

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

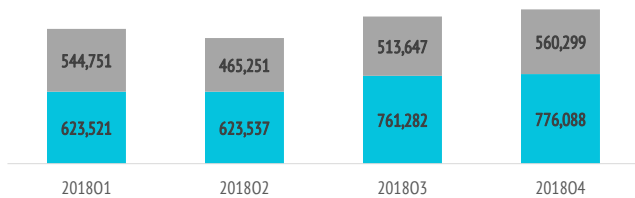
BEACHES

How many are they and how much do they spend?

	Beaches	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,868,375	13,271,035
- book holiday package	2,784,427	7,426,022
- do not book holiday package	2,083,948	5,845,014
- % tourists who book holiday package	57.2%	56.0%
Share of total tourist	37.7%	100%

TOURISTS MOTIVATED BY BEACHES

■ do not book holiday package ■ book holiday package



	Beaches	Total
Expenditure per tourist (€)		
- book holiday package	1,157	1,136
- holiday package	1,284	1,268
- others	1,053	1,031
- do not book holiday package	232	237
- flight	986	967
- accommodation	272	263
- others	334	321
- others	380	383
Average length of stay		
- book holiday package	9.30	9.09
- do not book holiday package	8.86	8.64
- do not book holiday package	9.88	9.68
Average daily expenditure (€)		
- book holiday package	137.4	138.9
- do not book holiday package	153.9	155.4
- do not book holiday package	115.3	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	5,632	15,070
- do not book holiday package	3,576	9,416
- do not book holiday package	2,055	5,655

AVERAGE LENGTH OF STAY (nights)

■ Beaches ■ Total



EXPENDITURE PER TOURIST (€)

■ Beaches ■ Total



Importance of each factor in the destination choice

	Beaches	Total
Beaches	100%	37.7%
Climate	92.3%	78.4%
Sea	86.5%	44.4%
Safety	61.8%	51.9%
Tranquility	58.5%	47.6%
Accommodation supply	50.3%	42.9%
Landscapes	47.2%	33.1%
Price	45.6%	37.4%
European belonging	45.3%	36.1%
Environment	43.7%	33.2%
Effortless trip	42.7%	35.2%
Gastronomy	30.0%	23.2%
Fun possibilities	29.3%	21.1%
Authenticity	27.2%	20.3%
Exoticism	17.1%	11.4%
Shopping	14.7%	9.4%
Nightlife	12.2%	8.0%
Culture	11.9%	8.0%
Historical heritage	11.4%	8.2%
Hiking trail network	11.2%	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?

	Beaches	Total
Rest	57.6%	55.5%
Enjoy family time	14.1%	14.4%
Have fun	9.6%	8.6%
Explore the destination	15.6%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	1.5%	1.8%



How far in advance do they book their trip?

	Beaches	Total
The same day	0.8%	0.7%
Between 1 and 30 days	23.5%	23.8%
Between 1 and 2 months	23.2%	22.8%
Between 3 and 6 months	32.9%	32.7%
More than 6 months	19.6%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

BEACHES
23.2%



TOTAL
22.8%

Picture: Freepik.com

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

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BEACHES



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

	Beaches	Total
Previous visits to the Canary Islands	51.3%	51.9%
Friends or relatives	27.0%	27.1%
Internet or social media	53.8%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	7.8%	8.4%
Travel Blogs or Forums	5.9%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	21.7%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.9%	2.4%

* Multi-choice question

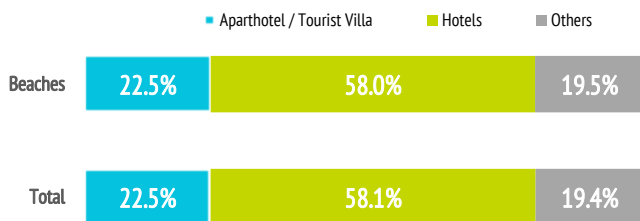
With whom did they book their flight and accommodation?

	Beaches	Total
Flight		
- Directly with the airline	42.3%	42.9%
- Tour Operator or Travel Agency	57.7%	57.1%
Accommodation		
- Directly with the accommodation	31.3%	31.5%
- Tour Operator or Travel Agency	68.7%	68.5%

Where do they stay?

	Beaches	Total
1-2-3* Hotel	12.7%	11.5%
4* Hotel	37.7%	37.6%
5* Hotel / 5* Luxury Hotel	7.6%	9.0%
Aparthotel / Tourist Villa	22.5%	22.5%
House/room rented in a private dwelling	6.1%	5.9%
Private accommodation (1)	7.6%	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?

