

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

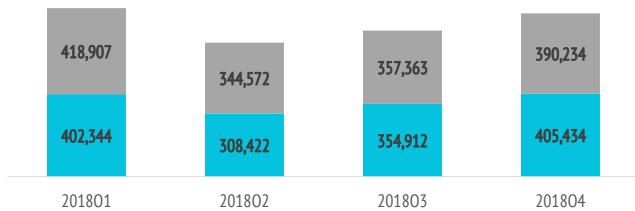
APARTHOTEL / TOURIST VILLA

How many are they and how much do they spend?

| | Aparthotel/Tourist Villa | Total |
|---|--------------------------|-------------------|
| TOURISTS | | |
| Tourist arrivals (FRONTUR) | n.d. | 15,110,866 |
| Tourist arrivals > 15 years old (EGT) | 2,982,189 | 13,271,035 |
| - book holiday package | 1,471,112 | 7,426,022 |
| - do not book holiday package | 1,511,077 | 5,845,014 |
| - % tourists who book holiday package | 49.3% | 56.0% |
| Share of total tourist | 22.5% | 100% |

TOURISTS IN APARTHOTEL / TOURIST VILLA

■ do not book holiday package ■ book holiday package



| | Aparthotel/Tourist Villa | Total |
|--|--------------------------|---------------|
| Expenditure per tourist (€) | | |
| - book holiday package | 1,108 | 1,136 |
| - holiday package | 1,195 | 1,268 |
| - others | 875 | 1,031 |
| - do not book holiday package | 321 | 237 |
| - do not book holiday package | 1,022 | 967 |
| - flight | 1,022 | 967 |
| - accommodation | 269 | 263 |
| - others | 321 | 321 |
| - others | 431 | 383 |
| Average length of stay | | |
| - book holiday package | 9.50 | 9.09 |
| - book holiday package | 9.02 | 8.64 |
| - do not book holiday package | 9.97 | 9.68 |
| Average daily expenditure (€) | | |
| - book holiday package | 127.4 | 138.9 |
| - book holiday package | 141.0 | 155.4 |
| - do not book holiday package | 114.1 | 117.9 |
| Total turnover (> 15 years old) (€m) | | |
| - book holiday package | 3,303 | 15,070 |
| - book holiday package | 1,759 | 9,416 |
| - do not book holiday package | 1,544 | 5,655 |

AVERAGE LENGTH OF STAY (nights)

■ Aparthotel/Tourist Villa ■ Total



EXPENDITURE PER TOURIST (€)

■ Aparthotel/Tourist Villa ■ Total



Importance of each factor in the destination choice

| | Aparthotel/Tourist Villa | Total |
|----------------------|--------------------------|-------|
| Climate | 79.8% | 78.4% |
| Safety | 51.7% | 51.9% |
| Tranquility | 44.4% | 47.6% |
| Sea | 41.8% | 44.4% |
| Price | 40.6% | 37.4% |
| Accommodation supply | 38.6% | 42.9% |
| Beaches | 37.2% | 37.7% |
| European belonging | 34.7% | 36.1% |
| Effortless trip | 33.7% | 35.2% |
| Environment | 33.3% | 33.2% |
| Landscapes | 31.2% | 33.1% |
| Fun possibilities | 23.4% | 21.1% |
| Gastronomy | 21.8% | 23.2% |
| Authenticity | 19.1% | 20.3% |
| Exoticism | 10.8% | 11.4% |
| Nightlife | 10.5% | 8.0% |
| Shopping | 10.2% | 9.4% |
| Hiking trail network | 9.2% | 9.6% |
| Historical heritage | 7.7% | 8.2% |
| Culture | 7.6% | 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?

| | Aparthotel/Tourist Villa | Total |
|-------------------------|--------------------------|-------|
| Rest | 56.3% | 55.5% |
| Enjoy family time | 14.7% | 14.4% |
| Have fun | 10.3% | 8.6% |
| Explore the destination | 15.5% | 17.8% |
| Practice their hobbies | 1.6% | 1.9% |
| Other reasons | 1.5% | 1.8% |

