

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

## SWIMMING POOL / HOTEL FACILITIES

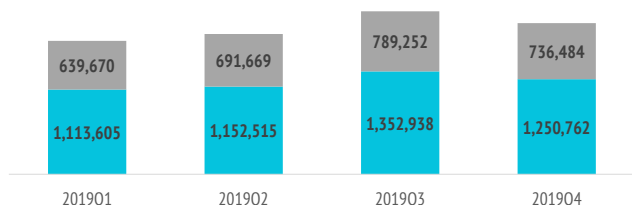
### How many are they and how much do they spend?



	Swimming pool / ...	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>7,726,894</b>	<b>13,271,035</b>
- book holiday package	4,869,820	7,426,022
- do not book holiday package	2,857,075	5,845,014
- % tourists who book holiday package	63.0%	56.0%
Share of total tourist	58.2%	100%

### TOURISTS BY QUARTER: SWIMMING POOL / HOTEL FACILITIES

■ do not book holiday package ■ book holiday package



	Swimming pool / ...	Total
<b>Expenditure per tourist (€)</b>	<b>1,202</b>	<b>1,136</b>
- book holiday package	1,282	1,268
- holiday package	1,043	1,031
- others	239	237
- do not book holiday package	1,068	967
- flight	282	263
- accommodation	405	321
- others	381	383
<b>Average length of stay</b>	<b>8.69</b>	<b>9.09</b>
- book holiday package	8.39	8.64
- do not book holiday package	9.21	9.68
<b>Average daily expenditure (€)</b>	<b>149.1</b>	<b>138.9</b>
- book holiday package	160.3	155.4
- do not book holiday package	130.1	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>9,291</b>	<b>15,070</b>
- book holiday package	6,241	9,416
- do not book holiday package	3,050	5,655

### AVERAGE LENGTH OF STAY (nights)

■ Swimming pool / ... ■ Total



### EXPENDITURE PER TOURIST (€)

■ Swimming pool / ... ■ Total



### Importance of each factor in the destination choice



	Swimming pool / ...	Total
Climate	81.0%	78.4%
Safety	54.7%	51.9%
Accommodation supply	48.1%	42.9%
Tranquility	47.9%	47.6%
Sea	42.6%	44.4%
Price	40.5%	37.4%
Beaches	37.3%	37.7%
European belonging	36.3%	36.1%
Effortless trip	35.7%	35.2%
Environment	32.1%	33.2%
Landscapes	28.6%	33.1%
Fun possibilities	23.4%	21.1%
Gastronomy	22.7%	23.2%
Authenticity	19.2%	20.3%
Exoticism	11.4%	11.4%
Shopping	9.9%	9.4%
Nightlife	8.5%	8.0%
Culture	7.3%	8.0%
Historical heritage	7.1%	8.2%
Hiking trail network	6.8%	9.6%

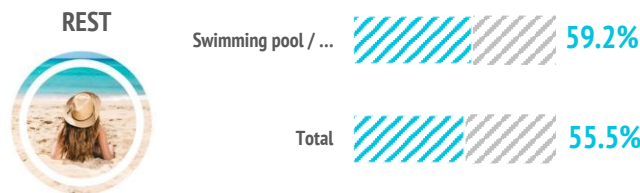
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

### What is the main motivation for their holidays?



	Swimming pool / ...	Total
Rest	59.2%	55.5%
Enjoy family time	15.7%	14.4%
Have fun	9.3%	8.6%
Explore the destination	13.6%	17.8%
Practice their hobbies	1.0%	1.9%
Other reasons	1.3%	1.8%



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



	Swimming pool / ...	Total
The same day	0.6%	0.7%
Between 1 and 30 days	21.4%	23.8%
Between 1 and 2 months	22.0%	22.8%
Between 3 and 6 months	34.1%	32.7%
More than 6 months	22.0%	20.0%

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

SWIMMING POOL /  
HOTEL FACILITIES  
**22.0%**



TOTAL  
**20.0%**

Picture: Freepik.com

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## SWIMMING POOL / HOTEL FACILITIES

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

	Swimming pool / ...	Total
Previous visits to the Canary Islands	53.4%	51.9%
Friends or relatives	26.3%	27.1%
Internet or social media	57.9%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.1%	8.4%
Travel Blogs or Forums	5.7%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	25.8%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.0%	2.4%

\* Multi-choice question

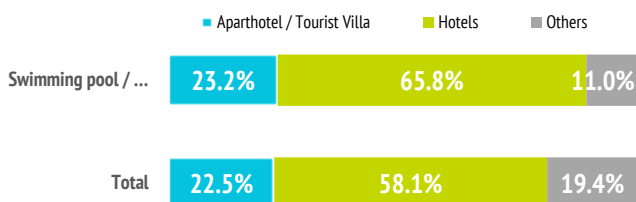
### With whom did they book their flight and accommodation?

