

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

EXPLORE THE ISLAND ON THEIR OWN

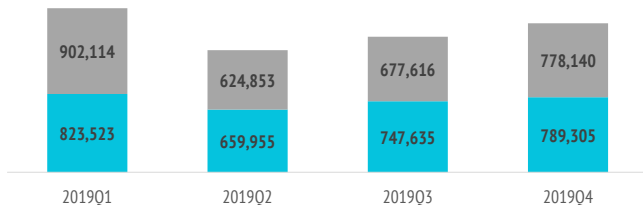
How many are they and how much do they spend?



	Explore the island	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	6,003,139	13,271,035
- book holiday package	3,020,417	7,426,022
- do not book holiday package	2,982,722	5,845,014
- % tourists who book holiday package	50.3%	56.0%
Share of total tourist	45.2%	100%

TOURISTS BY QUARTER: EXPLORE THE ISLAND ON THEIR OWN

■ do not book holiday package ■ book holiday package



	Explore the island	Total
Expenditure per tourist (€)	1,109	1,136
- book holiday package	1,245	1,268
- holiday package	982	1,031
- others	263	237
- do not book holiday package	970	967
- flight	265	263
- accommodation	318	321
- others	388	383
Average length of stay	9.32	9.09
- book holiday package	8.65	8.64
- do not book holiday package	10.00	9.68
Average daily expenditure (€)	132.7	138.9
- book holiday package	151.8	155.4
- do not book holiday package	113.3	117.9
Total turnover (> 15 years old) (€m)	6,655	15,070
- book holiday package	3,761	9,416
- do not book holiday package	2,895	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Explore the island	Total
Climate	76.9%	78.4%
Safety	49.0%	51.9%
Tranquility	46.9%	47.6%
Sea	46.6%	44.4%
Landscapes	43.4%	33.1%
Beaches	37.7%	37.7%
Accommodation supply	37.5%	42.9%
Environment	37.0%	33.2%
European belonging	35.5%	36.1%
Price	34.7%	37.4%
Effortless trip	32.6%	35.2%
Authenticity	23.5%	20.3%
Gastronomy	23.2%	23.2%
Fun possibilities	20.7%	21.1%
Hiking trail network	13.3%	9.6%
Exoticism	13.2%	11.4%
Historical heritage	10.2%	8.2%
Culture	9.6%	8.0%
Shopping	8.8%	9.4%
Nightlife	7.1%	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?



	Explore the island	Total
Rest	45.3%	55.5%
Enjoy family time	13.2%	14.4%
Have fun	8.7%	8.6%
Explore the destination	29.1%	17.8%
Practice their hobbies	2.0%	1.9%
Other reasons	1.7%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Explore the island	Total
The same day	0.6%	0.7%
Between 1 and 30 days	24.0%	23.8%
Between 1 and 2 months	24.2%	22.8%
Between 3 and 6 months	33.5%	32.7%
More than 6 months	17.7%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

EXPLORE THE ISLAND

24.2%



TOTAL

22.8%

Picture: Freepik.com

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

	Explore the island	Total
Previous visits to the Canary Islands	48.2%	51.9%
Friends or relatives	31.0%	27.1%
Internet or social media	61.7%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	11.5%	8.4%
Travel Blogs or Forums	8.6%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	20.6%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.4%

* Multi-choice question

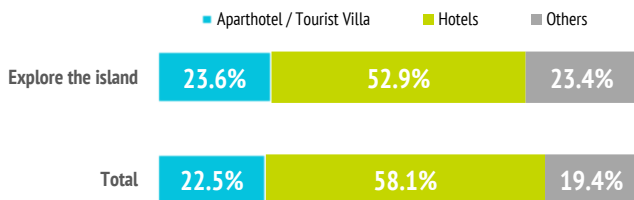
With whom did they book their flight and accommodation?

	Explore the island	Total
Flight		
- Directly with the airline	46.5%	42.9%
- Tour Operator or Travel Agency	53.5%	57.1%
Accommodation		
- Directly with the accommodation	34.4%	31.5%
- Tour Operator or Travel Agency	65.6%	68.5%

Where do they stay?

	Explore the island	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	34.6%	37.6%
5* Hotel / 5* Luxury Hotel	7.4%	9.0%
Aparthotel / Tourist Villa	23.6%	22.5%
House/room rented in a private dwelling	8.1%	5.9%
Private accommodation (1)	8.0%	7.2%
Others (Cottage, cruise, camping,...)	7.3%	6.3%

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



What do they book?

