

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

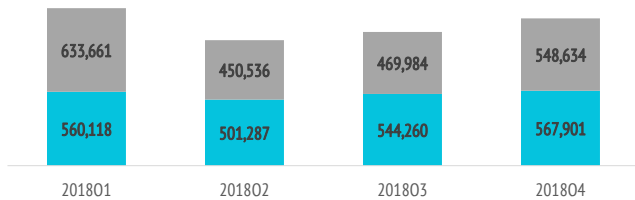
## LANDSCAPES

### How many are they and how much do they spend?

	Landscapes	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,110,866
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	4,276,380	13,271,035
- book holiday package	2,173,566	7,426,022
- do not book holiday package	2,102,814	5,845,014
- % tourists who book holiday package	50.8%	56.0%
Share of total tourist	33.1%	100%

### TOURISTS MOTIVATED BY LANDSCAPES

■ do not book holiday package ■ book holiday package



	Landscapes	Total
<b>Expenditure per tourist (€)</b>	1,098	1,136
- book holiday package	1,239	1,268
- holiday package	996	1,031
- others	243	237
- do not book holiday package	952	967
- flight	261	263
- accommodation	297	321
- others	394	383
<b>Average length of stay</b>	9.47	9.09
- book holiday package	8.77	8.64
- do not book holiday package	10.19	9.68
<b>Average daily expenditure (€)</b>	130.9	138.9
- book holiday package	150.6	155.4
- do not book holiday package	110.5	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	4,696	15,070
- book holiday package	2,693	9,416
- do not book holiday package	2,002	5,655

### AVERAGE LENGTH OF STAY (nights)

■ Landscapes ■ Total



### EXPENDITURE PER TOURIST (€)

■ Landscapes ■ Total



### Importance of each factor in the destination choice

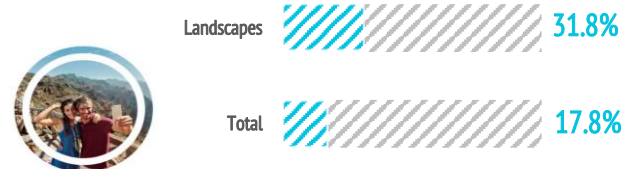
	Landscapes	Total
Landscapes	100%	33.1%
Climate	84.4%	78.4%
Sea	66.2%	44.4%
Environment	66.1%	33.2%
Tranquility	60.6%	47.6%
Safety	59.3%	51.9%
Beaches	53.7%	37.7%
European belonging	45.6%	36.1%
Accommodation supply	45.3%	42.9%
Price	42.4%	37.4%
Effortless trip	41.3%	35.2%
Authenticity	36.5%	20.3%
Gastronomy	31.8%	23.2%
Fun possibilities	27.2%	21.1%
Hiking trail network	22.3%	9.6%
Exoticism	20.9%	11.4%
Historical heritage	18.5%	8.2%
Culture	17.2%	8.0%
Shopping	13.9%	9.4%
Nightlife	10.6%	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?

	Landscapes	Total
Rest	44.8%	55.5%
Enjoy family time	12.0%	14.4%
Have fun	7.5%	8.6%
Explore the destination	31.8%	17.8%
Practice their hobbies	2.0%	1.9%
Other reasons	1.9%	1.8%

### EXPLORE THE DESTINATION



### How far in advance do they book their trip?

	Landscapes	Total
The same day	0.8%	0.7%
Between 1 and 30 days	24.8%	23.8%
Between 1 and 2 months	23.5%	22.8%
Between 3 and 6 months	32.6%	32.7%
More than 6 months	18.3%	20.0%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

LANDSCAPES  
24.8%



TOTAL  
23.8%

Picture: Freepik.com

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

## LANDSCAPES



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

	Landscapes	Total
Previous visits to the Canary Islands	47.8%	51.9%
Friends or relatives	29.4%	27.1%
Internet or social media	55.3%	54.7%
Mass Media	2.0%	1.6%
Travel guides and magazines	12.2%	8.4%
Travel Blogs or Forums	8.2%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	20.9%	22.6%
Public administrations or similar	0.5%	0.4%
Others	2.1%	2.4%

