

PROFILE OF TOURIST BY COMPANIONS (2019)

FRIENDS

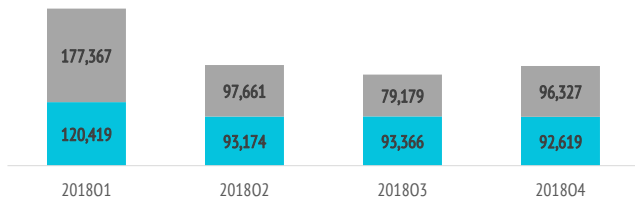
How many are they and how much do they spend?



	Friends	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	850,110	13,271,035
- book holiday package	399,578	7,426,022
- do not book holiday package	450,533	5,845,014
- % tourists who book holiday package	47.0%	56.0%
Share of total tourist	6.4%	100%

TOURISTS BY QUARTER: FRIENDS

■ do not book holiday package ■ book holiday package



	Friends	Total
Expenditure per tourist (€)		
- book holiday package	869	1,268
- holiday package	690	1,031
- others	179	237
- do not book holiday package	612	967
- flight	166	263
- accommodation	202	321
- others	244	383
Average length of stay		
- book holiday package	7.65	8.64
- do not book holiday package	7.46	9.68
Average daily expenditure (€)		
- book holiday package	118.4	155.4
- do not book holiday package	90.6	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	347	9,416
- do not book holiday package	276	5,655

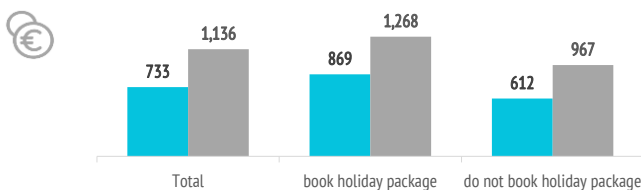
AVERAGE LENGTH OF STAY (nights)

■ Friends ■ Total



EXPENDITURE PER TOURIST (€)

■ Friends ■ Total



Importance of each factor in the destination choice



	Friends	Total
Climate	76.8%	78.4%
Safety	48.3%	51.9%
Sea	45.8%	44.4%
Tranquility	43.4%	47.6%
Price	42.3%	37.4%
Accommodation supply	40.2%	42.9%
Beaches	39.8%	37.7%
European belonging	34.3%	36.1%
Effortless trip	33.8%	35.2%
Landscapes	32.8%	33.1%
Environment	31.2%	33.2%
Fun possibilities	29.6%	21.1%
Gastronomy	22.4%	23.2%
Authenticity	20.5%	20.3%
Nightlife	19.6%	8.0%
Exoticism	12.4%	11.4%
Shopping	11.2%	9.4%
Hiking trail network	9.2%	9.6%
Culture	7.9%	8.0%
Historical heritage	6.9%	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?



	Friends	Total
Rest	50.1%	55.5%
Enjoy family time	2.2%	14.4%
Have fun	23.2%	8.6%
Explore the destination	18.1%	17.8%
Practice their hobbies	3.5%	1.9%
Other reasons	2.8%	1.8%

HAVE FUN



Friends 23.2%

Total 8.6%

How far in advance do they book their trip?



	Friends	Total
The same day	1.3%	0.7%
Between 1 and 30 days	23.9%	23.8%
Between 1 and 2 months	27.0%	22.8%
Between 3 and 6 months	32.3%	32.7%
More than 6 months	15.5%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

FRIENDS
27.0%



TOTAL
22.8%

Picture: Freepik.com

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

	Friends	Total
Previous visits to the Canary Islands	40.4%	51.9%
Friends or relatives	39.8%	27.1%
Internet or social media	52.4%	54.7%
Mass Media	2.0%	1.6%
Travel guides and magazines	6.9%	8.4%
Travel Blogs or Forums	5.5%	5.7%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	16.3%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.4%

* Multi-choice question

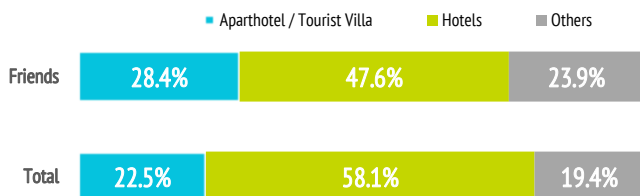
With whom did they book their flight and accommodation?

	Friends	Total
Flight		
- Directly with the airline	50.8%	42.9%
- Tour Operator or Travel Agency	49.2%	57.1%
Accommodation		
- Directly with the accommodation	37.2%	31.5%
- Tour Operator or Travel Agency	62.8%	68.5%

Where do they stay?

