

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

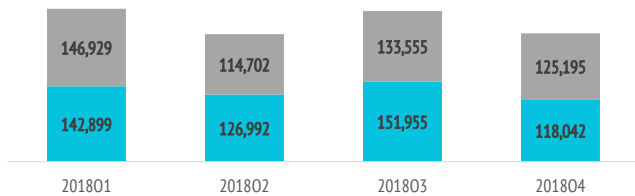
HISTORICAL HERITAGE

How many are they and how much do they spend?

	Historical heritage	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,060,268	13,271,035
- book holiday package	539,887	7,426,022
- do not book holiday package	520,381	5,845,014
- % tourists who book holiday package	50.9%	56.0%
Share of total tourist	8.2%	100%

TOURISTS MOTIVATED BY HISTORICAL HERITAGE

■ do not book holiday package ■ book holiday package

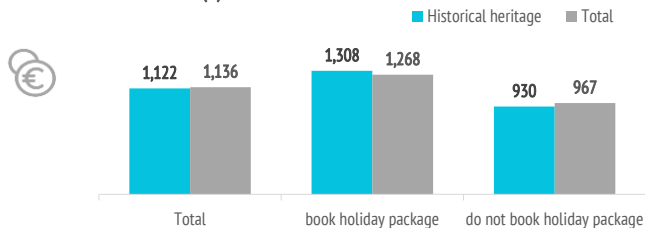


	Historical heritage	Total
Expenditure per tourist (€)		
- book holiday package	1,308	1,268
- holiday package	1,034	1,031
- others	274	237
- do not book holiday package	930	967
- flight	257	263
- accommodation	282	321
- others	391	383
Average length of stay		
- book holiday package	9.22	8.64
- do not book holiday package	10.30	9.68
Average daily expenditure (€)		
- book holiday package	153.1	155.4
- do not book holiday package	109.0	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	706	9,416
- do not book holiday package	484	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Historical heritage	Total
Historical heritage	100%	8.2%
Climate	81.1%	78.4%
Landscapes	74.7%	33.1%
Safety	74.0%	51.9%
Tranquility	72.9%	47.6%
Environment	69.8%	33.2%
Culture	63.2%	8.0%
Accommodation supply	62.7%	42.9%
Sea	62.5%	44.4%
Authenticity	58.3%	20.3%
European belonging	58.2%	36.1%
Effortless trip	54.1%	35.2%
Price	53.5%	37.4%
Beaches	52.3%	37.7%
Gastronomy	48.7%	23.2%
Fun possibilities	43.7%	21.1%
Exoticism	32.8%	11.4%
Hiking trail network	30.1%	9.6%
Shopping	25.8%	9.4%
Nightlife	20.5%	8.0%

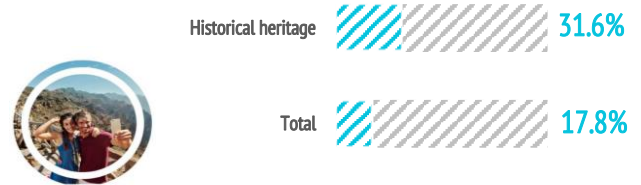
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Historical heritage	Total
Rest	43.3%	55.5%
Enjoy family time	13.1%	14.4%
Have fun	8.2%	8.6%
Explore the destination	31.6%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	2.3%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Historical heritage	Total
The same day	0.8%	0.7%
Between 1 and 30 days	25.2%	23.8%
Between 1 and 2 months	22.2%	22.8%
Between 3 and 6 months	30.9%	32.7%
More than 6 months	20.8%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

