

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

## THEME PARKS

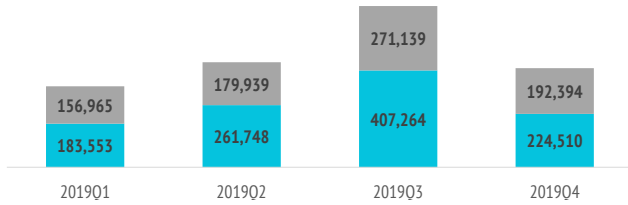
### How many are they and how much do they spend?



	Theme parks	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,877,512	13,271,035
- book holiday package	1,077,074	7,426,022
- do not book holiday package	800,437	5,845,014
- % tourists who book holiday package	57.4%	56.0%
Share of total tourist	14.1%	100%

### TOURISTS BY QUARTER: THEME PARKS

■ do not book holiday package ■ book holiday package



	Theme parks	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,282	1,136
- holiday package	1,068	1,031
- others	299	237
- do not book holiday package	1,167	967
- flight	322	263
- accommodation	371	321
- others	474	383
<b>Average length of stay</b>		
- book holiday package	9.05	9.09
- do not book holiday package	8.45	8.64
<b>Average daily expenditure (€)</b>		
- book holiday package	154.3	138.9
- do not book holiday package	170.1	155.4
- do not book holiday package	133.1	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	2,406	15,070
- do not book holiday package	1,472	9,416
- do not book holiday package	934	5,655

### AVERAGE LENGTH OF STAY (nights)

■ Theme parks ■ Total



### EXPENDITURE PER TOURIST (€)

■ Theme parks ■ Total



### Importance of each factor in the destination choice



	Theme parks	Total
Climate	75.9%	78.4%
Safety	54.3%	51.9%
Tranquility	44.7%	47.6%
Sea	43.4%	44.4%
Accommodation supply	42.9%	42.9%
Price	40.1%	37.4%
Beaches	37.9%	37.7%
Landscapes	36.4%	33.1%
European belonging	34.9%	36.1%
Environment	34.8%	33.2%
Fun possibilities	34.2%	21.1%
Effortless trip	33.5%	35.2%
Gastronomy	23.0%	23.2%
Authenticity	22.7%	20.3%
Exoticism	15.4%	11.4%
Shopping	11.3%	9.4%
Nightlife	10.0%	8.0%
Historical heritage	10.0%	8.2%
Culture	9.6%	8.0%
Hiking trail network	8.1%	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?



	Theme parks	Total
Rest	40.0%	55.5%
Enjoy family time	22.8%	14.4%
Have fun	14.0%	8.6%
Explore the destination	21.4%	17.8%
Practice their hobbies	0.8%	1.9%
Other reasons	0.9%	1.8%

### HAVE FUN



Theme parks 14.0%

Total 8.6%

### How far in advance do they book their trip?



	Theme parks	Total
The same day	0.4%	0.7%
Between 1 and 30 days	19.9%	23.8%
Between 1 and 2 months	20.4%	22.8%
Between 3 and 6 months	35.8%	32.7%
More than 6 months	23.5%	20.0%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

THEME PARKS

23.5%



TOTAL

20.0%

Picture: Freepik.com

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

## THEME PARKS

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

	Theme parks	Total
Previous visits to the Canary Islands	45.0%	51.9%
Friends or relatives	34.2%	27.1%
Internet or social media	62.3%	54.7%
Mass Media	2.2%	1.6%
Travel guides and magazines	8.7%	8.4%
Travel Blogs or Forums	8.4%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	24.8%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.1%	2.4%

\* Multi-choice question

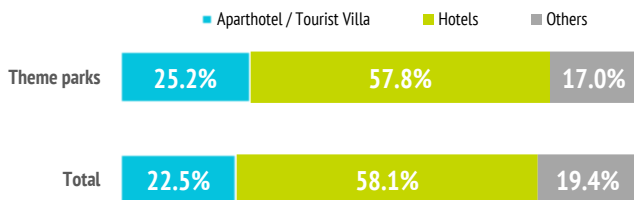
### With whom did they book their flight and accommodation?

