	9,11	8,64
- do not book holiday package	11,70	9,68
Average daily expenditure (€)	133,1	138,9
- book holiday package	154,9	155,4
- do not book holiday package	108,8	117,9
Total turnover (> 15 years old) (€m)	558	15.070
- book holiday package	326	9.416
- do not book holiday package	231	5.655

AVERAGE LENGTH OF STAY (nights)



■ Astronomical observ. ■ Total



EXPENDITURE PER TOURIST (€)



■ Astronomical observ. ■ Total



Importance of each factor in the destination choice



	Astronomical observ.	Total
Climate	74,4%	78,4%
Safety	52,8%	51,9%
Sea	51,2%	44,4%
Tranquility	51,1%	47,6%
Landscapes	47,2%	33,1%
Environment	41,1%	33,2%
Accommodation supply	37,4%	42,9%
Beaches	36,9%	37,7%
European belonging	36,4%	36,1%
Price	36,1%	37,4%
Effortless trip	33,4%	35,2%
Gastronomy	27,8%	23,2%
Authenticity	26,3%	20,3%
Fun possibilities	23,4%	21,1%
Hiking trail network	17,4%	9,6%
Exoticism	16,3%	11,4%
Historical heritage	12,8%	8,2%
Culture	10,6%	8,0%
Shopping	10,2%	9,4%
Nightlife	7,8%	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?



	Astronomical observ.	Total
Rest	45,4%	55,5%
Enjoy family time	13,9%	14,4%
Have fun	9,2%	8,6%
Explore the destination	26,7%	17,8%
Practice their hobbies	2,3%	1,9%
Other reasons	2,5%	1,8%

EXPLORE THE DESTINATION



Astronomical observ. 26.7%

Total 17.8%

How far in advance do they book their trip?



	Astronomical observ.	Total
The same day	0,9%	0,7%
Between 1 and 30 days	25,9%	23,8%
Between 1 and 2 months	22,4%	22,8%
Between 3 and 6 months	31,9%	32,7%
More than 6 months	18,9%	20,0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

ASTRONOMICAL OBSERVATION

25.9%



Picture: Freepik.com

TOTAL

23.8%

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

ASTRONOMICAL OBSERVATION

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

	Astronomical observ.	Total
Previous visits to the Canary Islands	46,8%	51,9%
Friends or relatives	32,5%	27,1%
Internet or social media	60,5%	54,7%
Mass Media	2,8%	1,6%
Travel guides and magazines	12,2%	8,4%
Travel Blogs or Forums	9,6%	5,7%
Travel TV Channels	1,7%	0,8%
Tour Operator or Travel Agency	22,6%	22,6%
Public administrations or similar	1,1%	0,4%
Others	2,5%	2,4%

* Multi-choice question

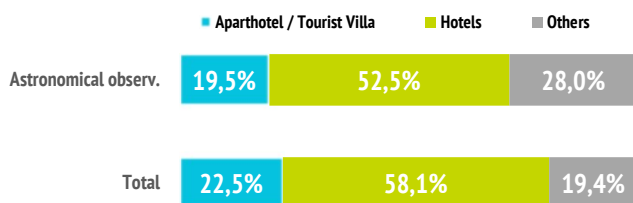
With whom did they book their flight and accommodation?

	Astronomical observ.	Total
Flight		
- Directly with the airline	43,6%	42,9%
- Tour Operator or Travel Agency	56,4%	57,1%
Accommodation		
- Directly with the accommodation	32,6%	31,5%
- Tour Operator or Travel Agency	67,4%	68,5%

Where do they stay?

	Astronomical observ.	Total
1-2-3* Hotel	9,1%	11,5%
4* Hotel	35,7%	37,6%
5* Hotel / 5* Luxury Hotel	7,6%	9,0%
Aparthotel / Tourist Villa	19,5%	22,5%
House/room rented in a private dwelling	8,4%	5,9%
Private accommodation (1)	8,3%	7,2%
Others (Cottage, cruise, camping,...)	11,3%	6,3%

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



What do they book?