\* Multi-choice question

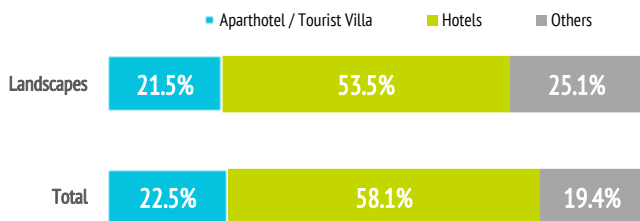
### With whom did they book their flight and accommodation? 👁

	Landscapes	Total
<b>Flight</b>		
- Directly with the airline	46.2%	42.9%
- Tour Operator or Travel Agency	53.8%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	34.7%	31.5%
- Tour Operator or Travel Agency	65.3%	68.5%

### Where do they stay? 🏠

	Landscapes	Total
1-2-3* Hotel	10.8%	11.5%
4* Hotel	35.4%	37.6%
5* Hotel / 5* Luxury Hotel	7.2%	9.0%
Aparthotel / Tourist Villa	21.5%	22.5%
House/room rented in a private dwelling	8.4%	5.9%
Private accommodation (1)	8.8%	7.2%
Others (Cottage, cruise, camping,...)	7.8%	6.3%

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



### What do they book? 🍽

	Landscapes	Total
Room only	30.4%	27.9%
Bed and Breakfast	12.0%	12.4%
Half board	23.2%	21.2%
Full board	4.2%	3.6%
All inclusive	30.2%	34.9%

”  
**30.4%** of tourists book room only.  
 (Canary Islands: 27.9%)

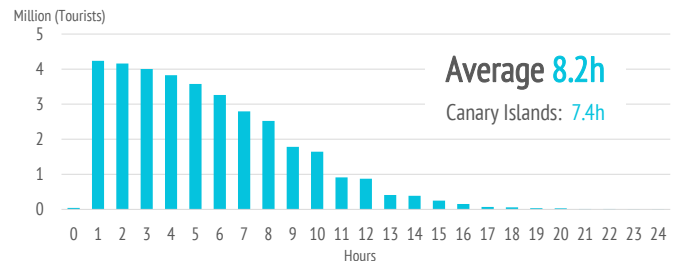
### Other expenses 📍

	Landscapes	Total
Restaurants or cafes	60.9%	59.1%
Supermarkets	53.7%	52.1%
Car rental	37.0%	26.3%
Organized excursions	25.3%	20.6%
Taxi, transfer, chauffeur service	41.8%	50.0%
Theme Parks	8.4%	7.5%
Sport activities	5.3%	5.7%
Museums	7.4%	4.6%
Flights between islands	6.0%	4.4%

### Activities in the Canary Islands 🚶

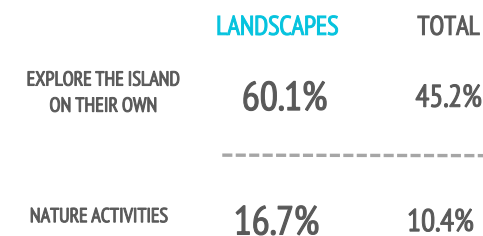
Outdoor time per day	Landscapes	Total
0 hours	1.0%	2.1%
1 - 2 hours	5.4%	9.8%
3 - 6 hours	28.2%	32.6%
7 - 12 hours	55.8%	47.1%
More than 12 hours	9.6%	8.4%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Landscapes	Total
Walk, wander	73.0%	69.8%
Beach	70.9%	66.3%
Explore the island on their own	60.1%	45.2%
Swimming pool, hotel facilities	51.2%	58.2%
Taste Canarian gastronomy	30.3%	24.2%
Organized excursions	19.9%	16.9%
Nature activities	16.7%	10.4%
Theme parks	15.9%	14.1%
Museums / exhibitions	15.8%	10.1%
Wineries / markets / popular festivals	15.5%	11.6%
Nightlife / concerts / shows	14.0%	15.5%
Sport activities	13.6%	13.4%
Sea excursions / whale watching	13.5%	11.1%
Activities at sea	11.8%	10.0%
Beauty and health treatments	5.4%	5.4%
Astronomical observation	5.0%	3.5%

