

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

EUROPEAN BELONGING

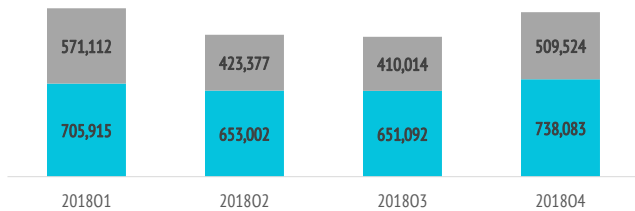


How many are they and how much do they spend?

	European belonging	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,662,120	13,271,035
- book holiday package	2,748,092	7,426,022
- do not book holiday package	1,914,028	5,845,014
- % tourists who book holiday package	58.9%	56.0%
Share of total tourist	36.1%	100%

TOURISTS MOTIVATED BY EUROPEAN BELONGING

■ do not book holiday package ■ book holiday package

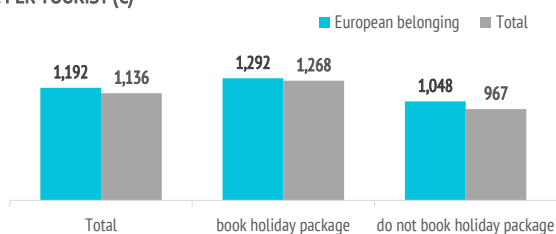


	European belonging	Total
Expenditure per tourist (€)		
- book holiday package	1,192	1,136
- holiday package	1,292	1,268
- others	1,062	1,031
- do not book holiday package	231	237
- do not book holiday package	1,048	967
- flight	1,048	967
- accommodation	276	263
- others	357	321
- others	415	383
Average length of stay		
- book holiday package	9.50	9.09
- book holiday package	8.94	8.64
- do not book holiday package	10.29	9.68
Average daily expenditure (€)		
- book holiday package	139.3	138.9
- book holiday package	153.9	155.4
- do not book holiday package	118.4	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	5,558	15,070
- book holiday package	3,552	9,416
- do not book holiday package	2,006	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	European belonging	Total
European belonging	100%	36.1%
Climate	86.7%	78.4%
Safety	74.2%	51.9%
Tranquility	73.6%	47.6%
Price	58.9%	37.4%
Accommodation supply	55.5%	42.9%
Sea	54.5%	44.4%
Effortless trip	52.4%	35.2%
Beaches	47.3%	37.7%
Environment	43.9%	33.2%
Landscapes	41.8%	33.1%
Authenticity	32.8%	20.3%
Gastronomy	32.7%	23.2%
Fun possibilities	28.0%	21.1%
Exoticism	20.1%	11.4%
Shopping	15.6%	9.4%
Historical heritage	13.2%	8.2%
Culture	12.8%	8.0%
Hiking trail network	12.6%	9.6%
Nightlife	11.6%	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?

	European belonging	Total
Rest	58.6%	55.5%
Enjoy family time	13.4%	14.4%
Have fun	7.6%	8.6%
Explore the destination	17.0%	17.8%
Practice their hobbies	1.7%	1.9%
Other reasons	1.7%	1.8%



How far in advance do they book their trip?

	European belonging	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.6%	23.8%
Between 1 and 2 months	22.0%	22.8%
Between 3 and 6 months	33.3%	32.7%
More than 6 months	21.5%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

EUROPEAN BELONGING
21.5%



TOTAL
20.0%

Picture: Freepik.com

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

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

	European belonging	Total
Previous visits to the Canary Islands	55.6%	51.9%
Friends or relatives	24.4%	27.1%
Internet or social media	53.1%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.0%	8.4%
Travel Blogs or Forums	5.6%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	24.5%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.8%	2.4%

* Multi-choice question

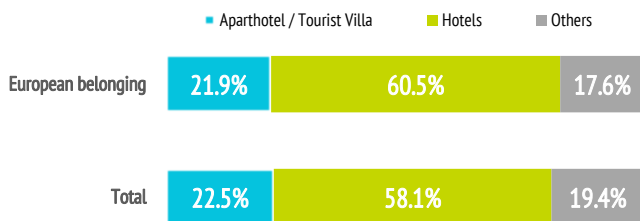
With whom did they book their flight and accommodation? 👁

	European belonging	Total
Flight		
- Directly with the airline	41.3%	42.9%
- Tour Operator or Travel Agency	58.7%	57.1%
Accommodation		
- Directly with the accommodation	30.2%	31.5%
- Tour Operator or Travel Agency	69.8%	68.5%

