

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

BEAUTY AND HEALTH TREATMENTS

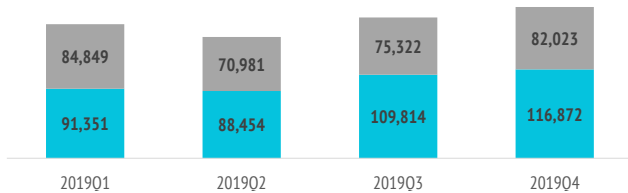
How many are they and how much do they spend?



	Beauty	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	719,666	13,271,035
- book holiday package	406,491	7,426,022
- do not book holiday package	313,175	5,845,014
- % tourists who book holiday package	56.5%	56.0%
Share of total tourist	5.4%	100%

TOURISTS BY QUARTER: BEAUTY AND HEALTH TREATMENTS

■ do not book holiday package ■ book holiday package



	Beauty	Total
Expenditure per tourist (€)	1,334	1,136
- book holiday package	1,412	1,268
- holiday package	1,088	1,031
- others	323	237
- do not book holiday package	1,233	967
- flight	314	263
- accommodation	414	321
- others	506	383
Average length of stay	9.74	9.09
- book holiday package	8.67	8.64
- do not book holiday package	11.13	9.68
Average daily expenditure (€)	157.2	138.9
- book holiday package	170.7	155.4
- do not book holiday package	139.7	117.9
Total turnover (> 15 years old) (€m)	960	15,070
- book holiday package	574	9,416
- do not book holiday package	386	5,655

AVERAGE LENGTH OF STAY (nights)

■ Beauty ■ Total



EXPENDITURE PER TOURIST (€)

■ Beauty ■ Total



Importance of each factor in the destination choice



	Beauty	Total
Climate	80.3%	78.4%
Safety	57.7%	51.9%
Tranquility	51.6%	47.6%
Accommodation supply	48.7%	42.9%
Sea	45.9%	44.4%
Price	39.7%	37.4%
Beaches	39.7%	37.7%
European belonging	39.3%	36.1%
Effortless trip	38.6%	35.2%
Environment	36.1%	33.2%
Landscapes	32.8%	33.1%
Fun possibilities	26.5%	21.1%
Gastronomy	26.2%	23.2%
Authenticity	23.2%	20.3%
Exoticism	13.6%	11.4%
Shopping	13.5%	9.4%
Nightlife	10.5%	8.0%
Culture	10.4%	8.0%
Historical heritage	9.6%	8.2%
Hiking trail network	9.0%	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?



	Beauty	Total
Rest	57.5%	55.5%
Enjoy family time	15.6%	14.4%
Have fun	9.7%	8.6%
Explore the destination	13.7%	17.8%
Practice their hobbies	1.4%	1.9%
Other reasons	2.0%	1.8%

REST



Beauty 57.5%

Total 55.5%

How far in advance do they book their trip?



	Beauty	Total
The same day	0.6%	0.7%
Between 1 and 30 days	25.4%	23.8%
Between 1 and 2 months	23.8%	22.8%
Between 3 and 6 months	31.6%	32.7%
More than 6 months	18.6%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

BEAUTY AND HEALTH TREATMENTS
25.4%



TOTAL
23.8%

Picture: Freepik.com

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

	Beauty	Total
Previous visits to the Canary Islands	50.6%	51.9%
Friends or relatives	29.2%	27.1%
Internet or social media	57.6%	54.7%
Mass Media	2.1%	1.6%
Travel guides and magazines	8.4%	8.4%
Travel Blogs or Forums	5.7%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	24.7%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.8%	2.4%

* Multi-choice question

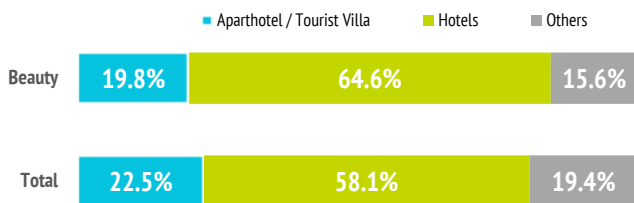
With whom did they book their flight and accommodation?

	Beauty	Total
Flight		
- Directly with the airline	42.3%	42.9%
- Tour Operator or Travel Agency	57.7%	57.1%
Accommodation		
- Directly with the accommodation	33.4%	31.5%
- Tour Operator or Travel Agency	66.6%	68.5%

Where do they stay?

