

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

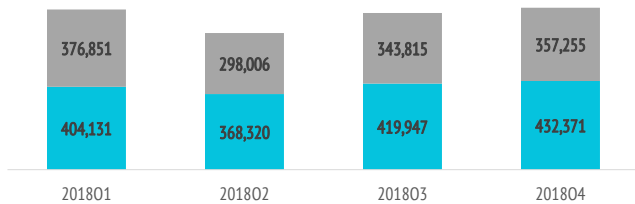
GASTRONOMY

How many are they and how much do they spend?

	Gastronomy	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	3,000,695	13,271,035
- book holiday package	1,624,769	7,426,022
- do not book holiday package	1,375,926	5,845,014
- % tourists who book holiday package	54.1%	56.0%
Share of total tourist	23.2%	100%

TOURISTS MOTIVATED BY GASTRONOMY

■ do not book holiday package ■ book holiday package



	Gastronomy	Total
Expenditure per tourist (€)	1,186	1,136
- book holiday package	1,308	1,268
- holiday package	1,054	1,031
- others	254	237
- do not book holiday package	1,042	967
- flight	272	263
- accommodation	328	321
- others	442	383
Average length of stay	9.23	9.09
- book holiday package	8.70	8.64
- do not book holiday package	9.86	9.68
Average daily expenditure (€)	142.2	138.9
- book holiday package	159.2	155.4
- do not book holiday package	122.1	117.9
Total turnover (> 15 years old) (€m)	3,558	15,070
- book holiday package	2,125	9,416
- do not book holiday package	1,433	5,655

AVERAGE LENGTH OF STAY (nights)

■ Gastronomy ■ Total



EXPENDITURE PER TOURIST (€)

■ Gastronomy ■ Total



Importance of each factor in the destination choice

	Gastronomy	Total
Gastronomy	100%	23.2%
Climate	85.5%	78.4%
Safety	75.5%	51.9%
Tranquility	69.6%	47.6%
Effortless trip	61.2%	35.2%
Accommodation supply	60.2%	42.9%
Sea	55.7%	44.4%
Price	52.7%	37.4%
European belonging	50.8%	36.1%
Environment	49.8%	33.2%
Beaches	48.6%	37.7%
Landscapes	45.3%	33.1%
Authenticity	37.5%	20.3%
Fun possibilities	33.2%	21.1%
Shopping	22.4%	9.4%
Exoticism	21.0%	11.4%
Culture	18.1%	8.0%
Historical heritage	17.2%	8.2%
Nightlife	15.2%	8.0%
Hiking trail network	13.8%	9.6%

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?

	Gastronomy	Total
Rest	56.4%	55.5%
Enjoy family time	14.6%	14.4%
Have fun	8.7%	8.6%
Explore the destination	17.2%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	1.5%	1.8%



Gastronomy 56.4%

Total 55.5%

How far in advance do they book their trip?

	Gastronomy	Total
The same day	0.9%	0.7%
Between 1 and 30 days	23.0%	23.8%
Between 1 and 2 months	22.1%	22.8%
Between 3 and 6 months	32.6%	32.7%
More than 6 months	21.4%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

GASTRONOMY
21.4%



TOTAL
20.0%

Picture: Freepik.com

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

GASTRONOMY

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

	Gastronomy	Total
Previous visits to the Canary Islands	55.4%	51.9%
Friends or relatives	28.9%	27.1%
Internet or social media	53.1%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.2%	8.4%
Travel Blogs or Forums	6.3%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	22.0%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.3%	2.4%

* Multi-choice question

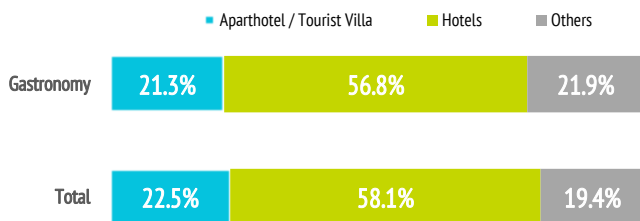
With whom did they book their flight and accommodation?

	Gastronomy	Total
Flight		
- Directly with the airline	45.4%	42.9%
- Tour Operator or Travel Agency	54.6%	57.1%
Accommodation		
- Directly with the accommodation	32.5%	31.5%
- Tour Operator or Travel Agency	67.5%	68.5%

Where do they stay?