	Friends	Total
1-2-3* Hotel	14.7%	11.5%
4* Hotel	28.1%	37.6%
5* Hotel / 5* Luxury Hotel	4.7%	9.0%
Aparthotel / Tourist Villa	28.4%	22.5%
House/room rented in a private dwelling	9.0%	5.9%
Private accommodation (1)	7.5%	7.2%
Others (Cottage, cruise, camping,...)	7.5%	6.3%

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



What do they book?

	Friends	Total
Room only	39.7%	27.9%
Bed and Breakfast	11.8%	12.4%
Half board	15.0%	21.2%
Full board	3.6%	3.6%
All inclusive	29.9%	34.9%

”
39.7% of tourists book room only.
(Canary Islands: 27.9%)

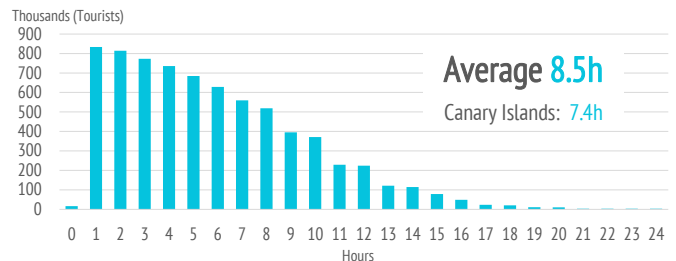
Other expenses

	Friends	Total
Restaurants or cafes	61.0%	59.1%
Supermarkets	55.9%	52.1%
Car rental	22.5%	26.3%
Organized excursions	21.1%	20.6%
Taxi, transfer, chauffeur service	45.4%	50.0%
Theme Parks	4.5%	7.5%
Sport activities	6.5%	5.7%
Museums	3.6%	4.6%
Flights between islands	5.5%	4.4%

Activities in the Canary Islands

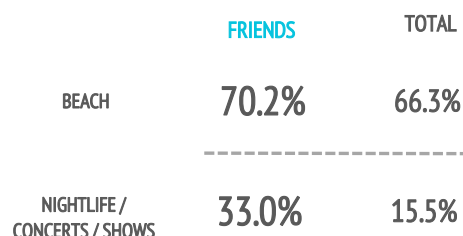
Outdoor time per day	Friends	Total
0 hours	2.0%	2.1%
1 - 2 hours	7.2%	9.8%
3 - 6 hours	25.1%	32.6%
7 - 12 hours	51.6%	47.1%
More than 12 hours	14.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Friends	Total
Beach	70.2%	66.3%
Walk, wander	68.1%	69.8%
Swimming pool, hotel facilities	53.8%	58.2%
Explore the island on their own	45.0%	45.2%
Nightlife / concerts / shows	33.0%	15.5%
Taste Canarian gastronomy	26.2%	24.2%
Organized excursions	18.3%	16.9%
Sport activities	16.4%	13.4%
Theme parks	11.3%	14.1%
Sea excursions / whale watching	11.2%	11.1%
Wineries / markets / popular festivals	10.7%	11.6%
Nature activities	10.7%	10.4%
Activities at sea	10.4%	10.0%
Museums / exhibitions	7.9%	10.1%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	3.9%	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
Tourists travelling with friends	850,110	145,665	80,939	269,547	334,573	11,786
- Share by islands	100%	17.1%	9.5%	31.7%	39.4%	1.4%
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%
% Tourists travelling with friends	6.4%	5.8%	4.9%	7.3%	6.6%	5.0%

How many islands do they visit during their trip?

	Friends	Total
One island	90.1%	91.4%
Two islands	8.6%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Friends	Total
Research		
- Tourist package	13.5%	14.8%
- Flights	12.8%	13.0%
- Accommodation	13.5%	16.9%
- Transport	18.4%	15.7%
- Restaurants	30.2%	28.4%
- Excursions	24.9%	26.2%
- Activities	30.8%	30.1%
Book or purchase		
- Tourist package	30.5%	39.4%
- Flights	70.6%	66.7%
- Accommodation	61.4%	57.3%
- Transport	43.8%	47.6%
- Restaurants	13.8%	12.1%
- Excursions	13.4%	13.0%
- Activities	16.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Friends	Total
Did not use the Internet	8.1%	8.3%
Used the Internet	91.9%	91.7%
- Own Internet connection	44.5%	37.4%
- Free Wifi connection	31.6%	39.5%
Applications*		
- Search for locations or maps	64.8%	61.7%
- Search for destination info	45.3%	44.8%
- Share pictures or trip videos	62.3%	56.0%
- Download tourist apps	6.3%	7.0%
- Others	19.2%	22.6%

