

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

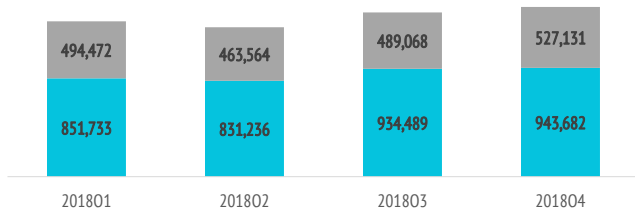
ACCOMMODATION SUPPLY

How many are they and how much do they spend?

	Accommodation supply	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	5,535,374	13,271,035
- book holiday package	3,561,140	7,426,022
- do not book holiday package	1,974,234	5,845,014
- % tourists who book holiday package	64.3%	56.0%
Share of total tourist	42.9%	100%

TOURISTS MOTIVATED BY ACCOMMODATION SUPPLY

■ do not book holiday package ■ book holiday package



	Accommodation supply	Total
Expenditure per tourist (€)		
- book holiday package	1,301	1,268
- holiday package	1,070	1,031
- others	231	237
- do not book holiday package	1,082	967
- flight	277	263
- accommodation	427	321
- others	378	383
Average length of stay		
- book holiday package	8.70	8.64
- do not book holiday package	9.37	9.68
Average daily expenditure (€)		
- book holiday package	157.9	155.4
- do not book holiday package	130.9	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	4,634	9,416
- do not book holiday package	2,137	5,655

AVERAGE LENGTH OF STAY (nights)

■ Accommodation supply ■ Total



EXPENDITURE PER TOURIST (€)

■ Accommodation supply ■ Total



Importance of each factor in the destination choice

	Accommodation supply	Total
Accommodation supply	100%	42.9%
Climate	88.4%	78.4%
Safety	70.3%	51.9%
Tranquility	61.6%	47.6%
Price	54.8%	37.4%
Effortless trip	50.7%	35.2%
Sea	50.2%	44.4%
European belonging	46.8%	36.1%
Beaches	44.2%	37.7%
Environment	41.7%	33.2%
Landscapes	35.0%	33.1%
Gastronomy	32.6%	23.2%
Fun possibilities	29.8%	21.1%
Authenticity	26.5%	20.3%
Shopping	15.2%	9.4%
Exoticism	15.0%	11.4%
Culture	12.2%	8.0%
Historical heritage	12.0%	8.2%
Nightlife	11.2%	8.0%
Hiking trail network	10.6%	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?

	Accommodation supply	Total
Rest	62.6%	55.5%
Enjoy family time	12.7%	14.4%
Have fun	8.4%	8.6%
Explore the destination	13.6%	17.8%
Practice their hobbies	1.3%	1.9%
Other reasons	1.3%	1.8%



Accommodation supply

62.6%

Total

55.5%

How far in advance do they book their trip?

	Accommodation supply	Total
The same day	0.4%	0.7%
Between 1 and 30 days	20.4%	23.8%
Between 1 and 2 months	21.2%	22.8%
Between 3 and 6 months	34.1%	32.7%
More than 6 months	23.8%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ACCOMMODATION SUPPLY

23.8%



Picture: Freepik.com

TOTAL

20.0%

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

ACCOMMODATION SUPPLY



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

	Accommodation supply	Total
Previous visits to the Canary Islands	55.6%	51.9%
Friends or relatives	23.8%	27.1%
Internet or social media	56.3%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	8.2%	8.4%
Travel Blogs or Forums	5.4%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	26.2%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.8%	2.4%

* Multi-choice question

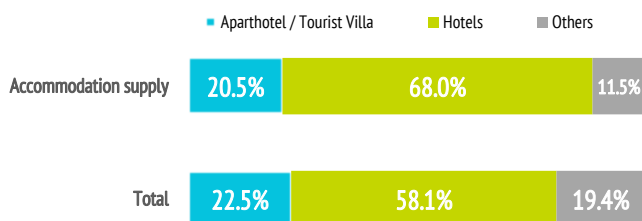
With whom did they book their flight and accommodation?

	Accommodation supply	Total
Flight		
- Directly with the airline	37.3%	42.9%
- Tour Operator or Travel Agency	62.7%	57.1%
Accommodation		
- Directly with the accommodation	28.7%	31.5%
- Tour Operator or Travel Agency	71.3%	68.5%

Where do they stay?

	Accommodation supply	Total
1-2-3* Hotel	11.1%	11.5%
4* Hotel	44.4%	37.6%
5* Hotel / 5* Luxury Hotel	12.5%	9.0%
Aparthotel / Tourist Villa	20.5%	22.5%
House/room rented in a private dwelling	3.9%	5.9%
Private accommodation (1)	2.4%	7.2%
Others (Cottage, cruise, camping,...)	5.2%	6.3%

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



What do they book?