	Astronomical observ.	Total
Room only	33,2%	27,9%
Bed and Breakfast	11,8%	12,4%
Half board	24,0%	21,2%
Full board	3,7%	3,6%
All inclusive	27,3%	34,9%

”
33.2% of tourists book room only.
(Canary Islands: 27.9%)

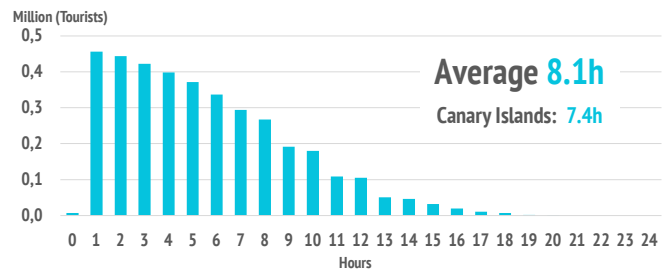
Other expenses

	Astronomical observ.	Total
Restaurants or cafes	64,6%	59,1%
Supermarkets	62,3%	52,1%
Car rental	37,1%	26,3%
Organized excursions	30,3%	20,6%
Taxi, transfer, chauffeur service	44,6%	50,0%
Theme Parks	11,4%	7,5%
Sport activities	5,7%	5,7%
Museums	7,5%	4,6%
Flights between islands	6,0%	4,4%

Activities in the Canary Islands

Outdoor time per day	Astronomical observ.	Total
0 hours	1,5%	2,1%
1 - 2 hours	7,3%	9,8%
3 - 6 hours	27,8%	32,6%
7 - 12 hours	52,5%	47,1%
More than 12 hours	10,9%	8,4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Astronomical observ.	Total
Astronomical observation	100%	3,5%
Walk, wander	83,7%	69,8%
Beach	81,3%	66,3%
Explore the island on their own	69,6%	45,2%
Swimming pool, hotel facilities	62,4%	58,2%
Taste Canarian gastronomy	46,7%	24,2%
Organized excursions	32,3%	16,9%
Wineries / markets / popular festivals	25,8%	11,6%
Nature activities	25,0%	10,4%
Sea excursions / whale watching	24,7%	11,1%
Theme parks	24,4%	14,1%
Sport activities	22,7%	13,4%
Museums / exhibitions	21,5%	10,1%
Activities at sea	21,1%	10,0%
Nightlife / concerts / shows	19,8%	15,5%
Beauty and health treatments	12,6%	5,4%

* Multi-choice question

ASTRONOMICAL OBSERVATION
EXPLORE THE ISLAND ON THEIR OWN
69.6%

TOTAL
45.2%



ASTRONOMICAL OBSERVATION
TASTE CANARIAN GASTRONOMY
46.7%

TOTAL
24.2%



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

ASTRONOMICAL OBSERVATION

Which island do they choose?

Tourist ≥ 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Astronomical observation	463.300	51.501	46.371	103.521	220.708	36.161
- Share by islands	100%	11,1%	10,0%	22,3%	47,6%	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%
% Astronomical observation	3,5%	2,0%	2,8%	2,8%	4,4%	15,4%

How many islands do they visit during their trip?

	Astronomical observ.	Total
One island	88,2%	91,4%
Two islands	10,1%	7,2%
Three or more islands	1,7%	1,4%

Internet usage during their trip

	Astronomical observ.	Total
Research		
- Tourist package	13,8%	14,8%
- Flights	12,2%	13,0%
- Accommodation	17,1%	16,9%
- Transport	15,6%	15,7%
- Restaurants	35,0%	28,4%
- Excursions	31,3%	26,2%
- Activities	36,3%	30,1%
Book or purchase		
- Tourist package	39,9%	39,4%
- Flights	68,7%	66,7%
- Accommodation	57,3%	57,3%
- Transport	52,6%	47,6%
- Restaurants	13,9%	12,1%
- Excursions	23,6%	13,0%
- Activities	22,5%	14,7%

* Multi-choice question

Internet usage in the Canary Islands	Astronomical observ.	Total
Did not use the Internet	5,3%	8,3%
Used the Internet	94,7%	91,7%
- Own Internet connection	42,3%	37,4%
- Free Wifi connection	36,4%	39,5%
Applications*		
- Search for locations or maps	74,8%	61,7%
- Search for destination info	59,4%	44,8%
- Share pictures or trip videos	63,6%	56,0%
- Download tourist apps	11,6%	7,0%
- Others	18,6%	22,6%

* Multi-choice question

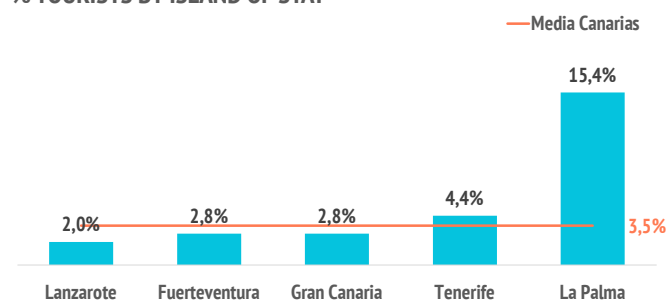
74.8% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