HAVE FUN



Aparthotel/Tourist Villa 10.3%

Total 8.6%

How far in advance do they book their trip?

| | Aparthotel/Tourist Villa | Total |
|------------------------|--------------------------|-------|
| The same day | 0.6% | 0.7% |
| Between 1 and 30 days | 21.1% | 23.8% |
| Between 1 and 2 months | 20.9% | 22.8% |
| Between 3 and 6 months | 33.2% | 32.7% |
| More than 6 months | 24.2% | 20.0% |

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

APARTHOTEL/TOURIST VILLA

24.2%



TOTAL
20.0%

Picture: Freepik.com

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

APARTHOTEL / TOURIST VILLA



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

| | Aparthotel/Tourist Villa | Total |
|---------------------------------------|--------------------------|-------|
| Previous visits to the Canary Islands | 58.0% | 51.9% |
| Friends or relatives | 27.5% | 27.1% |
| Internet or social media | 58.5% | 54.7% |
| Mass Media | 1.5% | 1.6% |
| Travel guides and magazines | 7.8% | 8.4% |
| Travel Blogs or Forums | 5.9% | 5.7% |
| Travel TV Channels | 0.8% | 0.8% |
| Tour Operator or Travel Agency | 17.5% | 22.6% |
| Public administrations or similar | 0.3% | 0.4% |
| Others | 2.2% | 2.4% |

* Multi-choice question

With whom did they book their flight and accommodation? 🗣️

| | Aparthotel/Tourist Villa | Total |
|-----------------------------------|--------------------------|-------|
| Flight | | |
| - Directly with the airline | 49.7% | 42.9% |
| - Tour Operator or Travel Agency | 50.3% | 57.1% |
| Accommodation | | |
| - Directly with the accommodation | 37.3% | 31.5% |
| - Tour Operator or Travel Agency | 62.7% | 68.5% |

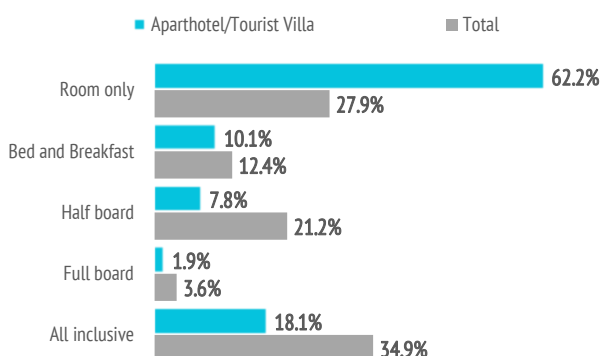
Where do they stay? 🏠

| | Aparthotel/Tourist Villa | Total |
|---|--------------------------|-------|
| 1-2-3* Hotel | -- | 11.5% |
| 4* Hotel | -- | 37.6% |
| 5* Hotel / 5* Luxury Hotel | -- | 9.0% |
| Aparthotel / Tourist Villa | 100.0% | 22.5% |
| House/room rented in a private dwelling | -- | 5.9% |
| Private accommodation (1) | -- | 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? 🍽️

| | Aparthotel/Tourist Villa | Total |
|-------------------|--------------------------|-------|
| Room only | 62.2% | 27.9% |
| Bed and Breakfast | 10.1% | 12.4% |
| Half board | 7.8% | 21.2% |
| Full board | 1.9% | 3.6% |
| All inclusive | 18.1% | 34.9% |



