

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

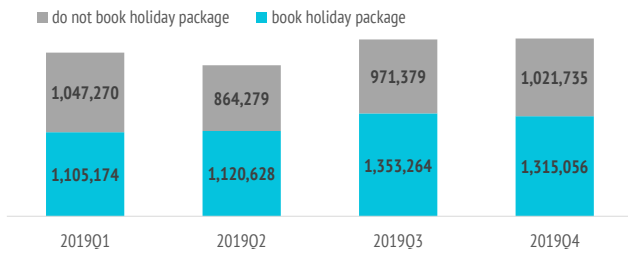
BEACH

How many are they and how much do they spend?



	Beach	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	8,798,786	13,271,035
- book holiday package	4,894,122	7,426,022
- do not book holiday package	3,904,664	5,845,014
- % tourists who book holiday package	55.6%	56.0%
Share of total tourist	66.3%	100%

TOURISTS BY QUARTER: BEACH



	Beach	Total
Expenditure per tourist (€)		
- book holiday package	1,274	1,268
- holiday package	1,029	1,031
- others	245	237
- do not book holiday package	984	967
- flight	272	263
- accommodation	330	321
- others	382	383
Average length of stay		
- book holiday package	8.65	8.64
- do not book holiday package	9.79	9.68
Average daily expenditure (€)		
- book holiday package	155.6	155.4
- do not book holiday package	116.0	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	6,237	9,416
- do not book holiday package	3,843	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Beach	Total
Climate	78.6%	78.4%
Safety	52.0%	51.9%
Sea	51.4%	44.4%
Tranquility	47.3%	47.6%
Beaches	46.3%	37.7%
Accommodation supply	41.3%	42.9%
Price	36.7%	37.4%
European belonging	35.9%	36.1%
Landscapes	34.9%	33.1%
Effortless trip	34.3%	35.2%
Environment	33.4%	33.2%
Gastronomy	22.8%	23.2%
Fun possibilities	22.0%	21.1%
Authenticity	21.0%	20.3%
Exoticism	12.1%	11.4%
Shopping	9.4%	9.4%
Hiking trail network	9.3%	9.6%
Culture	8.3%	8.0%
Nightlife	8.2%	8.0%
Historical heritage	8.1%	8.2%

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?



	Beach	Total
Rest	53.2%	55.5%
Enjoy family time	15.4%	14.4%
Have fun	9.4%	8.6%
Explore the destination	19.0%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	1.5%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Beach	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.5%	23.8%
Between 1 and 2 months	23.1%	22.8%
Between 3 and 6 months	33.2%	32.7%
More than 6 months	19.4%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

BEACH
33.2%



TOTAL
32.7%

Picture: Freepik.com

BEACH

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

	Beach	Total
Previous visits to the Canary Islands	50.5%	51.9%
Friends or relatives	29.1%	27.1%
Internet or social media	57.0%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	8.8%	8.4%
Travel Blogs or Forums	6.6%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	22.2%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.0%	2.4%

* Multi-choice question

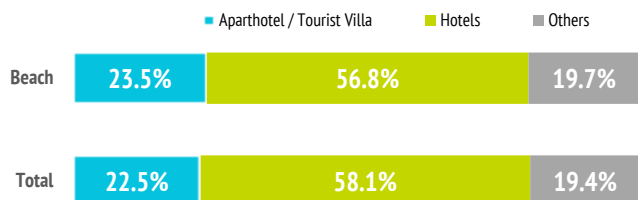
With whom did they book their flight and accommodation?

	Beach	Total
Flight		
- Directly with the airline	42.9%	42.9%
- Tour Operator or Travel Agency	57.1%	57.1%
Accommodation		
- Directly with the accommodation	31.7%	31.5%
- Tour Operator or Travel Agency	68.3%	68.5%

Where do they stay?

	Beach	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	37.1%	37.6%
5* Hotel / 5* Luxury Hotel	7.8%	9.0%
Aparthotel / Tourist Villa	23.5%	22.5%
House/room rented in a private dwelling	6.4%	5.9%
Private accommodation (1)	7.2%	7.2%
Others (Cottage, cruise, camping,...)	6.0%	6.3%

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



What do they book?

	Beach	Total
Room only	29.3%	27.9%
Bed and Breakfast	11.7%	12.4%
Half board	21.2%	21.2%
Full board	3.3%	3.6%
All inclusive	34.5%	34.9%

”
29.3% of tourists book room only.

