

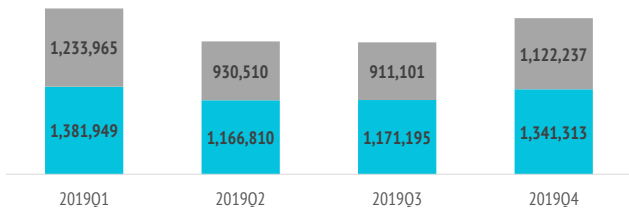
How many are they and how much do they spend?



	Walk / Wander	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	9,259,080	13,271,035
- book holiday package	5,061,267	7,426,022
- do not book holiday package	4,197,813	5,845,014
- % tourists who book holiday package	54.7%	56.0%
Share of total tourist	69.8%	100%

TOURISTS BY QUARTER: WALK / WANDER

do not book holiday package (grey) book holiday package (blue)



	Walk / Wander	Total
Expenditure per tourist (€)	1,113	1,136
- book holiday package	1,241	1,268
- holiday package	991	1,031
- others	249	237
- do not book holiday package	959	967
- flight	263	263
- accommodation	321	321
- others	375	383
Average length of stay	9.03	9.09
- book holiday package	8.49	8.64
- do not book holiday package	9.69	9.68
Average daily expenditure (€)	136.8	138.9
- book holiday package	154.3	155.4
- do not book holiday package	115.6	117.9
Total turnover (> 15 years old) (€m)	10,305	15,070
- book holiday package	6,279	9,416
- do not book holiday package	4,026	5,655

AVERAGE LENGTH OF STAY (nights)

Walk / Wander (blue) Total (grey)



EXPENDITURE PER TOURIST (€)

Walk / Wander (blue) Total (grey)



Importance of each factor in the destination choice



	Walk / Wander	Total
Climate	78.7%	78.4%
Safety	51.6%	51.9%
Tranquility	47.2%	47.6%
Sea	43.1%	44.4%
Accommodation supply	42.3%	42.9%
Price	37.6%	37.4%
Beaches	36.1%	37.7%
European belonging	35.2%	36.1%
Effortless trip	34.6%	35.2%
Landscapes	34.2%	33.1%
Environment	34.2%	33.2%
Gastronomy	23.0%	23.2%
Fun possibilities	20.9%	21.1%
Authenticity	20.6%	20.3%
Exoticism	11.4%	11.4%
Hiking trail network	10.8%	9.6%
Shopping	8.9%	9.4%
Historical heritage	8.3%	8.2%
Culture	8.2%	8.0%
Nightlife	7.7%	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?



	Walk / Wander	Total
Rest	54.9%	55.5%
Enjoy family time	14.3%	14.4%
Have fun	8.5%	8.6%
Explore the destination	19.1%	17.8%
Practice their hobbies	1.4%	1.9%
Other reasons	1.7%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Walk / Wander	Total
The same day	0.6%	0.7%
Between 1 and 30 days	23.3%	23.8%
Between 1 and 2 months	23.5%	22.8%
Between 3 and 6 months	33.1%	32.7%
More than 6 months	19.5%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

WALK / WANDER

23.5%



TOTAL

22.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of the tourist who answer that one of the activities carried out in the Canary Islands was walk / wander.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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

	Walk / Wander	Total
Previous visits to the Canary Islands	52.8%	51.9%
Friends or relatives	29.0%	27.1%
Internet or social media	58.1%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	9.0%	8.4%
Travel Blogs or Forums	6.6%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	22.4%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.4%

* Multi-choice question

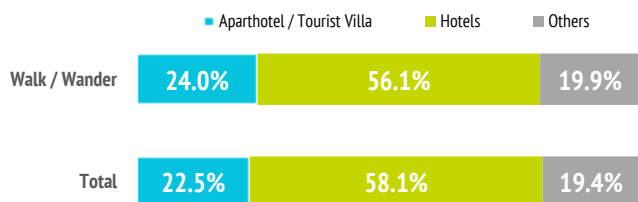
With whom did they book their flight and accommodation?

	Walk / Wander	Total
Flight		
- Directly with the airline	43.6%	42.9%
- Tour Operator or Travel Agency	56.4%	57.1%
Accommodation		
- Directly with the accommodation	32.0%	31.5%
- Tour Operator or Travel Agency	68.0%	68.5%

Where do they stay?

	Walk / Wander	Total
1-2-3* Hotel	11.1%	11.5%
4* Hotel	36.6%	37.6%
5* Hotel / 5* Luxury Hotel	8.5%	9.0%
Aparthotel / Tourist Villa	24.0%	22.5%
House/room rented in a private dwelling	6.3%	5.9%
Private accommodation (1)	7.2%	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?