Where do they stay? 🏠

	European belonging	Total
1-2-3* Hotel	10.9%	11.5%
4* Hotel	39.8%	37.6%
5* Hotel / 5* Luxury Hotel	9.8%	9.0%
Aparthotel / Tourist Villa	21.9%	22.5%
House/room rented in a private dwelling	5.1%	5.9%
Private accommodation (1)	6.8%	7.2%
Others (Cottage, cruise, camping,...)	5.7%	6.3%

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



What do they book? 🍽

	European belonging	Total
Room only	25.0%	27.9%
Bed and Breakfast	10.9%	12.4%
Half board	23.4%	21.2%
Full board	3.9%	3.6%
All inclusive	36.8%	34.9%

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36.8% of tourists book all inclusive.
 (Canary Islands: 34.9%)

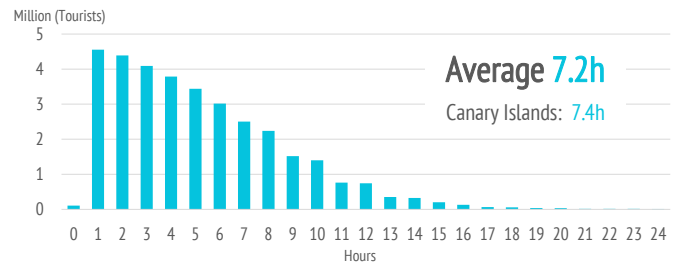
Other expenses 📍

	European belonging	Total
Restaurants or cafes	55.7%	59.1%
Supermarkets	50.3%	52.1%
Car rental	25.3%	26.3%
Organized excursions	21.1%	20.6%
Taxi, transfer, chauffeur service	51.1%	50.0%
Theme Parks	7.4%	7.5%
Sport activities	4.9%	5.7%
Museums	4.2%	4.6%
Flights between islands	4.0%	4.4%

Activities in the Canary Islands 🚶

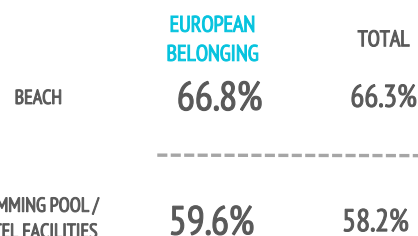
Outdoor time per day	European belonging	Total
0 hours	2.3%	2.1%
1 - 2 hours	10.0%	9.8%
3 - 6 hours	34.0%	32.6%
7 - 12 hours	46.2%	47.1%
More than 12 hours	7.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	European belonging	Total
Walk, wander	68.8%	69.8%
Beach	66.8%	66.3%
Swimming pool, hotel facilities	59.6%	58.2%
Explore the island on their own	45.0%	45.2%
Taste Canarian gastronomy	24.0%	24.2%
Organized excursions	17.0%	16.9%
Nightlife / concerts / shows	15.4%	15.5%
Theme parks	14.0%	14.1%
Sport activities	12.7%	13.4%
Wineries / markets / popular festivals	11.7%	11.6%
Sea excursions / whale watching	10.8%	11.1%
Nature activities	10.2%	10.4%
Activities at sea	10.1%	10.0%
Museums / exhibitions	9.9%	10.1%
Beauty and health treatments	6.0%	5.4%
Astronomical observation	3.6%	3.5%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by european belonging	4,662,120	860,010	660,963	1,288,514	1,745,123	71,237
- Share by islands	100%	18.4%	14.2%	27.6%	37.4%	1.5%
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 european belonging	36.1%	34.5%	40.5%	36.6%	35.5%	30.5%

How many islands do they visit during their trip?

	European belonging	Total
One island	91.7%	91.4%
Two islands	7.0%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	European belonging	Total
Research		
- Tourist package	15.0%	14.8%
- Flights	13.0%	13.0%
- Accommodation	16.9%	16.9%
- Transport	16.2%	15.7%
- Restaurants	27.4%	28.4%
- Excursions	25.3%	26.2%
- Activities	28.4%	30.1%
Book or purchase		
- Tourist package	41.8%	39.4%
- Flights	65.7%	66.7%
- Accommodation	56.5%	57.3%
- Transport	47.1%	47.6%
- Restaurants	14.2%	12.1%
- Excursions	14.7%	13.0%
- Activities	16.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	European belonging	Total
Did not use the Internet	9.0%	8.3%
Used the Internet	91.0%	91.7%
- Own Internet connection	35.3%	37.4%
- Free Wifi connection	39.3%	39.5%
Applications*		
- Search for locations or maps	60.5%	61.7%
- Search for destination info	44.2%	44.8%
- Share pictures or trip videos	56.4%	56.0%
- Download tourist apps	7.5%	7.0%
- Others	22.8%	22.6%