\* Multi-choice question



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

## LANDSCAPES

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by landscapes	4,276,380	797,305	441,850	1,035,911	1,780,720	157,591
- Share by islands	100%	18.6%	10.3%	24.2%	41.6%	3.7%
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 landscapes	33.1%	32.0%	27.0%	29.4%	36.2%	67.4%

### How many islands do they visit during their trip?

	Landscapes	Total
One island	88.5%	91.4%
Two islands	9.5%	7.2%
Three or more islands	2.1%	1.4%

### Internet usage during their trip

	Landscapes	Total
<b>Research</b>		
- Tourist package	14.8%	14.8%
- Flights	11.9%	13.0%
- Accommodation	15.3%	16.9%
- Transport	15.9%	15.7%
- Restaurants	30.0%	28.4%
- Excursions	29.9%	26.2%
- Activities	32.9%	30.1%
<b>Book or purchase</b>		
- Tourist package	36.0%	39.4%
- Flights	68.5%	66.7%
- Accommodation	58.3%	57.3%
- Transport	51.2%	47.6%
- Restaurants	13.7%	12.1%
- Excursions	17.3%	13.0%
- Activities	18.6%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Landscapes	Total
<b>Did not use the Internet</b>	<b>8.2%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>91.8%</b>	<b>91.7%</b>
- Own Internet connection	40.7%	37.4%
- Free Wifi connection	35.2%	39.5%
<b>Applications*</b>		
- Search for locations or maps	70.5%	61.7%
- Search for destination info	48.6%	44.8%
- Share pictures or trip videos	57.4%	56.0%
- Download tourist apps	8.3%	7.0%
- Others	17.1%	22.6%

\* Multi-choice question

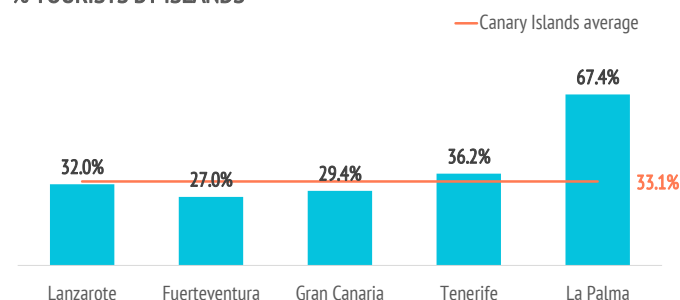
70.5% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

### % TOURISTS BY ISLANDS

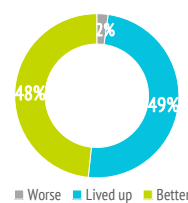


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Landscapes	Total
Average rating	8.90	8.70

Experience in the Canary Islands	Landscapes	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	49.4%	55.6%
Better or much better than expected	48.3%	42.1%

Future intentions (scale 1-10)	Landscapes	Total
Return to the Canary Islands	8.90	8.73
Recommend visiting the Canary Islands	9.17	8.95



Experience in the Canary

8.90/10

Return to the Canary Islands

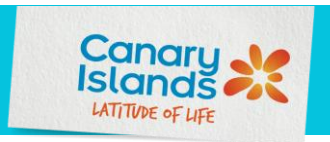


9.17/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

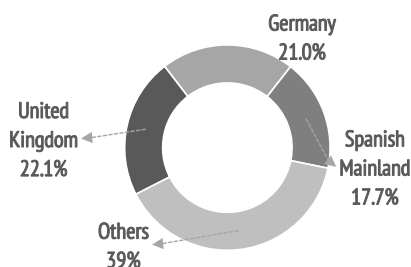
	Landscapes	Total
<b>Repeat tourists</b>	<b>66.9%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	62.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	18.3%	19.5%
<b>At least 10 previous visits</b>	<b>17.1%</b>	<b>18.6%</b>



Where are they from?



