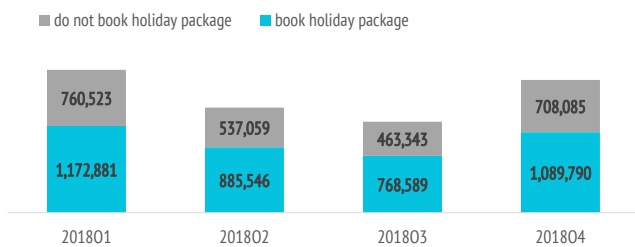


PROFILE OF TOURIST BY COMPANIONS (2019) ONLY WITH PARTNER

How many are they and how much do they spend?

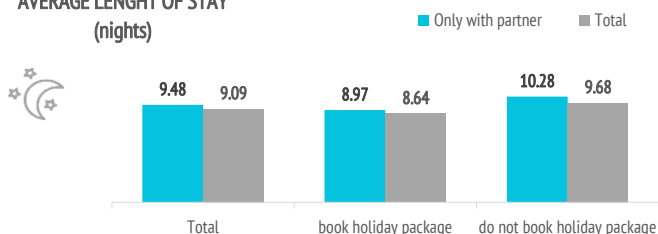
	Only with partner	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	6,385,815	13,271,035
- book holiday package	3,916,806	7,426,022
- do not book holiday package	2,469,009	5,845,014
- % tourists who book holiday package	61.3%	56.0%
Share of total tourist	48.1%	100%

TOURISTS BY QUARTER: ONLY WITH PARTNER

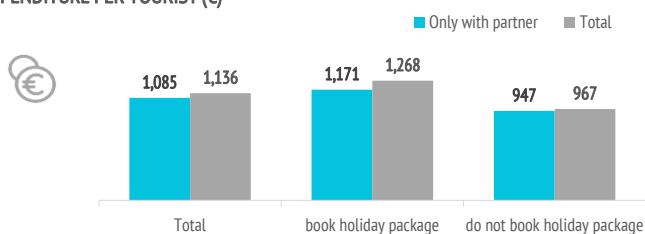


	Only with partner	Total
Expenditure per tourist (€)		
- book holiday package	1,085	1,136
- holiday package	938	1,031
- others	234	237
- do not book holiday package	947	967
- flight	227	263
- accommodation	328	321
- others	392	383
Average length of stay		
- book holiday package	9.48	9.09
- do not book holiday package	8.97	8.64
Average daily expenditure (€)	126.5	138.9
- book holiday package	138.2	155.4
- do not book holiday package	107.9	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	6,927	15,070
- do not book holiday package	4,588	9,416
	2,339	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Only with partner	Total
Climate	79.7%	78.4%
Safety	52.3%	51.9%
Tranquility	50.1%	47.6%
Accommodation supply	45.6%	42.9%
Sea	44.1%	44.4%
Price	37.3%	37.4%
European belonging	37.1%	36.1%
Effortless trip	36.2%	35.2%
Beaches	36.2%	37.7%
Landscapes	33.8%	33.1%
Environment	33.7%	33.2%
Gastronomy	24.0%	23.2%
Authenticity	19.5%	20.3%
Fun possibilities	17.0%	21.1%
Exoticism	10.6%	11.4%
Hiking trail network	10.4%	9.6%
Shopping	8.8%	9.4%
Historical heritage	8.0%	8.2%
Culture	7.5%	8.0%
Nightlife	6.8%	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?

	Only with partner	Total
Rest	64.7%	55.5%
Enjoy family time	4.3%	14.4%
Have fun	7.1%	8.6%
Explore the destination	20.7%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	1.7%	1.8%



How far in advance do they book their trip?

	Only with partner	Total
The same day	0.4%	0.7%
Between 1 and 30 days	23.3%	23.8%
Between 1 and 2 months	24.5%	22.8%
Between 3 and 6 months	33.7%	32.7%
More than 6 months	18.1%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

ONLY WITH PARTNER
24.5%



TOTAL
22.8%

Picture: Freepik.com

PROFILE OF TOURIST BY COMPANIONS (2019)

ONLY WITH PARTNER

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

	Only with partner	Total
Previous visits to the Canary Islands	54.6%	51.9%
Friends or relatives	22.6%	27.1%
Internet or social media	56.5%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	9.2%	8.4%
Travel Blogs or Forums	6.1%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	24.0%	22.6%
Public administrations or similar	0.4%	0.4%
Others	1.9%	2.4%

* Multi-choice question

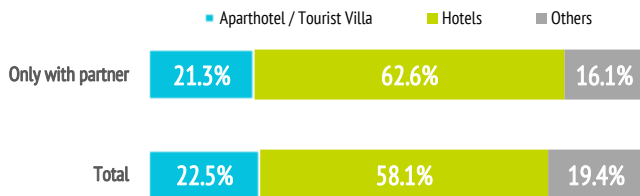
With whom did they book their flight and accommodation?