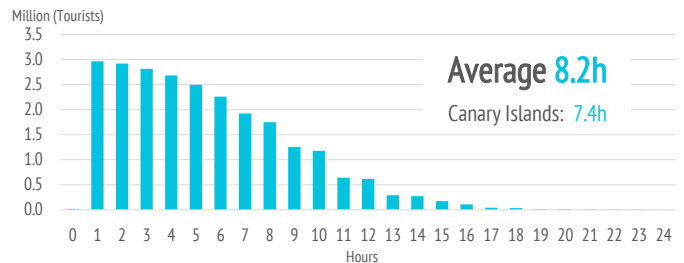
Other expenses 📍

| | Aparthotel/Tourist Villa | Total |
|-----------------------------------|--------------------------|-------|
| Restaurants or cafes | 70.2% | 59.1% |
| Supermarkets | 67.7% | 52.1% |
| Car rental | 27.3% | 26.3% |
| Organized excursions | 19.9% | 20.6% |
| Taxi, transfer, chauffeur service | 47.3% | 50.0% |
| Theme Parks | 8.2% | 7.5% |
| Sport activities | 6.3% | 5.7% |
| Museums | 4.6% | 4.6% |
| Flights between islands | 4.6% | 4.4% |

Activities in the Canary Islands 🏖️

| Outdoor time per day | Aparthotel/Tourist Villa | Total |
|----------------------|--------------------------|-------|
| 0 hours | 0.6% | 2.1% |
| 1 - 2 hours | 5.0% | 9.8% |
| 3 - 6 hours | 29.9% | 32.6% |
| 7 - 12 hours | 54.7% | 47.1% |
| More than 12 hours | 9.8% | 8.4% |

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands | Aparthotel/Tourist Villa | Total |
|--|--------------------------|-------|
| Walk, wander | 74.5% | 69.8% |
| Beach | 69.5% | 66.3% |
| Swimming pool, hotel facilities | 60.1% | 58.2% |
| Explore the island on their own | 47.6% | 45.2% |
| Taste Canarian gastronomy | 27.6% | 24.2% |
| Nightlife / concerts / shows | 20.5% | 15.5% |
| Organized excursions | 15.9% | 16.9% |
| Theme parks | 15.8% | 14.1% |
| Sea excursions / whale watching | 12.4% | 11.1% |
| Wineries / markets / popular festivals | 12.2% | 11.6% |
| Sport activities | 12.0% | 13.4% |
| Museums / exhibitions | 10.1% | 10.1% |
| Activities at sea | 10.1% | 10.0% |
| Nature activities | 9.4% | 10.4% |
| Beauty and health treatments | 4.8% | 5.4% |
| Astronomical observation | 3.0% | 3.5% |

* Multi-choice question

| | APARTHOTEL/ TOURIST VILLA | TOTAL |
|------------------------------------|------------------------------|-------|
| WALK / WANDER | 74.5% | 69.8% |
| NIGHTLIFE / CONCERTS / SHOWS | 20.5% | 15.5% |



PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

APARTHOTEL / TOURIST VILLA

Which island do they choose?

| Tourist > 15 years old | Canarias | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--|------------|-----------|---------------|--------------|-----------|----------|
| Tourists in Aparthotel/Tourist Villa | 2,982,189 | 688,792 | 236,597 | 900,849 | 1,095,662 | 45,529 |
| - Share by islands | 100% | 23.1% | 7.9% | 30.2% | 36.7% | 1.5% |
| 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 Aparthotel/Tourist Villa | 22.5% | 27.3% | 14.3% | 24.4% | 21.7% | 19.3% |

How many islands do they visit during their trip?

| | Aparthotel/Tourist Villa | Total |
|-----------------------|--------------------------|-------|
| One island | 92.3% | 91.4% |
| Two islands | 6.9% | 7.2% |
| Three or more islands | 0.7% | 1.4% |

Internet usage during their trip

| | Aparthotel/Tourist Villa | Total |
|-------------------------|--------------------------|-------|
| Research | | |
| - Tourist package | 13.9% | 14.8% |
| - Flights | 12.6% | 13.0% |
| - Accommodation | 15.5% | 16.9% |
| - Transport | 16.9% | 15.7% |
| - Restaurants | 32.9% | 28.4% |
| - Excursions | 27.1% | 26.2% |
| - Activities | 32.0% | 30.1% |
| Book or purchase | | |
| - Tourist package | 39.3% | 39.4% |
| - Flights | 73.1% | 66.7% |
| - Accommodation | 66.4% | 57.3% |
| - Transport | 52.9% | 47.6% |
| - Restaurants | 12.7% | 12.1% |
| - Excursions | 13.4% | 13.0% |
| - Activities | 15.9% | 14.7% |

