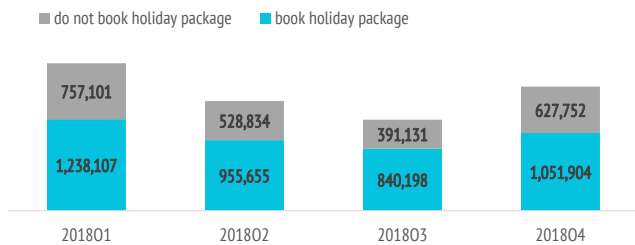


PROFILE OF TOURIST BY COMPANIONS (2018) ONLY WITH PARTNER

How many are they and how much do they spend?

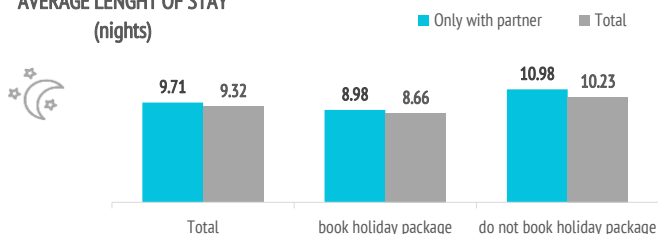
	Only with partner	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	6,390,681	13,485,651
- book holiday package	4,085,864	7,848,516
- do not book holiday package	2,304,818	5,637,135
- % tourists who book holiday package	63.9%	58.2%
Share of total tourist	47.4%	100%

TOURISTS BY QUARTER: ONLY WITH PARTNER

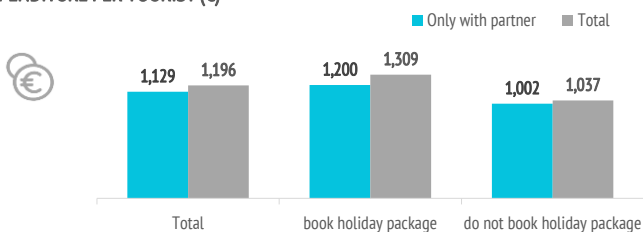


	Only with partner	Total
Expenditure per tourist (€)		
- book holiday package	1,129	1,196
- holiday package	959	1,064
- others	241	246
- do not book holiday package	1,002	1,037
- flight	243	288
- accommodation	358	350
- others	401	399
Average length of stay		
- book holiday package	9.71	9.32
- do not book holiday package	8.98	8.66
Average daily expenditure (€)	129.5	143.6
- book holiday package	140.5	159.8
- do not book holiday package	109.9	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	7,213	16,124
- do not book holiday package	4,903	10,277
	2,310	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Only with partner	Total
Climate	79.4%	78.1%
Safety	51.3%	51.4%
Tranquility	49.1%	46.2%
Accommodation supply	43.3%	41.7%
Sea	43.0%	43.3%
European belonging	37.3%	35.8%
Effortless trip	36.5%	34.8%
Price	35.8%	36.5%
Beaches	35.8%	37.1%
Landscapes	32.6%	31.6%
Environment	30.6%	30.6%
Gastronomy	23.9%	22.6%
Authenticity	18.8%	19.1%
Fun possibilities	16.6%	20.7%
Hiking trail network	9.7%	9.0%
Exoticism	9.7%	10.5%
Shopping	9.0%	9.6%
Historical heritage	7.1%	7.1%
Culture	6.8%	7.3%
Nightlife	6.5%	7.5%

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?

	Only with partner	Total
Rest	65.1%	55.1%
Enjoy family time	4.0%	14.7%
Have fun	5.9%	7.8%
Explore the destination	21.5%	18.5%
Practice their hobbies	1.4%	1.8%
Other reasons	2.1%	2.1%



How far in advance do they book their trip?

