

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

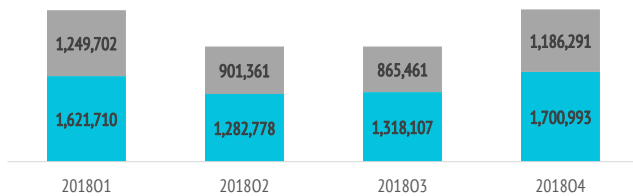
CLIMATE

How many are they and how much do they spend?

	Climate	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	10,126,403	13,271,035
- book holiday package	5,923,588	7,426,022
- do not book holiday package	4,202,815	5,845,014
- % tourists who book holiday package	58.5%	56.0%
Share of total tourist	78.4%	100%

TOURISTS MOTIVATED BY CLIMATE

■ do not book holiday package ■ book holiday package



	Climate	Total
Expenditure per tourist (€)	1,166	1,136
- book holiday package	1,275	1,268
- holiday package	1,038	1,031
- others	237	237
- do not book holiday package	1,012	967
- flight	271	263
- accommodation	356	321
- others	386	383
Average length of stay	9.17	9.09
- book holiday package	8.67	8.64
- do not book holiday package	9.88	9.68
Average daily expenditure (€)	139.9	138.9
- book holiday package	155.2	155.4
- do not book holiday package	118.3	117.9
Total turnover (> 15 years old) (€m)	11,807	15,070
- book holiday package	7,553	9,416
- do not book holiday package	4,254	5,655

AVERAGE LENGTH OF STAY (nights)

■ Climate ■ Total



EXPENDITURE PER TOURIST (€)

■ Climate ■ Total



Importance of each factor in the destination choice

	Climate	Total
Climate	100%	78.4%
Safety	56.5%	51.9%
Tranquility	52.1%	47.6%
Sea	51.0%	44.4%
Accommodation supply	48.3%	42.9%
Beaches	44.4%	37.7%
Price	41.6%	37.4%
European belonging	39.9%	36.1%
Effortless trip	39.2%	35.2%
Environment	36.3%	33.2%
Landscapes	35.6%	33.1%
Gastronomy	25.3%	23.2%
Fun possibilities	23.0%	21.1%
Authenticity	21.5%	20.3%
Exoticism	12.3%	11.4%
Shopping	10.6%	9.4%
Hiking trail network	10.0%	9.6%
Nightlife	8.8%	8.0%
Historical heritage	8.5%	8.2%
Culture	8.4%	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?

	Climate	Total
Rest	58.5%	55.5%
Enjoy family time	13.8%	14.4%
Have fun	8.2%	8.6%
Explore the destination	16.1%	17.8%
Practice their hobbies	1.7%	1.9%
Other reasons	1.7%	1.8%



How far in advance do they book their trip?

	Climate	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.5%	23.8%
Between 1 and 2 months	22.9%	22.8%
Between 3 and 6 months	33.5%	32.7%
More than 6 months	20.6%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

CLIMATE
20.6%



TOTAL
20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that climate 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.

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

CLIMATE



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

	Climate	Total
Previous visits to the Canary Islands	54.9%	51.9%
Friends or relatives	25.7%	27.1%
Internet or social media	56.4%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	8.3%	8.4%
Travel Blogs or Forums	5.7%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	22.8%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.8%	2.4%

* Multi-choice question

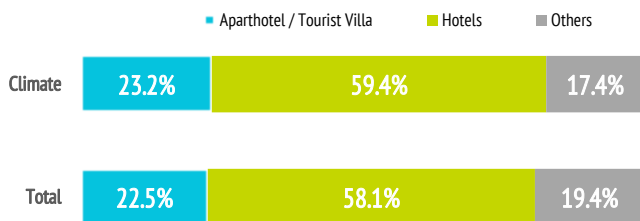
With whom did they book their flight and accommodation?

	Climate	Total
Flight		
- Directly with the airline	41.7%	42.9%
- Tour Operator or Travel Agency	58.3%	57.1%
Accommodation		
- Directly with the accommodation	31.0%	31.5%
- Tour Operator or Travel Agency	69.0%	68.5%

Where do they stay?

	Climate	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	38.4%	37.6%
5* Hotel / 5* Luxury Hotel	9.5%	9.0%
Aparthotel / Tourist Villa	23.2%	22.5%
House/room rented in a private dwelling	5.7%	5.9%
Private accommodation (1)	5.8%	7.2%
Others (Cottage, cruise, camping,...)	5.9%	6.3%

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



What do they book?