* Multi-choice question

| Internet usage in the Canary Islands | Aparthotel/Tourist Villa | Total |
|--------------------------------------|--------------------------|--------------|
| Did not use the Internet | 7.7% | 8.3% |
| Used the Internet | 92.3% | 91.7% |
| - Own Internet connection | 42.2% | 37.4% |
| - Free Wifi connection | 36.2% | 39.5% |
| Applications* | | |
| - Search for locations or maps | 65.6% | 61.7% |
| - Search for destination info | 49.3% | 44.8% |
| - Share pictures or trip videos | 57.4% | 56.0% |
| - Download tourist apps | 7.2% | 7.0% |
| - Others | 21.9% | 22.6% |

* Multi-choice question

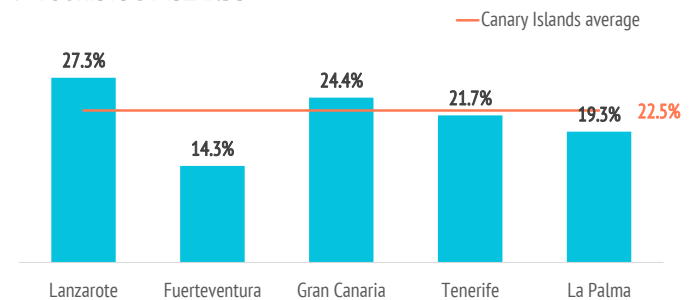


57.4% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

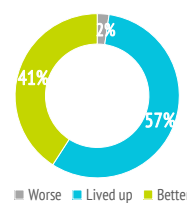


How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Aparthotel/Tourist Villa | Total |
|---------------------------|--------------------------|-------|
| Average rating | 8.68 | 8.70 |

| Experience in the Canary Islands | Aparthotel/Tourist Villa | Total |
|-------------------------------------|--------------------------|-------|
| Worse or much worse than expected | 2.3% | 2.3% |
| Lived up to expectations | 56.8% | 55.6% |
| Better or much better than expected | 40.9% | 42.1% |

| Future intentions (scale 1-10) | Aparthotel/Tourist Villa | Total |
|---------------------------------------|--------------------------|-------|
| Return to the Canary Islands | 8.77 | 8.73 |
| Recommend visiting the Canary Islands | 8.98 | 8.95 |



Experience in the Canary

8.77/10

Return to the Canary Islands



8.98/10

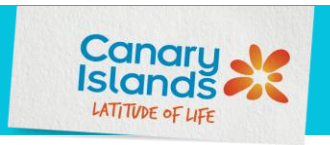
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

| | Aparthotel/Tourist Villa | Total |
|---|--------------------------|--------------|
| Repeat tourists | 75.5% | 72.2% |
| Repeat tourists (last 5 years) | 69.9% | 66.7% |
| Repeat tourists (last 5 years) (5 or more visits) | 22.3% | 19.5% |
| At least 10 previous visits | 20.6% | 18.6% |

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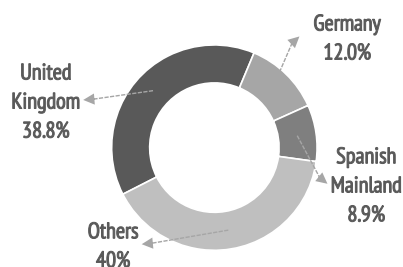
APARTHOTEL / TOURIST VILLA



Where are they from?



