

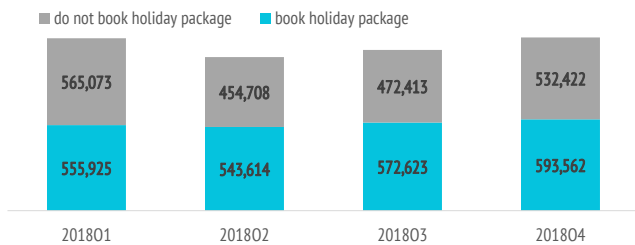
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

ENVIRONMENT

How many are they and how much do they spend?

	Environment	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,290,341	13,271,035
- book holiday package	2,265,724	7,426,022
- do not book holiday package	2,024,617	5,845,014
- % tourists who book holiday package	52.8%	56.0%
Share of total tourist	33.2%	100%

TOURISTS MOTIVATED BY ENVIRONMENT

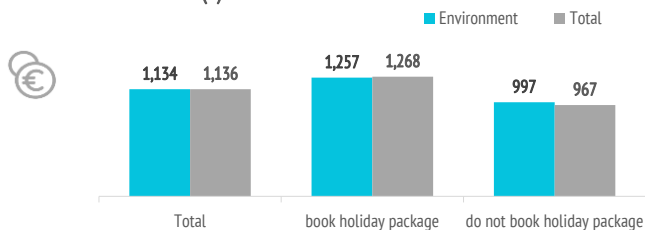


	Environment	Total
Expenditure per tourist (€)	1,134	1,136
- book holiday package	1,257	1,268
- holiday package	1,011	1,031
- others	247	237
- do not book holiday package	997	967
- flight	272	263
- accommodation	324	321
- others	401	383
Average length of stay	9.34	9.09
- book holiday package	8.61	8.64
- do not book holiday package	10.15	9.68
Average daily expenditure (€)	135.5	138.9
- book holiday package	154.3	155.4
- do not book holiday package	114.4	117.9
Total turnover (> 15 years old) (€m)	4,867	15,070
- book holiday package	2,849	9,416
- do not book holiday package	2,018	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Environment	Total
Environment	100%	33.2%
Climate	85.6%	78.4%
Safety	68.1%	51.9%
Landscapes	65.9%	33.1%
Tranquility	64.2%	47.6%
Sea	59.2%	44.4%
Accommodation supply	53.8%	42.9%
Beaches	49.6%	37.7%
Price	48.4%	37.4%
European belonging	47.7%	36.1%
Effortless trip	47.4%	35.2%
Authenticity	37.2%	20.3%
Gastronomy	34.8%	23.2%
Fun possibilities	29.9%	21.1%
Exoticism	20.2%	11.4%
Hiking trail network	19.7%	9.6%
Historical heritage	17.2%	8.2%
Culture	16.8%	8.0%
Shopping	15.2%	9.4%
Nightlife	12.3%	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?

	Environment	Total
Rest	51.3%	55.5%
Enjoy family time	13.8%	14.4%
Have fun	8.4%	8.6%
Explore the destination	23.1%	17.8%
Practice their hobbies	1.7%	1.9%
Other reasons	1.8%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Environment	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.1%	23.8%
Between 1 and 2 months	22.8%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	20.6%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ENVIRONMENT
20.6%



TOTAL
20.0%

Picture: Freepik.com

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

ENVIRONMENT



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

	Environment	Total
Previous visits to the Canary Islands	52.3%	51.9%
Friends or relatives	28.4%	27.1%
Internet or social media	54.3%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	9.9%	8.4%
Travel Blogs or Forums	7.0%	5.7%
Travel TV Channels	1.0%	0.8%
Tour Operator or Travel Agency	21.0%	22.6%
Public administrations or similar	0.5%	0.4%
Others	2.3%	2.4%

* Multi-choice question

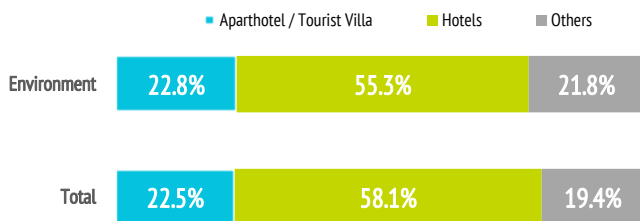
With whom did they book their flight and accommodation?

	Environment	Total
Flight		
- Directly with the airline	46.2%	42.9%
- Tour Operator or Travel Agency	53.8%	57.1%
Accommodation		
- Directly with the accommodation	34.7%	31.5%
- Tour Operator or Travel Agency	65.3%	68.5%

Where do they stay?