	Only with partner	Total
Flight		
- Directly with the airline	39.5%	42.9%
- Tour Operator or Travel Agency	60.5%	57.1%
Accommodation		
- Directly with the accommodation	29.2%	31.5%
- Tour Operator or Travel Agency	70.8%	68.5%

Where do they stay?

	Only with partner	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	41.9%	37.6%
5* Hotel / 5* Luxury Hotel	9.8%	9.0%
Aparthotel / Tourist Villa	21.3%	22.5%
House/room rented in a private dwelling	5.3%	5.9%
Private accommodation (1)	4.7%	7.2%
Others (Cottage, cruise, camping,...)	6.1%	6.3%

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



What do they book?

	Only with partner	Total
Room only	26.1%	27.9%
Bed and Breakfast	13.3%	12.4%
Half board	24.9%	21.2%
Full board	3.2%	3.6%
All inclusive	32.6%	34.9%

”
24.9% of tourists book half board.
(Canary Islands: 21.2%)

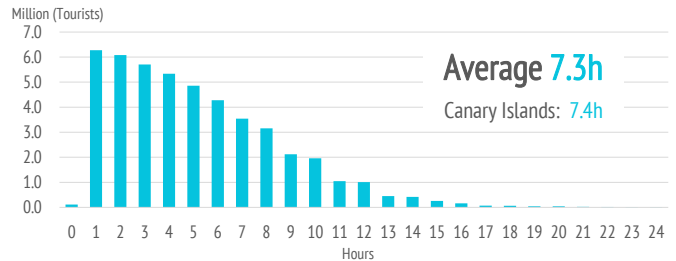
Other expenses

	Only with partner	Total
Restaurants or cafes	60.6%	59.1%
Supermarkets	50.7%	52.1%
Car rental	27.3%	26.3%
Organized excursions	19.9%	20.6%
Taxi, transfer, chauffeur service	53.4%	50.0%
Theme Parks	5.5%	7.5%
Sport activities	4.6%	5.7%
Museums	5.1%	4.6%
Flights between islands	4.3%	4.4%

Activities in the Canary Islands

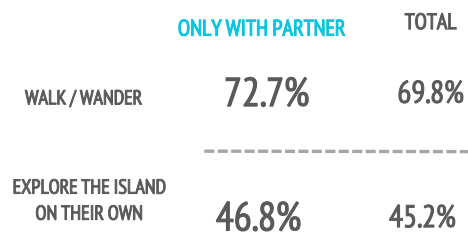
Outdoor time per day	Only with partner	Total
0 hours	1.7%	2.1%
1 - 2 hours	9.0%	9.8%
3 - 6 hours	33.8%	32.6%
7 - 12 hours	48.4%	47.1%
More than 12 hours	7.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Only with partner	Total
Walk, wander	72.7%	69.8%
Beach	63.1%	66.3%
Swimming pool, hotel facilities	56.0%	58.2%
Explore the island on their own	46.8%	45.2%
Taste Canarian gastronomy	25.1%	24.2%
Organized excursions	17.6%	16.9%
Nightlife / concerts / shows	14.6%	15.5%
Wineries / markets / popular festivals	12.3%	11.6%
Sport activities	11.3%	13.4%
Nature activities	10.9%	10.4%
Sea excursions / whale watching	10.3%	11.1%
Museums / exhibitions	10.3%	10.1%
Theme parks	10.2%	14.1%
Activities at sea	9.0%	10.0%
Beauty and health treatments	5.1%	5.4%
Astronomical observation	3.6%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY COMPANIONS (2019) 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	6,385,815	1,248,248	843,585	1,705,809	2,390,323	137,029
- Share by islands	100%	19.5%	13.2%	26.7%	37.4%	2.1%
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 only with partner	48.1%	49.5%	50.8%	46.1%	47.4%	58.2%

How many islands do they visit during their trip?

	Only with partner	Total
One island	91.8%	91.4%
Two islands	6.8%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Only with partner	Total
Research		
- Tourist package	15.1%	14.8%
- Flights	12.9%	13.0%
- Accommodation	17.5%	16.9%
- Transport	15.0%	15.7%
- Restaurants	29.8%	28.4%
- Excursions	26.3%	26.2%
- Activities	30.0%	30.1%
Book or purchase		
- Tourist package	43.0%	39.4%
- Flights	65.7%	66.7%
- Accommodation	58.4%	57.3%
- Transport	49.1%	47.6%
- Restaurants	12.0%	12.1%
- Excursions	12.8%	13.0%
- Activities	13.3%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Only with partner	Total
Did not use the Internet	9.3%	8.3%
Used the Internet	90.7%	91.7%
- Own Internet connection	34.2%	37.4%
- Free Wifi connection	42.0%	39.5%
Applications*		
- Search for locations or maps	61.2%	61.7%
- Search for destination info	45.0%	44.8%
- Share pictures or trip videos	54.2%	56.0%
- Download tourist apps	7.2%	7.0%
- Others	22.9%	22.6%