	Theme parks	Total
<b>Flight</b>		
- Directly with the airline	40.0%	42.9%
- Tour Operator or Travel Agency	60.0%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	29.4%	31.5%
- Tour Operator or Travel Agency	70.6%	68.5%

### Where do they stay?

	Theme parks	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	38.7%	37.6%
5* Hotel / 5* Luxury Hotel	7.7%	9.0%
Aparthotel / Tourist Villa	25.2%	22.5%
House/room rented in a private dwelling	5.6%	5.9%
Private accommodation (1)	5.7%	7.2%
Others (Cottage, cruise, camping,...)	5.7%	6.3%

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



### What do they book?

	Theme parks	Total
Room only	26.7%	27.9%
Bed and Breakfast	11.3%	12.4%
Half board	22.4%	21.2%
Full board	3.1%	3.6%
All inclusive	36.5%	34.9%

”  
**36.5% of tourists book all inclusive.**

(Canary Islands: 34.9%)

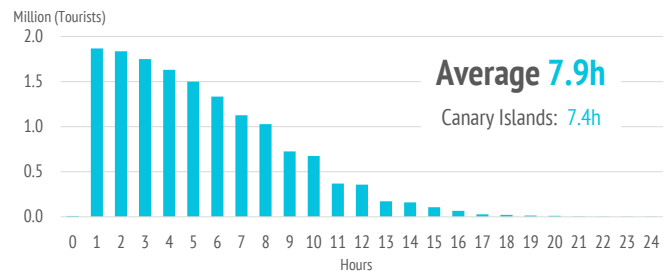
### Other expenses

	Theme parks	Total
Restaurants or cafes	60.7%	59.1%
Supermarkets	56.6%	52.1%
Car rental	34.6%	26.3%
Organized excursions	32.5%	20.6%
Taxi, transfer, chauffeur service	49.4%	50.0%
Theme Parks	39.9%	7.5%
Sport activities	8.3%	5.7%
Museums	4.7%	4.6%
Flights between islands	4.7%	4.4%

### Activities in the Canary Islands

Outdoor time per day	Theme parks	Total
0 hours	0.5%	2.1%
1 - 2 hours	6.3%	9.8%
3 - 6 hours	33.1%	32.6%
7 - 12 hours	50.8%	47.1%
More than 12 hours	9.2%	8.4%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Theme parks	Total
Theme parks	100%	14.1%
Beach	80.6%	66.3%
Walk, wander	79.2%	69.8%
Swimming pool, hotel facilities	73.8%	58.2%
Explore the island on their own	61.3%	45.2%
Taste Canarian gastronomy	34.4%	24.2%
Organized excursions	28.9%	16.9%
Nightlife / concerts / shows	23.1%	15.5%
Sea excursions / whale watching	22.9%	11.1%
Sport activities	17.4%	13.4%
Wineries / markets / popular festivals	15.9%	11.6%
Activities at sea	15.0%	10.0%
Museums / exhibitions	14.0%	10.1%
Nature activities	13.5%	10.4%
Beauty and health treatments	8.5%	5.4%
Astronomical observation	6.0%	3.5%

\* Multi-choice question

	THEME PARKS	TOTAL
SWIMMING POOL / HOTEL FACILITIES	73.8%	58.2%
EXPLORE THE ISLAND ON THEIR OWN	61.3%	45.2%



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

## THEME PARKS



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Theme parks	1,877,512	216,378	124,450	360,965	1,166,292	4,326
- Share by islands	100%	11.5%	6.6%	19.2%	62.1%	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%
% Theme parks	14.1%	8.6%	7.5%	9.8%	23.1%	1.8%

### How many islands do they visit during their trip?

	Theme parks	Total
One island	91.4%	91.4%
Two islands	7.6%	7.2%
Three or more islands	1.0%	1.4%

### Internet usage during their trip

	Theme parks	Total
<b>Research</b>		
- Tourist package	16.9%	14.8%
- Flights	13.8%	13.0%
- Accommodation	18.3%	16.9%
- Transport	18.3%	15.7%
- Restaurants	33.5%	28.4%
- Excursions	34.5%	26.2%
- Activities	38.5%	30.1%
<b>Book or purchase</b>		
- Tourist package	39.3%	39.4%
- Flights	67.5%	66.7%
- Accommodation	59.5%	57.3%
- Transport	51.5%	47.6%
- Restaurants	13.4%	12.1%
- Excursions	20.7%	13.0%
- Activities	25.1%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Theme parks	Total
<b>Did not use the Internet</b>	<b>5.0%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>95.0%</b>	<b>91.7%</b>
- Own Internet connection	44.8%	37.4%
- Free Wifi connection	35.7%	39.5%
<b>Applications*</b>		
- Search for locations or maps	74.7%	61.7%
- Search for destination info	57.6%	44.8%
- Share pictures or trip videos	62.7%	56.0%
- Download tourist apps	8.3%	7.0%
- Others	16.1%	22.6%