	Walk / Wander	Total
Room only	30.0%	27.9%
Bed and Breakfast	12.9%	12.4%
Half board	21.5%	21.2%
Full board	3.1%	3.6%
All inclusive	32.5%	34.9%

”
30% of tourists book room only.
(Canary Islands: 27.9%)

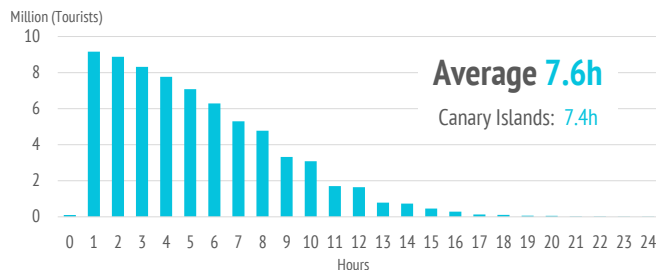
Other expenses

	Walk / Wander	Total
Restaurants or cafes	62.8%	59.1%
Supermarkets	55.9%	52.1%
Car rental	27.9%	26.3%
Organized excursions	21.8%	20.6%
Taxi, transfer, chauffeur service	50.5%	50.0%
Theme Parks	8.4%	7.5%
Sport activities	5.7%	5.7%
Museums	5.4%	4.6%
Flights between islands	4.9%	4.4%

Activities in the Canary Islands

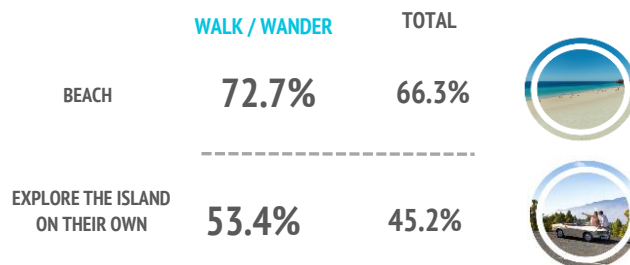
Outdoor time per day	Walk / Wander	Total
0 hours	1.1%	2.1%
1 - 2 hours	9.1%	9.8%
3 - 6 hours	32.7%	32.6%
7 - 12 hours	48.7%	47.1%
More than 12 hours	8.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Walk / Wander	Total
Walk, wander	100%	69.8%
Beach	72.7%	66.3%
Swimming pool, hotel facilities	64.6%	58.2%
Explore the island on their own	53.4%	45.2%
Taste Canarian gastronomy	29.1%	24.2%
Organized excursions	19.0%	16.9%
Nightlife / concerts / shows	18.2%	15.5%
Theme parks	16.1%	14.1%
Wineries / markets / popular festivals	14.4%	11.6%
Sport activities	13.8%	13.4%
Sea excursions / whale watching	12.5%	11.1%
Museums / exhibitions	12.3%	10.1%
Nature activities	12.2%	10.4%
Activities at sea	10.6%	10.0%
Beauty and health treatments	6.2%	5.4%
Astronomical observation	4.2%	3.5%

* Multi-choice question



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

WALK / WANDER



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk / Wander	9,259,080	1,937,981	968,732	2,479,537	3,610,938	186,567
- Share by islands	100%	20.9%	10.5%	26.8%	39.0%	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%
% Walk / Wander	69.8%	76.9%	58.4%	67.0%	71.6%	79.3%

How many islands do they visit during their trip?

	Walk / Wander	Total
One island	91.4%	91.4%
Two islands	7.5%	7.2%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Walk / Wander	Total
Research		
- Tourist package	14.3%	14.8%
- Flights	12.6%	13.0%
- Accommodation	16.4%	16.9%
- Transport	15.6%	15.7%
- Restaurants	30.2%	28.4%
- Excursions	27.1%	26.2%
- Activities	31.5%	30.1%
Book or purchase		
- Tourist package	39.6%	39.4%
- Flights	69.0%	66.7%
- Accommodation	59.5%	57.3%
- Transport	49.9%	47.6%
- Restaurants	12.3%	12.1%
- Excursions	13.4%	13.0%
- Activities	15.0%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Walk / Wander	Total
Did not use the Internet	7.4%	8.3%
Used the Internet	92.6%	91.7%
- Own Internet connection	38.8%	37.4%
- Free Wifi connection	39.9%	39.5%
Applications*		
- Search for locations or maps	65.2%	61.7%
- Search for destination info	48.0%	44.8%
- Share pictures or trip videos	58.3%	56.0%
- Download tourist apps	7.3%	7.0%
- Others	21.4%	22.6%

