

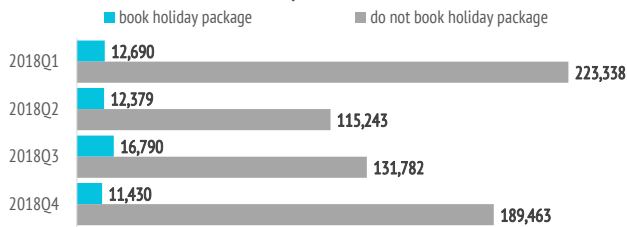
PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018) HOUSE / ROOM RENTED IN A PRIVATE DWELLING

How many are they and how much do they spend?



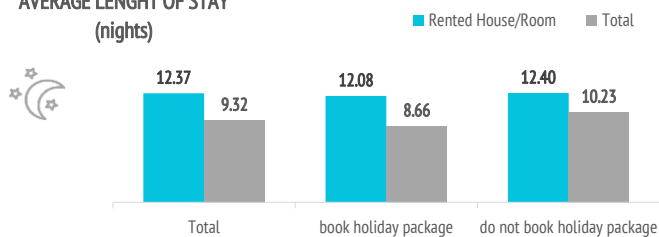
| | Rented House/Room | Total |
|-------------------------------------------------|-------------------|-------------------|
| TOURISTS | | |
| Tourist arrivals (FRONTUR) | n.d. | 15,559,787 |
| Tourist arrivals > 15 years old (EGT) | 713,116 | 13,485,651 |
| - book holiday package | 53,290 | 7,848,516 |
| - do not book holiday package | 659,826 | 5,637,135 |
| - % tourists who book holiday package | 7.5% | 58.2% |
| Share of total tourist | 5.3% | 100% |

TOURISTS IN RENTED HOUSE/ROOM



| | Rented House/Room | Total |
|------------------------------------------------|-------------------|---------------|
| Expenditure per tourist (€) | | |
| - book holiday package | 1,100 | 1,196 |
| - holiday package | 1,224 | 1,309 |
| - others | 868 | 1,064 |
| - do not book holiday package | 356 | 246 |
| - do not book holiday package | 1,090 | 1,037 |
| - flight | 1,090 | 1,037 |
| - accommodation | 268 | 288 |
| - others | 344 | 350 |
| Average length of stay | 12.37 | 9.32 |
| - book holiday package | 12.08 | 8.66 |
| - do not book holiday package | 12.40 | 10.23 |
| Average daily expenditure (€) | 106.4 | 143.6 |
| - book holiday package | 106.4 | 143.6 |
| - do not book holiday package | 124.4 | 159.8 |
| Total turnover (> 15 years old) (€m) | 785 | 16,124 |
| - book holiday package | 785 | 16,124 |
| - do not book holiday package | 65 | 10,277 |
| | 719 | 5,848 |

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



| | Rented House/Room | Total |
|----------------------|-------------------|-------|
| Climate | 74.3% | 78.1% |
| Sea | 49.7% | 43.3% |
| Landscapes | 47.0% | 31.6% |
| Tranquility | 42.7% | 46.2% |
| Safety | 40.3% | 51.4% |
| Beaches | 39.6% | 37.1% |
| Environment | 38.5% | 30.6% |
| Price | 31.5% | 36.5% |
| European belonging | 31.4% | 35.8% |
| Effortless trip | 30.1% | 34.8% |
| Accommodation supply | 27.0% | 41.7% |
| Authenticity | 23.2% | 19.1% |
| Gastronomy | 22.5% | 22.6% |
| Fun possibilities | 17.8% | 20.7% |
| Hiking trail network | 17.7% | 9.0% |
| Exoticism | 11.4% | 10.5% |
| Historical heritage | 9.1% | 7.1% |
| Culture | 8.5% | 7.3% |
| Shopping | 7.4% | 9.6% |
| 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?



| | Rented House/Room | Total |
|-------------------------|-------------------|-------|
| Rest | 40.3% | 55.1% |
| Enjoy family time | 14.0% | 14.7% |
| Have fun | 8.2% | 7.8% |
| Explore the destination | 29.9% | 18.5% |
| Practice their hobbies | 3.4% | 1.8% |
| Other reasons | 4.2% | 2.1% |

