

PROFILE OF TOURIST BY COMPANIONS (2019)

FAMILIES

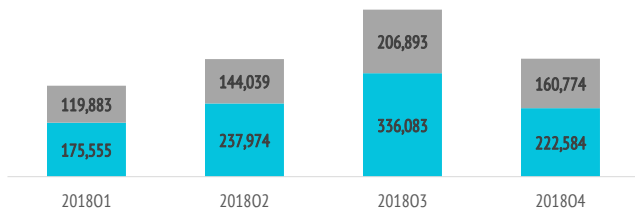
How many are they and how much do they spend?



	Families	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,603,785	13,271,035
- book holiday package	972,195	7,426,022
- do not book holiday package	631,589	5,845,014
- % tourists who book holiday package	60.6%	56.0%
Share of total tourist	12.1%	100%

TOURISTS BY QUARTER: FAMILIES

■ do not book holiday package ■ book holiday package



	Families	Total
Expenditure per tourist (€)	1,630	1,136
- book holiday package	1,727	1,268
- holiday package	1,443	1,031
- others	284	237
- do not book holiday package	1,481	967
- flight	464	263
- accommodation	545	321
- others	472	383
Average length of stay	8.80	9.09
- book holiday package	8.33	8.64
- do not book holiday package	9.52	9.68
Average daily expenditure (€)	199.2	138.9
- book holiday package	216.9	155.4
- do not book holiday package	171.9	117.9
Total turnover (> 15 years old) (€m)	2,615	15,070
- book holiday package	1,679	9,416
- do not book holiday package	936	5,655

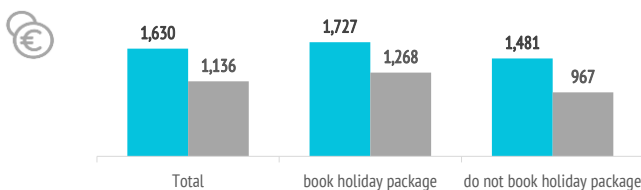
AVERAGE LENGTH OF STAY (nights)

■ Families ■ Total



EXPENDITURE PER TOURIST (€)

■ Families ■ Total



Importance of each factor in the destination choice



	Families	Total
Climate	80.0%	78.4%
Safety	55.5%	51.9%
Tranquility	44.1%	47.6%
Sea	43.8%	44.4%
Accommodation supply	43.7%	42.9%
Beaches	39.7%	37.7%
Price	36.9%	37.4%
European belonging	36.1%	36.1%
Environment	32.8%	33.2%
Effortless trip	32.2%	35.2%
Landscapes	30.7%	33.1%
Fun possibilities	27.5%	21.1%
Gastronomy	20.1%	23.2%
Authenticity	19.1%	20.3%
Exoticism	11.2%	11.4%
Historical heritage	7.6%	8.2%
Shopping	7.4%	9.4%
Culture	7.1%	8.0%
Hiking trail network	6.7%	9.6%
Nightlife	3.7%	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?



	Families	Total
Rest	34.1%	55.5%
Enjoy family time	43.7%	14.4%
Have fun	6.3%	8.6%
Explore the destination	14.2%	17.8%
Practice their hobbies	0.8%	1.9%
Other reasons	0.9%	1.8%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Families	Total
The same day	0.4%	0.7%
Between 1 and 30 days	17.0%	23.8%
Between 1 and 2 months	19.7%	22.8%
Between 3 and 6 months	36.6%	32.7%
More than 6 months	26.4%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

26.4ES
27.9%



TOTAL
20.0%

Picture: Freepik.com

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

	Families	Total
Previous visits to the Canary Islands	49.4%	51.9%
Friends or relatives	26.2%	27.1%
Internet or social media	60.9%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	9.2%	8.4%
Travel Blogs or Forums	7.8%	5.7%
Travel TV Channels	0.5%	0.8%
Tour Operator or Travel Agency	25.3%	22.6%
Public administrations or similar	0.2%	0.4%
Others	1.3%	2.4%

* Multi-choice question

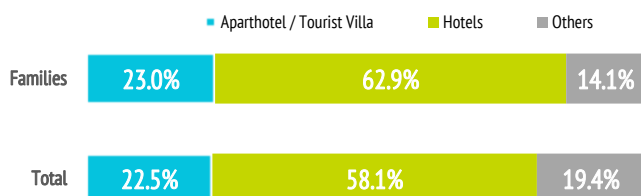
With whom did they book their flight and accommodation?

	Families	Total
Flight		
- Directly with the airline	38.3%	42.9%
- Tour Operator or Travel Agency	61.7%	57.1%
Accommodation		
- Directly with the accommodation	30.4%	31.5%
- Tour Operator or Travel Agency	69.6%	68.5%

Where do they stay?

