

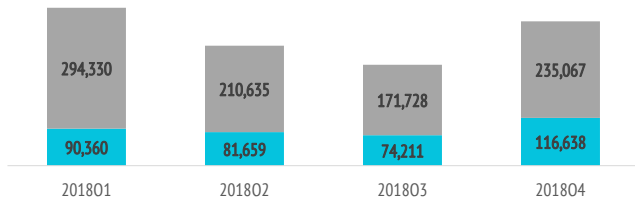
PROFILE OF TOURIST BY COMPANIONS (2019) UNACCOMPANIED

How many are they and how much do they spend?

	Unaccompanied	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,274,628	13,271,035
- book holiday package	362,868	7,426,022
- do not book holiday package	911,760	5,845,014
- % tourists who book holiday package	28.5%	56.0%
Share of total tourist	9.6%	100%

TOURISTS BY QUARTER: UNACCOMPANIED

■ do not book holiday package ■ book holiday package

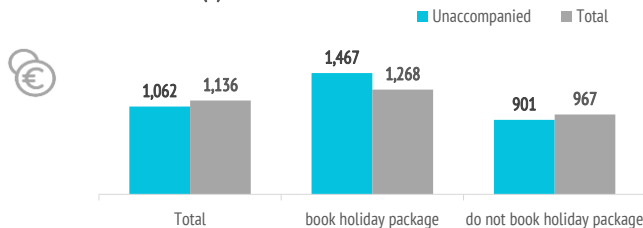


	Unaccompanied	Total
Expenditure per tourist (€)		
- book holiday package	1,062	1,136
- holiday package	1,467	1,268
- others	1,145	1,031
- do not book holiday package	323	237
- do not book holiday package	901	967
- flight	262	263
- accommodation	209	321
- others	430	383
Average length of stay		
- book holiday package	9.81	9.09
- book holiday package	8.78	8.64
- do not book holiday package	10.23	9.68
Average daily expenditure (€)		
- book holiday package	140.3	138.9
- book holiday package	184.5	155.4
- do not book holiday package	122.7	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,354	15,070
- book holiday package	532	9,416
- do not book holiday package	822	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Unaccompanied	Total
Climate	70.4%	78.4%
Sea	47.7%	44.4%
Tranquility	47.1%	47.6%
Safety	42.3%	51.9%
Beaches	41.2%	37.7%
Landscapes	39.3%	33.1%
European belonging	36.1%	36.1%
Effortless trip	34.9%	35.2%
Environment	33.1%	33.2%
Price	31.1%	37.4%
Accommodation supply	26.6%	42.9%
Authenticity	25.0%	20.3%
Gastronomy	24.3%	23.2%
Fun possibilities	20.3%	21.1%
Hiking trail network	14.3%	9.6%
Exoticism	12.9%	11.4%
Nightlife	12.3%	8.0%
Historical heritage	11.4%	8.2%
Culture	10.4%	8.0%
Shopping	9.8%	9.4%

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?

	Unaccompanied	Total
Rest	50.5%	55.5%
Enjoy family time	17.3%	14.4%
Have fun	9.4%	8.6%
Explore the destination	14.2%	17.8%
Practice their hobbies	4.7%	1.9%
Other reasons	3.9%	1.8%

ENJOY FAMILY TIME



How far in advance do they book their trip?

	Unaccompanied	Total
The same day	2.6%	0.7%
Between 1 and 30 days	45.8%	23.8%
Between 1 and 2 months	23.9%	22.8%
Between 3 and 6 months	19.8%	32.7%
More than 6 months	7.9%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

UNACCOMPANIED
45.8%



TOTAL
23.8%

Picture: Freepik.com

PROFILE OF TOURIST BY COMPANIONS (2019)

UNACCOMPANIED

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

	Unaccompanied	Total
Previous visits to the Canary Islands	47.8%	51.9%
Friends or relatives	33.7%	27.1%
Internet or social media	41.6%	54.7%
Mass Media	1.1%	1.6%
Travel guides and magazines	4.2%	8.4%
Travel Blogs or Forums	3.1%	5.7%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	12.4%	22.6%
Public administrations or similar	0.8%	0.4%
Others	5.4%	2.4%

* Multi-choise question

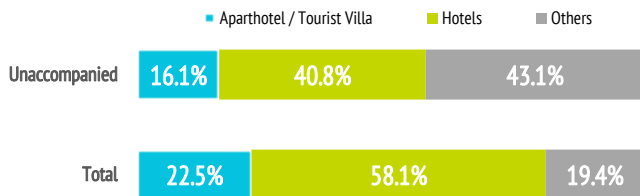
With whom did they book their flight and accommodation?

	Unaccompanied	Total
Flight		
- Directly with the airline	61.8%	42.9%
- Tour Operator or Travel Agency	38.2%	57.1%
Accommodation		
- Directly with the accommodation	42.1%	31.5%
- Tour Operator or Travel Agency	57.9%	68.5%

Where do they stay?