	Gastronomy	Total
1-2-3* Hotel	10.0%	11.5%
4* Hotel	35.8%	37.6%
5* Hotel / 5* Luxury Hotel	10.9%	9.0%
Aparthotel / Tourist Villa	21.3%	22.5%
House/room rented in a private dwelling	6.0%	5.9%
Private accommodation (1)	9.5%	7.2%
Others (Cottage, cruise, camping,...)	6.4%	6.3%

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



What do they book?

	Gastronomy	Total
Room only	28.3%	27.9%
Bed and Breakfast	13.6%	12.4%
Half board	21.3%	21.2%
Full board	3.5%	3.6%
All inclusive	33.2%	34.9%

”
13.6% of tourists book Bed and Breakfast.

(Canary Islands: 12.4%)

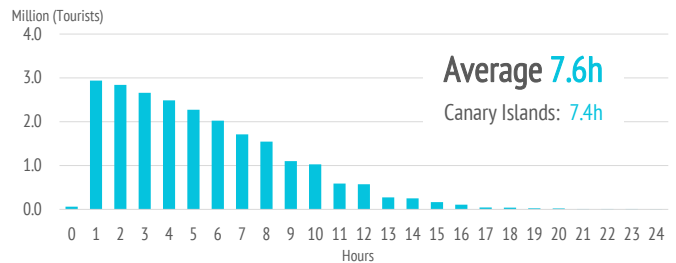
Other expenses

	Gastronomy	Total
Restaurants or cafes	61.9%	59.1%
Supermarkets	50.6%	52.1%
Car rental	25.6%	26.3%
Organized excursions	20.2%	20.6%
Taxi, transfer, chauffeur service	48.8%	50.0%
Theme Parks	7.2%	7.5%
Sport activities	5.2%	5.7%
Museums	4.6%	4.6%
Flights between islands	4.6%	4.4%

Activities in the Canary Islands

Outdoor time per day	Gastronomy	Total
0 hours	2.1%	2.1%
1 - 2 hours	9.3%	9.8%
3 - 6 hours	31.6%	32.6%
7 - 12 hours	47.9%	47.1%
More than 12 hours	9.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Gastronomy	Total
Walk, wander	70.0%	69.8%
Beach	66.0%	66.3%
Swimming pool, hotel facilities	58.0%	58.2%
Explore the island on their own	45.8%	45.2%
Taste Canarian gastronomy	32.9%	24.2%
Nightlife / concerts / shows	17.8%	15.5%
Organized excursions	16.0%	16.9%
Theme parks	14.3%	14.1%
Wineries / markets / popular festivals	14.0%	11.6%
Sport activities	13.3%	13.4%
Sea excursions / whale watching	11.7%	11.1%
Nature activities	10.2%	10.4%
Museums / exhibitions	10.2%	10.1%
Activities at sea	10.0%	10.0%
Beauty and health treatments	6.2%	5.4%
Astronomical observation	4.2%	3.5%

* Multi-choice question

	GASTRONOMY	TOTAL
TASTE CANARIAN GASTRONOMY	32.9%	24.2%
WINERIES / MARKETS / POPULAR FESTIVALS	14.0%	11.6%



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

GASTRONOMY

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by gastronomy	3,000,695	597,004	352,719	804,291	1,179,939	44,207
- Share by islands	100%	19.9%	11.8%	26.8%	39.3%	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 motivated by gastronomy	23.2%	24.0%	21.6%	22.8%	24.0%	18.9%

How many islands do they visit during their trip?

	Gastronomy	Total
One island	90.7%	91.4%
Two islands	7.9%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Gastronomy	Total
Research		
- Tourist package	13.7%	14.8%
- Flights	12.3%	13.0%
- Accommodation	16.2%	16.9%
- Transport	14.5%	15.7%
- Restaurants	31.0%	28.4%
- Excursions	25.8%	26.2%
- Activities	29.4%	30.1%
Book or purchase		
- Tourist package	39.6%	39.4%
- Flights	69.0%	66.7%
- Accommodation	57.7%	57.3%
- Transport	48.6%	47.6%
- Restaurants	17.6%	12.1%
- Excursions	15.0%	13.0%
- Activities	16.5%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Gastronomy	Total
Did not use the Internet	8.2%	8.3%
Used the Internet	91.8%	91.7%
- Own Internet connection	35.9%	37.4%
- Free Wifi connection	39.5%	39.5%
Applications*		
- Search for locations or maps	60.9%	61.7%
- Search for destination info	45.4%	44.8%
- Share pictures or trip videos	57.3%	56.0%
- Download tourist apps	7.9%	7.0%
- Others	21.5%	22.6%