EXPLORE THE DESTINATION



How far in advance do they book their trip?



| | Rented House/Room | Total |
|------------------------|-------------------|-------|
| The same day | 0.8% | 0.7% |
| Between 1 and 30 days | 20.2% | 23.2% |
| Between 1 and 2 months | 26.7% | 23.0% |
| Between 3 and 6 months | 33.5% | 32.4% |
| More than 6 months | 18.7% | 20.7% |

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

RENTED HOUSE/ROOM
26.7%



TOTAL
23.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who stayed in a house/room rented in a private dwelling.

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

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

HOUSE / ROOM RENTED IN A PRIVATE DWELLING

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

| | Rented House/Room | Total |
|---------------------------------------|-------------------|-------|
| Previous visits to the Canary Islands | 45.4% | 50.9% |
| Friends or relatives | 37.3% | 27.8% |
| Internet or social media | 64.9% | 56.1% |
| Mass Media | 2.2% | 1.7% |
| Travel guides and magazines | 13.5% | 9.5% |
| Travel Blogs or Forums | 11.4% | 5.4% |
| Travel TV Channels | 1.0% | 0.7% |
| Tour Operator or Travel Agency | 3.3% | 24.7% |
| Public administrations or similar | 0.7% | 0.4% |
| Others | 2.7% | 2.3% |

* Multi-choice question

With whom did they book their flight and accommodation?

| | Rented House/Room | Total |
|-----------------------------------|-------------------|-------|
| Flight | | |
| - Directly with the airline | 82.9% | 39.5% |
| - Tour Operator or Travel Agency | 17.1% | 60.5% |
| Accommodation | | |
| - Directly with the accommodation | 75.7% | 28.8% |
| - Tour Operator or Travel Agency | 24.3% | 71.2% |

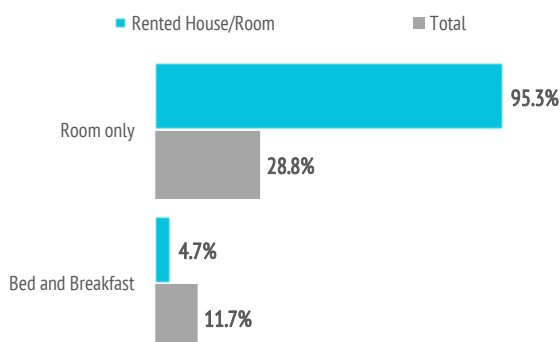
Where do they stay?

| | Rented House/Room | Total |
|-----------------------------------------|-------------------|-------|
| 1-2-3* Hotel | -- | 12.8% |
| 4* Hotel | -- | 37.7% |
| 5* Hotel / 5* Luxury Hotel | -- | 6.8% |
| Aparthotel / Tourist Villa | -- | 23.6% |
| House/room rented in a private dwelling | 100.0% | 5.3% |
| Private accommodation (1) | -- | 7.0% |
| Others (Cottage, cruise, camping,...) | -- | 6.8% |

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

What do they book?

| | Rented House/Room | Total |
|-------------------|-------------------|-------|
| Room only | 95.3% | 28.8% |
| Bed and Breakfast | 4.7% | 11.7% |
| Half board | -- | 22.4% |
| Full board | -- | 3.0% |
| All inclusive | -- | 34.1% |



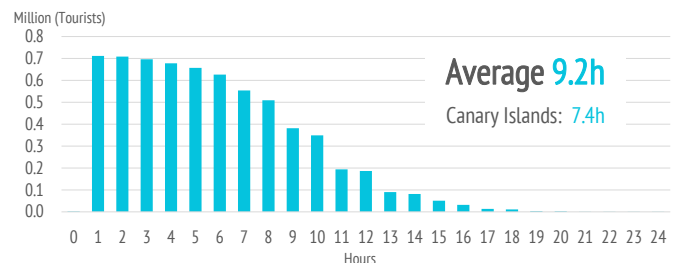
Other expenses

| | Rented House/Room | Total |
|-----------------------------------|-------------------|-------|
| Restaurants or cafes | 80.8% | 63.2% |
| Supermarkets | 82.1% | 55.9% |
| Car rental | 47.2% | 26.6% |
| Organized excursions | 19.8% | 21.8% |
| Taxi, transfer, chauffeur service | 18.9% | 51.7% |
| Theme Parks | 9.8% | 8.8% |
| Sport activities | 9.3% | 6.4% |
| Museums | 9.6% | 5.0% |
| Flights between islands | 8.1% | 4.8% |