	Only with partner	Total
The same day	0.5%	0.7%
Between 1 and 30 days	23.1%	23.2%
Between 1 and 2 months	25.0%	23.0%
Between 3 and 6 months	33.3%	32.4%
More than 6 months	18.1%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

ONLY WITH PARTNER

25%



TOTAL

23%

Picture: Freepik.com

PROFILE OF TOURIST BY COMPANIONS (2018)

ONLY WITH PARTNER

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

	Only with partner	Total
Previous visits to the Canary Islands	52.3%	50.9%
Friends or relatives	22.9%	27.8%
Internet or social media	57.9%	56.1%
Mass Media	1.8%	1.7%
Travel guides and magazines	10.1%	9.5%
Travel Blogs or Forums	5.8%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	26.3%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.9%	2.3%

* Multi-choice question

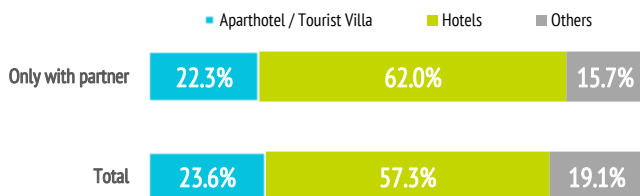
With whom did they book their flight and accommodation?

	Only with partner	Total
Flight		
- Directly with the airline	35.4%	39.5%
- Tour Operator or Travel Agency	64.6%	60.5%
Accommodation		
- Directly with the accommodation	26.3%	28.8%
- Tour Operator or Travel Agency	73.7%	71.2%

Where do they stay?

	Only with partner	Total
1-2-3* Hotel	12.7%	12.8%
4* Hotel	41.9%	37.7%
5* Hotel / 5* Luxury Hotel	7.4%	6.8%
Aparthotel / Tourist Villa	22.3%	23.6%
House/room rented in a private dwelling	4.7%	5.3%
Private accommodation (1)	4.6%	7.0%
Others (Cottage, cruise, camping,...)	6.4%	6.8%

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



What do they book?

	Only with partner	Total
Room only	26.6%	28.8%
Bed and Breakfast	12.9%	11.7%
Half board	26.0%	22.4%
Full board	2.7%	3.0%
All inclusive	31.9%	34.1%

”
26% of tourists book half board.
 (Canary Islands: 22.4%)

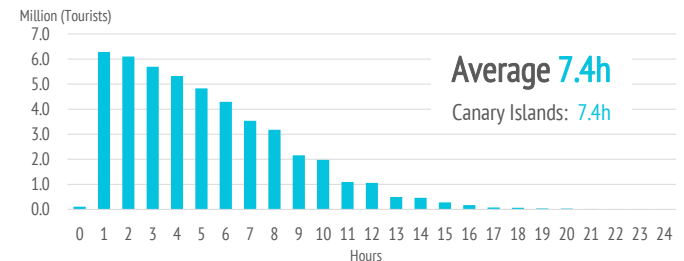
Other expenses

	Only with partner	Total
Restaurants or cafes	65.0%	63.2%
Supermarkets	54.9%	55.9%
Car rental	27.5%	26.6%
Organized excursions	21.4%	21.8%
Taxi, transfer, chauffeur service	54.2%	51.7%
Theme Parks	6.3%	8.8%
Sport activities	5.2%	6.4%
Museums	5.5%	5.0%
Flights between islands	4.6%	4.8%

Activities in the Canary Islands

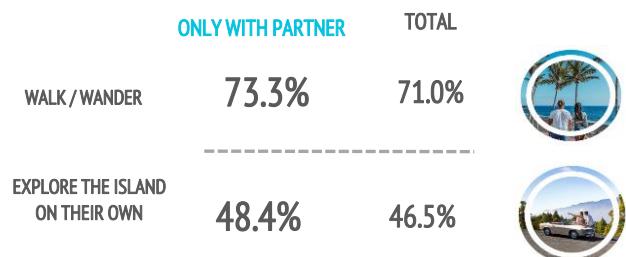
Outdoor time per day	Only with partner	Total
0 hours	1.6%	2.2%
1 - 2 hours	9.3%	10.0%
3 - 6 hours	33.7%	32.6%
7 - 12 hours	47.7%	46.5%
More than 12 hours	7.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Only with partner	Total
Walk, wander	73.3%	71.0%
Beach	64.4%	68.0%
Swimming pool, hotel facilities	55.6%	58.9%
Explore the island on their own	48.4%	46.5%
Taste Canarian gastronomy	26.7%	25.4%
Organized excursions	18.2%	17.9%
Nightlife / concerts / shows	14.5%	15.5%
Wineries / markets / popular festivals	12.3%	12.0%
Sport activities	11.9%	14.3%
Theme parks	10.9%	15.5%
Nature activities	10.7%	10.0%
Museums / exhibitions	10.2%	9.8%
Sea excursions / whale watching	10.1%	11.3%
Activities at sea	8.9%	9.8%
Beauty and health treatments	5.5%	5.7%
Astronomical observation	3.5%	3.4%

