

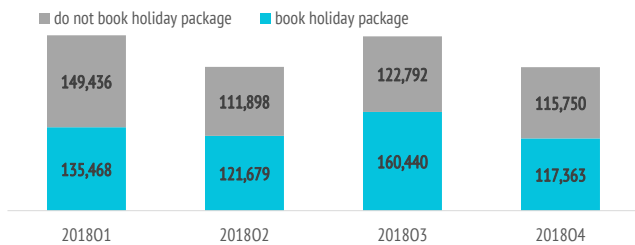
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

CULTURE

How many are they and how much do they spend?

	Culture	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,034,825	13,271,035
- book holiday package	534,950	7,426,022
- do not book holiday package	499,875	5,845,014
- % tourists who book holiday package	51.7%	56.0%
Share of total tourist	8.0%	100%

TOURISTS MOTIVATED BY CULTURE



	Culture	Total
Expenditure per tourist (€)	1,123	1,136
- book holiday package	1,288	1,268
- holiday package	1,011	1,031
- others	276	237
- do not book holiday package	946	967
- flight	269	263
- accommodation	283	321
- others	394	383
Average length of stay	9.78	9.09
- book holiday package	9.23	8.64
- do not book holiday package	10.37	9.68
Average daily expenditure (€)	130.9	138.9
- book holiday package	150.4	155.4
- do not book holiday package	110.1	117.9
Total turnover (> 15 years old) (€m)	1,162	15,070
- book holiday package	689	9,416
- do not book holiday package	473	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

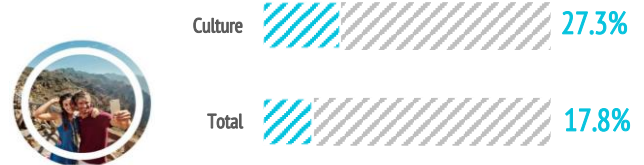
	Culture	Total
Culture	100%	8.0%
Climate	82.2%	78.4%
Safety	76.8%	51.9%
Tranquility	75.0%	47.6%
Landscapes	71.1%	33.1%
Environment	69.6%	33.2%
Accommodation supply	65.3%	42.9%
Historical heritage	64.8%	8.2%
Sea	64.1%	44.4%
Authenticity	59.6%	20.3%
Effortless trip	57.7%	35.2%
Price	57.6%	37.4%
European belonging	57.6%	36.1%
Beaches	55.8%	37.7%
Fun possibilities	55.6%	21.1%
Gastronomy	52.6%	23.2%
Exoticism	35.8%	11.4%
Shopping	30.0%	9.4%
Hiking trail network	28.3%	9.6%
Nightlife	25.4%	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?

	Culture	Total
Rest	44.9%	55.5%
Enjoy family time	13.7%	14.4%
Have fun	10.5%	8.6%
Explore the destination	27.3%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	2.1%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Culture	Total
The same day	1.2%	0.7%
Between 1 and 30 days	24.8%	23.8%
Between 1 and 2 months	21.8%	22.8%
Between 3 and 6 months	30.2%	32.7%
More than 6 months	21.9%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

CULTURE
21.9%



TOTAL
20.0%

Picture: Freepik.com

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

CULTURE

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

	Culture	Total
Previous visits to the Canary Islands	47.5%	51.9%
Friends or relatives	30.8%	27.1%
Internet or social media	50.6%	54.7%
Mass Media	2.8%	1.6%
Travel guides and magazines	10.3%	8.4%
Travel Blogs or Forums	7.8%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	21.0%	22.6%
Public administrations or similar	0.8%	0.4%
Others	2.7%	2.4%

* Multi-choice question

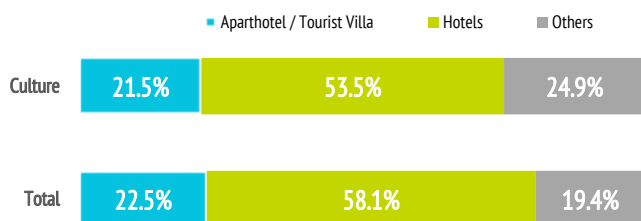
With whom did they book their flight and accommodation?

	Culture	Total
Flight		
- Directly with the airline	47.5%	42.9%
- Tour Operator or Travel Agency	52.5%	57.1%
Accommodation		
- Directly with the accommodation	34.1%	31.5%
- Tour Operator or Travel Agency	65.9%	68.5%

Where do they stay?