	Swimming pool / ...	Total
<b>Flight</b>		
- Directly with the airline	37.4%	42.9%
- Tour Operator or Travel Agency	62.6%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	28.4%	31.5%
- Tour Operator or Travel Agency	71.6%	68.5%

### Where do they stay?

	Swimming pool / ...	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	42.9%	37.6%
5* Hotel / 5* Luxury Hotel	11.0%	9.0%
Aparthotel / Tourist Villa	23.2%	22.5%
House/room rented in a private dwelling	2.8%	5.9%
Private accommodation (1)	2.8%	7.2%
Others (Cottage, cruise, camping,...)	5.5%	6.3%

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



### What do they book?

	Swimming pool / ...	Total
Room only	23.0%	27.9%
Bed and Breakfast	11.9%	12.4%
Half board	22.0%	21.2%
Full board	3.4%	3.6%
All inclusive	39.7%	34.9%

”  
**39.7% of tourists book all inclusive.**

(Canary Islands: 34.9%)

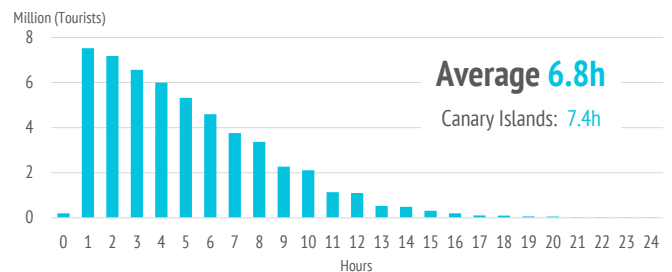
### Other expenses

	Swimming pool / ...	Total
Restaurants or cafes	57.0%	59.1%
Supermarkets	51.0%	52.1%
Car rental	23.8%	26.3%
Organized excursions	22.8%	20.6%
Taxi, transfer, chauffeur service	57.0%	50.0%
Theme Parks	9.2%	7.5%
Sport activities	6.1%	5.7%
Museums	4.0%	4.6%
Flights between islands	4.0%	4.4%

### Activities in the Canary Islands

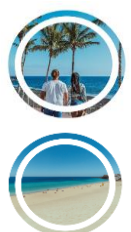
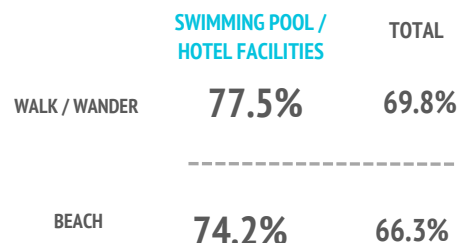
Outdoor time per day	Swimming pool / ...	Total
0 hours	2.6%	2.1%
1 - 2 hours	12.5%	9.8%
3 - 6 hours	36.2%	32.6%
7 - 12 hours	41.9%	47.1%
More than 12 hours	6.8%	8.4%

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



Activities in the Canary Islands	Swimming pool / ...	Total
Swimming pool, hotel facilities	100%	58.2%
Walk, wander	77.5%	69.8%
Beach	74.2%	66.3%
Explore the island on their own	45.3%	45.2%
Taste Canarian gastronomy	23.6%	24.2%
Organized excursions	20.9%	16.9%
Nightlife / concerts / shows	18.7%	15.5%
Theme parks	17.9%	14.1%
Sport activities	14.2%	13.4%
Sea excursions / whale watching	13.5%	11.1%
Wineries / markets / popular festivals	12.5%	11.6%
Activities at sea	10.4%	10.0%
Museums / exhibitions	9.4%	10.1%
Nature activities	9.0%	10.4%
Beauty and health treatments	7.3%	5.4%
Astronomical observation	3.7%	3.5%

\* Multi-choice question



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

## SWIMMING POOL / HOTEL FACILITIES



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Swimming pool / hotel facilities	7,726,894	1,600,925	887,922	2,089,624	3,021,410	101,940
- Share by islands	100%	20.7%	11.5%	27.0%	39.1%	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%
% Swimming pool / hotel facilities	58.2%	63.5%	53.5%	56.5%	59.9%	43.3%

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

	Swimming pool / ...	Total
One island	93.0%	91.4%
Two islands	6.3%	7.2%
Three or more islands	0.7%	1.4%

### Internet usage during their trip

	Swimming pool / ...	Total
<b>Research</b>		
- Tourist package	15.8%	14.8%
- Flights	14.4%	13.0%
- Accommodation	18.7%	16.9%
- Transport	16.4%	15.7%
- Restaurants	28.5%	28.4%
- Excursions	27.2%	26.2%
- Activities	31.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	43.1%	39.4%
- Flights	65.2%	66.7%
- Accommodation	58.6%	57.3%
- Transport	48.4%	47.6%
- Restaurants	12.5%	12.1%
- Excursions	13.5%	13.0%
- Activities	15.0%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Swimming pool / ...	Total
<b>Did not use the Internet</b>	<b>7.3%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>92.7%</b>	<b>91.7%</b>
- Own Internet connection	35.2%	37.4%
- Free Wifi connection	43.1%	39.5%
<b>Applications*</b>		
- Search for locations or maps	61.2%	61.7%
- Search for destination info	47.0%	44.8%
- Share pictures or trip videos	58.9%	56.0%
- Download tourist apps	7.1%	7.0%
- Others	22.5%	22.6%