	Beauty	Total
1-2-3* Hotel	9.4%	11.5%
4* Hotel	40.9%	37.6%
5* Hotel / 5* Luxury Hotel	14.3%	9.0%
Aparthotel / Tourist Villa	19.8%	22.5%
House/room rented in a private dwelling	3.9%	5.9%
Private accommodation (1)	6.5%	7.2%
Others (Cottage, cruise, camping,..)	5.2%	6.3%

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



What do they book?

	Beauty	Total
Room only	22.2%	27.9%
Bed and Breakfast	15.6%	12.4%
Half board	23.9%	21.2%
Full board	3.7%	3.6%
All inclusive	34.5%	34.9%

34.5% of tourists book all inclusive.
(Canary Islands: 34.9%)

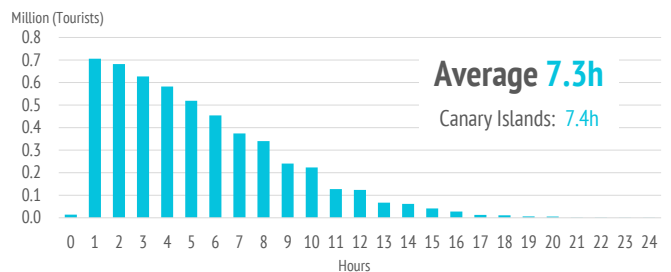
Other expenses

	Beauty	Total
Restaurants or cafes	61.2%	59.1%
Supermarkets	53.1%	52.1%
Car rental	25.6%	26.3%
Organized excursions	24.3%	20.6%
Taxi, transfer, chauffeur service	54.3%	50.0%
Theme Parks	10.3%	7.5%
Sport activities	6.3%	5.7%
Museums	5.4%	4.6%
Flights between islands	4.5%	4.4%

Activities in the Canary Islands

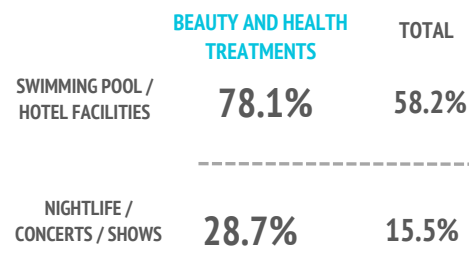
Outdoor time per day	Beauty	Total
0 hours	1.9%	2.1%
1 - 2 hours	10.9%	9.8%
3 - 6 hours	35.1%	32.6%
7 - 12 hours	42.7%	47.1%
More than 12 hours	9.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Beauty	Total
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
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	0	0.0%
	0	0.0%

* Multi-choice question



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

BEAUTY AND HEALTH TREATMENTS



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Beauty and health treatments	719,666	140,789	77,406	206,547	283,628	8,396
- Share by islands	100%	19.6%	10.8%	28.7%	39.4%	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%
% Beauty and health treatments	5.4%	5.6%	4.7%	5.6%	5.6%	3.6%

How many islands do they visit during their trip?

	Beauty	Total
One island	91.4%	91.4%
Two islands	7.2%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Beauty	Total
Research		
- Tourist package	15.3%	14.8%
- Flights	13.3%	13.0%
- Accommodation	16.9%	16.9%
- Transport	16.3%	15.7%
- Restaurants	29.1%	28.4%
- Excursions	29.3%	26.2%
- Activities	33.9%	30.1%
Book or purchase		
- Tourist package	40.3%	39.4%
- Flights	69.4%	66.7%
- Accommodation	59.7%	57.3%
- Transport	48.3%	47.6%
- Restaurants	17.0%	12.1%
- Excursions	15.6%	13.0%
- Activities	17.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Beauty	Total
Did not use the Internet	6.2%	8.3%
Used the Internet	93.8%	91.7%
- Own Internet connection	36.9%	37.4%
- Free Wifi connection	40.6%	39.5%
Applications*		
- Search for locations or maps	66.7%	61.7%
- Search for destination info	49.7%	44.8%
- Share pictures or trip videos	62.8%	56.0%
- Download tourist apps	9.1%	7.0%
- Others	22.1%	22.6%

