

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

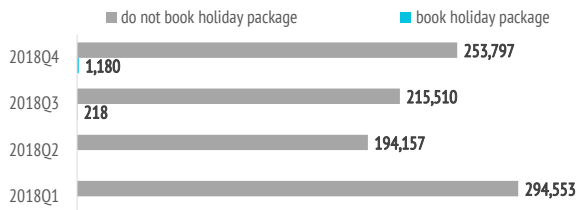
PRIVATE ACCOMMODATION

How many are they and how much do they spend?



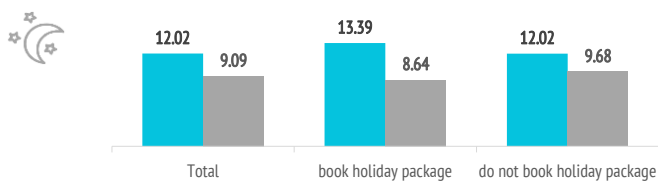
| | Private accommodation | Total |
|---------------------------------------|-----------------------|------------|
| TOURISTS | | |
| Tourist arrivals (FRONTUR) | n.d. | 15,110,866 |
| Tourist arrivals > 15 years old (EGT) | 959,415 | 13,271,035 |
| - book holiday package | 1,398 | 7,426,022 |
| - do not book holiday package | 958,017 | 5,845,014 |
| - % tourists who book holiday package | 0.1% | 56.0% |
| Share of total tourist | 7.2% | 100% |

TOURISTS IN PRIVATE ACCOMMODATION

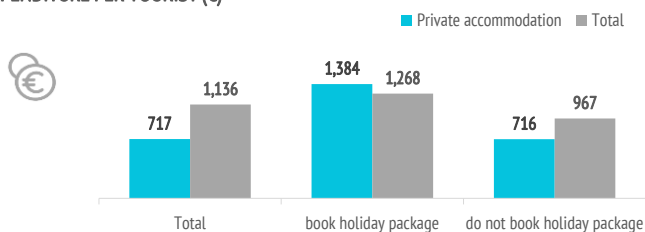


| | Private accommodation | Total |
|--|-----------------------|-------|
| Expenditure per tourist (€) | | |
| - book holiday package | 1,384 | 1,268 |
| - holiday package | 1,084 | 1,031 |
| - others | 300 | 237 |
| - do not book holiday package | 716 | 967 |
| - flight | 280 | 263 |
| - accommodation | 12 | 321 |
| - others | 425 | 383 |
| Average length of stay | | |
| - book holiday package | 13.39 | 8.64 |
| - do not book holiday package | 12.02 | 9.68 |
| Average daily expenditure (€) | | |
| - book holiday package | 130.3 | 155.4 |
| - do not book holiday package | 74.4 | 117.9 |
| Total turnover (> 15 years old) (€m) | | |
| - book holiday package | 2 | 9,416 |
| - do not book holiday package | 686 | 5,655 |

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



| | Private accommodation | Total |
|----------------------|-----------------------|-------|
| Climate | 63.4% | 78.4% |
| Sea | 48.5% | 44.4% |
| Tranquility | 48.2% | 47.6% |
| Landscapes | 40.7% | 33.1% |
| Beaches | 40.1% | 37.7% |
| Safety | 40.0% | 51.9% |
| Environment | 37.2% | 33.2% |
| European belonging | 34.0% | 36.1% |
| Effortless trip | 32.9% | 35.2% |
| Gastronomy | 30.6% | 23.2% |
| Price | 29.8% | 37.4% |
| Authenticity | 26.3% | 20.3% |
| Fun possibilities | 22.3% | 21.1% |
| Hiking trail network | 14.8% | 9.6% |
| Accommodation supply | 14.4% | 42.9% |
| Exoticism | 13.5% | 11.4% |
| Historical heritage | 12.9% | 8.2% |
| Culture | 12.1% | 8.0% |
| Nightlife | 10.9% | 8.0% |
| Shopping | 9.6% | 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?



| | Private accommodation | Total |
|-------------------------|-----------------------|-------|
| Rest | 34.5% | 55.5% |
| Enjoy family time | 37.3% | 14.4% |
| Have fun | 8.3% | 8.6% |
| Explore the destination | 12.3% | 17.8% |
| Practice their hobbies | 2.7% | 1.9% |
| Other reasons | 4.7% | 1.8% |

ENJOY FAMILY TIME



Private accommodation 37.3%

Total 14.4%

How far in advance do they book their trip?



| | Private accommodation | Total |
|------------------------|-----------------------|-------|
| The same day | 1.9% | 0.7% |
| Between 1 and 30 days | 32.8% | 23.8% |
| Between 1 and 2 months | 28.0% | 22.8% |
| Between 3 and 6 months | 26.0% | 32.7% |
| More than 6 months | 11.2% | 20.0% |

