

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

SEA

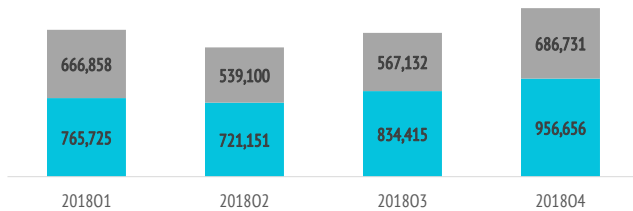
How many are they and how much do they spend?



	Sea	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	5,737,769	13,271,035
- book holiday package	3,277,948	7,426,022
- do not book holiday package	2,459,822	5,845,014
- % tourists who book holiday package	57.1%	56.0%
Share of total tourist	44.4%	100%

TOURISTS MOTIVATED BY CLIMATE

■ do not book holiday package ■ book holiday package



	Sea	Total
Expenditure per tourist (€)		
- book holiday package	1,162	1,136
- holiday package	1,281	1,268
- others	1,050	1,031
- do not book holiday package	231	237
- do not book holiday package	1,004	967
- flight	1,004	967
- accommodation	274	263
- others	336	321
- others	393	383
Average length of stay		
- book holiday package	9.48	9.09
- book holiday package	8.88	8.64
- do not book holiday package	10.27	9.68
Average daily expenditure (€)		
- book holiday package	136.8	138.9
- book holiday package	153.5	155.4
- do not book holiday package	114.6	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	6,668	15,070
- book holiday package	4,199	9,416
- do not book holiday package	2,469	5,655

AVERAGE LENGTH OF STAY (nights)

■ Sea ■ Total



EXPENDITURE PER TOURIST (€)

■ Sea ■ Total



Importance of each factor in the destination choice



	Sea	Total
Sea	100%	44.4%
Climate	90.0%	78.4%
Beaches	73.4%	37.7%
Safety	59.9%	51.9%
Tranquility	57.7%	47.6%
Landscapes	49.4%	33.1%
Accommodation supply	48.4%	42.9%
European belonging	44.3%	36.1%
Environment	44.2%	33.2%
Price	43.0%	37.4%
Effortless trip	42.3%	35.2%
Gastronomy	29.1%	23.2%
Authenticity	26.8%	20.3%
Fun possibilities	26.4%	21.1%
Exoticism	16.0%	11.4%
Shopping	13.0%	9.4%
Hiking trail network	12.2%	9.6%
Culture	11.6%	8.0%
Historical heritage	11.5%	8.2%
Nightlife	10.3%	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?



	Sea	Total
Rest	55.9%	55.5%
Enjoy family time	13.5%	14.4%
Have fun	8.6%	8.6%
Explore the destination	18.2%	17.8%
Practice their hobbies	2.1%	1.9%
Other reasons	1.7%	1.8%



How far in advance do they book their trip?



	Sea	Total
The same day	0.8%	0.7%
Between 1 and 30 days	23.6%	23.8%
Between 1 and 2 months	23.1%	22.8%
Between 3 and 6 months	32.9%	32.7%
More than 6 months	19.6%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

SEA
23.1%



TOTAL
22.8%

Picture: Freepik.com

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

SEA



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

	Sea	Total
Previous visits to the Canary Islands	51.4%	51.9%
Friends or relatives	26.7%	27.1%
Internet or social media	54.5%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	8.9%	8.4%
Travel Blogs or Forums	6.0%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	22.5%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.9%	2.4%

* Multi-choice question

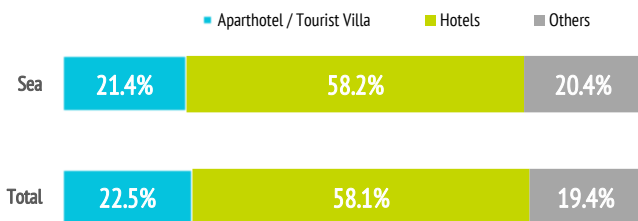
With whom did they book their flight and accommodation? 👁

	Sea	Total
Flight		
- Directly with the airline	42.1%	42.9%
- Tour Operator or Travel Agency	57.9%	57.1%
Accommodation		
- Directly with the accommodation	31.2%	31.5%
- Tour Operator or Travel Agency	68.8%	68.5%

Where do they stay? 🏠

	Sea	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	38.1%	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	6.5%	5.9%
Private accommodation (1)	7.8%	7.2%
Others (Cottage, cruise, camping,...)	6.0%	6.3%

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



What do they book? 🍽

	Sea	Total
Room only	27.0%	27.9%
Bed and Breakfast	11.4%	12.4%
Half board	22.4%	21.2%
Full board	3.9%	3.6%
All inclusive	35.3%	34.9%

”
35.3% of tourists book all inclusive.