	Culture	Total
1-2-3* Hotel	11.3%	11.5%
4* Hotel	35.2%	37.6%
5* Hotel / 5* Luxury Hotel	7.1%	9.0%
Aparthotel / Tourist Villa	21.5%	22.5%
House/room rented in a private dwelling	6.5%	5.9%
Private accommodation (1)	10.9%	7.2%
Others (Cottage, cruise, camping,...)	7.6%	6.3%

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



What do they book?

	Culture	Total
Room only	28.2%	27.9%
Bed and Breakfast	12.4%	12.4%
Half board	20.4%	21.2%
Full board	4.9%	3.6%
All inclusive	34.0%	34.9%

”
28.2% of tourists book room only.
(Canary Islands: 27.9%)

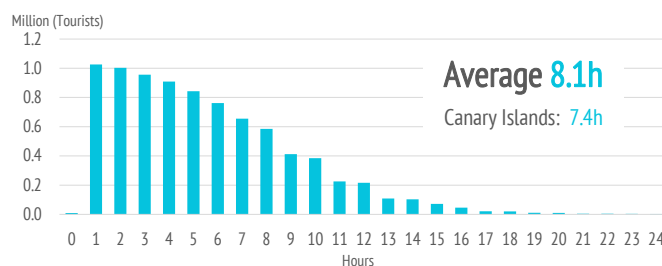
Other expenses

	Culture	Total
Restaurants or cafes	58.3%	59.1%
Supermarkets	51.0%	52.1%
Car rental	29.0%	26.3%
Organized excursions	24.9%	20.6%
Taxi, transfer, chauffeur service	43.4%	50.0%
Theme Parks	8.2%	7.5%
Sport activities	5.2%	5.7%
Museums	8.3%	4.6%
Flights between islands	5.8%	4.4%

Activities in the Canary Islands

Outdoor time per day	Culture	Total
0 hours	0.9%	2.1%
1 - 2 hours	6.8%	9.8%
3 - 6 hours	29.0%	32.6%
7 - 12 hours	52.8%	47.1%
More than 12 hours	10.5%	8.4%

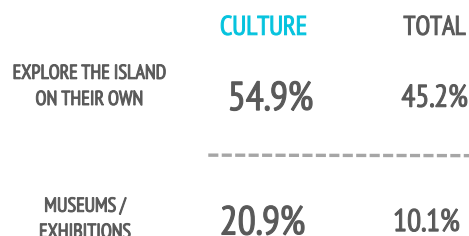
TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands

	Culture	Total
Walk, wander	71.9%	69.8%
Beach	69.3%	66.3%
Explore the island on their own	54.9%	45.2%
Swimming pool, hotel facilities	54.0%	58.2%
Taste Canarian gastronomy	33.1%	24.2%
Organized excursions	21.1%	16.9%
Museums / exhibitions	20.9%	10.1%
Nightlife / concerts / shows	19.4%	15.5%
Wineries / markets / popular festivals	18.6%	11.6%
Theme parks	17.3%	14.1%
Sea excursions / whale watching	14.3%	11.1%
Nature activities	13.9%	10.4%
Sport activities	13.4%	13.4%
Activities at sea	12.9%	10.0%
Beauty and health treatments	7.2%	5.4%
Astronomical observation	4.7%	3.5%

* Multi-choice question



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

CULTURE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by culture	1,034,825	227,996	96,785	260,382	427,388	12,770
- Share by islands	100%	22.0%	9.4%	25.2%	41.3%	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 culture	8.0%	9.2%	5.9%	7.4%	8.7%	5.5%

How many islands do they visit during their trip?

	Culture	Total
One island	88.6%	91.4%
Two islands	9.3%	7.2%
Three or more islands	2.0%	1.4%

Internet usage during their trip

	Culture	Total
Research		
- Tourist package	16.6%	14.8%
- Flights	13.7%	13.0%
- Accommodation	17.1%	16.9%
- Transport	17.4%	15.7%
- Restaurants	30.6%	28.4%
- Excursions	29.5%	26.2%
- Activities	31.4%	30.1%
Book or purchase		
- Tourist package	37.2%	39.4%
- Flights	66.4%	66.7%
- Accommodation	54.8%	57.3%
- Transport	48.4%	47.6%
- Restaurants	16.4%	12.1%
- Excursions	19.2%	13.0%
- Activities	21.9%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Culture	Total
Did not use the Internet	8.7%	8.3%
Used the Internet	91.3%	91.7%
- Own Internet connection	37.1%	37.4%
- Free Wifi connection	33.8%	39.5%
Applications*		
- Search for locations or maps	66.2%	61.7%
- Search for destination info	46.1%	44.8%
- Share pictures or trip videos	57.8%	56.0%
- Download tourist apps	8.8%	7.0%
- Others	17.1%	22.6%