	Climate	Total
Room only	27.5%	27.9%
Bed and Breakfast	11.7%	12.4%
Half board	21.4%	21.2%
Full board	3.4%	3.6%
All inclusive	36.0%	34.9%

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36% of tourists book all inclusive.
 (Canary Islands: 34.9%)

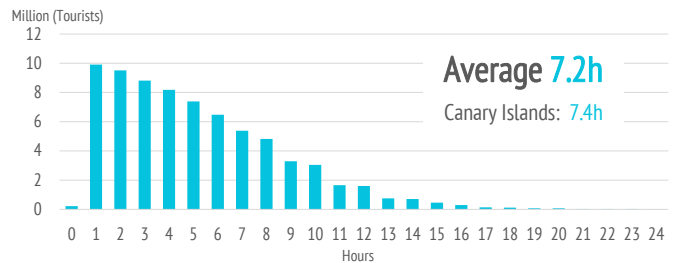
Other expenses

	Climate	Total
Restaurants or cafes	58.5%	59.1%
Supermarkets	52.3%	52.1%
Car rental	25.5%	26.3%
Organized excursions	20.4%	20.6%
Taxi, transfer, chauffeur service	52.0%	50.0%
Theme Parks	7.4%	7.5%
Sport activities	5.6%	5.7%
Museums	4.5%	4.6%
Flights between islands	4.3%	4.4%

Activities in the Canary Islands

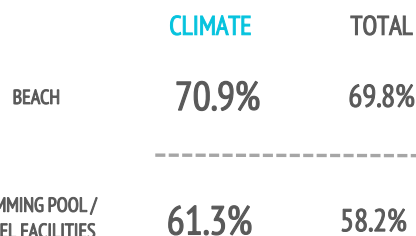
Outdoor time per day	Climate	Total
0 hours	2.2%	2.1%
1 - 2 hours	10.8%	9.8%
3 - 6 hours	33.9%	32.6%
7 - 12 hours	45.7%	47.1%
More than 12 hours	7.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Climate	Total
Walk, wander	70.9%	69.8%
Beach	67.4%	66.3%
Swimming pool, hotel facilities	61.3%	58.2%
Explore the island on their own	44.9%	45.2%
Taste Canarian gastronomy	23.5%	24.2%
Organized excursions	16.8%	16.9%
Nightlife / concerts / shows	15.7%	15.5%
Theme parks	14.0%	14.1%
Sport activities	13.2%	13.4%
Wineries / markets / popular festivals	11.4%	11.6%
Sea excursions / whale watching	10.8%	11.1%
Activities at sea	9.9%	10.0%
Nature activities	9.9%	10.4%
Museums / exhibitions	9.5%	10.1%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	3.4%	3.5%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by climate	10,126,403	1,930,458	1,292,092	2,856,321	3,806,916	163,166
- Share by islands	100%	19.1%	12.8%	28.2%	37.6%	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 motivated by climate	78.4%	77.5%	79.1%	81.1%	77.4%	69.8%

How many islands do they visit during their trip?

	Climate	Total
One island	92.1%	91.4%
Two islands	6.7%	7.2%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Climate	Total
Research		
- Tourist package	14.9%	14.8%
- Flights	13.0%	13.0%
- Accommodation	17.2%	16.9%
- Transport	15.5%	15.7%
- Restaurants	28.2%	28.4%
- Excursions	26.2%	26.2%
- Activities	30.0%	30.1%
Book or purchase		
- Tourist package	41.5%	39.4%
- Flights	67.5%	66.7%
- Accommodation	58.9%	57.3%
- Transport	48.9%	47.6%
- Restaurants	12.5%	12.1%
- Excursions	13.0%	13.0%
- Activities	14.8%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Climate	Total
Did not use the Internet	7.9%	8.3%
Used the Internet	92.1%	91.7%
- Own Internet connection	35.8%	37.4%
- Free Wifi connection	41.4%	39.5%
Applications*		
- Search for locations or maps	61.5%	61.7%
- Search for destination info	45.8%	44.8%
- Share pictures or trip videos	56.8%	56.0%
- Download tourist apps	7.1%	7.0%
- Others	22.9%	22.6%