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

PRIVATE ACCOMMODATION
32.8%



TOTAL
23.8%

Picture: Freepik.com

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

PRIVATE ACCOMMODATION

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

| | Private accommodation | Total |
|---------------------------------------|-----------------------|-------|
| Previous visits to the Canary Islands | 48.8% | 51.9% |
| Friends or relatives | 55.4% | 27.1% |
| Internet or social media | 31.2% | 54.7% |
| Mass Media | 0.5% | 1.6% |
| Travel guides and magazines | 2.8% | 8.4% |
| Travel Blogs or Forums | 2.1% | 5.7% |
| Travel TV Channels | 0.2% | 0.8% |
| Tour Operator or Travel Agency | 1.9% | 22.6% |
| Public administrations or similar | 0.4% | 0.4% |
| Others | 4.3% | 2.4% |

* Multi-choice question

With whom did they book their flight and accommodation?

| | Private accommodation | Total |
|-----------------------------------|-----------------------|-------|
| Flight | | |
| - Directly with the airline | 88.3% | 42.9% |
| - Tour Operator or Travel Agency | 11.7% | 57.1% |
| Accommodation | | |
| - Directly with the accommodation | 69.9% | 31.5% |
| - Tour Operator or Travel Agency | 30.1% | 68.5% |

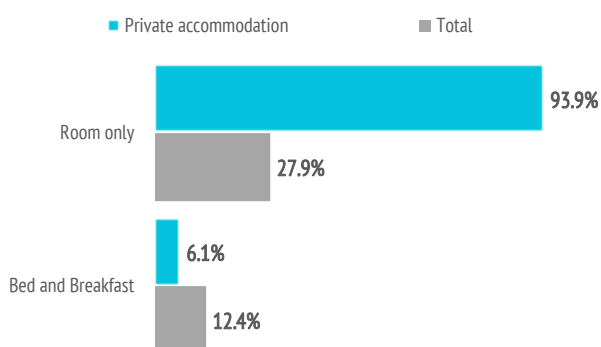
Where do they stay?

| | Private accommodation | Total |
|---|-----------------------|-------|
| 1-2-3* Hotel | -- | 11.5% |
| 4* Hotel | -- | 37.6% |
| 5* Hotel / 5* Luxury Hotel | -- | 9.0% |
| Aparthotel / Tourist Villa | -- | 22.5% |
| House/room rented in a private dwelling | -- | 5.9% |
| Private accommodation (1) | 100.0% | 7.2% |
| Others (Cottage, cruise, camping,...) | -- | 6.3% |

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

What do they book?

| | Private accommodation | Total |
|-------------------|-----------------------|-------|
| Room only | 93.9% | 27.9% |
| Bed and Breakfast | 6.1% | 12.4% |
| Half board | -- | 21.2% |
| Full board | -- | 3.6% |
| All inclusive | -- | 34.9% |



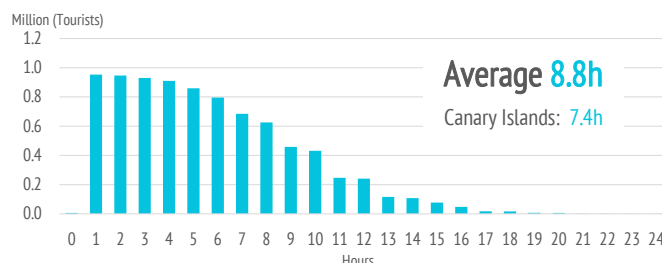
Other expenses

| | Private accommodation | Total |
|-----------------------------------|-----------------------|-------|
| Restaurants or cafes | 76.8% | 59.1% |
| Supermarkets | 70.0% | 52.1% |
| Car rental | 25.6% | 26.3% |
| Organized excursions | 7.7% | 20.6% |
| Taxi, transfer, chauffeur service | 12.8% | 50.0% |
| Theme Parks | 6.0% | 7.5% |
| Sport activities | 5.4% | 5.7% |
| Museums | 4.7% | 4.6% |
| Flights between islands | 5.6% | 4.4% |

Activities in the Canary Islands

| Outdoor time per day | Private accommodation | Total |
|----------------------|-----------------------|-------|
| 0 hours | 0.7% | 2.1% |
| 1 - 2 hours | 2.4% | 9.8% |
| 3 - 6 hours | 25.6% | 32.6% |
| 7 - 12 hours | 59.3% | 47.1% |
| More than 12 hours | 12.1% | 8.4% |