(Canary Islands: 27.9%)

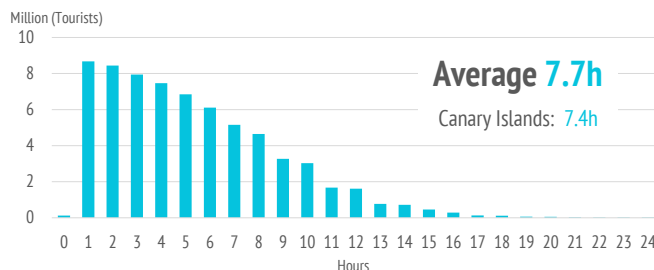
Other expenses

	Beach	Total
Restaurants or cafes	60.2%	59.1%
Supermarkets	55.8%	52.1%
Car rental	29.3%	26.3%
Organized excursions	23.2%	20.6%
Taxi, transfer, chauffeur service	49.5%	50.0%
Theme Parks	8.8%	7.5%
Sport activities	6.5%	5.7%
Museums	5.2%	4.6%
Flights between islands	5.0%	4.4%

Activities in the Canary Islands

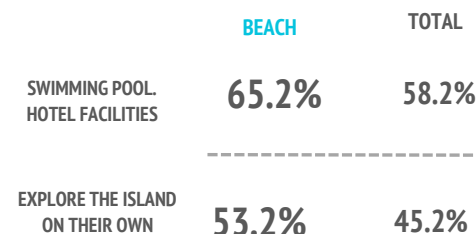
Outdoor time per day	Beach	Total
0 hours	1.4%	2.1%
1 - 2 hours	8.3%	9.8%
3 - 6 hours	31.7%	32.6%
7 - 12 hours	49.8%	47.1%
More than 12 hours	8.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Beach	Total
Beach	100%	66.3%
Walk, wander	76.5%	69.8%
Swimming pool, hotel facilities	65.2%	58.2%
Explore the island on their own	53.2%	45.2%
Taste Canarian gastronomy	27.9%	24.2%
Organized excursions	19.5%	16.9%
Nightlife / concerts / shows	17.8%	15.5%
Theme parks	17.2%	14.1%
Sport activities	15.5%	13.4%
Sea excursions / whale watching	14.0%	11.1%
Wineries / markets / popular festivals	13.7%	11.6%
Activities at sea	13.1%	10.0%
Nature activities	12.1%	10.4%
Museums / exhibitions	11.8%	10.1%
Beauty and health treatments	6.3%	5.4%
Astronomical observation	4.3%	3.5%

* Multi-choice question



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

BEACH



Which island do they choose?

Tourist <u>> 15 years old</u>	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Beach	8,798,786	1,631,290	1,275,028	2,649,190	3,051,904	137,178
- Share by islands	100%	18.5%	14.5%	30.1%	34.7%	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%
% Beach	66.3%	64.7%	76.8%	71.6%	60.5%	58.3%

How many islands do they visit during their trip?

	Beach	Total
One island	91.1%	91.4%
Two islands	7.7%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Beach	Total
Research		
- Tourist package	15.3%	14.8%
- Flights	13.0%	13.0%
- Accommodation	17.0%	16.9%
- Transport	16.4%	15.7%
- Restaurants	30.0%	28.4%
- Excursions	28.6%	26.2%
- Activities	33.1%	30.1%
Book or purchase		
- Tourist package	39.0%	39.4%
- Flights	67.6%	66.7%
- Accommodation	58.2%	57.3%
- Transport	48.9%	47.6%
- Restaurants	12.3%	12.1%
- Excursions	13.9%	13.0%
- Activities	15.6%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Beach	Total
Did not use the Internet	6.8%	8.3%
Used the Internet	93.2%	91.7%
- Own Internet connection	39.8%	37.4%
- Free Wifi connection	38.3%	39.5%
Applications*		
- Search for locations or maps	65.9%	61.7%
- Search for destination info	48.0%	44.8%
- Share pictures or trip videos	58.3%	56.0%
- Download tourist apps	7.5%	7.0%
- Others	20.1%	22.6%

* Multi-choice question



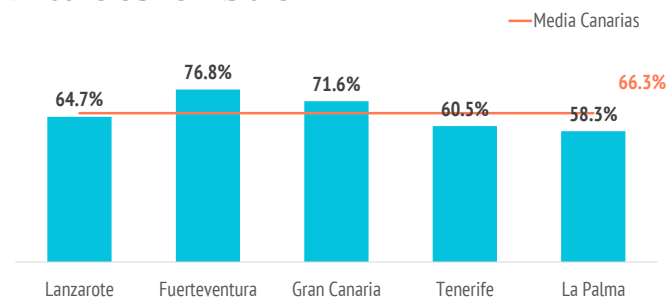
65.9% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

