

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

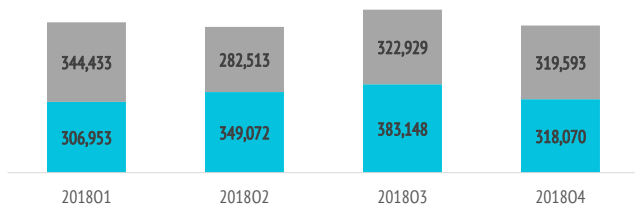
AUTHENTICITY

How many are they and how much do they spend?

	Authenticity	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,626,713	13,271,035
- book holiday package	1,357,244	7,426,022
- do not book holiday package	1,269,469	5,845,014
- % tourists who book holiday package	51.7%	56.0%
Share of total tourist	20.3%	100%

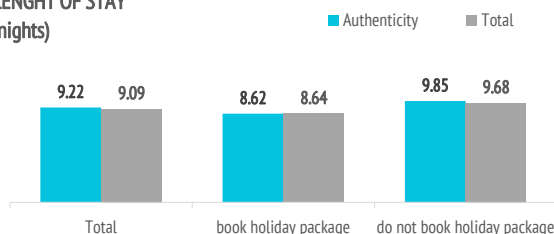
TOURISTS MOTIVATED BY AUTHENTICITY

■ do not book holiday package ■ book holiday package

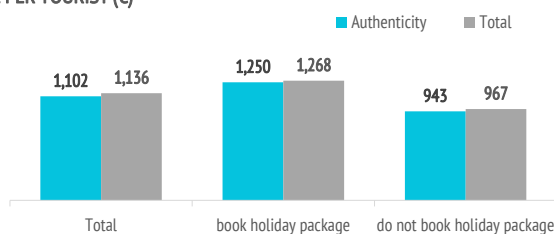


	Authenticity	Total
Expenditure per tourist (€)	1,102	1,136
- book holiday package	1,250	1,268
- holiday package	1,005	1,031
- others	246	237
- do not book holiday package	943	967
- flight	264	263
- accommodation	296	321
- others	383	383
Average length of stay	9.22	9.09
- book holiday package	8.62	8.64
- do not book holiday package	9.85	9.68
Average daily expenditure (€)	133.4	138.9
- book holiday package	154.1	155.4
- do not book holiday package	111.3	117.9
Total turnover (> 15 years old) (€m)	2,894	15,070
- book holiday package	1,697	9,416
- do not book holiday package	1,196	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Authenticity	Total
Authenticity	100%	20.3%
Climate	82.9%	78.4%
Tranquility	75.3%	47.6%
Safety	75.0%	51.9%
Environment	60.8%	33.2%
Price	60.6%	37.4%
Landscapes	59.3%	33.1%
Sea	58.6%	44.4%
European belonging	58.3%	36.1%
Accommodation supply	55.9%	42.9%
Effortless trip	54.7%	35.2%
Beaches	50.4%	37.7%
Gastronomy	42.9%	23.2%
Exoticism	41.9%	11.4%
Fun possibilities	36.8%	21.1%
Historical heritage	23.5%	8.2%
Culture	23.5%	8.0%
Hiking trail network	19.3%	9.6%
Shopping	18.9%	9.4%
Nightlife	15.3%	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?

	Authenticity	Total
Rest	48.8%	55.5%
Enjoy family time	13.5%	14.4%
Have fun	9.3%	8.6%
Explore the destination	24.8%	17.8%
Practice their hobbies	1.8%	1.9%
Other reasons	1.8%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Authenticity	Total
The same day	0.9%	0.7%
Between 1 and 30 days	24.4%	23.8%
Between 1 and 2 months	22.9%	22.8%
Between 3 and 6 months	31.5%	32.7%
More than 6 months	20.3%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

AUTHENTICITY
24.4%



TOTAL
23.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that authenticity is "very important" in their choice.

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

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

	Authenticity	Total
Previous visits to the Canary Islands	48.5%	51.9%
Friends or relatives	30.8%	27.1%
Internet or social media	53.7%	54.7%
Mass Media	2.5%	1.6%
Travel guides and magazines	10.0%	8.4%
Travel Blogs or Forums	7.7%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	20.8%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.4%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation?

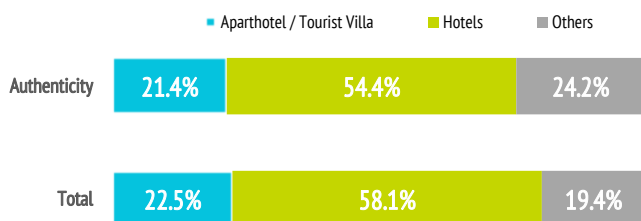
	Authenticity	Total
Flight		
- Directly with the airline	46.7%	42.9%
- Tour Operator or Travel Agency	53.3%	57.1%

	Authenticity	Total
Accommodation		
- Directly with the accommodation	33.9%	31.5%
- Tour Operator or Travel Agency	66.1%	68.5%

Where do they stay?