Activities in the Canary Islands

| Outdoor time per day | Rented House/Room | Total |
|----------------------|-------------------|-------|
| 0 hours | 0.2% | 2.2% |
| 1 - 2 hours | 2.2% | 10.0% |
| 3 - 6 hours | 19.9% | 32.6% |
| 7 - 12 hours | 65.0% | 46.5% |
| More than 12 hours | 12.7% | 8.7% |

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands | Rented House/Room | Total |
|----------------------------------------|-------------------|-------|
| Beach | 74.6% | 68.0% |
| Walk, wander | 72.6% | 71.0% |
| Explore the island on their own | 66.1% | 46.5% |
| Taste Canarian gastronomy | 37.5% | 25.4% |
| Swimming pool, hotel facilities | 28.9% | 58.9% |
| Nature activities | 18.9% | 10.0% |
| Sport activities | 18.7% | 14.3% |
| Museums / exhibitions | 17.3% | 9.8% |
| Wineries / markets / popular festivals | 16.7% | 12.0% |
| Theme parks | 14.9% | 15.5% |
| Nightlife / concerts / shows | 14.2% | 15.5% |
| Activities at sea | 14.1% | 9.8% |
| Sea excursions / whale watching | 12.4% | 11.3% |
| Organized excursions | 8.2% | 17.9% |
| Astronomical observation | 5.2% | 3.4% |
| Beauty and health treatments | 3.3% | 5.7% |

* Multi-choice question

| | RENTED HOUSE/ROOM | TOTAL |
|---------------------------------|-------------------|-------|
| EXPLORE THE ISLAND ON THEIR OWN | 66.1% | 46.5% |
| TASTE CANARIAN GASTRONOMY | 37.5% | 25.4% |



PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

HOUSE / ROOM RENTED IN A PRIVATE DWELLING

Which island do they choose?

| Tourist > 15 years old | Canarias | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---------------------------------|------------|-----------|---------------|--------------|-----------|----------|
| Tourists in rented house/room | 713,116 | 115,107 | 65,824 | 206,228 | 296,293 | 22,448 |
| - Share by islands | 100% | 16.1% | 9.2% | 28.9% | 41.5% | 3.1% |
| 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 in rented house/room | 5.4% | 4.7% | 3.6% | 5.6% | 6.0% | 9.2% |

How many islands do they visit during their trip?

| | Rented House/Room | Total |
|-----------------------|-------------------|-------|
| One island | 87.5% | 90.9% |
| Two islands | 11.4% | 7.7% |
| Three or more islands | 1.1% | 1.4% |

Internet usage during their trip

| | Rented House/Room | Total |
|-------------------------|-------------------|-------|
| Research | | |
| - Tourist package | 10.9% | 15.4% |
| - Flights | 6.5% | 13.0% |
| - Accommodation | 8.1% | 17.7% |
| - Transport | 13.6% | 15.6% |
| - Restaurants | 38.3% | 27.0% |
| - Excursions | 29.5% | 26.3% |
| - Activities | 36.3% | 31.0% |
| Book or purchase | | |
| - Tourist package | 10.6% | 38.1% |
| - Flights | 87.5% | 64.4% |
| - Accommodation | 78.0% | 54.5% |
| - Transport | 63.0% | 44.7% |
| - Restaurants | 13.0% | 10.5% |
| - Excursions | 13.6% | 11.4% |
| - Activities | 17.0% | 12.5% |