	Explore the island	Total
Room only	32.8%	27.9%
Bed and Breakfast	13.2%	12.4%
Half board	22.8%	21.2%
Full board	3.0%	3.6%
All inclusive	28.2%	34.9%

”
32.8% of tourists book room only.
(Canary Islands: 27.9%)

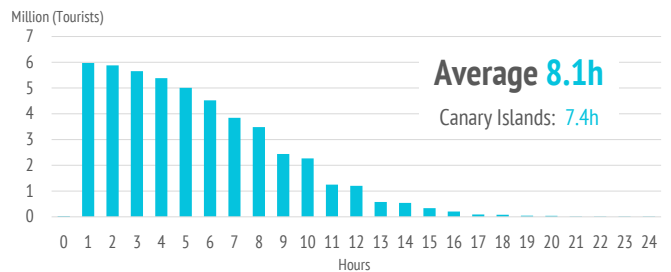
Other expenses

	Explore the island	Total
Restaurants or cafes	65.7%	59.1%
Supermarkets	59.3%	52.1%
Car rental	44.6%	26.3%
Organized excursions	25.1%	20.6%
Taxi, transfer, chauffeur service	42.5%	50.0%
Theme Parks	10.2%	7.5%
Sport activities	6.9%	5.7%
Museums	8.5%	4.6%
Flights between islands	5.9%	4.4%

Activities in the Canary Islands

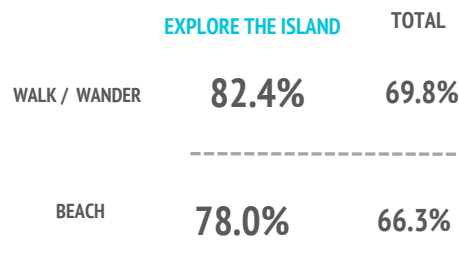
Outdoor time per day	Explore the island	Total
0 hours	0.5%	2.1%
1 - 2 hours	5.3%	9.8%
3 - 6 hours	30.2%	32.6%
7 - 12 hours	54.4%	47.1%
More than 12 hours	9.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Explore the island	Total
Explore the island on their own	100%	45.2%
Walk, wander	82.4%	69.8%
Beach	78.0%	66.3%
Swimming pool, hotel facilities	58.4%	58.2%
Taste Canarian gastronomy	36.0%	24.2%
Theme parks	19.2%	14.1%
Museums / exhibitions	18.2%	10.1%
Wineries / markets / popular festivals	18.1%	11.6%
Organized excursions	17.6%	16.9%
Nature activities	17.2%	10.4%
Nightlife / concerts / shows	16.7%	15.5%
Sport activities	16.1%	13.4%
Sea excursions / whale watching	14.4%	11.1%
Activities at sea	13.2%	10.0%
Beauty and health treatments	6.4%	5.4%
Astronomical observation	5.4%	3.5%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Explore the island on their own	6,003,139	1,228,711	669,574	1,572,304	2,286,603	177,440
- Share by islands	100%	20.5%	11.2%	26.2%	38.1%	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%
% Explore the island on their own	45.2%	48.7%	40.4%	42.5%	45.4%	75.4%

How many islands do they visit during their trip?

	Explore the island	Total
One island	89.8%	91.4%
Two islands	8.5%	7.2%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Explore the island	Total
Research		
- Tourist package	14.4%	14.8%
- Flights	11.7%	13.0%
- Accommodation	15.4%	16.9%
- Transport	15.9%	15.7%
- Restaurants	32.8%	28.4%
- Excursions	31.2%	26.2%
- Activities	35.7%	30.1%
Book or purchase		
- Tourist package	37.4%	39.4%
- Flights	71.5%	66.7%
- Accommodation	61.5%	57.3%
- Transport	55.2%	47.6%
- Restaurants	13.5%	12.1%
- Excursions	15.9%	13.0%
- Activities	18.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Explore the island	Total
Did not use the Internet	5.7%	8.3%
Used the Internet	94.3%	91.7%
- Own Internet connection	44.4%	37.4%
- Free Wifi connection	35.9%	39.5%
Applications*		
- Search for locations or maps	77.5%	61.7%
- Search for destination info	55.1%	44.8%
- Share pictures or trip videos	59.5%	56.0%
- Download tourist apps	8.8%	7.0%
- Others	16.2%	22.6%

* Multi-choice question

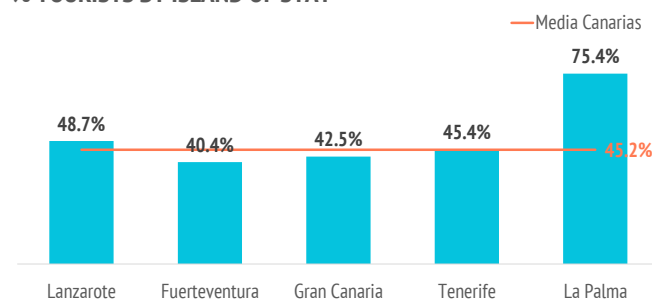
77.5% of tourists search for locations or maps during their stay on the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