	Beaches	Total
Room only	27.7%	27.9%
Bed and Breakfast	10.9%	12.4%
Half board	20.8%	21.2%
Full board	3.8%	3.6%
All inclusive	36.7%	34.9%

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36.7% of tourists book all inclusive.
 (Canary Islands: 34.9%)

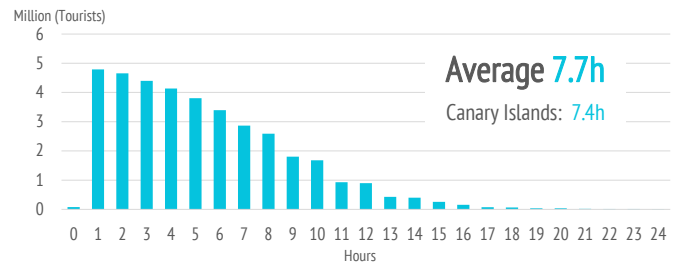
Other expenses

	Beaches	Total
Restaurants or cafes	56.5%	59.1%
Supermarkets	52.4%	52.1%
Car rental	25.5%	26.3%
Organized excursions	21.4%	20.6%
Taxi, transfer, chauffeur service	49.6%	50.0%
Theme Parks	7.3%	7.5%
Sport activities	6.0%	5.7%
Museums	3.8%	4.6%
Flights between islands	4.9%	4.4%

Activities in the Canary Islands

Outdoor time per day	Beaches	Total
0 hours	1.6%	2.1%
1 - 2 hours	8.1%	9.8%
3 - 6 hours	31.4%	32.6%
7 - 12 hours	50.1%	47.1%
More than 12 hours	8.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Beaches	Total
Beach	82.5%	66.3%
Walk, wander	67.6%	69.8%
Swimming pool, hotel facilities	58.7%	58.2%
Explore the island on their own	45.8%	45.2%
Taste Canarian gastronomy	23.4%	24.2%
Organized excursions	17.2%	16.9%
Nightlife / concerts / shows	16.5%	15.5%
Theme parks	14.5%	14.1%
Sport activities	14.1%	13.4%
Activities at sea	12.7%	10.0%
Sea excursions / whale watching	12.2%	11.1%
Wineries / markets / popular festivals	11.4%	11.6%
Nature activities	9.6%	10.4%
Museums / exhibitions	8.9%	10.1%
Beauty and health treatments	5.8%	5.4%
Astronomical observation	3.5%	3.5%

* Multi-choice question

	BEACHES	TOTAL
BEACH	82.5%	66.3%
ACTIVITIES AT SEA	12.7%	10.0%



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BEACHES



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by beaches	4,868,375	795,344	953,524	1,549,567	1,517,577	34,148
- Share by islands	100%	16.3%	19.6%	31.8%	31.2%	0.7%
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 beaches	37.7%	32.0%	58.4%	44.0%	30.8%	14.6%

How many islands do they visit during their trip?

	Beaches	Total
One island	91.0%	91.4%
Two islands	7.7%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Beaches	Total
Research		
- Tourist package	15.4%	14.8%
- Flights	12.7%	13.0%
- Accommodation	16.2%	16.9%
- Transport	16.0%	15.7%
- Restaurants	28.1%	28.4%
- Excursions	27.7%	26.2%
- Activities	30.7%	30.1%
Book or purchase		
- Tourist package	40.7%	39.4%
- Flights	66.4%	66.7%
- Accommodation	57.5%	57.3%
- Transport	47.4%	47.6%
- Restaurants	13.4%	12.1%
- Excursions	14.2%	13.0%
- Activities	16.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Beaches	Total
Did not use the Internet	8.3%	8.3%
Used the Internet	91.7%	91.7%
- Own Internet connection	37.7%	37.4%
- Free Wifi connection	37.1%	39.5%
Applications*		
- Search for locations or maps	62.5%	61.7%
- Search for destination info	45.5%	44.8%
- Share pictures or trip videos	57.6%	56.0%
- Download tourist apps	7.6%	7.0%
- Others	20.8%	22.6%

* Multi-choice question

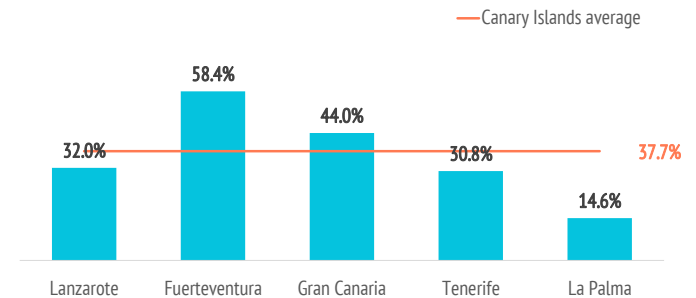


57.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

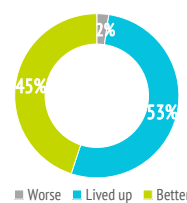


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beaches	Total
Average rating	8.83	8.70