	Authenticity	Total
1-2-3* Hotel	10.4%	11.5%
4* Hotel	35.8%	37.6%
5* Hotel / 5* Luxury Hotel	8.2%	9.0%
Aparthotel / Tourist Villa	21.4%	22.5%
House/room rented in a private dwelling	7.4%	5.9%
Private accommodation (1)	9.3%	7.2%
Others (Cottage, cruise, camping,...)	7.5%	6.3%

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



What do they book?

	Authenticity	Total
Room only	29.4%	27.9%
Bed and Breakfast	11.5%	12.4%
Half board	20.7%	21.2%
Full board	4.2%	3.6%
All inclusive	34.2%	34.9%

”
29.4% of tourists book room only.
(Canary Islands: 27.9%)

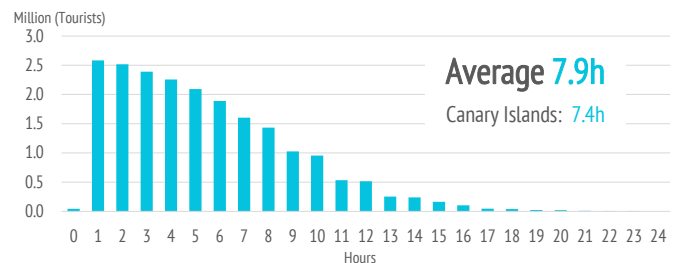
Other expenses

	Authenticity	Total
Restaurants or cafes	58.7%	59.1%
Supermarkets	52.4%	52.1%
Car rental	30.0%	26.3%
Organized excursions	23.9%	20.6%
Taxi, transfer, chauffeur service	44.3%	50.0%
Theme Parks	7.6%	7.5%
Sport activities	5.2%	5.7%
Museums	6.3%	4.6%
Flights between islands	5.9%	4.4%

Activities in the Canary Islands

Outdoor time per day	Authenticity	Total
0 hours	1.6%	2.1%
1 - 2 hours	7.4%	9.8%
3 - 6 hours	29.9%	32.6%
7 - 12 hours	51.5%	47.1%
More than 12 hours	9.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Authenticity	Total
Walk, wander	71.6%	69.8%
Beach	69.4%	66.3%
Swimming pool, hotel facilities	55.9%	58.2%
Explore the island on their own	52.9%	45.2%
Taste Canarian gastronomy	30.5%	24.2%
Organized excursions	19.5%	16.9%
Nightlife / concerts / shows	17.2%	15.5%
Theme parks	16.1%	14.1%
Wineries / markets / popular festivals	15.2%	11.6%
Museums / exhibitions	14.8%	10.1%
Sport activities	14.2%	13.4%
Nature activities	13.7%	10.4%
Sea excursions / whale watching	13.0%	11.1%
Activities at sea	11.4%	10.0%
Beauty and health treatments	6.3%	5.4%
Astronomical observation	4.6%	3.5%

* Multi-choice question

	AUTHENTICITY	TOTAL
EXPLORE THE ISLAND ON THEIR OWN	52.9%	45.2%
TASTE CANARIAN GASTRONOMY	30.5%	24.2%



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AUTHENTICITY

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by authenticity	2,626,713	580,866	324,664	590,794	1,031,969	69,830
- Share by islands	100%	22.1%	12.4%	22.5%	39.3%	2.7%
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 motivated by authenticity	20.3%	23.3%	19.9%	16.8%	21.0%	29.9%

How many islands do they visit during their trip?

	Authenticity	Total
One island	89.2%	91.4%
Two islands	9.1%	7.2%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Authenticity	Total
Research		
- Tourist package	14.4%	14.8%
- Flights	12.1%	13.0%
- Accommodation	15.7%	16.9%
- Transport	16.2%	15.7%
- Restaurants	29.0%	28.4%
- Excursions	27.1%	26.2%
- Activities	30.2%	30.1%
Book or purchase		
- Tourist package	37.7%	39.4%
- Flights	68.1%	66.7%
- Accommodation	57.1%	57.3%
- Transport	49.5%	47.6%
- Restaurants	15.6%	12.1%
- Excursions	17.5%	13.0%
- Activities	19.5%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Authenticity	Total
Did not use the Internet	8.4%	8.3%
Used the Internet	91.6%	91.7%
- Own Internet connection	38.9%	37.4%
- Free Wifi connection	35.3%	39.5%
Applications*		
- Search for locations or maps	65.9%	61.7%
- Search for destination info	46.5%	44.8%
- Share pictures or trip videos	58.4%	56.0%
- Download tourist apps	8.1%	7.0%
- Others	18.4%	22.6%