	Accommodation supply	Total
Room only	22.2%	27.9%
Bed and Breakfast	10.9%	12.4%
Half board	23.3%	21.2%
Full board	3.6%	3.6%
All inclusive	39.9%	34.9%

”
39.9% of tourists book all inclusive.
 (Canary Islands: 34.9%)

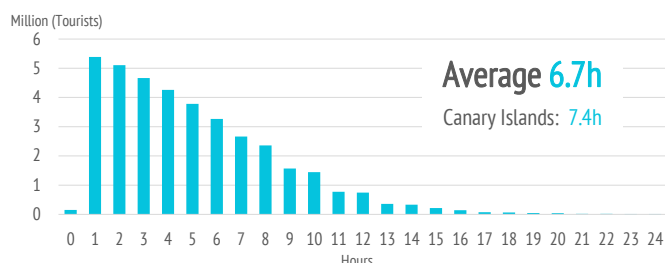
Other expenses

	Accommodation supply	Total
Restaurants or cafes	55.1%	59.1%
Supermarkets	48.1%	52.1%
Car rental	21.3%	26.3%
Organized excursions	20.6%	20.6%
Taxi, transfer, chauffeur service	57.5%	50.0%
Theme Parks	7.5%	7.5%
Sport activities	5.2%	5.7%
Museums	3.6%	4.6%
Flights between islands	3.6%	4.4%

Activities in the Canary Islands

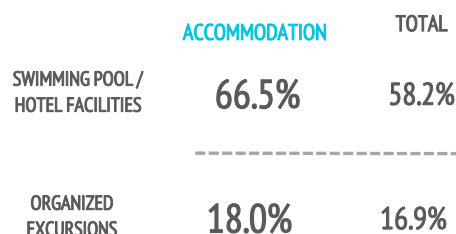
Outdoor time per day	Accommodation supply	Total
0 hours	2.7%	2.1%
1 - 2 hours	13.0%	9.8%
3 - 6 hours	36.1%	32.6%
7 - 12 hours	41.7%	47.1%
More than 12 hours	6.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Accommodation supply	Total
Walk, wander	69.7%	69.8%
Swimming pool, hotel facilities	66.5%	58.2%
Beach	64.7%	66.3%
Explore the island on their own	40.1%	45.2%
Taste Canarian gastronomy	21.4%	24.2%
Organized excursions	18.0%	16.9%
Nightlife / concerts / shows	16.3%	15.5%
Theme parks	14.4%	14.1%
Sport activities	12.3%	13.4%
Sea excursions / whale watching	11.2%	11.1%
Wineries / markets / popular festivals	10.7%	11.6%
Activities at sea	9.6%	10.0%
Museums / exhibitions	8.1%	10.1%
Nature activities	7.9%	10.4%
Beauty and health treatments	6.2%	5.4%
Astronomical observation	3.1%	3.5%

* Multi-choice question



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

ACCOMMODATION SUPPLY



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by accommodaton supply	5,535,374	1,184,926	752,208	1,435,931	2,065,645	66,346
- Share by islands	100%	21.4%	13.6%	25.9%	37.3%	1.2%
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 accommodaton supply	42.9%	47.6%	46.0%	40.8%	42.0%	28.4%

How many islands do they visit during their trip?

	Accommodation supply	Total
One island	93.1%	91.4%
Two islands	6.0%	7.2%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Accommodation supply	Total
Research		
- Tourist package	16.3%	14.8%
- Flights	14.3%	13.0%
- Accommodation	18.8%	16.9%
- Transport	16.3%	15.7%
- Restaurants	27.3%	28.4%
- Excursions	26.1%	26.2%
- Activities	29.3%	30.1%
Book or purchase		
- Tourist package	44.9%	39.4%
- Flights	64.7%	66.7%
- Accommodation	59.3%	57.3%
- Transport	47.9%	47.6%
- Restaurants	13.7%	12.1%
- Excursions	13.5%	13.0%
- Activities	15.4%	14.7%

* Multi-choise question

Internet usage in the Canary Islands	Accommodation supply	Total
Did not use the Internet	8.5%	8.3%
Used the Internet	91.5%	91.7%
- Own Internet connection	30.9%	37.4%
- Free Wifi connection	45.2%	39.5%
Applications*		
- Search for locations or maps	57.2%	61.7%
- Search for destination info	44.5%	44.8%
- Share pictures or trip videos	57.3%	56.0%
- Download tourist apps	6.9%	7.0%
- Others	24.5%	22.6%