* Multi-choice question



PROFILE OF TOURIST BY COMPANIONS (2018)

ONLY WITH PARTNER

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling only with partner	6,390,681	1,196,883	964,382	1,748,865	2,280,418	145,229
- Share by islands	100%	18.7%	15.1%	27.4%	35.7%	2.3%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Tourists travelling only with partner	47.4%	48.7%	51.9%	45.7%	45.7%	58.3%

How many islands do they visit during their trip?

	Only with partner	Total
One island	91.1%	90.9%
Two islands	7.4%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Only with partner	Total
Research		
- Tourist package	15.3%	15.4%
- Flights	13.5%	13.0%
- Accommodation	18.5%	17.7%
- Transport	15.3%	15.6%
- Restaurants	27.7%	27.0%
- Excursions	26.7%	26.3%
- Activities	30.8%	31.0%
Book or purchase		
- Tourist package	41.5%	38.1%
- Flights	62.6%	64.4%
- Accommodation	55.0%	54.5%
- Transport	45.2%	44.7%
- Restaurants	9.9%	10.5%
- Excursions	10.7%	11.4%
- Activities	10.6%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Only with partner	Total
Did not use the Internet	11.0%	9.8%
Used the Internet	89.0%	90.2%
- Own Internet connection	33.4%	36.5%
- Free Wifi connection	43.2%	41.1%
Applications*		
- Search for locations or maps	59.9%	60.7%
- Search for destination info	44.2%	44.7%
- Share pictures or trip videos	53.6%	55.6%
- Download tourist apps	6.7%	6.5%
- Others	24.9%	23.9%

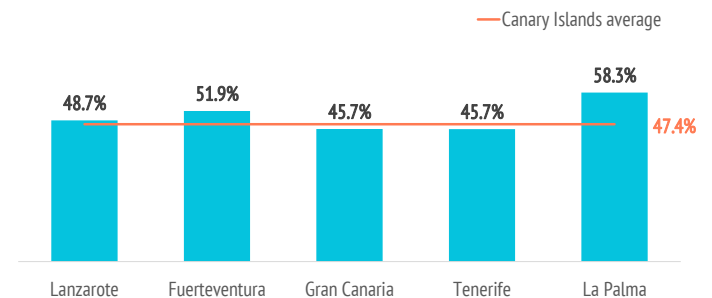
* Multi-choice question

53.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

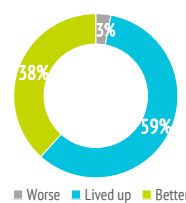


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Only with partner	Total
Average rating	8.57	8.58

Experience in the Canary Islands	Only with partner	Total
Worse or much worse than expected	3.0%	2.9%
Lived up to expectations	58.7%	57.4%
Better or much better than expected	38.3%	39.7%

Future intentions (scale 1-10)	Only with partner	Total
Return to the Canary Islands	8.58	8.60
Recommend visiting the Canary Islands	8.84	8.86



Experience in the Canary

8.58/10

Return to the Canary Islands

8.84/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Only with partner	Total
Repeat tourists	71.7%	71.0%
Repeat tourists (last 5 years)	65.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	20.4%	18.4%
At least 10 previous visits	19.4%	17.8%

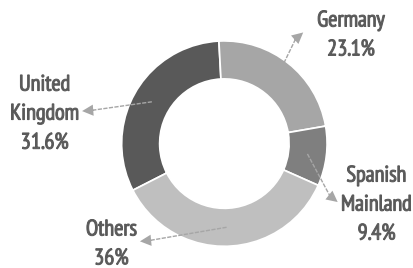
PROFILE OF TOURIST BY COMPANIONS (2018)

ONLY WITH PARTNER

Where are they from?