(Canary Islands: 34.9%)

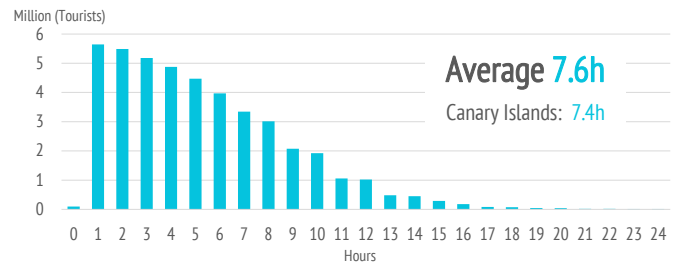
Other expenses 📍

	Sea	Total
Restaurants or cafes	57.4%	59.1%
Supermarkets	52.5%	52.1%
Car rental	27.1%	26.3%
Organized excursions	22.1%	20.6%
Taxi, transfer, chauffeur service	49.6%	50.0%
Theme Parks	7.2%	7.5%
Sport activities	6.1%	5.7%
Museums	4.6%	4.6%
Flights between islands	5.0%	4.4%

Activities in the Canary Islands 🚶

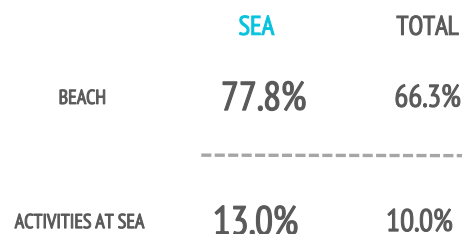
Outdoor time per day	Sea	Total
0 hours	1.7%	2.1%
1 - 2 hours	8.0%	9.8%
3 - 6 hours	32.0%	32.6%
7 - 12 hours	49.9%	47.1%
More than 12 hours	8.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sea	Total
Beach	77.8%	66.3%
Walk, wander	68.6%	69.8%
Swimming pool, hotel facilities	56.8%	58.2%
Explore the island on their own	48.0%	45.2%
Taste Canarian gastronomy	25.0%	24.2%
Organized excursions	17.8%	16.9%
Nightlife / concerts / shows	15.0%	15.5%
Sport activities	14.5%	13.4%
Theme parks	14.1%	14.1%
Activities at sea	13.0%	10.0%
Sea excursions / whale watching	12.7%	11.1%
Wineries / markets / popular festivals	12.1%	11.6%
Nature activities	11.2%	10.4%
Museums / exhibitions	10.0%	10.1%
Beauty and health treatments	5.7%	5.4%
Astronomical observation	4.1%	3.5%

* Multi-choice question



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by sea	5,737,769	980,150	982,733	1,692,031	1,944,733	90,692
- Share by islands	100%	17.1%	17.1%	29.5%	33.9%	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 sea	44.4%	39.4%	60.1%	48.0%	39.5%	38.8%

How many islands do they visit during their trip?

	Sea	Total
One island	90.6%	91.4%
Two islands	7.8%	7.2%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Sea	Total
Research		
- Tourist package	14.9%	14.8%
- Flights	12.6%	13.0%
- Accommodation	16.4%	16.9%
- Transport	15.8%	15.7%
- Restaurants	27.8%	28.4%
- Excursions	27.7%	26.2%
- Activities	30.8%	30.1%
Book or purchase		
- Tourist package	40.8%	39.4%
- Flights	66.6%	66.7%
- Accommodation	57.1%	57.3%
- Transport	47.4%	47.6%
- Restaurants	12.9%	12.1%
- Excursions	14.4%	13.0%
- Activities	16.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Sea	Total
Did not use the Internet	7.9%	8.3%
Used the Internet	92.1%	91.7%
- Own Internet connection	37.1%	37.4%
- Free Wifi connection	38.7%	39.5%
Applications*		
- Search for locations or maps	63.2%	61.7%
- Search for destination info	46.2%	44.8%
- Share pictures or trip videos	57.8%	56.0%
- Download tourist apps	7.7%	7.0%
- Others	20.9%	22.6%

* Multi-choice question

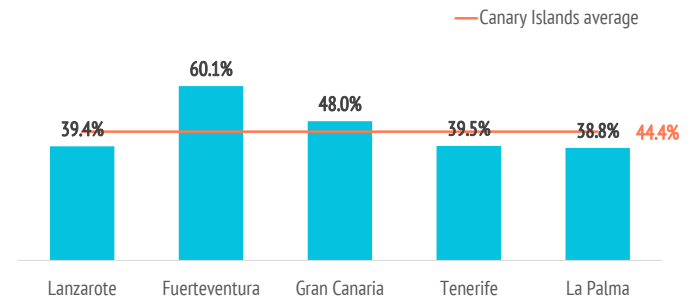


57.8% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

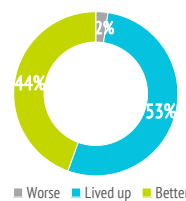


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sea	Total
Average rating	8.82	8.70