* Multi-choice question

| Internet usage in the Canary Islands | Rented House/Room | Total |
|--------------------------------------|-------------------|--------------|
| Did not use the Internet | 7.2% | 9.8% |
| Used the Internet | 92.8% | 90.2% |
| - Own Internet connection | 45.3% | 36.5% |
| - Free Wifi connection | 33.7% | 41.1% |
| Applications* | | |
| - Search for locations or maps | 79.7% | 60.7% |
| - Search for destination info | 56.3% | 44.7% |
| - Share pictures or trip videos | 56.4% | 55.6% |
| - Download tourist apps | 7.5% | 6.5% |
| - Others | 14.6% | 23.9% |

* Multi-choice question



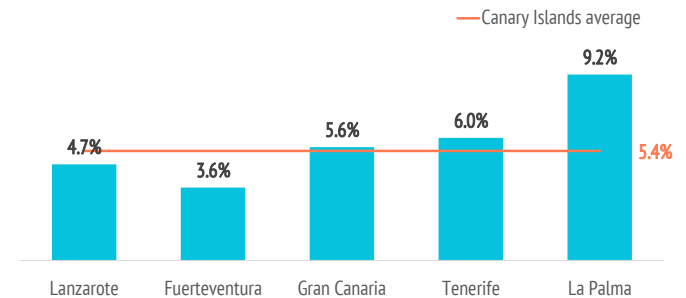
79.7% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)



Picture: Freepik.com

% TOURISTS BY ISLANDS

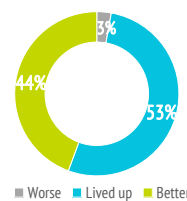


How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Rented House/Room | Total |
|---------------------------|-------------------|-------|
| Average rating | 8.66 | 8.58 |

| Experience in the Canary Islands | Rented House/Room | Total |
|-------------------------------------|-------------------|-------|
| Worse or much worse than expected | 2.8% | 2.9% |
| Lived up to expectations | 52.8% | 57.4% |
| Better or much better than expected | 44.4% | 39.7% |

| Future intentions (scale 1-10) | Rented House/Room | Total |
|---------------------------------------|-------------------|-------|
| Return to the Canary Islands | 8.54 | 8.60 |
| Recommend visiting the Canary Islands | 8.94 | 8.86 |



Experience in the Canary

8.54/10

Return to the Canary Islands

8.94/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

| | Rented House/Room | Total |
|---------------------------------------------------|-------------------|--------------|
| Repeat tourists | 63.8% | 71.0% |
| Repeat tourists (last 5 years) | 57.1% | 64.6% |
| Repeat tourists (last 5 years) (5 or more visits) | 15.2% | 18.4% |
| At least 10 previous visits | 13.0% | 17.8% |

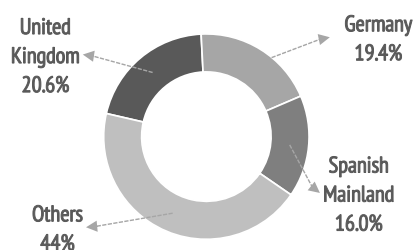
PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

HOUSE / ROOM RENTED IN A PRIVATE DWELLING

Where are they from?



| | % | Absolute |
|------------------|-------|----------|
| United Kingdom | 20.6% | 146,703 |
| Germany | 19.4% | 138,082 |
| Spanish Mainland | 16.0% | 114,410 |
| Italy | 7.2% | 51,169 |
| France | 5.1% | 36,620 |
| Norway | 4.5% | 32,026 |
| Belgium | 2.9% | 20,445 |
| Switzerland | 2.8% | 20,134 |
| Ireland | 2.8% | 19,854 |
| Netherlands | 2.7% | 19,076 |
| Russia | 2.3% | 16,058 |
| Poland | 2.0% | 14,213 |
| Sweden | 1.9% | 13,747 |
| Austria | 1.6% | 11,361 |
| Finland | 1.3% | 9,407 |
| Denmark | 1.1% | 7,514 |
| Czech Republic | 0.6% | 4,284 |
| Others | 5.3% | 38,013 |



Who do they come with?