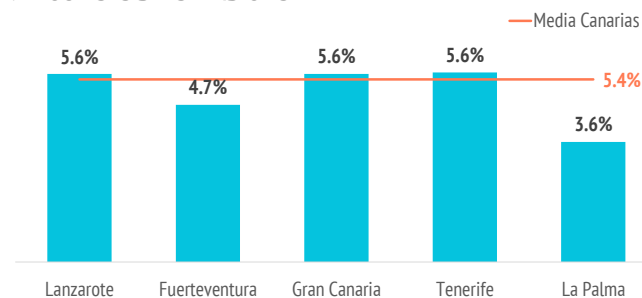
* Multi-choice question

62.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

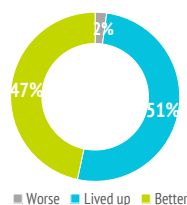


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beauty	Total
Average rating	8.75	8.70

Experience in the Canary Islands	Beauty	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	51.2%	55.6%
Better or much better than expected	46.6%	42.1%

Future intentions (scale 1-10)	Beauty	Total
Return to the Canary Islands	8.85	8.73
Recommend visiting the Canary Islands	9.05	8.95



Experience in the Canary Islands



8.85/10

Return to the Canary Islands



9.05/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Beauty	Total
Repeat tourists	72.4%	72.2%
Repeat tourists (last 5 years)	67.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.4%	19.5%
At least 10 previous visits	19.6%	18.6%

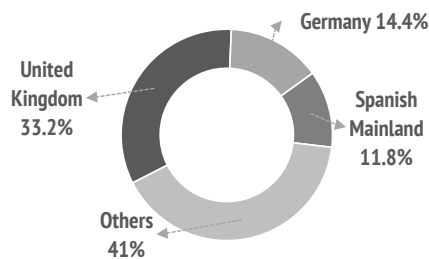
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Where are they from?



	%	Absolute
United Kingdom	33.2%	238,875
Germany	14.4%	103,509
Spanish Mainland	11.8%	84,957
Ireland	7.4%	53,551
France	5.1%	36,614
Norway	3.9%	28,131
Finland	3.3%	23,821
Sweden	3.2%	22,904
Netherlands	2.6%	18,840
Belgium	2.5%	17,639
Italy	2.3%	16,716
Switzerland	2.3%	16,534
Denmark	2.1%	14,800
Poland	0.7%	5,091
Iceland	0.6%	4,527
Luxembourg	0.5%	3,507
Austria	0.5%	3,429
Others	3.6%	26,218



Who do they come with?



	Beauty	Total
Unaccompanied	11.1%	9.6%
Only with partner	45.4%	48.1%
Only with children (< 13 years old)	5.7%	5.6%
Partner + children (< 13 years old)	5.1%	6.5%
Other relatives	11.2%	9.3%
Friends	6.6%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.0%	0.3%
Other combinations ⁽¹⁾	14.7%	13.7%

(1) Different situations have been isolated

Tourists with children	17.0%	17.7%
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	13.1%	14.8%
- Between 0 -2 and 3-12 years	2.1%	1.4%
Tourists without children	83.0%	82.3%
Group composition:		
- 1 person	14.1%	13.2%
- 2 people	55.2%	55.1%
- 3 people	10.8%	12.0%
- 4 or 5 people	15.4%	16.3%
- 6 or more people	4.5%	3.5%
Average group size:	2.55	2.54

Who are they?



	Beauty	Total
Gender		
Men	37.7%	48.6%
Women	62.3%	51.4%
Age		
Average age (tourist > 15 years old)	45.1	47.1
Standard deviation	14.9	15.4
Age range (> 15 years old)		
16 - 24 years old	8.4%	7.3%
25 - 30 years old	13.0%	10.9%
31 - 45 years old	28.3%	28.0%
46 - 60 years old	34.3%	31.8%
Over 60 years old	16.1%	22.1%
Occupation		
Salaried worker	57.0%	55.0%
Self-employed	12.8%	11.5%
Unemployed	1.2%	1.1%
Business owner	10.4%	9.4%
Student	3.5%	3.5%
Retired	13.5%	17.9%
Unpaid domestic work	0.5%	0.8%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	17.7%	17.5%
€25,000 - €49,999	33%	37.5%
€50,000 - €74,999	23.3%	22.8%
More than €74,999	26.2%	22.2%
Education level		
No studies	5.2%	5.0%
Primary education	2.6%	2.6%
Secondary education	21.3%	23.6%
Higher education	71.0%	68.9%



Pictures: Freepik.com