* Multi-choice question

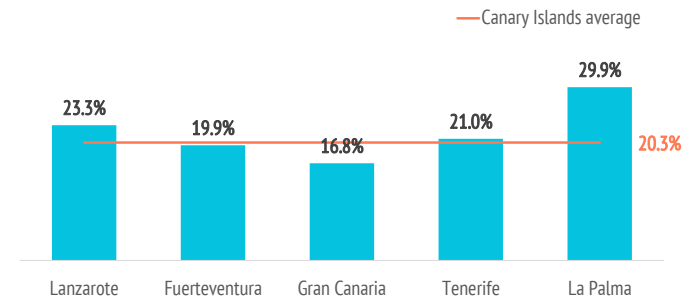


58.4% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

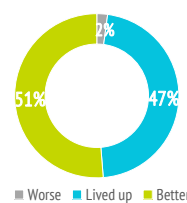


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Authenticity	Total
Average rating	9.05	8.70

Experience in the Canary Islands	Authenticity	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	46.6%	55.6%
Better or much better than expected	51.3%	42.1%

Future intentions (scale 1-10)	Authenticity	Total
Return to the Canary Islands	9.06	8.73
Recommend visiting the Canary Islands	9.30	8.95



Experience in the Canary



9.06/10

Return to the Canary Islands



9.30/10

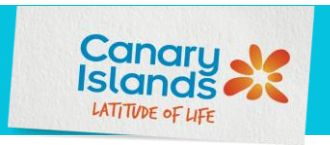
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Authenticity	Total
Repeat tourists	67.1%	72.2%
Repeat tourists (last 5 years)	62.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	18.6%	19.5%
At least 10 previous visits	17.0%	18.6%

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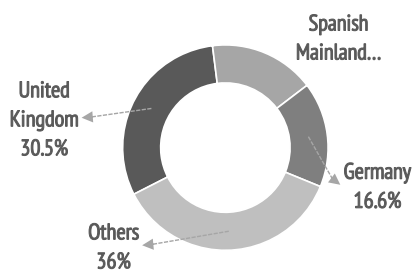
AUTHENTICITY



Where are they from?



	%	Absolute
United Kingdom	30.5%	801,112
Spanish Mainland	16.6%	436,724
Germany	16.6%	435,326
France	6.0%	156,582
Poland	4.3%	113,602
Ireland	4.0%	105,801
Italy	3.7%	96,054
Belgium	2.8%	72,752
Netherlands	2.4%	64,311
Sweden	2.0%	52,366
Switzerland	1.9%	48,651
Denmark	0.9%	24,876
Czech Republic	0.9%	23,225
Russia	0.9%	22,448
Austria	0.8%	19,970
Norway	0.8%	19,714
Finland	0.4%	11,399
Others	4.6%	121,801



Who do they come with?



	Authenticity	Total
Unaccompanied	10.2%	9.6%
Only with partner	47.2%	48.1%
Only with children (< 13 years old)	5.7%	5.6%
Partner + children (< 13 years old)	5.9%	6.5%
Other relatives	10.6%	9.3%
Friends	6.5%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.5%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	17.6%	17.7%
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	14.9%	14.8%
- Between 0 -2 and 3-12 years	1.4%	1.4%
Tourists without children	82.4%	82.3%
Group composition:		
- 1 person	14.0%	13.2%
- 2 people	54.6%	55.1%
- 3 people	11.9%	12.0%
- 4 or 5 people	16.4%	16.3%
- 6 or more people	3.0%	3.5%
Average group size:	2.51	2.54

Who are they?



	Authenticity	Total
Gender		
Men	43.4%	48.6%
Women	56.6%	51.4%
Age		
Average age (tourist > 15 years old)	45.4	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	8.7%	7.3%
25 - 30 years old	12.9%	10.9%
31 - 45 years old	29.3%	28.0%
46 - 60 years old	30.2%	31.8%
Over 60 years old	18.9%	22.1%
Occupation		
Salaried worker	54.9%	55.0%
Self-employed	12.5%	11.5%
Unemployed	1.5%	1.1%
Business owner	8.9%	9.4%
Student	4.3%	3.5%
Retired	16.0%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	22.3%	17.5%
€25,000 - €49,999	39.0%	37.5%
€50,000 - €74,999	20.6%	22.8%
More than €74,999	18.1%	22.2%
Education level		
No studies	5.0%	5.0%
Primary education	2.6%	2.6%
Secondary education	23.0%	23.6%
Higher education	69.4%	68.9%



Pictures: Freepik.com

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