| | Rented House/Room | Total |
|-------------------------------------|-------------------|-------|
| Unaccompanied | 11.4% | 8.9% |
| Only with partner | 41.9% | 47.4% |
| Only with children (< 13 years old) | 5.3% | 5.9% |
| Partner + children (< 13 years old) | 6.0% | 7.2% |
| Other relatives | 9.5% | 9.0% |
| Friends | 9.9% | 6.3% |
| Work colleagues | 0.7% | 0.5% |
| Organized trip | 0.0% | 0.2% |
| Other combinations ⁽¹⁾ | 15.2% | 14.6% |

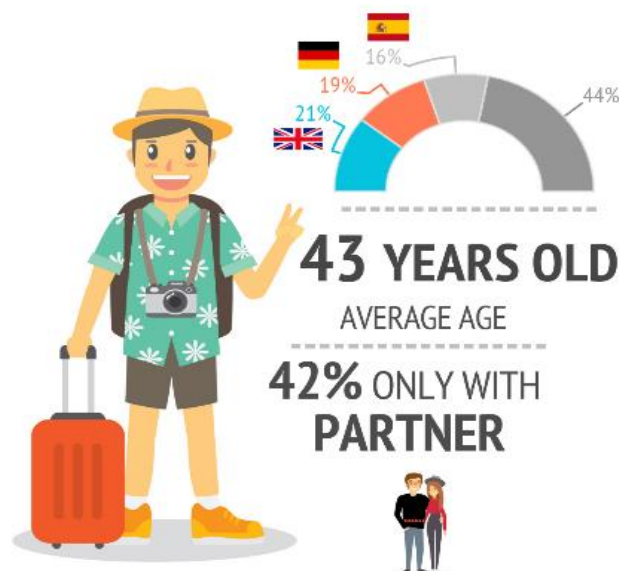
(1) Different situations have been isolated

| | | |
|----------------------------------|--------------|--------------|
| Tourists with children | 17.0% | 19.3% |
| - Between 0 and 2 years old | 2.3% | 1.8% |
| - Between 3 and 12 years old | 13.4% | 15.8% |
| - Between 0 -2 and 3-12 years | 1.3% | 1.6% |
| Tourists without children | 83.0% | 80.7% |
| Group composition: | | |
| - 1 person | 15.7% | 12.4% |
| - 2 people | 47.8% | 54.1% |
| - 3 people | 11.9% | 12.6% |
| - 4 or 5 people | 20.0% | 17.1% |
| - 6 or more people | 4.6% | 3.8% |
| Average group size: | 2.63 | 2.58 |

Who are they?



| | Rented House/Room | Total |
|--------------------------------------|-------------------|-------|
| Gender | | |
| Men | 52.2% | 48.2% |
| Women | 47.8% | 51.8% |
| Age | | |
| Average age (tourist > 15 years old) | 43.0 | 46.7 |
| Standard deviation | 15.2 | 15.3 |
| Age range (> 15 years old) | | |
| 16 - 24 years old | 9.8% | 7.7% |
| 25 - 30 years old | 18.3% | 10.8% |
| 31 - 45 years old | 30.3% | 28.6% |
| 46 - 60 years old | 25.4% | 31.3% |
| Over 60 years old | 16.1% | 21.5% |
| Occupation | | |
| Salaried worker | 55.3% | 55.5% |
| Self-employed | 12.8% | 11.0% |
| Unemployed | 1.3% | 1.1% |
| Business owner | 8.5% | 9.2% |
| Student | 7.0% | 4.2% |
| Retired | 13.3% | 17.3% |
| Unpaid domestic work | 0.7% | 0.9% |
| Others | 1.1% | 0.8% |
| Annual household income level | | |
| Less than €25,000 | 21.2% | 17.0% |
| €25,000 - €49,999 | 37.4% | 36.5% |
| €50,000 - €74,999 | 20.7% | 25.0% |
| More than €74,999 | 20.6% | 21.5% |
| Education level | | |
| No studies | 3.2% | 4.8% |
| Primary education | 1.8% | 2.8% |
| Secondary education | 14.8% | 23.1% |
| Higher education | 80.2% | 69.3% |



Pictures: Freepik.com