	Environment	Total
1-2-3* Hotel	10.8%	11.5%
4* Hotel	35.9%	37.6%
5* Hotel / 5* Luxury Hotel	8.6%	9.0%
Aparthotel / Tourist Villa	22.8%	22.5%
House/room rented in a private dwelling	7.0%	5.9%
Private accommodation (1)	8.0%	7.2%
Others (Cottage, cruise, camping,...)	6.8%	6.3%

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



What do they book?

	Environment	Total
Room only	29.8%	27.9%
Bed and Breakfast	12.1%	12.4%
Half board	21.5%	21.2%
Full board	3.8%	3.6%
All inclusive	32.9%	34.9%

”
29.8% of tourists book room only.
 (Canary Islands: 27.9%)

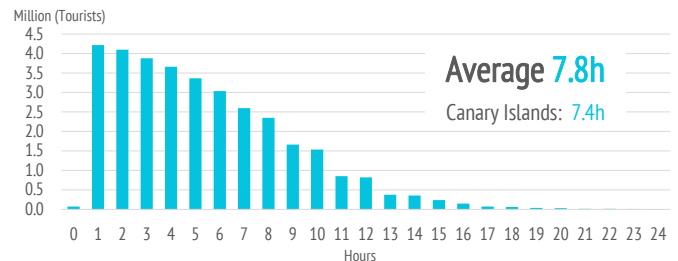
Other expenses

	Environment	Total
Restaurants or cafes	60.2%	59.1%
Supermarkets	52.1%	52.1%
Car rental	29.8%	26.3%
Organized excursions	22.3%	20.6%
Taxi, transfer, chauffeur service	45.9%	50.0%
Theme Parks	7.9%	7.5%
Sport activities	5.3%	5.7%
Museums	5.8%	4.6%
Flights between islands	5.4%	4.4%

Activities in the Canary Islands

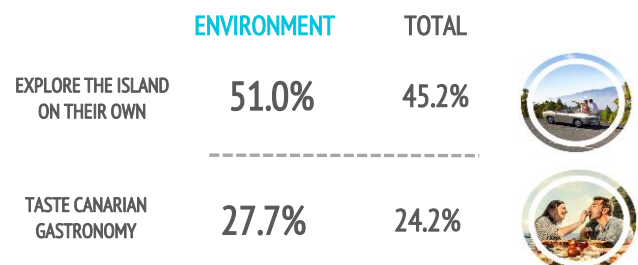
Outdoor time per day	Environment	Total
0 hours	1.7%	2.1%
1 - 2 hours	7.9%	9.8%
3 - 6 hours	29.9%	32.6%
7 - 12 hours	51.7%	47.1%
More than 12 hours	8.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Environment	Total
Walk, wander	72.7%	69.8%
Beach	67.6%	66.3%
Swimming pool, hotel facilities	57.3%	58.2%
Explore the island on their own	51.0%	45.2%
Taste Canarian gastronomy	27.7%	24.2%
Organized excursions	18.2%	16.9%
Nightlife / concerts / shows	16.6%	15.5%
Theme parks	15.1%	14.1%
Wineries / markets / popular festivals	14.1%	11.6%
Sport activities	13.5%	13.4%
Nature activities	13.3%	10.4%
Museums / exhibitions	13.2%	10.1%
Sea excursions / whale watching	12.3%	11.1%
Activities at sea	11.1%	10.0%
Beauty and health treatments	6.0%	5.4%
Astronomical observation	4.4%	3.5%

* Multi-choice question



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

ENVIRONMENT



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by environment	4,290,341	891,288	478,571	1,001,757	1,756,171	117,260
- Share by islands	100%	20.8%	11.2%	23.3%	40.9%	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 environment	33.2%	35.8%	29.3%	28.4%	35.7%	50.2%

How many islands do they visit during their trip?

	Environment	Total
One island	89.8%	91.4%
Two islands	8.6%	7.2%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Environment	Total
Research		
- Tourist package	14.6%	14.8%
- Flights	12.6%	13.0%
- Accommodation	15.8%	16.9%
- Transport	15.9%	15.7%
- Restaurants	29.3%	28.4%
- Excursions	27.8%	26.2%
- Activities	30.7%	30.1%
Book or purchase		
- Tourist package	38.1%	39.4%
- Flights	68.9%	66.7%
- Accommodation	59.3%	57.3%
- Transport	50.7%	47.6%
- Restaurants	14.1%	12.1%
- Excursions	15.5%	13.0%
- Activities	17.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Environment	Total
Did not use the Internet	8.4%	8.3%
Used the Internet	91.6%	91.7%
- Own Internet connection	38.1%	37.4%
- Free Wifi connection	37.6%	39.5%
Applications*		
- Search for locations or maps	64.5%	61.7%
- Search for destination info	45.7%	44.8%
- Share pictures or trip videos	57.1%	56.0%
- Download tourist apps	7.8%	7.0%
- Others	20.7%	22.6%