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands | Private accommodation | Total |
|--|-----------------------|-------|
| Walk, wander | 69.5% | 69.8% |
| Beach | 66.2% | 66.3% |
| Explore the island on their own | 49.8% | 45.2% |
| Taste Canarian gastronomy | 37.7% | 24.2% |
| Swimming pool, hotel facilities | 22.2% | 58.2% |
| Nightlife / concerts / shows | 20.6% | 15.5% |
| Wineries / markets / popular festivals | 16.1% | 11.6% |
| Sport activities | 15.5% | 13.4% |
| Museums / exhibitions | 12.9% | 10.1% |
| Nature activities | 12.9% | 10.4% |
| Activities at sea | 11.2% | 10.0% |
| Theme parks | 11.1% | 14.1% |
| Sea excursions / whale watching | 5.8% | 11.1% |
| Beauty and health treatments | 4.9% | 5.4% |
| Organized excursions | 4.2% | 16.9% |
| Astronomical observation | 4.0% | 3.5% |

* Multi-choice question

| | PRIVATE ACCOMMODATION | TOTAL |
|------------------------------|-----------------------|-------|
| TASTE CANARIAN GASTRONOMY | 37.7% | 24.2% |
| NIGHTLIFE / CONCERTS / SHOWS | 20.6% | 15.5% |



PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

PRIVATE ACCOMMODATION

Which island do they choose?

| Tourist > 15 years old | Canarias | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------------------------|------------|-----------|---------------|--------------|-----------|----------|
| Tourists in private accommodation | 959,415 | 131,443 | 68,420 | 311,635 | 426,147 | 15,340 |
| - Share by islands | 100% | 13.7% | 7.1% | 32.5% | 44.4% | 1.6% |
| 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 in private accommodation | 7.2% | 5.2% | 4.1% | 8.4% | 8.5% | 6.5% |

How many islands do they visit during their trip?

| | Private accommodation | Total |
|-----------------------|-----------------------|-------|
| One island | 89.8% | 91.4% |
| Two islands | 8.5% | 7.2% |
| Three or more islands | 1.7% | 1.4% |

Internet usage during their trip

| | Private accommodation | Total |
|-------------------------|-----------------------|-------|
| Research | | |
| - Tourist package | 4.3% | 14.8% |
| - Flights | 6.1% | 13.0% |
| - Accommodation | 4.3% | 16.9% |
| - Transport | 9.7% | 15.7% |
| - Restaurants | 23.9% | 28.4% |
| - Excursions | 15.0% | 26.2% |
| - Activities | 19.9% | 30.1% |
| Book or purchase | | |
| - Tourist package | 4.4% | 39.4% |
| - Flights | 82.9% | 66.7% |
| - Accommodation | 12.9% | 57.3% |
| - Transport | 32.7% | 47.6% |
| - Restaurants | 9.6% | 12.1% |
| - Excursions | 6.6% | 13.0% |
| - Activities | 10.8% | 14.7% |

* Multi-choice question

| Internet usage in the Canary Islands | Private accommodation | Total |
|--------------------------------------|-----------------------|--------------|
| Did not use the Internet | 8.8% | 8.3% |
| Used the Internet | 91.2% | 91.7% |
| - Own Internet connection | 58.0% | 37.4% |
| - Free Wifi connection | 17.5% | 39.5% |
| Applications* | | |
| - Search for locations or maps | 54.7% | 61.7% |
| - Search for destination info | 30.1% | 44.8% |
| - Share pictures or trip videos | 55.2% | 56.0% |
| - Download tourist apps | 5.2% | 7.0% |
| - Others | 24.0% | 22.6% |

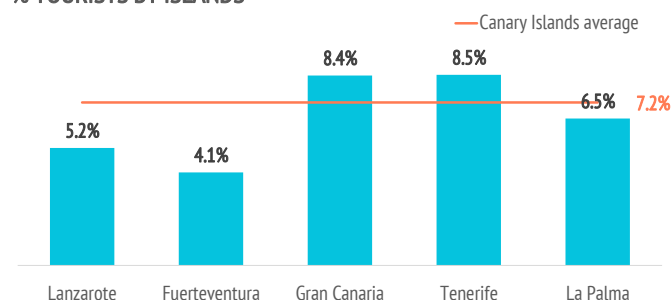
* Multi-choice question

55.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

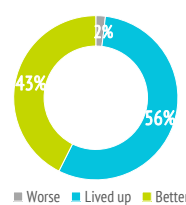


How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Private accommodation | Total |
|---------------------------|-----------------------|-------|
| Average rating | 8.91 | 8.70 |

| Experience in the Canary Islands | Private accommodation | Total |
|-------------------------------------|-----------------------|-------|
| Worse or much worse than expected | 1.9% | 2.3% |
| Lived up to expectations | 55.5% | 55.6% |
| Better or much better than expected | 42.6% | 42.1% |

| Future intentions (scale 1-10) | Private accommodation | Total |
|---------------------------------------|-----------------------|-------|
| Return to the Canary Islands | 9.30 | 8.73 |
| Recommend visiting the Canary Islands | 9.25 | 8.95 |