	%	Absolute
United Kingdom	31.6%	2,022,634
Germany	23.1%	1,477,680
Spanish Mainland	9.4%	600,221
Netherlands	4.6%	291,974
France	3.8%	241,176
Sweden	3.6%	231,445
Ireland	3.3%	211,540
Italy	3.2%	201,338
Norway	3.0%	193,787
Belgium	2.9%	186,447
Switzerland	2.2%	142,529
Poland	1.9%	122,293
Denmark	1.8%	117,775
Finland	1.6%	103,469
Austria	0.9%	58,913
Russia	0.3%	20,815
Czech Republic	0.3%	19,834
Others	2.3%	146,811



Who do they come with?

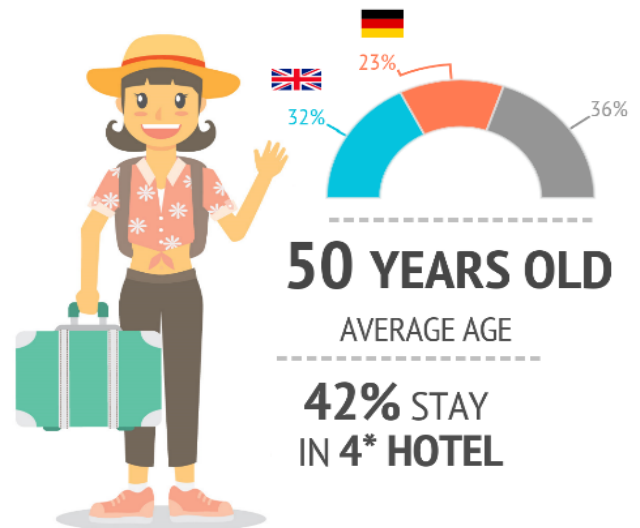


	Only with partner	Total
Unaccompanied	--	8.9%
Only with partner	100.0%	47.4%
Only with children (< 13 years old)	--	5.9%
Partner + children (< 13 years old)	--	7.2%
Other relatives	--	9.0%
Friends	--	6.3%
Work colleagues	--	0.5%
Organized trip	--	0.2%
Other combinations ⁽¹⁾	--	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	--	19.3%
- Between 0 and 2 years old	--	1.8%
- Between 3 and 12 years old	--	15.8%
- Between 0 -2 and 3-12 years	--	1.6%
Tourists without children	100.0%	80.7%
Group composition:		
- 1 person	--	12.4%
- 2 people	--	54.1%
- 3 people	--	12.6%
- 4 or 5 people	--	17.1%
- 6 or more people	--	3.8%
Average group size:	2.00	2.58

Who are they?



	Only with partner	Total
Gender		
Men	49.7%	48.2%
Women	50.3%	51.8%
Age		
Average age (tourist > 15 years old)	50.0	46.7
Standard deviation	16.4	15.3
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.7%
25 - 30 years old	11.6%	10.8%
31 - 45 years old	17.7%	28.6%
46 - 60 years old	32.2%	31.3%
Over 60 years old	31.3%	21.5%
Occupation		
Salaried worker	51.0%	55.5%
Self-employed	9.7%	11.0%
Unemployed	1.0%	1.1%
Business owner	8.1%	9.2%
Student	3.5%	4.2%
Retired	25.3%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.9%	17.0%
€25,000 - €49,999	38%	36.5%
€50,000 - €74,999	26.4%	25.0%
More than €74,999	19.8%	21.5%
Education level		
No studies	4.7%	4.8%
Primary education	3.2%	2.8%
Secondary education	25.3%	23.1%
Higher education	66.7%	69.3%



Pictures: Freepik.com