* Multi-choice question

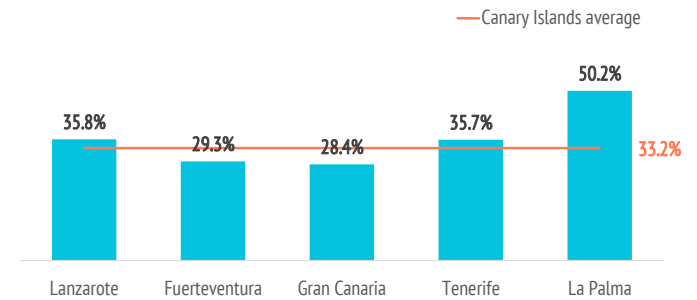


57.1% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

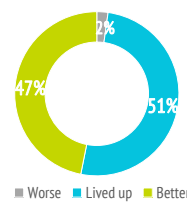


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Environment	Total
Average rating	8.95	8.70

Experience in the Canary Islands	Environment	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	50.9%	55.6%
Better or much better than expected	46.9%	42.1%

Future intentions (scale 1-10)	Environment	Total
Return to the Canary Islands	9.00	8.73
Recommend visiting the Canary Islands	9.23	8.95



Experience in the Canary



9.00/10

Return to the Canary Islands



9.23/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Environment	Total
Repeat tourists	71.0%	72.2%
Repeat tourists (last 5 years)	65.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.9%	19.5%
At least 10 previous visits	18.7%	18.6%

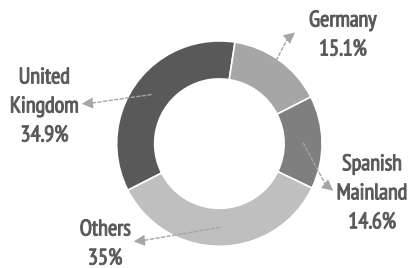
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ENVIRONMENT

Where are they from?



	%	Absolute
United Kingdom	34.9%	1,498,601
Germany	15.1%	646,069
Spanish Mainland	14.6%	627,958
Italy	5.2%	222,022
France	5.0%	214,083
Ireland	4.1%	174,097
Poland	3.2%	136,781
Sweden	2.9%	125,113
Belgium	2.1%	91,615
Norway	1.7%	73,857
Switzerland	1.5%	65,277
Denmark	1.4%	58,668
Finland	1.2%	50,770
Netherlands	1.1%	49,260
Russia	0.8%	35,971
Austria	0.6%	25,100
Czech Republic	0.5%	22,663
Others	4.0%	172,437



Who do they come with?



	Environment	Total
Unaccompanied	8.3%	9.6%
Only with partner	49.8%	48.1%
Only with children (< 13 years old)	5.8%	5.6%
Partner + children (< 13 years old)	6.4%	6.5%
Other relatives	9.6%	9.3%
Friends	6.1%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.7%	13.7%

(1) Different situations have been isolated

Tourists with children	17.9%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	15.2%	14.8%
- Between 0 -2 and 3-12 years	1.2%	1.4%
Tourists without children	82.1%	82.3%
Group composition:		
- 1 person	11.8%	13.2%
- 2 people	56.7%	55.1%
- 3 people	11.7%	12.0%
- 4 or 5 people	16.2%	16.3%
- 6 or more people	3.5%	3.5%
Average group size:	2.54	2.54

Who are they?



	Environment	Total
Gender		
Men	44.5%	48.6%
Women	55.5%	51.4%
Age		
Average age (tourist > 15 years old)	47.0	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.3%
25 - 30 years old	11.3%	10.9%
31 - 45 years old	28.4%	28.0%
46 - 60 years old	31.2%	31.8%
Over 60 years old	21.9%	22.1%
Occupation		
Salaried worker	54.4%	55.0%
Self-employed	12.1%	11.5%
Unemployed	1.3%	1.1%
Business owner	8.7%	9.4%
Student	3.5%	3.5%
Retired	18.2%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	19.5%	17.5%
€25,000 - €49,999	38.2%	37.5%
€50,000 - €74,999	21.2%	22.8%
More than €74,999	21.0%	22.2%
Education level		
No studies	5.5%	5.0%
Primary education	2.4%	2.6%
Secondary education	21.6%	23.6%
Higher education	70.6%	68.9%



Pictures: Freepik.com

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