	Families	Total
1-2-3* Hotel	12.3%	11.5%
4* Hotel	39.5%	37.6%
5* Hotel / 5* Luxury Hotel	11.2%	9.0%
Aparthotel / Tourist Villa	23.0%	22.5%
House/room rented in a private dwelling	4.3%	5.9%
Private accommodation (1)	5.2%	7.2%
Others (Cottage, cruise, camping,...)	4.6%	6.3%

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



What do they book?

	Families	Total
Room only	21.2%	27.9%
Bed and Breakfast	7.8%	12.4%
Half board	18.0%	21.2%
Full board	4.8%	3.6%
All inclusive	48.2%	34.9%

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48.2% of tourists book all inclusive.
(Canary Islands: 34.9%)

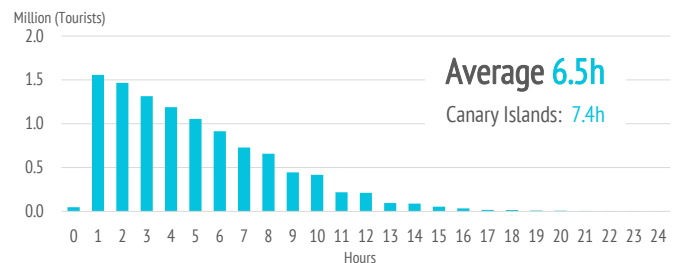
Other expenses

	Families	Total
Restaurants or cafes	52.8%	59.1%
Supermarkets	53.6%	52.1%
Car rental	34.9%	26.3%
Organized excursions	27.8%	20.6%
Taxi, transfer, chauffeur service	49.5%	50.0%
Theme Parks	18.5%	7.5%
Sport activities	7.5%	5.7%
Museums	5.0%	4.6%
Flights between islands	4.1%	4.4%

Activities in the Canary Islands

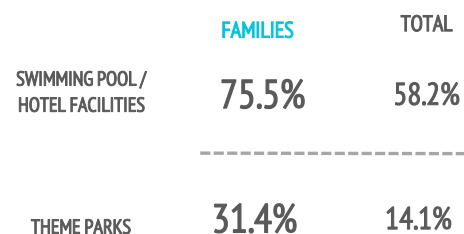
Outdoor time per day	Families	Total
0 hours	2.9%	2.1%
1 - 2 hours	15.1%	9.8%
3 - 6 hours	36.6%	32.6%
7 - 12 hours	39.5%	47.1%
More than 12 hours	5.9%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Families	Total
Beach	77.6%	66.3%
Swimming pool, hotel facilities	75.5%	58.2%
Walk, wander	66.7%	69.8%
Explore the island on their own	47.3%	45.2%
Theme parks	31.4%	14.1%
Taste Canarian gastronomy	21.7%	24.2%
Organized excursions	17.2%	16.9%
Sea excursions / whale watching	15.4%	11.1%
Sport activities	14.0%	13.4%
Museums / exhibitions	11.4%	10.1%
Activities at sea	11.1%	10.0%
Wineries / markets / popular festivals	9.6%	11.6%
Nature activities	9.5%	10.4%
Nightlife / concerts / shows	7.3%	15.5%
Beauty and health treatments	4.8%	5.4%
Astronomical observation	3.6%	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 family	1,603,785	312,381	210,017	392,752	657,250	21,460
- Share by islands	100%	19.5%	13.1%	24.5%	41.0%	1.3%
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 family	12.1%	12.4%	12.7%	10.6%	13.0%	9.1%

How many islands do they visit during their trip?

	Families	Total
One island	92.6%	91.4%
Two islands	6.3%	7.2%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Families	Total
Research		
- Tourist package	17.5%	14.8%
- Flights	14.5%	13.0%
- Accommodation	19.6%	16.9%
- Transport	16.4%	15.7%
- Restaurants	27.8%	28.4%
- Excursions	30.1%	26.2%
- Activities	34.1%	30.1%
Book or purchase		
- Tourist package	40.7%	39.4%
- Flights	65.8%	66.7%
- Accommodation	58.1%	57.3%
- Transport	52.8%	47.6%
- Restaurants	12.7%	12.1%
- Excursions	16.4%	13.0%
- Activities	19.6%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Families	Total
Did not use the Internet	4.1%	8.3%
Used the Internet	95.9%	91.7%
- Own Internet connection	40.5%	37.4%
- Free Wifi connection	40.8%	39.5%
Applications*		
- Search for locations or maps	67.0%	61.7%
- Search for destination info	52.9%	44.8%
- Share pictures or trip videos	58.1%	56.0%
- Download tourist apps	7.5%	7.0%
- Others	19.4%	22.6%