* Multi-choise question

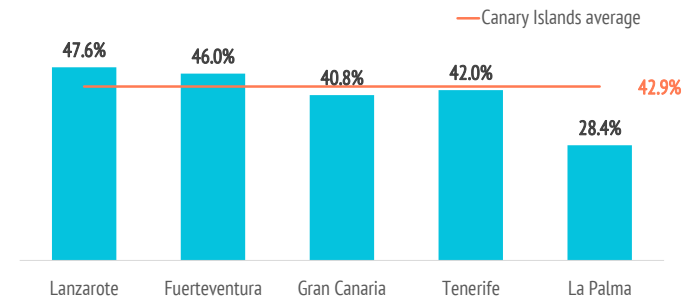


57.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

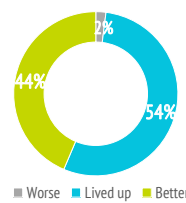


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Accommodation supply	Total
Average rating	8.86	8.70

Experience in the Canary Islands	Accommodation supply	Total
Worse or much worse than expected	2.0%	2.3%
Lived up to expectations	54.4%	55.6%
Better or much better than expected	43.6%	42.1%

Future intentions (scale 1-10)	Accommodation supply	Total
Return to the Canary Islands	8.90	8.73
Recommend visiting the Canary Islands	9.11	8.95



Experience in the Canary



Return to the Canary Islands



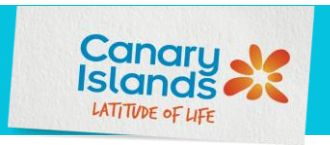
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Accommodation supply	Total
Repeat tourists	74.2%	72.2%
Repeat tourists (last 5 years)	68.4%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.4%	19.5%
At least 10 previous visits	18.6%	18.6%

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

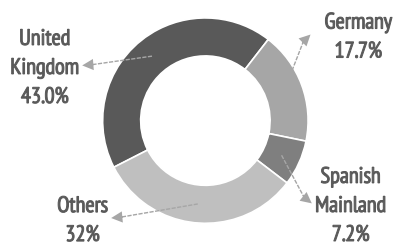
ACCOMMODATION SUPPLY



Where are they from?



	%	Absolute
United Kingdom	43.0%	2,379,631
Germany	17.7%	980,828
Spanish Mainland	7.2%	396,892
Ireland	5.3%	295,710
France	3.9%	216,998
Netherlands	3.2%	175,258
Norway	2.5%	135,935
Sweden	2.3%	127,349
Poland	2.3%	124,856
Italy	2.2%	121,811
Belgium	2.2%	119,465
Switzerland	1.5%	84,047
Finland	1.4%	79,773
Denmark	1.3%	74,424
Austria	0.6%	31,330
Czech Republic	0.4%	24,179
Portugal	0.4%	23,646
Others	2.6%	143,241



Who do they come with?



	Accommodation supply	Total
Unaccompanied	5.2%	9.6%
Only with partner	52.2%	48.1%
Only with children (< 13 years old)	5.7%	5.6%
Partner + children (< 13 years old)	6.9%	6.5%
Other relatives	9.9%	9.3%
Friends	6.1%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.8%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	18.9%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	15.8%	14.8%
- Between 0 -2 and 3-12 years	1.6%	1.4%
Tourists without children	81.1%	82.3%
Group composition:		
- 1 person	8.0%	13.2%
- 2 people	58.9%	55.1%
- 3 people	12.0%	12.0%
- 4 or 5 people	17.3%	16.3%
- 6 or more people	3.8%	3.5%
Average group size:	2.62	2.54

Who are they?



	Accommodation supply	Total
Gender		
Men	43.8%	48.6%
Women	56.2%	51.4%
Age		
Average age (tourist > 15 years old)	48.5	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	6.9%	7.3%
25 - 30 years old	9.2%	10.9%
31 - 45 years old	25.8%	28.0%
46 - 60 years old	33.3%	31.8%
Over 60 years old	24.7%	22.1%
Occupation		
Salaried worker	55.2%	55.0%
Self-employed	10.9%	11.5%
Unemployed	1.0%	1.1%
Business owner	8.3%	9.4%
Student	3.0%	3.5%
Retired	20.0%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.5%	17.5%
€25,000 - €49,999	36.8%	37.5%
€50,000 - €74,999	23.0%	22.8%
More than €74,999	23.7%	22.2%
Education level		
No studies	6.5%	5.0%
Primary education	2.4%	2.6%
Secondary education	23.8%	23.6%
Higher education	67.4%	68.9%

4 IN 10 TOURISTS ARE
BRITISH

48 YEARS OLD
AVERAGE AGE

52% ONLY WITH PARTNER

Pictures: Freepik.com

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