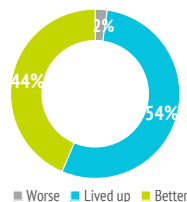


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beach	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Beach	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	54.1%	55.6%
Better or much better than expected	43.6%	42.1%

Future intentions (scale 1-10)	Beach	Total
Return to the Canary Islands	8.71	8.73
Recommend visiting the Canary Islands	8.96	8.95



Experience in the Canary Islands



8.71/10

Return to the Canary Islands



8.96/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Beach	Total
Repeat tourists	71.2%	72.2%
Repeat tourists (last 5 years)	65.4%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	18.1%	19.5%
At least 10 previous visits	17.2%	18.6%

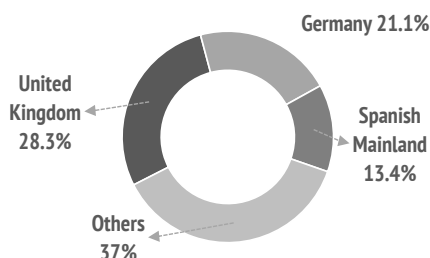
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BEACH

Where are they from?



	%	Absolute
United Kingdom	28.3%	2,493,244
Germany	21.1%	1,858,796
Spanish Mainland	13.4%	1,176,325
France	4.1%	361,595
Netherlands	3.8%	335,687
Ireland	3.8%	332,493
Italy	3.7%	327,856
Sweden	3.4%	298,590
Norway	2.7%	236,251
Poland	2.7%	233,689
Belgium	2.0%	177,567
Switzerland	1.9%	164,465
Finland	1.7%	145,360
Denmark	1.4%	126,538
Austria	0.7%	64,578
Russia	0.7%	59,452
Czech Republic	0.6%	55,944
Others	4.0%	350,357



Who do they come with?



	Beach	Total
Unaccompanied	8.7%	9.6%
Only with partner	45.8%	48.1%
Only with children (< 13 years old)	6.6%	5.6%
Partner + children (< 13 years old)	7.5%	6.5%
Other relatives	9.7%	9.3%
Friends	6.8%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	14.5%	13.7%

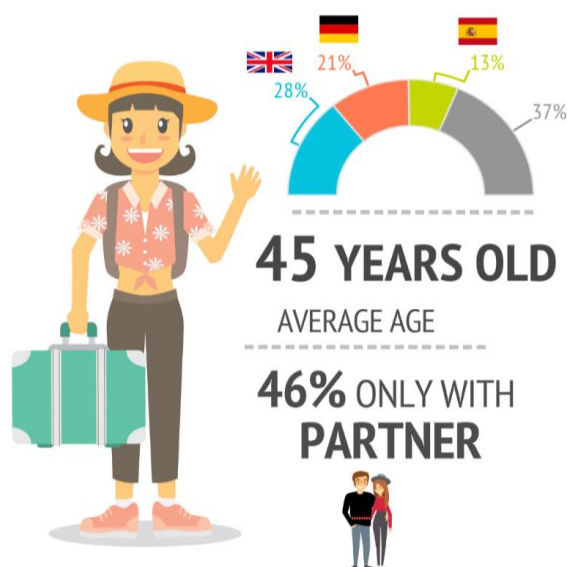
(1) Different situations have been isolated

Tourists with children	20.4%	17.7%
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	17.1%	14.8%
- Between 0 - 2 and 3-12 years	1.6%	1.4%
Tourists without children	79.6%	82.3%
Group composition:		
- 1 person	12.0%	13.2%
- 2 people	53.1%	55.1%
- 3 people	13.1%	12.0%
- 4 or 5 people	17.9%	16.3%
- 6 or more people	4.0%	3.5%
Average group size:	2.61	2.54

Who are they?



	Beach	Total
Gender		
Men	48.6%	48.6%
Women	51.4%	51.4%
Age		
Average age (tourist > 15 years old)	45.0	47.1
Standard deviation	14.9	15.4
Age range (> 15 years old)		
16 - 24 years old	8.5%	7.3%
25 - 30 years old	12.4%	10.9%
31 - 45 years old	30.8%	28.0%
46 - 60 years old	31.4%	31.8%
Over 60 years old	16.8%	22.1%
Occupation		
Salaried worker	58.2%	55.0%
Self-employed	12.0%	11.5%
Unemployed	1.3%	1.1%
Business owner	9.4%	9.4%
Student	4.1%	3.5%
Retired	13.5%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	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	23.0%	22.8%
More than €74,999	21.3%	22.2%
Education level		
No studies	4.5%	5.0%
Primary education	2.7%	2.6%
Secondary education	23.4%	23.6%
Higher education	69.5%	68.9%



Pictures: Freepik.com