Experience in the Canary Islands	Sea	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	53.1%	55.6%
Better or much better than expected	44.5%	42.1%

Future intentions (scale 1-10)	Sea	Total
Return to the Canary Islands	8.84	8.73
Recommend visiting the Canary Islands	9.08	8.95



Experience in the Canary



8.84/10

Return to the Canary Islands



9.08/10

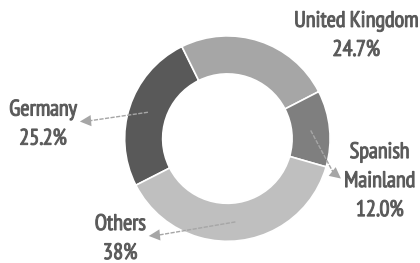
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sea	Total
Repeat tourists	71.0%	72.2%
Repeat tourists (last 5 years)	66.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.9%	19.5%
At least 10 previous visits	18.8%	18.6%

Where are they from?

	%	Absolute
Germany	25.2%	1,445,632
United Kingdom	24.7%	1,419,604
Spanish Mainland	12.0%	688,852
France	4.2%	243,180
Sweden	3.9%	226,240
Italy	3.6%	208,702
Netherlands	3.4%	196,033
Ireland	3.4%	193,798
Poland	3.0%	174,419
Norway	2.8%	159,211
Belgium	2.5%	143,592
Switzerland	2.1%	120,910
Finland	1.7%	96,413
Denmark	1.3%	74,096
Austria	0.8%	48,399
Russia	0.8%	46,808
Czech Republic	0.6%	32,386
Others	3.8%	219,494



Who do they come with?

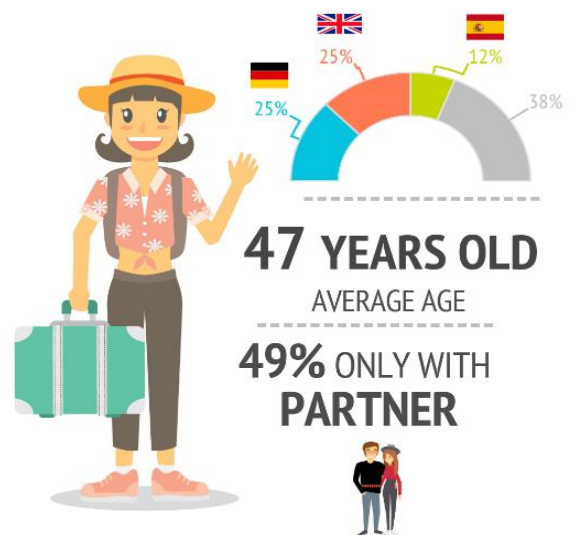
	Sea	Total
Unaccompanied	8.9%	9.6%
Only with partner	48.7%	48.1%
Only with children (< 13 years old)	6.0%	5.6%
Partner + children (< 13 years old)	6.1%	6.5%
Other relatives	9.3%	9.3%
Friends	6.7%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.8%	13.7%

(1) Different situations have been isolated

Tourists with children	17.5%	17.7%
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	14.7%	14.8%
- Between 0 -2 and 3-12 years	1.4%	1.4%
Tourists without children	82.5%	82.3%
Group composition:		
- 1 person	12.5%	13.2%
- 2 people	56.1%	55.1%
- 3 people	12.1%	12.0%
- 4 or 5 people	16.2%	16.3%
- 6 or more people	3.2%	3.5%
Average group size:	2.52	2.54

Who are they?

	Sea	Total
Gender		
Men	45.8%	48.6%
Women	54.2%	51.4%
Age		
Average age (tourist > 15 years old)	46.7	47.1
Standard deviation	15.5	15.4
Age range (> 15 years old)		
16 - 24 years old	7.6%	7.3%
25 - 30 years old	11.4%	10.9%
31 - 45 years old	28.3%	28.0%
46 - 60 years old	31.5%	31.8%
Over 60 years old	21.2%	22.1%
Occupation		
Salaried worker	55.2%	55.0%
Self-employed	11.4%	11.5%
Unemployed	1.3%	1.1%
Business owner	9.9%	9.4%
Student	3.8%	3.5%
Retired	16.7%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	17.9%	17.5%
€25,000 - €49,999	37.9%	37.5%
€50,000 - €74,999	22.5%	22.8%
More than €74,999	21.7%	22.2%
Education level		
No studies	4.2%	5.0%
Primary education	2.7%	2.6%
Secondary education	23.1%	23.6%
Higher education	70.0%	68.9%



Pictures: Freepik.com

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