HISTORICAL HERITAGE
25.2%



TOTAL
23.8%

Picture: Freepik.com

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

HISTORICAL HERITAGE



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

	Historical heritage	Total
Previous visits to the Canary Islands	46.9%	51.9%
Friends or relatives	29.6%	27.1%
Internet or social media	49.0%	54.7%
Mass Media	2.8%	1.6%
Travel guides and magazines	11.4%	8.4%
Travel Blogs or Forums	7.7%	5.7%
Travel TV Channels	1.5%	0.8%
Tour Operator or Travel Agency	21.2%	22.6%
Public administrations or similar	0.9%	0.4%
Others	3.0%	2.4%

* Multi-choice question

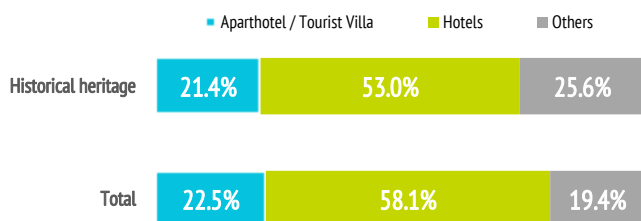
With whom did they book their flight and accommodation?

	Historical heritage	Total
Flight		
- Directly with the airline	47.0%	42.9%
- Tour Operator or Travel Agency	53.0%	57.1%
Accommodation		
- Directly with the accommodation	35.3%	31.5%
- Tour Operator or Travel Agency	64.7%	68.5%

Where do they stay?

	Historical heritage	Total
1-2-3* Hotel	10.1%	11.5%
4* Hotel	35.5%	37.6%
5* Hotel / 5* Luxury Hotel	7.4%	9.0%
Aparthotel / Tourist Villa	21.4%	22.5%
House/room rented in a private dwelling	7.4%	5.9%
Private accommodation (1)	11.3%	7.2%
Others (Cottage, cruise, camping,...)	6.9%	6.3%

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



What do they book?

	Historical heritage	Total
Room only	28.5%	27.9%
Bed and Breakfast	12.7%	12.4%
Half board	23.0%	21.2%
Full board	4.8%	3.6%
All inclusive	31.0%	34.9%

”
23% of tourists book Half Board.

(Canary Islands: 21.2%)

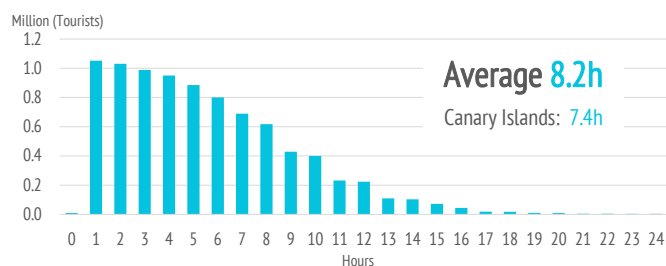
Other expenses

	Historical heritage	Total
Restaurants or cafes	59.1%	59.1%
Supermarkets	51.0%	52.1%
Car rental	32.4%	26.3%
Organized excursions	25.5%	20.6%
Taxi, transfer, chauffeur service	40.1%	50.0%
Theme Parks	8.1%	7.5%
Sport activities	4.5%	5.7%
Museums	9.0%	4.6%
Flights between islands	5.6%	4.4%

Activities in the Canary Islands

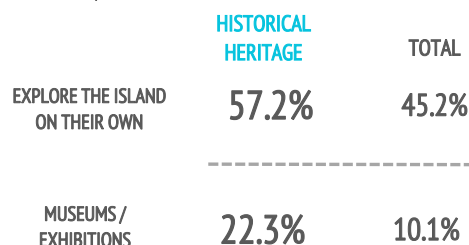
Outdoor time per day	Historical heritage	Total
0 hours	0.8%	2.1%
1 - 2 hours	6.0%	9.8%
3 - 6 hours	28.2%	32.6%
7 - 12 hours	54.6%	47.1%
More than 12 hours	10.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Historical heritage	Total
Walk, wander	71.7%	69.8%
Beach	66.4%	66.3%
Explore the island on their own	57.2%	45.2%
Swimming pool, hotel facilities	51.1%	58.2%
Taste Canarian gastronomy	33.6%	24.2%
Museums / exhibitions	22.3%	10.1%
Organized excursions	22.2%	16.9%
Wineries / markets / popular festivals	19.5%	11.6%
Theme parks	17.5%	14.1%
Nightlife / concerts / shows	16.0%	15.5%
Nature activities	14.5%	10.4%
Sea excursions / whale watching	14.2%	11.1%
Activities at sea	12.4%	10.0%
Sport activities	12.3%	13.4%
Beauty and health treatments	6.4%	5.4%
Astronomical observation	5.5%	3.5%