	Unaccompanied	Total
1-2-3* Hotel	11.4%	11.5%
4* Hotel	24.4%	37.6%
5* Hotel / 5* Luxury Hotel	4.9%	9.0%
Aparthotel / Tourist Villa	16.1%	22.5%
House/room rented in a private dwelling	7.8%	5.9%
Private accommodation (1)	27.3%	7.2%
Others (Cottage, cruise, camping,...)	8.0%	6.3%

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



What do they book?

	Unaccompanied	Total
Room only	37.2%	27.9%
Bed and Breakfast	21.7%	12.4%
Half board	18.6%	21.2%
Full board	3.2%	3.6%
All inclusive	19.4%	34.9%

”
37.2% of tourists book room only.
(Canary Islands: 27.9%)

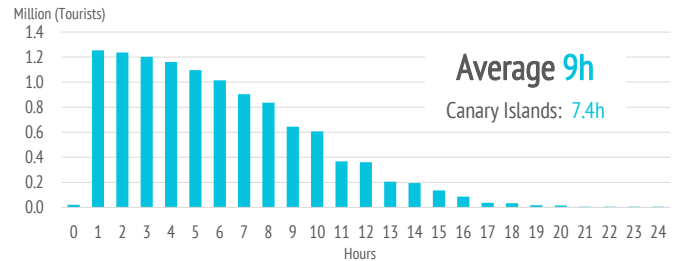
Other expenses

	Unaccompanied	Total
Restaurants or cafes	65.3%	59.1%
Supermarkets	57.1%	52.1%
Car rental	16.1%	26.3%
Organized excursions	10.8%	20.6%
Taxi, transfer, chauffeur service	34.7%	50.0%
Theme Parks	2.9%	7.5%
Sport activities	5.6%	5.7%
Museums	3.4%	4.6%
Flights between islands	5.7%	4.4%

Activities in the Canary Islands

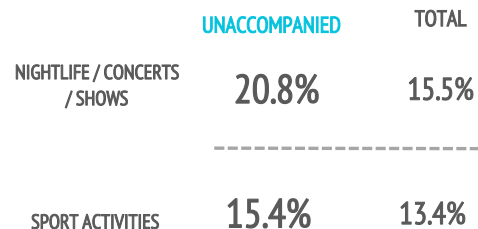
Outdoor time per day	Unaccompanied	Total
0 hours	1.6%	2.1%
1 - 2 hours	4.1%	9.8%
3 - 6 hours	23.4%	32.6%
7 - 12 hours	54.9%	47.1%
More than 12 hours	16.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Unaccompanied	Total
Walk, wander	62.5%	69.8%
Beach	60.1%	66.3%
Explore the island on their own	39.6%	45.2%
Swimming pool, hotel facilities	33.2%	58.2%
Taste Canarian gastronomy	23.5%	24.2%
Nightlife / concerts / shows	20.8%	15.5%
Sport activities	15.4%	13.4%
Nature activities	10.2%	10.4%
Museums / exhibitions	9.8%	10.1%
Wineries / markets / popular festivals	9.6%	11.6%
Activities at sea	8.9%	10.0%
Organized excursions	8.3%	16.9%
Beauty and health treatments	6.2%	5.4%
Theme parks	6.2%	14.1%
Sea excursions / whale watching	5.3%	11.1%
Astronomical observation	3.4%	3.5%

* Multi-choise question



PROFILE OF TOURIST BY COMPANIONS (2019)

UNACCOMPANIED

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling unaccompanied	1,274,628	139,591	134,056	516,641	448,938	22,216
- Share by islands	100%	11.0%	10.5%	40.5%	35.2%	1.7%
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 unaccompanied	9.6%	5.5%	8.1%	14.0%	8.9%	9.4%

How many islands do they visit during their trip?

	Unaccompanied	Total
One island	87.7%	91.4%
Two islands	10.3%	7.2%
Three or more islands	2.0%	1.4%

Internet usage during their trip

	Unaccompanied	Total
Research		
- Tourist package	8.6%	14.8%
- Flights	9.7%	13.0%
- Accommodation	10.5%	16.9%
- Transport	16.1%	15.7%
- Restaurants	21.6%	28.4%
- Excursions	17.3%	26.2%
- Activities	21.2%	30.1%
Book or purchase		
- Tourist package	26.5%	39.4%
- Flights	71.4%	66.7%
- Accommodation	46.3%	57.3%
- Transport	33.3%	47.6%
- Restaurants	8.6%	12.1%
- Excursions	8.2%	13.0%
- Activities	10.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Unaccompanied	Total
Did not use the Internet	10.5%	8.3%
Used the Internet	89.5%	91.7%
- Own Internet connection	46.3%	37.4%
- Free Wifi connection	26.7%	39.5%
Applications*		
- Search for locations or maps	54.9%	61.7%
- Search for destination info	32.1%	44.8%
- Share pictures or trip videos	49.9%	56.0%
- Download tourist apps	6.1%	7.0%
- Others	28.1%	22.6%