* Multi-choice question

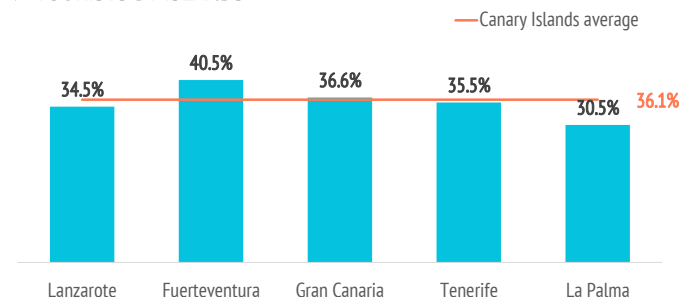


56.4% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

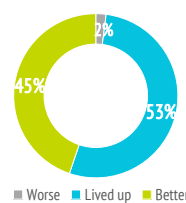


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	European belonging	Total
Average rating	8.88	8.70

Experience in the Canary Islands	European belonging	Total
Worse or much worse than expected	2.0%	2.3%
Lived up to expectations	53.2%	55.6%
Better or much better than expected	44.8%	42.1%

Future intentions (scale 1-10)	European belonging	Total
Return to the Canary Islands	8.98	8.73
Recommend visiting the Canary Islands	9.18	8.95



Experience in the Canary



8.98/10

Return to the Canary Islands



9.18/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	European belonging	Total
Repeat tourists	74.1%	72.2%
Repeat tourists (last 5 years)	69.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.4%	19.5%
At least 10 previous visits	20.4%	18.6%

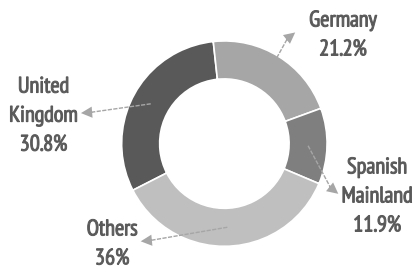
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Where are they from?



	%	Absolute
United Kingdom	30.8%	1,434,838
Germany	21.2%	986,123
Spanish Mainland	11.9%	557,002
Ireland	4.7%	221,099
France	3.9%	180,426
Italy	3.3%	154,587
Poland	3.2%	151,376
Belgium	3.0%	138,366
Sweden	2.9%	135,540
Netherlands	2.9%	135,442
Norway	2.2%	101,423
Switzerland	1.8%	83,045
Finland	1.5%	71,711
Denmark	1.5%	67,713
Austria	0.7%	30,870
Czech Republic	0.7%	30,415
Portugal	0.6%	26,090
Others	3.3%	156,054



Who do they come with?



	European belonging	Total
Unaccompanied	8.3%	9.6%
Only with partner	50.4%	48.1%
Only with children (< 13 years old)	6.0%	5.6%
Partner + children (< 13 years old)	6.3%	6.5%
Other relatives	9.3%	9.3%
Friends	6.1%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.2%	13.7%

(1) Different situations have been isolated

Tourists with children	17.8%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	14.7%	14.8%
- Between 0 -2 and 3-12 years	1.5%	1.4%
Tourists without children	82.2%	82.3%
Group composition:		
- 1 person	11.6%	13.2%
- 2 people	57.0%	55.1%
- 3 people	12.1%	12.0%
- 4 or 5 people	16.1%	16.3%
- 6 or more people	3.1%	3.5%
Average group size:	2.52	2.54

Who are they?



	European belonging	Total
Gender		
Men	46.3%	48.6%
Women	53.7%	51.4%
Age		
Average age (tourist > 15 years old)	48.4	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	6.0%	7.3%
25 - 30 years old	9.5%	10.9%
31 - 45 years old	27.5%	28.0%
46 - 60 years old	32.8%	31.8%
Over 60 years old	24.2%	22.1%
Occupation		
Salaried worker	53.0%	55.0%
Self-employed	12.2%	11.5%
Unemployed	1.2%	1.1%
Business owner	9.6%	9.4%
Student	3.0%	3.5%
Retired	19.4%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.8%	17.5%
€25,000 - €49,999	38.3%	37.5%
€50,000 - €74,999	22.3%	22.8%
More than €74,999	21.5%	22.2%
Education level		
No studies	4.5%	5.0%
Primary education	2.9%	2.6%
Secondary education	24.8%	23.6%
Higher education	67.8%	68.9%



Pictures: Freepik.com

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