* Multi-choice question



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

HISTORICAL HERITAGE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by historical heritage	1,060,268	229,980	97,131	252,739	451,490	18,436
- Share by islands	100%	21.7%	9.2%	23.8%	42.6%	1.7%
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 historical heritage	8.2%	9.2%	5.9%	7.2%	9.2%	7.9%

How many islands do they visit during their trip?

	Historical heritage	Total
One island	88.4%	91.4%
Two islands	9.5%	7.2%
Three or more islands	2.1%	1.4%

Internet usage during their trip

	Historical heritage	Total
Research		
- Tourist package	15.5%	14.8%
- Flights	12.2%	13.0%
- Accommodation	15.6%	16.9%
- Transport	16.4%	15.7%
- Restaurants	29.8%	28.4%
- Excursions	27.7%	26.2%
- Activities	30.5%	30.1%
Book or purchase		
- Tourist package	37.0%	39.4%
- Flights	67.1%	66.7%
- Accommodation	56.2%	57.3%
- Transport	48.9%	47.6%
- Restaurants	15.3%	12.1%
- Excursions	19.0%	13.0%
- Activities	21.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Historical heritage	Total
Did not use the Internet	9.8%	8.3%
Used the Internet	90.2%	91.7%
- Own Internet connection	37.6%	37.4%
- Free Wifi connection	33.6%	39.5%
Applications*		
- Search for locations or maps	67.7%	61.7%
- Search for destination info	46.4%	44.8%
- Share pictures or trip videos	56.2%	56.0%
- Download tourist apps	8.9%	7.0%
- Others	16.7%	22.6%

* Multi-choice question

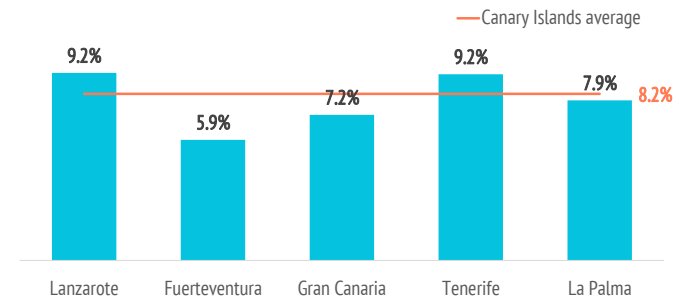
67.7% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLANDS

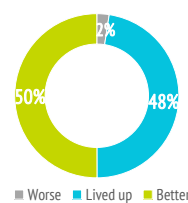


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Historical heritage	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	47.5%	55.6%
Better or much better than expected	50.0%	42.1%

Future intentions (scale 1-10)	Historical heritage	Total
Return to the Canary Islands	9.03	8.73
Recommend visiting the Canary Islands	9.27	8.95



Experience in the Canary

9.03/10

Return to the Canary Islands

9.27/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Historical heritage	Total
Repeat tourists	66.3%	72.2%
Repeat tourists (last 5 years)	61.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	18.7%	19.5%
At least 10 previous visits	17.6%	18.6%

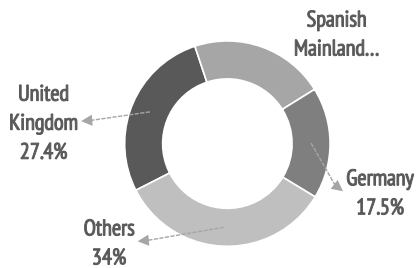
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HISTORICAL HERITAGE

Where are they from?