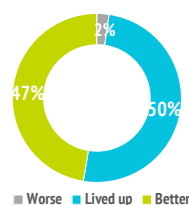


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Astronomical observ.	Total
Average rating	8,71	8,70

Experience in the Canary Islands	Astronomical observ.	Total
Worse or much worse than expected	2,3%	2,3%
Lived up to expectations	50,2%	55,6%
Better or much better than expected	47,4%	42,1%

Future intentions (scale 1-10)	Astronomical observ.	Total
Return to the Canary Islands	8,69	8,73
Recommend visiting the Canary Islands	8,97	8,95



Experience in the Canary

8.69/10

Return to the Canary Islands



8.97/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Astronomical observ.	Total
Repeat tourists	67,3%	72,2%
Repeat tourists (last 5 years)	62,5%	66,7%
Repeat tourists (last 5 years) (5 or more visits)	15,4%	19,5%
At least 10 previous visits	14,5%	18,6%

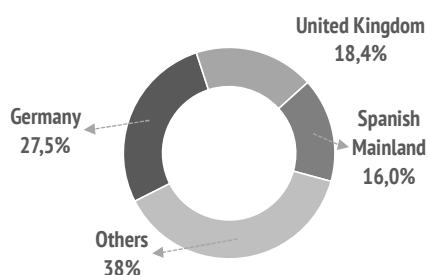
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

ASTRONOMICAL OBSERVATION

Where are they from?



	%	Absolute
Germany	27,5%	127.188
United Kingdom	18,4%	85.264
Spanish Mainland	16,0%	73.914
Finland	10,4%	48.170
Netherlands	5,1%	23.415
France	2,9%	13.629
Poland	2,4%	10.973
Belgium	2,1%	9.726
Switzerland	2,0%	9.090
Italy	1,9%	9.029
Ireland	1,7%	7.691
Sweden	1,3%	5.922
Norway	1,2%	5.603
Russia	1,2%	5.501
Denmark	1,2%	5.418
United States	0,9%	4.015
Austria	0,8%	3.702
Others	3,2%	15.050



Who do they come with?



	Astronomical observ.	Total
Unaccompanied	9,4%	9,6%
Only with partner	49,3%	48,1%
Only with children (< 13 years old)	6,0%	5,6%
Partner + children (< 13 years old)	6,5%	6,5%
Other relatives	7,2%	9,3%
Friends	7,1%	6,4%
Work colleagues	0,5%	0,5%
Organized trip	0,1%	0,3%
Other combinations ⁽¹⁾	13,9%	13,7%

(1) Different situations have been isolated

Tourists with children	16,0%	17,7%
- Between 0 and 2 years old	1,1%	1,6%
- Between 3 and 12 years old	13,9%	14,8%
- Between 0 -2 and 3-12 years	0,9%	1,4%
Tourists without children	84,0%	82,3%
Group composition:		
- 1 person	12,5%	13,2%
- 2 people	57,7%	55,1%
- 3 people	9,7%	12,0%
- 4 or 5 people	17,0%	16,3%
- 6 or more people	3,2%	3,5%
Average group size:	2,49	2,54

Who are they?



	Astronomical observ.	Total
Gender		
Men	50,0%	48,6%
Women	50,0%	51,4%
Age		
Average age (tourist > 15 years old)	42,1	47,1
Standard deviation	14,8	15,4
Age range (> 15 years old)		
16 - 24 years old	12,7%	7,3%
25 - 30 years old	15,5%	10,9%
31 - 45 years old	30,1%	28,0%
46 - 60 years old	29,0%	31,8%
Over 60 years old	12,6%	22,1%
Occupation		
Salaried worker	53,8%	55,0%
Self-employed	13,2%	11,5%
Unemployed	1,9%	1,1%
Business owner	13,1%	9,4%
Student	5,5%	3,5%
Retired	10,8%	17,9%
Unpaid domestic work	0,6%	0,8%
Others	1,1%	0,8%
Annual household income level		
Less than €25,000	20,1%	17,5%
€25,000 - €49,999	33%	37,5%
€50,000 - €74,999	22,1%	22,8%
More than €74,999	25,0%	22,2%
Education level		
No studies	2,4%	5,0%
Primary education	2,4%	2,6%
Secondary education	24,0%	23,6%
Higher education	71,2%	68,9%



Pictures: Freepik.com