\* Multi-choice question

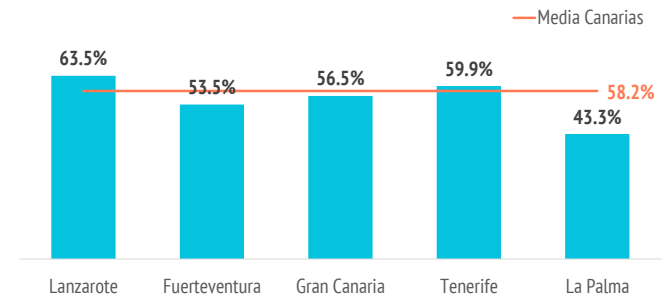


**58.9% of tourists share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 56%)



### % TOURISTS BY ISLAND OF STAY

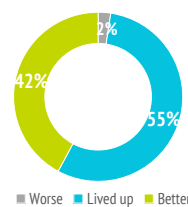


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Swimming pool / ...	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Swimming pool / ...	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	55.5%	55.6%
Better or much better than expected	42.2%	42.1%

Future intentions (scale 1-10)	Swimming pool / ...	Total
Return to the Canary Islands	8.70	8.73
Recommend visiting the Canary Islands	8.94	8.95



Experience in the Canary Islands



**8.70/10**

Return to the Canary Islands



**8.94/10**

Recommend visiting the Canary Islands

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

	Swimming pool / ...	Total
<b>Repeat tourists</b>	<b>73.3%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	67.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	17.7%	19.5%
<b>At least 10 previous visits</b>	<b>17.1%</b>	<b>18.6%</b>

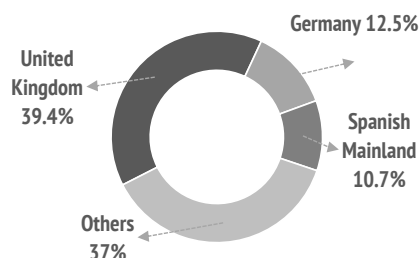
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## SWIMMING POOL / HOTEL FACILITIES

### Where are they from?



	%	Absolute
United Kingdom	39.4%	3,046,313
Germany	12.5%	966,742
Spanish Mainland	10.7%	829,943
Ireland	4.6%	357,034
France	4.3%	333,916
Sweden	4.3%	328,652
Netherlands	4.2%	321,247
Norway	2.9%	223,212
Belgium	2.7%	211,805
Italy	2.3%	178,268
Poland	2.2%	169,310
Finland	2.1%	160,323
Denmark	2.0%	150,911
Switzerland	1.5%	112,571
Portugal	0.6%	49,448
Czech Republic	0.5%	36,187
Austria	0.5%	35,630
Others	2.8%	215,382



### Who do they come with?



	Swimming pool / ...	Total
Unaccompanied	5.5%	9.6%
Only with partner	46.3%	48.1%
Only with children (< 13 years old)	7.0%	5.6%
Partner + children (< 13 years old)	8.7%	6.5%
Other relatives	10.7%	9.3%
Friends	5.9%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	15.6%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>23.2%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	19.6%	14.8%
- Between 0 -2 and 3-12 years	1.9%	1.4%
<b>Tourists without children</b>	<b>76.8%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	8.4%	13.2%
- 2 people	53.5%	55.1%
- 3 people	13.7%	12.0%
- 4 or 5 people	20.0%	16.3%
- 6 or more people	4.5%	3.5%
<b>Average group size:</b>	<b>2.73</b>	<b>2.54</b>

### Who are they?



	Swimming pool / ...	Total
<b>Gender</b>		
Men	46.4%	48.6%
Women	53.6%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.2	47.1
Standard deviation	15.1	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.1%	7.3%
25 - 30 years old	10.8%	10.9%
31 - 45 years old	29.6%	28.0%
46 - 60 years old	32.0%	31.8%
Over 60 years old	19.5%	22.1%
<b>Occupation</b>		
Salaried worker	56.9%	55.0%
Self-employed	11.3%	11.5%
Unemployed	1.0%	1.1%
Business owner	9.0%	9.4%
Student	3.5%	3.5%
Retired	16.6%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.6%	17.5%
€25,000 - €49,999	37%	37.5%
€50,000 - €74,999	23.6%	22.8%
More than €74,999	23.1%	22.2%
<b>Education level</b>		
No studies	6.0%	5.0%
Primary education	2.4%	2.6%
Secondary education	23.8%	23.6%
Higher education	67.8%	68.9%



Pictures: Freepik.com