	%	Absolute
United Kingdom	27.4%	290,255
Spanish Mainland	21.3%	225,438
Germany	17.5%	186,006
France	7.3%	77,189
Italy	3.9%	40,827
Ireland	3.2%	33,875
Belgium	2.6%	28,044
Poland	2.1%	22,408
Sweden	1.6%	16,789
Netherlands	1.5%	15,774
Norway	1.4%	14,608
Switzerland	1.3%	13,655
Finland	1.0%	10,554
Russia	1.0%	10,351
Czech Republic	0.8%	8,423
Denmark	0.6%	6,387
Portugal	0.5%	5,459
Others	5.1%	54,227



Who do they come with?



	Historical heritage	Total
Unaccompanied	11.5%	9.6%
Only with partner	47.6%	48.1%
Only with children (< 13 years old)	6.0%	5.6%
Partner + children (< 13 years old)	5.4%	6.5%
Other relatives	10.1%	9.3%
Friends	5.4%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	13.2%	13.7%

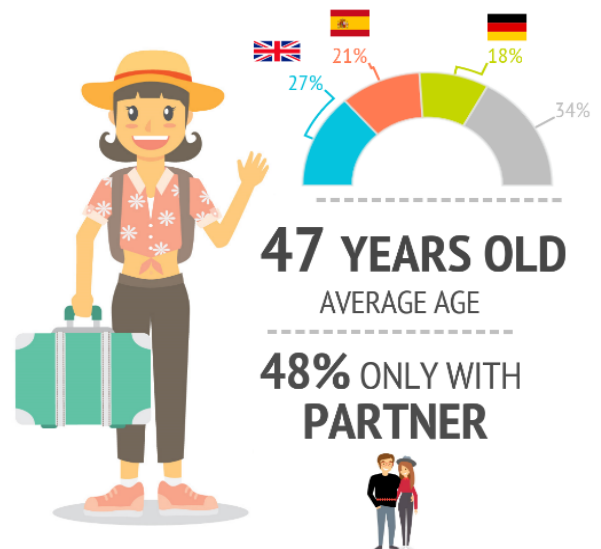
(1) Different situations have been isolated

Tourists with children	16.6%	17.7%
- Between 0 and 2 years old	1.1%	1.6%
- Between 3 and 12 years old	14.0%	14.8%
- Between 0 -2 and 3-12 years	1.5%	1.4%
Tourists without children	83.4%	82.3%
Group composition:		
- 1 person	15.1%	13.2%
- 2 people	54.9%	55.1%
- 3 people	12.1%	12.0%
- 4 or 5 people	14.8%	16.3%
- 6 or more people	3.1%	3.5%
Average group size:	2.46	2.54

Who are they?



	Historical heritage	Total
Gender		
Men	45.6%	48.6%
Women	54.4%	51.4%
Age		
Average age (tourist > 15 years old)	47.3	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	6.4%	7.3%
25 - 30 years old	11.0%	10.9%
31 - 45 years old	29.1%	28.0%
46 - 60 years old	31.1%	31.8%
Over 60 years old	22.4%	22.1%
Occupation		
Salaried worker	52.8%	55.0%
Self-employed	13.0%	11.5%
Unemployed	1.5%	1.1%
Business owner	8.5%	9.4%
Student	3.6%	3.5%
Retired	18.8%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	22.0%	17.5%
€25,000 - €49,999	40.0%	37.5%
€50,000 - €74,999	20.8%	22.8%
More than €74,999	17.2%	22.2%
Education level		
No studies	4.0%	5.0%
Primary education	3.1%	2.6%
Secondary education	22.4%	23.6%
Higher education	70.5%	68.9%



Pictures: Freepik.com

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