\* Multi-choice question



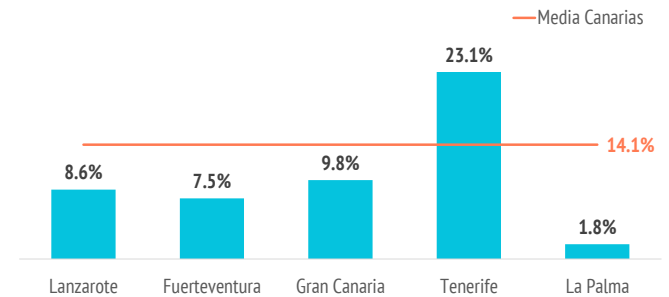
**74.7% of tourists search for locations or maps during their stay on the Canary Islands**

(Canary Islands: 61.7%)



Picture: Freepik.com

### % TOURISTS BY ISLAND OF STAY

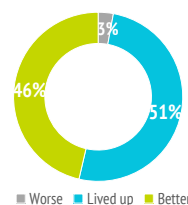


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Theme parks	Total
Average rating	8.73	8.70

Experience in the Canary Islands	Theme parks	Total
Worse or much worse than expected	2.9%	2.3%
Lived up to expectations	50.8%	55.6%
Better or much better than expected	46.3%	42.1%

Future intentions (scale 1-10)	Theme parks	Total
Return to the Canary Islands	8.59	8.73
Recommend visiting the Canary Islands	8.95	8.95



Experience in the Canary Islands



8.59/10

Return to the Canary Islands



8.95/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Theme parks	Total
<b>Repeat tourists</b>	<b>64.3%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	57.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	10.9%	19.5%
<b>At least 10 previous visits</b>	<b>10.1%</b>	<b>18.6%</b>

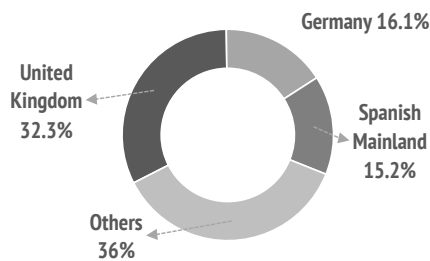
# PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

## THEME PARKS

### Where are they from?



	%	Absolute
United Kingdom	32.3%	605,797
Germany	16.1%	303,085
Spanish Mainland	15.2%	284,586
Netherlands	4.3%	79,856
Ireland	4.1%	76,560
Poland	4.0%	75,281
France	3.6%	67,840
Italy	3.1%	58,325
Belgium	2.0%	36,675
Switzerland	1.9%	35,709
Finland	1.9%	35,441
Russia	1.5%	28,617
Norway	1.5%	28,074
Sweden	1.2%	22,063
Denmark	1.1%	20,811
Portugal	0.8%	14,411
Austria	0.7%	13,496
Others	4.8%	90,885



### Who do they come with?



	Theme parks	Total
Unaccompanied	4.2%	9.6%
Only with partner	34.5%	48.1%
Only with children (< 13 years old)	11.3%	5.6%
Partner + children (< 13 years old)	15.5%	6.5%
Other relatives	10.6%	9.3%
Friends	5.1%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	18.3%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>37.5%</b>	<b>17.7%</b>
- Between 0 and 2 years old	2.6%	1.6%
- Between 3 and 12 years old	32.1%	14.8%
- Between 0 - 2 and 3-12 years	2.8%	1.4%
<b>Tourists without children</b>	<b>62.5%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	7.1%	13.2%
- 2 people	40.8%	55.1%
- 3 people	18.1%	12.0%
- 4 or 5 people	27.7%	16.3%
- 6 or more people	6.3%	3.5%
<b>Average group size:</b>	<b>3.06</b>	<b>2.54</b>

### Who are they?



	Theme parks	Total
<b>Gender</b>		
Men	48.2%	48.6%
Women	51.8%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	39.6	47.1
Standard deviation	12.9	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	12.6%	7.3%
25 - 30 years old	16.0%	10.9%
31 - 45 years old	40.7%	28.0%
46 - 60 years old	23.7%	31.8%
Over 60 years old	7.0%	22.1%
<b>Occupation</b>		
Salaried worker	63.0%	55.0%
Self-employed	12.2%	11.5%
Unemployed	1.2%	1.1%
Business owner	10.8%	9.4%
Student	4.6%	3.5%
Retired	6.4%	17.9%
Unpaid domestic work	1.0%	0.8%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	20.4%	17.5%
€25,000 - €49,999	37%	37.5%
€50,000 - €74,999	23.2%	22.8%
More than €74,999	19.4%	22.2%
<b>Education level</b>		
No studies	5.1%	5.0%
Primary education	2.1%	2.6%
Secondary education	23.0%	23.6%
Higher education	69.8%	68.9%



Pictures: Freepik.com