* Multi-choice question

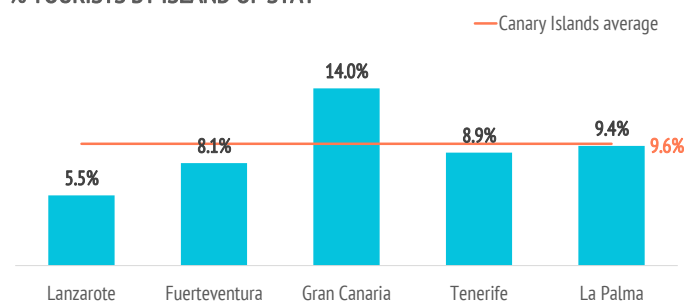
54.9% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

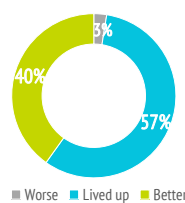


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Unaccompanied	Total
Average rating	8.59	8.70

Experience in the Canary Islands	Unaccompanied	Total
Worse or much worse than expected	2.5%	2.3%
Lived up to expectations	57.4%	55.6%
Better or much better than expected	40.1%	42.1%

Future intentions (scale 1-10)	Unaccompanied	Total
Return to the Canary Islands	8.91	8.73
Recommend visiting the Canary Islands	8.96	8.95



Experience in the Canary



8.91/10

Return to the Canary Islands



8.96/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Unaccompanied	Total
Repeat tourists	74.8%	72.2%
Repeat tourists (last 5 years)	70.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	32.7%	19.5%
At least 10 previous visits	29.6%	18.6%

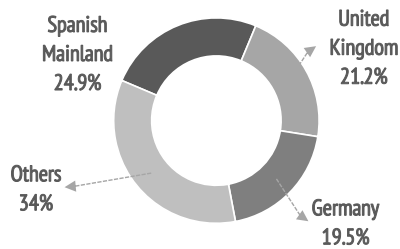
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UNACCOMPANIED

Where are they from?



	%	Absolute
Spanish Mainland	24.9%	317,164
United Kingdom	21.2%	270,599
Germany	19.5%	248,801
Italy	4.5%	56,990
Norway	3.4%	42,938
Switzerland	3.0%	38,508
Netherlands	2.7%	34,192
Sweden	2.6%	32,537
Belgium	2.5%	31,743
Ireland	2.2%	28,330
France	2.2%	27,645
Finland	1.4%	17,971
Poland	1.2%	15,615
Denmark	0.8%	10,517
Austria	0.7%	8,994
Russia	0.6%	7,999
United States	0.6%	7,183
Others	6.0%	76,902



Who do they come with?



	Unaccompanied	Total
Unaccompanied	100%	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	--	6.4%
Work colleagues	--	0.5%
Organized trip	--	0.3%
Other combinations ⁽¹⁾	--	0.0%

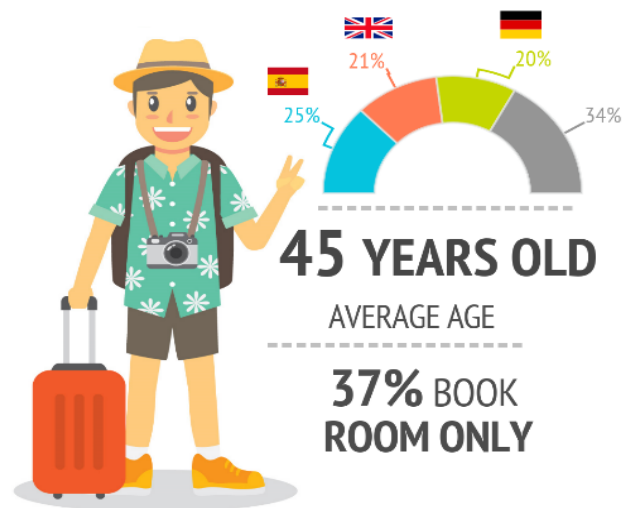
(1) Different situations have been isolated

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%	82.3%
Group composition:		
- 1 person	100%	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:	1.00	2.54

Who are they?



	Unaccompanied	Total
Gender		
Men	60.6%	48.6%
Women	39.4%	51.4%
Age		
Average age (tourist > 15 years old)	44.9	47.1
Standard deviation	15.5	15.4
Age range (> 15 years old)		
16 - 24 years old	8.8%	7.3%
25 - 30 years old	13.9%	10.9%
31 - 45 years old	29.9%	28.0%
46 - 60 years old	29.4%	31.8%
Over 60 years old	18.0%	22.1%
Occupation		
Salaried worker	55.6%	55.0%
Self-employed	13.8%	11.5%
Unemployed	1.8%	1.1%
Business owner	10.5%	9.4%
Student	4.3%	3.5%
Retired	12.6%	17.9%
Unpaid domestic work	0.2%	0.8%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	23.2%	17.5%
€25,000 - €49,999	41%	37.5%
€50,000 - €74,999	20.8%	22.8%
More than €74,999	15.3%	22.2%
Education level		
No studies	2.3%	5.0%
Primary education	2.8%	2.6%
Secondary education	19.1%	23.6%
Higher education	75.7%	68.9%



Pictures: Freepik.com