* Multi-choice question

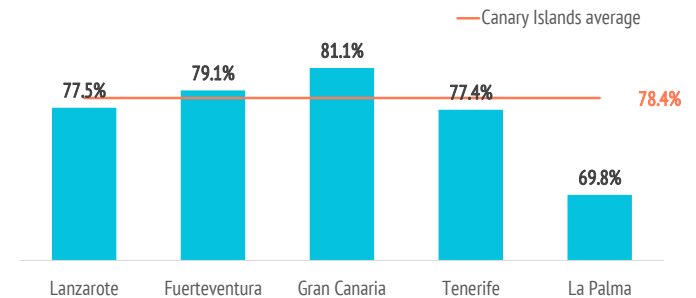


56.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

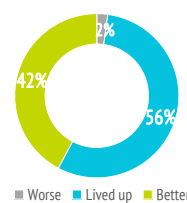


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Climate	Total
Average rating	8.77	8.70

Experience in the Canary Islands	Climate	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	55.6%	55.6%
Better or much better than expected	42.2%	42.1%

Future intentions (scale 1-10)	Climate	Total
Return to the Canary Islands	8.82	8.73
Recommend visiting the Canary Islands	9.03	8.95



Experience in the Canary



Return to the Canary Islands



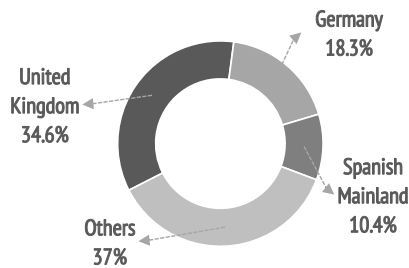
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Climate	Total
Repeat tourists	74.1%	72.2%
Repeat tourists (last 5 years)	68.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.8%	19.5%
At least 10 previous visits	18.8%	18.6%

Where are they from?

	%	Absolute
United Kingdom	34.6%	3,502,964
Germany	18.3%	1,851,213
Spanish Mainland	10.4%	1,049,088
Sweden	4.0%	402,073
France	3.9%	397,191
Ireland	3.9%	392,863
Netherlands	3.9%	391,176
Norway	3.2%	322,009
Italy	3.0%	304,312
Belgium	2.7%	276,767
Poland	2.4%	239,406
Denmark	1.9%	191,386
Finland	1.7%	176,381
Switzerland	1.7%	173,755
Austria	0.6%	56,900
Russia	0.5%	54,074
Portugal	0.4%	43,075
Others	3.0%	301,771



Who do they come with?

	Climate	Total
Unaccompanied	7.5%	9.6%
Only with partner	49.9%	48.1%
Only with children (< 13 years old)	5.8%	5.6%
Partner + children (< 13 years old)	6.8%	6.5%
Other relatives	9.5%	9.3%
Friends	6.3%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.9%	13.7%

⁽¹⁾ Different situations have been isolated

Tourists with children	18.4%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	15.4%	14.8%
- Between 0 -2 and 3-12 years	1.5%	1.4%
Tourists without children	81.6%	82.3%
Group composition:		
- 1 person	10.7%	13.2%
- 2 people	56.8%	55.1%
- 3 people	12.0%	12.0%
- 4 or 5 people	16.9%	16.3%
- 6 or more people	3.6%	3.5%
Average group size:	2.58	2.54

Who are they?

	Climate	Total
Gender		
Men	46.9%	48.6%
Women	53.1%	51.4%
Age		
Average age (tourist > 15 years old)	47.7	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	6.5%	7.3%
25 - 30 years old	10.4%	10.9%
31 - 45 years old	27.7%	28.0%
46 - 60 years old	32.4%	31.8%
Over 60 years old	23.0%	22.1%
Occupation		
Salaried worker	55.1%	55.0%
Self-employed	11.2%	11.5%
Unemployed	1.1%	1.1%
Business owner	9.1%	9.4%
Student	3.2%	3.5%
Retired	18.8%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.6%	17.5%
€25,000 - €49,999	37.1%	37.5%
€50,000 - €74,999	23.3%	22.8%
More than €74,999	23.0%	22.2%
Education level		
No studies	5.1%	5.0%
Primary education	2.4%	2.6%
Secondary education	23.3%	23.6%
Higher education	69.2%	68.9%

3 IN 10 TOURISTS ARE BRITISH

48 YEARS OLD
AVERAGE AGE

50% ONLY WITH PARTNER

Pictures: Freepik.com

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

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