* Multi-choice question

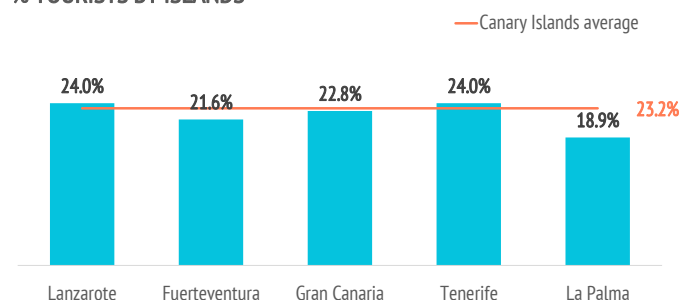


57.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

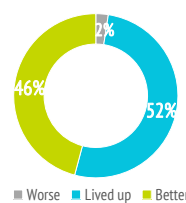


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Gastronomy	Total
Average rating	8.92	8.70

Experience in the Canary Islands	Gastronomy	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	51.7%	55.6%
Better or much better than expected	45.9%	42.1%

Future intentions (scale 1-10)	Gastronomy	Total
Return to the Canary Islands	8.99	8.73
Recommend visiting the Canary Islands	9.18	8.95



Experience in the Canary



8.99/10

Return to the Canary Islands



9.18/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Gastronomy	Total
Repeat tourists	74.4%	72.2%
Repeat tourists (last 5 years)	68.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	22.1%	19.5%
At least 10 previous visits	21.3%	18.6%

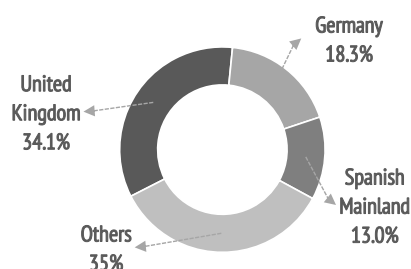
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

GASTRONOMY

Where are they from?



	%	Absolute
United Kingdom	34.1%	1,022,676
Germany	18.3%	548,698
Spanish Mainland	13.0%	391,121
Ireland	4.3%	130,388
France	3.2%	94,658
Poland	3.0%	90,666
Belgium	2.8%	84,696
Sweden	2.8%	83,899
Italy	2.7%	81,315
Switzerland	2.5%	75,734
Netherlands	2.5%	74,793
Norway	2.2%	64,608
Denmark	1.3%	39,561
Finland	1.0%	31,485
Czech Republic	0.8%	22,947
Austria	0.8%	22,814
Russia	0.7%	22,109
Others	3.9%	118,526



Who do they come with?



	Gastronomy	Total
Unaccompanied	8.7%	9.6%
Only with partner	50.6%	48.1%
Only with children (< 13 years old)	5.0%	5.6%
Partner + children (< 13 years old)	5.7%	6.5%
Other relatives	9.8%	9.3%
Friends	6.2%	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	16.2%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	13.4%	14.8%
- Between 0 -2 and 3-12 years	1.3%	1.4%
Tourists without children	83.8%	82.3%
Group composition:		
- 1 person	12.1%	13.2%
- 2 people	56.8%	55.1%
- 3 people	11.7%	12.0%
- 4 or 5 people	16.3%	16.3%
- 6 or more people	3.2%	3.5%
Average group size:	2.52	2.54

Who are they?



	Gastronomy	Total
Gender		
Men	46.2%	48.6%
Women	53.8%	51.4%
Age		
Average age (tourist > 15 years old)	47.5	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	6.8%	7.3%
25 - 30 years old	10.8%	10.9%
31 - 45 years old	27.4%	28.0%
46 - 60 years old	32.3%	31.8%
Over 60 years old	22.7%	22.1%
Occupation		
Salaried worker	53.7%	55.0%
Self-employed	11.8%	11.5%
Unemployed	1.3%	1.1%
Business owner	9.8%	9.4%
Student	3.3%	3.5%
Retired	18.6%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	18.1%	17.5%
€25,000 - €49,999	37.3%	37.5%
€50,000 - €74,999	21.9%	22.8%
More than €74,999	22.7%	22.2%
Education level		
No studies	5.0%	5.0%
Primary education	2.7%	2.6%
Secondary education	22.9%	23.6%
Higher education	69.4%	68.9%



Pictures: Freepik.com

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