* Multi-choice question



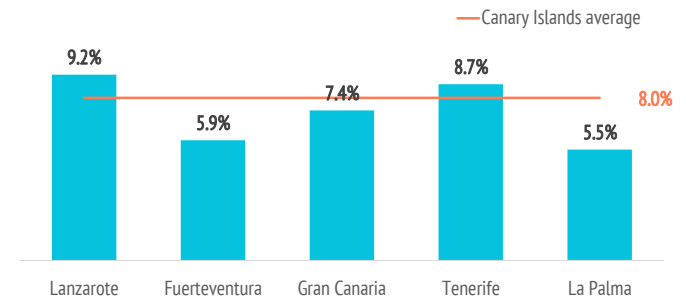
66.2% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLANDS

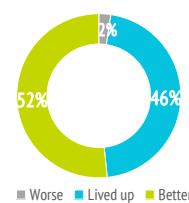


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Culture	Total
Average rating	9.02	8.70

Experience in the Canary Islands	Culture	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	46.0%	55.6%
Better or much better than expected	51.6%	42.1%

Future intentions (scale 1-10)	Culture	Total
Return to the Canary Islands	9.03	8.73
Recommend visiting the Canary Islands	9.26	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Culture	Total
Repeat tourists	65.3%	72.2%
Repeat tourists (last 5 years)	60.3%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	18.1%	19.5%
At least 10 previous visits	17.4%	18.6%

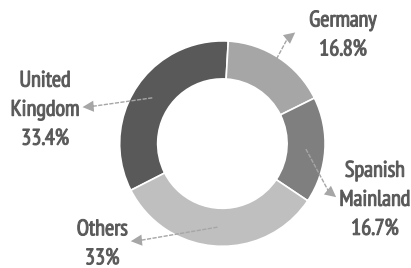
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CULTURE

Where are they from?



	%	Absolute
United Kingdom	33.4%	345,822
Germany	16.8%	173,524
Spanish Mainland	16.7%	172,851
France	5.4%	55,719
Ireland	4.2%	43,697
Italy	3.8%	39,643
Poland	2.7%	28,456
Belgium	1.9%	20,143
Netherlands	1.8%	18,361
Sweden	1.8%	18,179
Norway	1.3%	13,674
Czech Republic	1.2%	12,282
Russia	1.1%	11,659
Switzerland	1.1%	11,380
Denmark	0.7%	6,795
Austria	0.5%	5,646
Finland	0.5%	5,266
Others	5.0%	51,727



Who do they come with?



	Culture	Total
Unaccompanied	10.8%	9.6%
Only with partner	46.2%	48.1%
Only with children (< 13 years old)	5.7%	5.6%
Partner + children (< 13 years old)	5.3%	6.5%
Other relatives	11.1%	9.3%
Friends	6.3%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	14.0%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	17.4%	17.7%
- Between 0 and 2 years old	1.1%	1.6%
- Between 3 and 12 years old	14.5%	14.8%
- Between 0 -2 and 3-12 years	1.7%	1.4%
Tourists without children	82.6%	82.3%
Group composition:		
- 1 person	14.6%	13.2%
- 2 people	54.4%	55.1%
- 3 people	11.3%	12.0%
- 4 or 5 people	16.0%	16.3%
- 6 or more people	3.8%	3.5%
Average group size:	2.51	2.54

Who are they?



	Culture	Total
Gender		
Men	43.7%	48.6%
Women	56.3%	51.4%
Age		
Average age (tourist > 15 years old)	45.3	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	9.2%	7.3%
25 - 30 years old	12.5%	10.9%
31 - 45 years old	29.9%	28.0%
46 - 60 years old	28.3%	31.8%
Over 60 years old	20.2%	22.1%
Occupation		
Salaried worker	54.0%	55.0%
Self-employed	13.3%	11.5%
Unemployed	1.6%	1.1%
Business owner	8.2%	9.4%
Student	4.3%	3.5%
Retired	16.9%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	1.0%	0.8%
Annual household income level		
Less than €25,000	23.3%	17.5%
€25,000 - €49,999	40.5%	37.5%
€50,000 - €74,999	19.4%	22.8%
More than €74,999	16.9%	22.2%
Education level		
No studies	5.8%	5.0%
Primary education	2.8%	2.6%
Secondary education	21.9%	23.6%
Higher education	69.5%	68.9%



Pictures: Freepik.com

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