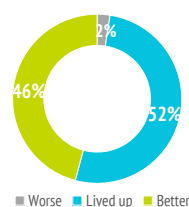


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Explore the island	Total
Average rating	8.72	8.70

Experience in the Canary Islands	Explore the island	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	51.7%	55.6%
Better or much better than expected	45.8%	42.1%

Future intentions (scale 1-10)	Explore the island	Total
Return to the Canary Islands	8.69	8.73
Recommend visiting the Canary Islands	9.00	8.95



Experience in the Canary Islands



8.69/10

Return to the Canary Islands



9.00/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Explore the island	Total
Repeat tourists	68.7%	72.2%
Repeat tourists (last 5 years)	63.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	16.1%	19.5%
At least 10 previous visits	14.9%	18.6%

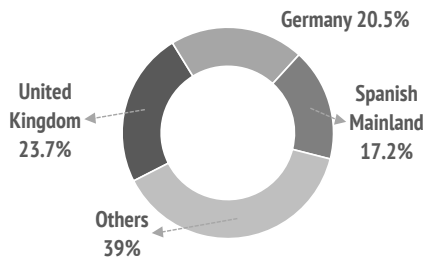
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Where are they from?



	%	Absolute
United Kingdom	23.7%	1,424,146
Germany	20.5%	1,232,735
Spanish Mainland	17.2%	1,033,241
France	4.9%	294,683
Italy	3.9%	234,415
Netherlands	3.9%	232,329
Poland	3.1%	187,071
Sweden	2.8%	168,397
Ireland	2.7%	162,650
Belgium	2.6%	155,401
Norway	2.3%	137,771
Denmark	2.3%	135,577
Switzerland	1.9%	113,082
Finland	1.8%	106,261
Russia	0.8%	45,922
Czech Republic	0.7%	40,892
Austria	0.7%	40,501
Others	4.3%	258,066



Who do they come with?



	Explore the island	Total
Unaccompanied	8.4%	9.6%
Only with partner	49.7%	48.1%
Only with children (< 13 years old)	5.5%	5.6%
Partner + children (< 13 years old)	7.2%	6.5%
Other relatives	8.4%	9.3%
Friends	6.4%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	14.0%	13.7%

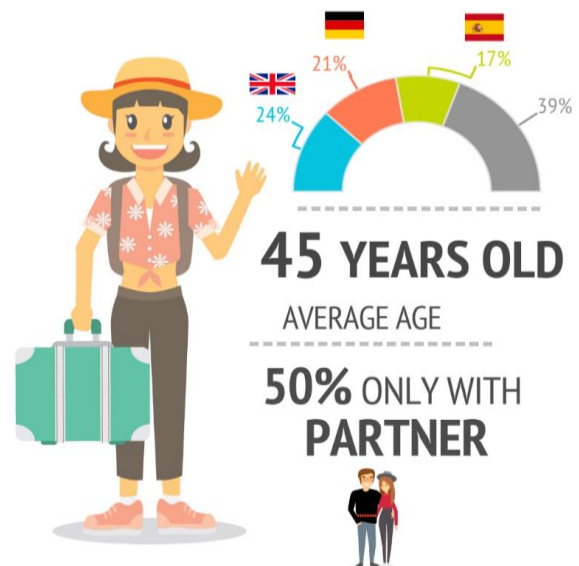
(1) Different situations have been isolated

Tourists with children	17.5%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	14.7%	14.8%
- Between 0 -2 and 3-12 years	1.3%	1.4%
Tourists without children	82.5%	82.3%
Group composition:		
- 1 person	11.7%	13.2%
- 2 people	55.8%	55.1%
- 3 people	12.3%	12.0%
- 4 or 5 people	17.1%	16.3%
- 6 or more people	3.1%	3.5%
Average group size:	2.55	2.54

Who are they?



	Explore the island	Total
Gender		
Men	49.3%	48.6%
Women	50.7%	51.4%
Age		
Average age (tourist > 15 years old)	44.8	47.1
Standard deviation	14.9	15.4
Age range (> 15 years old)		
16 - 24 years old	8.3%	7.3%
25 - 30 years old	13.5%	10.9%
31 - 45 years old	30.4%	28.0%
46 - 60 years old	30.8%	31.8%
Over 60 years old	17.1%	22.1%
Occupation		
Salaried worker	57.2%	55.0%
Self-employed	11.8%	11.5%
Unemployed	1.2%	1.1%
Business owner	9.9%	9.4%
Student	4.1%	3.5%
Retired	14.3%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	18.3%	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	3.3%	5.0%
Primary education	2.2%	2.6%
Secondary education	21.6%	23.6%
Higher education	72.8%	68.9%



Pictures: Freepik.com