	%	Absolute
United Kingdom	22.1%	943,147
Germany	21.0%	897,590
Spanish Mainland	17.7%	755,997
France	6.5%	279,059
Italy	5.5%	233,145
Poland	4.3%	183,336
Belgium	2.9%	123,046
Netherlands	2.9%	122,216
Ireland	2.2%	94,011
Sweden	2.0%	85,261
Switzerland	1.8%	78,467
Finland	1.5%	65,593
Denmark	1.4%	58,163
Norway	1.3%	53,754
Russia	1.1%	45,976
Austria	0.8%	34,289
Czech Republic	0.6%	27,218
Others	4.6%	196,113



Who do they come with?



	Landscapes	Total
Unaccompanied	9.9%	9.6%
Only with partner	50.1%	48.1%
Only with children (< 13 years old)	5.4%	5.6%
Partner + children (< 13 years old)	6.1%	6.5%
Other relatives	8.9%	9.3%
Friends	6.4%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.3%	0.3%
Other combinations <sup>(1)</sup>	12.9%	13.7%

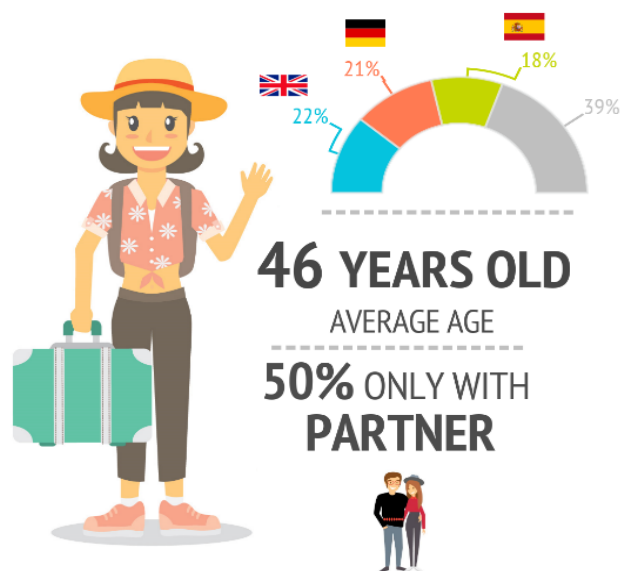
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>16.0%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.2%	1.6%
- Between 3 and 12 years old	13.7%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
<b>Tourists without children</b>	<b>84.0%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	13.6%	13.2%
- 2 people	57.1%	55.1%
- 3 people	11.6%	12.0%
- 4 or 5 people	15.0%	16.3%
- 6 or more people	2.8%	3.5%
<b>Average group size:</b>	<b>2.46</b>	<b>2.54</b>

Who are they?



	Landscapes	Total
<b>Gender</b>		
Men	45.5%	48.6%
Women	54.5%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.5	47.1
Standard deviation	15.5	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.5%	7.3%
25 - 30 years old	12.5%	10.9%
31 - 45 years old	28.4%	28.0%
46 - 60 years old	30.6%	31.8%
Over 60 years old	21.0%	22.1%
<b>Occupation</b>		
Salaried worker	54.5%	55.0%
Self-employed	11.7%	11.5%
Unemployed	1.5%	1.1%
Business owner	9.2%	9.4%
Student	3.9%	3.5%
Retired	17.3%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	1.1%	0.8%
<b>Annual household income level</b>		
Less than €25,000	20.2%	17.5%
€25,000 - €49,999	39.7%	37.5%
€50,000 - €74,999	21.2%	22.8%
More than €74,999	18.9%	22.2%
<b>Education level</b>		
No studies	3.6%	5.0%
Primary education	2.6%	2.6%
Secondary education	21.9%	23.6%
Higher education	71.9%	68.9%



Pictures: Freepik.com

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