* Multi-choice question

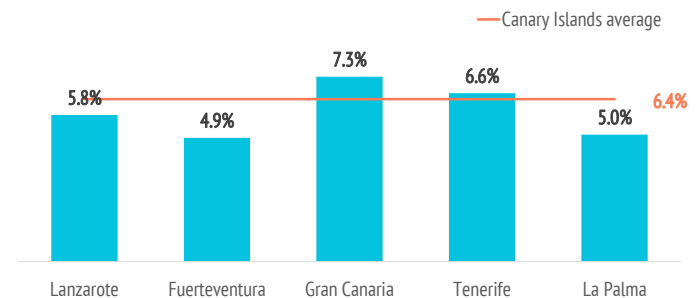


62.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

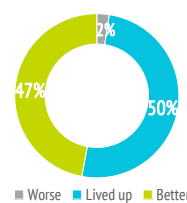


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Friends	Total
Average rating	8.66	8.70

Experience in the Canary Islands	Friends	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	50.5%	55.6%
Better or much better than expected	47.1%	42.1%

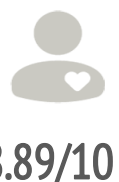
Future intentions (scale 1-10)	Friends	Total
Return to the Canary Islands	8.58	8.73
Recommend visiting the Canary Islands	8.89	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Friends	Total
Repeat tourists	63.6%	72.2%
Repeat tourists (last 5 years)	58.3%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	12.8%	19.5%
At least 10 previous visits	12.5%	18.6%

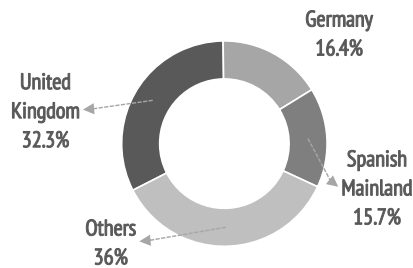
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Where are they from?



	%	Absolute
United Kingdom	32.3%	274,581
Germany	16.4%	139,471
Spanish Mainland	15.7%	133,398
Italy	4.5%	38,016
Netherlands	3.9%	33,568
Ireland	3.8%	32,453
Sweden	3.2%	26,917
Norway	3.1%	26,542
France	3.1%	25,970
Switzerland	2.3%	19,369
Belgium	1.9%	15,795
Poland	1.8%	15,583
Denmark	1.4%	12,026
Finland	1.1%	9,074
Austria	0.9%	7,954
Russia	0.6%	5,204
Czech Republic	0.5%	4,347
Others	3.5%	29,843



Who do they come with?



	Friends	Total
Unaccompanied	--	9.6%
Only with partner	--	48.1%
Only with children (< 13 years old)	--	5.6%
Partner + children (< 13 years old)	--	6.5%
Other relatives	--	9.3%
Friends	100.0%	6.4%
Work colleagues	--	0.5%
Organized trip	--	0.3%
Other combinations ⁽¹⁾	--	0.0%
<i>(1) Different situations have been isolated</i>		
Tourists with children	--	17.7%
- Between 0 and 2 years old	--	1.6%
- Between 3 and 12 years old	--	14.8%
- Between 0 -2 and 3-12 years	--	1.4%
Tourists without children	--	82.3%
Group composition:		
- 1 person	13.3%	13.2%
- 2 people	51.3%	55.1%
- 3 people	13.1%	12.0%
- 4 or 5 people	17.6%	16.3%
- 6 or more people	4.7%	3.5%
Average group size:	2.63	2.54

Who are they?



	Friends	Total
Gender		
Men	42.7%	48.6%
Women	57.3%	51.4%
Age		
Average age (tourist > 15 years old)	41.6	47.1
Standard deviation	16.5	15.4
Age range (> 15 years old)		
16 - 24 years old	16.4%	7.3%
25 - 30 years old	18.7%	10.9%
31 - 45 years old	24.8%	28.0%
46 - 60 years old	24.0%	31.8%
Over 60 years old	16.2%	22.1%
Occupation		
Salaried worker	58.4%	55.0%
Self-employed	9.6%	11.5%
Unemployed	1.5%	1.1%
Business owner	8.7%	9.4%
Student	6.6%	3.5%
Retired	13.7%	17.9%
Unpaid domestic work	0.4%	0.8%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	25.2%	17.5%
€25,000 - €49,999	39%	37.5%
€50,000 - €74,999	18.3%	22.8%
More than €74,999	17.3%	22.2%
Education level		
No studies	4.8%	5.0%
Primary education	2.9%	2.6%
Secondary education	21.8%	23.6%
Higher education	70.4%	68.9%

3 IN 10 TOURISTS ARE BRITISH

42 YEARS OLD
AVERAGE AGE

40% BOOK ROOM ONLY

Pictures: Freepik.com