* Multi-choice question

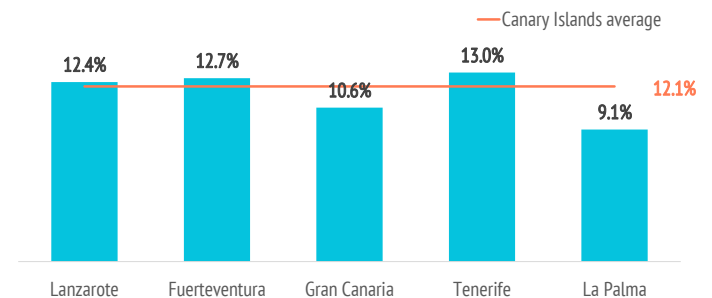


58.1% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

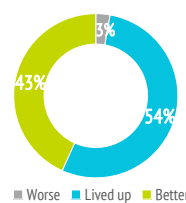


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Families	Total
Average rating	8.68	8.70

Experience in the Canary Islands	Families	Total
Worse or much worse than expected	2.8%	2.3%
Lived up to expectations	53.9%	55.6%
Better or much better than expected	43.3%	42.1%

Future intentions (scale 1-10)	Families	Total
Return to the Canary Islands	8.65	8.73
Recommend visiting the Canary Islands	8.90	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Families	Total
Repeat tourists	69.1%	72.2%
Repeat tourists (last 5 years)	60.9%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	12.8%	19.5%
At least 10 previous visits	11.8%	18.6%

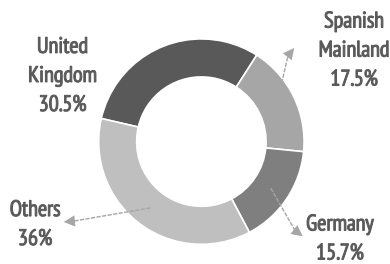
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Where are they from?



	%	Absolute
United Kingdom	30.5%	488,370
Spanish Mainland	17.5%	280,636
Germany	15.7%	251,789
France	4.7%	75,151
Sweden	4.0%	64,680
Netherlands	3.5%	56,719
Ireland	3.2%	51,884
Poland	2.9%	47,253
Italy	2.8%	45,332
Belgium	2.2%	35,183
Finland	2.2%	34,854
Denmark	2.0%	32,345
Switzerland	1.6%	25,116
Norway	1.4%	23,000
Portugal	0.9%	14,349
Russia	0.8%	13,280
Czech Republic	0.5%	8,420
Others	3.5%	55,425



Who do they come with?



	Families	Total
Unaccompanied	--	9.6%
Only with partner	--	48.1%
Only with children (< 13 years old)	46.3%	5.6%
Partner + children (< 13 years old)	53.7%	6.5%
Other relatives	--	9.3%
Friends	--	6.4%
Work colleagues	--	0.5%
Organized trip	--	0.3%
Other combinations ⁽¹⁾	--	13.7%

(1) Different situations have been isolated

Tourists with children	100%	17.7%
- Between 0 and 2 years old	8.6%	1.6%
- Between 3 and 12 years old	84.2%	14.8%
- Between 0 -2 and 3-12 years	7.1%	1.4%
Tourists without children	0.0%	82.3%
Group composition:		
- 1 person	0.0%	13.2%
- 2 people	5.2%	55.1%
- 3 people	35.8%	12.0%
- 4 or 5 people	54.9%	16.3%
- 6 or more people	4.1%	3.5%
Average group size:	3.75	2.54

Who are they?



	Families	Total
Gender		
Men	49.2%	48.6%
Women	50.8%	51.4%
Age		
Average age (tourist > 15 years old)	41.6	47.1
Standard deviation	7.7	15.4
Age range (> 15 years old)		
16 - 24 years old	0.6%	7.3%
25 - 30 years old	5.1%	10.9%
31 - 45 years old	67.6%	28.0%
46 - 60 years old	24.5%	31.8%
Over 60 years old	2.2%	22.1%
Occupation		
Salaried worker	64.1%	55.0%
Self-employed	14.1%	11.5%
Unemployed	1.2%	1.1%
Business owner	13.1%	9.4%
Student	2.0%	3.5%
Retired	3.3%	17.9%
Unpaid domestic work	1.8%	0.8%
Others	0.3%	0.8%
Annual household income level		
Less than €25,000	10.9%	17.5%
€25,000 - €49,999	32%	37.5%
€50,000 - €74,999	26.8%	22.8%
More than €74,999	30.0%	22.2%
Education level		
No studies	4.8%	5.0%
Primary education	1.8%	2.6%
Secondary education	19.4%	23.6%
Higher education	74.1%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited Canary Islands with family (Single or couple + children <13 years old).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.