* Multi-choice question



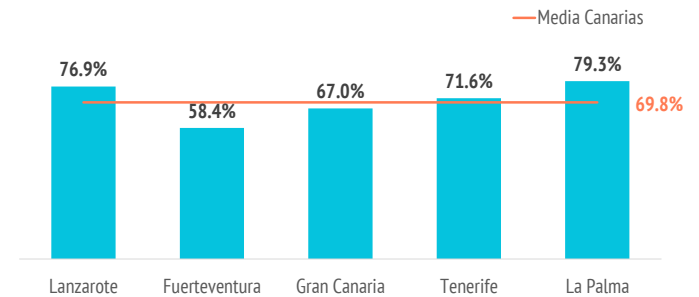
65.2% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

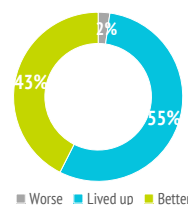


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Walk / Wander	Total
Average rating	8.73	8.70

Experience in the Canary Islands	Walk / Wander	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	55.2%	55.6%
Better or much better than expected	42.5%	42.1%

Future intentions (scale 1-10)	Walk / Wander	Total
Return to the Canary Islands	8.75	8.73
Recommend visiting the Canary Islands	9.00	8.95



Experience in the Canary Islands



8.75/10

Return to the Canary Islands



9.00/10

Recommend visiting the Canary Islands

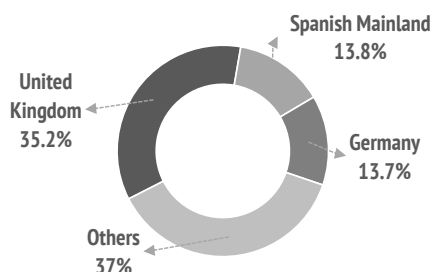
How many are loyal to the Canary Islands?

	Walk / Wander	Total
Repeat tourists	73.4%	72.2%
Repeat tourists (last 5 years)	67.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.6%	19.5%
At least 10 previous visits	18.3%	18.6%

Where are they from?



	%	Absolute
United Kingdom	35.2%	3,261,889
Spanish Mainland	13.8%	1,274,224
Germany	13.7%	1,271,629
Ireland	4.1%	380,038
France	4.1%	379,240
Netherlands	3.9%	362,459
Sweden	3.6%	334,785
Norway	3.1%	288,032
Italy	3.0%	280,508
Belgium	2.8%	255,081
Poland	2.4%	217,692
Finland	2.0%	188,140
Denmark	1.7%	161,621
Switzerland	1.3%	122,153
Russia	0.7%	60,643
Czech Republic	0.6%	53,430
Portugal	0.5%	47,047
Others	3.5%	320,470



Who do they come with?



	Walk / Wander	Total
Unaccompanied	8.6%	9.6%
Only with partner	50.1%	48.1%
Only with children (< 13 years old)	5.0%	5.6%
Partner + children (< 13 years old)	6.5%	6.5%
Other relatives	9.4%	9.3%
Friends	6.3%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.5%	13.7%

(1) Different situations have been isolated

Tourists with children	17.1%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	14.2%	14.8%
- Between 0 - 2 and 3-12 years	1.3%	1.4%
Tourists without children	82.9%	82.3%
Group composition:		
- 1 person	11.9%	13.2%
- 2 people	56.8%	55.1%
- 3 people	11.6%	12.0%
- 4 or 5 people	16.2%	16.3%
- 6 or more people	3.5%	3.5%
Average group size:	2.54	2.54

Who are they?



	Walk / Wander	Total
Gender		
Men	46.9%	48.6%
Women	53.1%	51.4%
Age		
Average age (tourist > 15 years old)	46.9	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	7.4%	7.3%
25 - 30 years old	11.4%	10.9%
31 - 45 years old	27.7%	28.0%
46 - 60 years old	31.8%	31.8%
Over 60 years old	21.6%	22.1%
Occupation		
Salaried worker	55.2%	55.0%
Self-employed	11.3%	11.5%
Unemployed	1.2%	1.1%
Business owner	8.6%	9.4%
Student	3.6%	3.5%
Retired	18.5%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	18.0%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	22.9%	22.8%
More than €74,999	21.1%	22.2%
Education level		
No studies	5.0%	5.0%
Primary education	2.2%	2.6%
Secondary education	23.5%	23.6%
Higher education	69.3%	68.9%



Pictures: Freepik.com