* Multi-choice question



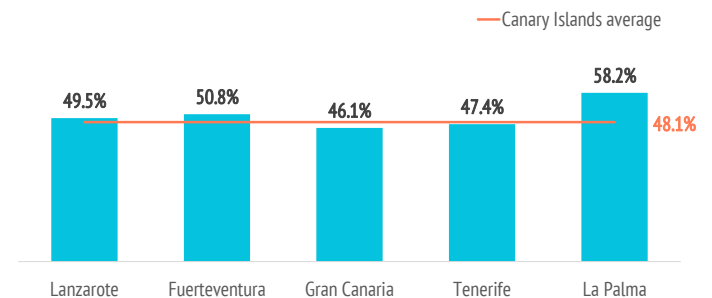
61.2% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

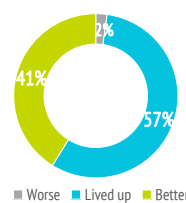


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Only with partner	Total
Average rating	8.72	8.70

Experience in the Canary Islands	Only with partner	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	56.7%	55.6%
Better or much better than expected	41.1%	42.1%

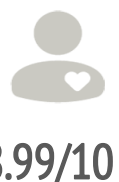
Future intentions (scale 1-10)	Only with partner	Total
Return to the Canary Islands	8.76	8.73
Recommend visiting the Canary Islands	8.99	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Only with partner	Total
Repeat tourists	73.7%	72.2%
Repeat tourists (last 5 years)	68.8%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.9%	19.5%
At least 10 previous visits	19.9%	18.6%

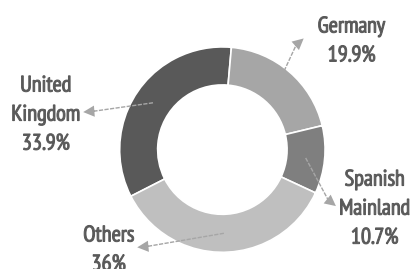
PROFILE OF TOURIST BY COMPANIONS (2019)

ONLY WITH PARTNER

Where are they from?



	%	Absolute
United Kingdom	33.9%	2,164,721
Germany	19.9%	1,267,706
Spanish Mainland	10.7%	681,721
Netherlands	4.4%	278,891
France	3.9%	251,109
Ireland	3.7%	237,026
Sweden	3.4%	216,656
Belgium	3.2%	202,179
Italy	3.0%	191,089
Norway	2.9%	182,993
Poland	2.1%	132,001
Denmark	1.7%	108,526
Switzerland	1.6%	103,411
Finland	1.6%	101,102
Austria	0.6%	41,113
Portugal	0.4%	24,783
Russia	0.4%	24,060
Others	2.8%	176,728



Who do they come with?



	Only with partner	Total
Unaccompanied	--	9.6%
Only with partner	100.0%	48.1%
Only with children (< 13 years old)	--	5.6%
Partner + children (< 13 years old)	--	6.5%
Other relatives	--	9.3%
Friends	--	6.4%
Work colleagues	--	0.5%
Organized trip	--	0.3%
Other combinations ⁽¹⁾	--	0.0%

(1) Different situations have been isolated

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	100.0%	82.3%
Group composition:		
- 1 person	--	13.2%
- 2 people	--	55.1%
- 3 people	--	12.0%
- 4 or 5 people	--	16.3%
- 6 or more people	--	3.5%
Average group size:	2.00	2.54

Who are they?



	Only with partner	Total
Gender		
Men	50.0%	48.6%
Women	50.0%	51.4%
Age		
Average age (tourist > 15 years old)	50.5	47.1
Standard deviation	16.3	15.4
Age range (> 15 years old)		
16 - 24 years old	6.6%	7.3%
25 - 30 years old	11.5%	10.9%
31 - 45 years old	17.5%	28.0%
46 - 60 years old	32.4%	31.8%
Over 60 years old	32.1%	22.1%
Occupation		
Salaried worker	51.4%	55.0%
Self-employed	10.3%	11.5%
Unemployed	1.0%	1.1%
Business owner	8.0%	9.4%
Student	2.3%	3.5%
Retired	25.8%	17.9%
Unpaid domestic work	0.5%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.5%	17.5%
€25,000 - €49,999	39%	37.5%
€50,000 - €74,999	22.3%	22.8%
More than €74,999	21.2%	22.2%
Education level		
No studies	4.8%	5.0%
Primary education	2.8%	2.6%
Secondary education	26.2%	23.6%
Higher education	66.1%	68.9%



Pictures: Freepik.com