| | % | Absolute |
|------------------|-------|-----------|
| United Kingdom | 38.8% | 1,157,499 |
| Germany | 12.0% | 356,606 |
| Spanish Mainland | 8.9% | 265,425 |
| Ireland | 6.8% | 203,499 |
| Sweden | 5.5% | 164,781 |
| Netherlands | 5.3% | 159,082 |
| Norway | 4.6% | 136,579 |
| Italy | 3.0% | 90,036 |
| France | 2.4% | 70,276 |
| Denmark | 2.3% | 67,595 |
| Finland | 1.7% | 49,628 |
| Poland | 1.6% | 48,363 |
| Belgium | 1.6% | 47,706 |
| Switzerland | 1.2% | 36,062 |
| Russia | 0.4% | 13,367 |
| Austria | 0.4% | 12,582 |
| Czech Republic | 0.4% | 11,740 |
| Others | 3.1% | 91,365 |



Who do they come with?



| | Aparthotel/Tourist Villa | Total |
|--|--------------------------|--------------|
| Unaccompanied | 6.9% | 9.6% |
| Only with partner | 45.7% | 48.1% |
| Only with children (< 13 years old) | 5.5% | 5.6% |
| Partner + children (< 13 years old) | 6.9% | 6.5% |
| Other relatives | 10.9% | 9.3% |
| Friends | 8.1% | 6.4% |
| Work colleagues | 0.3% | 0.5% |
| Organized trip | 0.2% | 0.3% |
| Other combinations ⁽¹⁾ | 0.0% | 0.0% |
| <i>(1) Different situations have been isolated</i> | | |
| Tourists with children | 19.1% | 17.7% |
| - Between 0 and 2 years old | 1.5% | 1.6% |
| - Between 3 and 12 years old | 16.0% | 14.8% |
| - Between 0 -2 and 3-12 years | 1.6% | 1.4% |
| Tourists without children | 80.9% | 82.3% |
| Group composition: | | |
| - 1 person | 10.4% | 13.2% |
| - 2 people | 52.9% | 55.1% |
| - 3 people | 12.8% | 12.0% |
| - 4 or 5 people | 19.8% | 16.3% |
| - 6 or more people | 4.2% | 3.5% |
| Average group size: | 2.68 | 2.54 |

Who are they?



| | Aparthotel/Tourist Villa | Total |
|--------------------------------------|--------------------------|-------|
| Gender | | |
| Men | 47.8% | 48.6% |
| Women | 52.2% | 51.4% |
| Age | | |
| Average age (tourist > 15 years old) | 47.6 | 47.1 |
| Standard deviation | 15.3 | 15.4 |
| Age range (> 15 years old) | | |
| 16 - 24 years old | 7.3% | 7.3% |
| 25 - 30 years old | 9.6% | 10.9% |
| 31 - 45 years old | 28.0% | 28.0% |
| 46 - 60 years old | 32.1% | 31.8% |
| Over 60 years old | 23.0% | 22.1% |
| Occupation | | |
| Salaried worker | 55.1% | 55.0% |
| Self-employed | 11.8% | 11.5% |
| Unemployed | 1.1% | 1.1% |
| Business owner | 7.7% | 9.4% |
| Student | 3.1% | 3.5% |
| Retired | 19.5% | 17.9% |
| Unpaid domestic work | 0.9% | 0.8% |
| Others | 0.8% | 0.8% |
| Annual household income level | | |
| Less than €25,000 | 17.5% | 17.5% |
| €25,000 - €49,999 | 37.9% | 37.5% |
| €50,000 - €74,999 | 24.8% | 22.8% |
| More than €74,999 | 19.9% | 22.2% |
| Education level | | |
| No studies | 6.8% | 5.0% |
| Primary education | 2.5% | 2.6% |
| Secondary education | 23.9% | 23.6% |
| Higher education | 66.9% | 68.9% |

4 IN 10 TOURISTS ARE BRITISH

48 YEARS OLD
AVERAGE AGE

46% ONLY WITH PARTNER

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in Aparthotel / Tourist Villa.

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