Experience in the Canary Islands	Beaches	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	52.7%	55.6%
Better or much better than expected	44.9%	42.1%

Future intentions (scale 1-10)	Beaches	Total
Return to the Canary Islands	8.87	8.73
Recommend visiting the Canary Islands	9.09	8.95



Experience in the Canary



Return to the Canary Islands



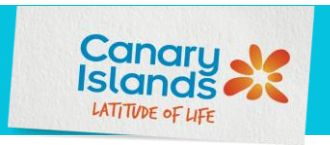
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Beaches	Total
Repeat tourists	70.8%	72.2%
Repeat tourists (last 5 years)	65.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.7%	19.5%
At least 10 previous visits	18.6%	18.6%

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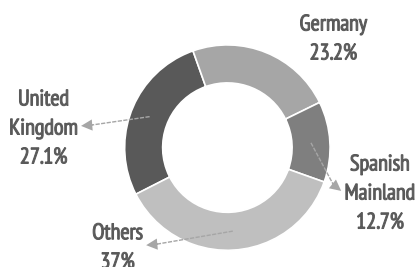
BEACHES



Where are they from?



	%	Absolute
United Kingdom	27.1%	1,317,721
Germany	23.2%	1,128,324
Spanish Mainland	12.7%	617,821
Italy	4.0%	195,793
France	3.8%	184,286
Ireland	3.7%	181,021
Sweden	3.6%	174,353
Netherlands	3.4%	165,837
Norway	3.1%	149,098
Poland	3.0%	144,462
Belgium	2.0%	95,392
Switzerland	1.9%	93,151
Finland	1.3%	65,228
Denmark	1.1%	54,622
Austria	0.8%	39,672
Russia	0.8%	37,809
Czech Republic	0.6%	29,191
Others	4.0%	194,595



Who do they come with?



	Beaches	Total
Unaccompanied	9.1%	9.6%
Only with partner	47.1%	48.1%
Only with children (< 13 years old)	6.3%	5.6%
Partner + children (< 13 years old)	6.7%	6.5%
Other relatives	9.8%	9.3%
Friends	6.8%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.8%	13.7%

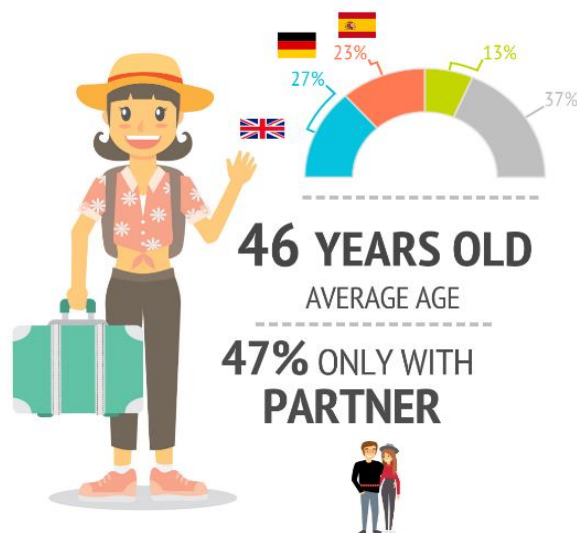
(1) Different situations have been isolated

Tourists with children	19.1%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	15.9%	14.8%
- Between 0 -2 and 3-12 years	1.7%	1.4%
Tourists without children	80.9%	82.3%
Group composition:		
- 1 person	12.6%	13.2%
- 2 people	54.3%	55.1%
- 3 people	12.5%	12.0%
- 4 or 5 people	17.2%	16.3%
- 6 or more people	3.5%	3.5%
Average group size:	2.56	2.54

Who are they?



	Beaches	Total
Gender		
Men	45.7%	48.6%
Women	54.3%	51.4%
Age		
Average age (tourist > 15 years old)	45.6	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	8.4%	7.3%
25 - 30 years old	12.2%	10.9%
31 - 45 years old	29.8%	28.0%
46 - 60 years old	30.7%	31.8%
Over 60 years old	18.9%	22.1%
Occupation		
Salaried worker	56.9%	55.0%
Self-employed	11.6%	11.5%
Unemployed	1.3%	1.1%
Business owner	9.6%	9.4%
Student	4.2%	3.5%
Retired	14.9%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	19.0%	17.5%
€25,000 - €49,999	37.9%	37.5%
€50,000 - €74,999	22.2%	22.8%
More than €74,999	20.9%	22.2%
Education level		
No studies	4.6%	5.0%
Primary education	2.8%	2.6%
Secondary education	23.3%	23.6%
Higher education	69.4%	68.9%



Pictures: Freepik.com

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