Experience in the Canary

9.30/10

Return to the Canary Islands

9.25/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

| | Private accommodation | Total |
|---|-----------------------|--------------|
| Repeat tourists | 79.7% | 72.2% |
| Repeat tourists (last 5 years) | 77.6% | 66.7% |
| Repeat tourists (last 5 years) (5 or more visits) | 43.5% | 19.5% |
| At least 10 previous visits | 40.8% | 18.6% |

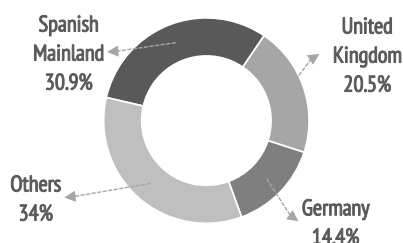
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PRIVATE ACCOMMODATION

Where are they from?



| | % | Absolute |
|------------------|-------|----------|
| Spanish Mainland | 30.9% | 296,391 |
| United Kingdom | 20.5% | 196,674 |
| Germany | 14.4% | 138,407 |
| Italy | 6.2% | 59,727 |
| Belgium | 4.1% | 39,004 |
| Norway | 3.3% | 31,634 |
| France | 3.1% | 30,170 |
| Netherlands | 1.9% | 18,653 |
| Ireland | 1.9% | 18,008 |
| Switzerland | 1.8% | 17,461 |
| Sweden | 1.4% | 13,642 |
| Poland | 1.1% | 10,333 |
| Austria | 0.9% | 8,190 |
| Russia | 0.7% | 7,138 |
| Finland | 0.6% | 6,163 |
| Luxembourg | 0.5% | 4,619 |
| United States | 0.4% | 3,905 |
| Others | 6.2% | 59,295 |



Who do they come with?



| | Private accommodation | Total |
|-------------------------------------|-----------------------|-------|
| Unaccompanied | 36.3% | 9.6% |
| Only with partner | 31.0% | 48.1% |
| Only with children (< 13 years old) | 4.6% | 5.6% |
| Partner + children (< 13 years old) | 4.1% | 6.5% |
| Other relatives | 7.1% | 9.3% |
| Friends | 6.6% | 6.4% |
| Work colleagues | 0.3% | 0.5% |
| Organized trip | 0.1% | 0.3% |
| Other combinations ⁽¹⁾ | 0.0% | 0.0% |

(1) Different situations have been isolated

| | | |
|----------------------------------|--------------|--------------|
| Tourists with children | 11.5% | 17.7% |
| - Between 0 and 2 years old | 1.7% | 1.6% |
| - Between 3 and 12 years old | 9.0% | 14.8% |
| - Between 0 -2 and 3-12 years | 0.8% | 1.4% |
| Tourists without children | 88.5% | 82.3% |
| Group composition: | | |
| - 1 person | 42.0% | 13.2% |
| - 2 people | 37.0% | 55.1% |
| - 3 people | 8.8% | 12.0% |
| - 4 or 5 people | 10.6% | 16.3% |
| - 6 or more people | 1.6% | 3.5% |
| Average group size: | 1.98 | 2.54 |

Who are they?



| | Private accommodation | Total |
|--------------------------------------|-----------------------|-------|
| Gender | | |
| Men | 49.7% | 48.6% |
| Women | 50.3% | 51.4% |
| Age | | |
| Average age (tourist > 15 years old) | 44.4 | 47.1 |
| Standard deviation | 16.1 | 15.4 |
| Age range (> 15 years old) | | |
| 16 - 24 years old | 11.2% | 7.3% |
| 25 - 30 years old | 14.6% | 10.9% |
| 31 - 45 years old | 28.1% | 28.0% |
| 46 - 60 years old | 26.8% | 31.8% |
| Over 60 years old | 19.2% | 22.1% |
| Occupation | | |
| Salaried worker | 48.4% | 55.0% |
| Self-employed | 13.8% | 11.5% |
| Unemployed | 2.1% | 1.1% |
| Business owner | 10.8% | 9.4% |
| Student | 7.7% | 3.5% |
| Retired | 14.7% | 17.9% |
| Unpaid domestic work | 1.3% | 0.8% |
| Others | 1.2% | 0.8% |
| Annual household income level | | |
| Less than €25,000 | 26.5% | 17.5% |
| €25,000 - €49,999 | 37.2% | 37.5% |
| €50,000 - €74,999 | 17.4% | 22.8% |
| More than €74,999 | 18.9% | 22.2% |
| Education level | | |
| No studies | 2.7% | 5.0% |
| Primary education | 2.5% | 2.6% |
| Secondary education | 18.0% | 23.6% |
| Higher education | 76.8% | 68.9% |



Pictures: Freepik.com