

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

## PRICE

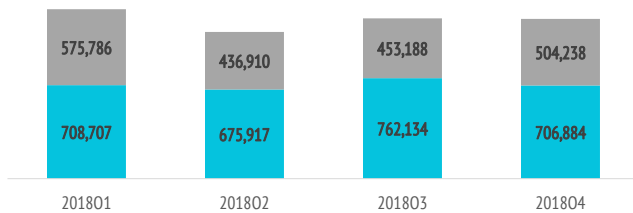
### How many are they and how much do they spend?



	Price	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>4,823,764</b>	<b>13,271,035</b>
- book holiday package	2,853,642	7,426,022
- do not book holiday package	1,970,122	5,845,014
- % tourists who book holiday package	59.2%	56.0%
Share of total tourist	37.4%	100%

### TOURISTS MOTIVATED BY PRICE

■ do not book holiday package ■ book holiday package



	Price	Total
<b>Expenditure per tourist (€)</b>	<b>1,091</b>	<b>1,136</b>
- book holiday package	1,203	1,268
- holiday package	978	1,031
- others	226	237
- do not book holiday package	928	967
- flight	253	263
- accommodation	309	321
- others	366	383
<b>Average length of stay</b>	<b>8.88</b>	<b>9.09</b>
- book holiday package	8.54	8.64
- do not book holiday package	9.36	9.68
<b>Average daily expenditure (€)</b>	<b>133.6</b>	<b>138.9</b>
- book holiday package	148.1	155.4
- do not book holiday package	112.7	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>5,262</b>	<b>15,070</b>
- book holiday package	3,433	9,416
- do not book holiday package	1,829	5,655

### AVERAGE LENGTH OF STAY (nights)

■ Price ■ Total



### EXPENDITURE PER TOURIST (€)

■ Price ■ Total



### Importance of each factor in the destination choice



	Price	Total
Price	100%	37.4%
Climate	87.4%	78.4%
Safety	73.1%	51.9%
Tranquility	65.0%	47.6%
Accommodation supply	62.9%	42.9%
European belonging	57.0%	36.1%
Effortless trip	53.0%	35.2%
Sea	51.1%	44.4%
Beaches	46.0%	37.7%
Environment	43.0%	33.2%
Landscapes	37.6%	33.1%
Authenticity	33.0%	20.3%
Gastronomy	32.8%	23.2%
Fun possibilities	31.5%	21.1%
Exoticism	21.3%	11.4%
Shopping	16.8%	9.4%
Nightlife	13.3%	8.0%
Culture	12.4%	8.0%
Historical heritage	11.8%	8.2%
Hiking trail network	10.4%	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?



	Price	Total
Rest	59.1%	55.5%
Enjoy family time	13.7%	14.4%
Have fun	9.9%	8.6%
Explore the destination	14.6%	17.8%
Practice their hobbies	1.3%	1.9%
Other reasons	1.5%	1.8%



Price 59.1%

Total 55.5%

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



	Price	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.1%	23.8%
Between 1 and 2 months	21.7%	22.8%
Between 3 and 6 months	32.9%	32.7%
More than 6 months	22.7%	20.0%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

PRICE  
22.7%



TOTAL  
20.0%

Picture: Freepik.com

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



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

	Price	Total
Previous visits to the Canary Islands	52.4%	51.9%
Friends or relatives	26.9%	27.1%
Internet or social media	57.9%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	7.4%	8.4%
Travel Blogs or Forums	6.0%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	22.9%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.4%

\* Multi-choice question

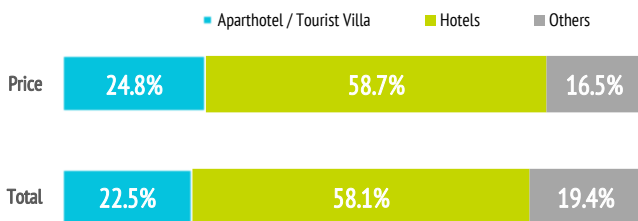
### With whom did they book their flight and accommodation? 👁

	Price	Total
<b>Flight</b>		
- Directly with the airline	41.9%	42.9%
- Tour Operator or Travel Agency	58.1%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	30.2%	31.5%
- Tour Operator or Travel Agency	69.8%	68.5%

### Where do they stay? 🏠

	Price	Total
1-2-3* Hotel	12.1%	11.5%
4* Hotel	38.5%	37.6%
5* Hotel / 5* Luxury Hotel	8.1%	9.0%
Aparthotel / Tourist Villa	24.8%	22.5%
House/room rented in a private dwelling	5.2%	5.9%
Private accommodation (1)	5.7%	7.2%
Others (Cottage, cruise, camping,...)	5.6%	6.3%

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



### What do they book? 🍽

	Price	Total
Room only	28.1%	27.9%
Bed and Breakfast	10.2%	12.4%
Half board	18.8%	21.2%
Full board	3.4%	3.6%
All inclusive	39.6%	34.9%

”  
**39.6%** of tourists book all inclusive.  
 (Canary Islands: 34.9%)

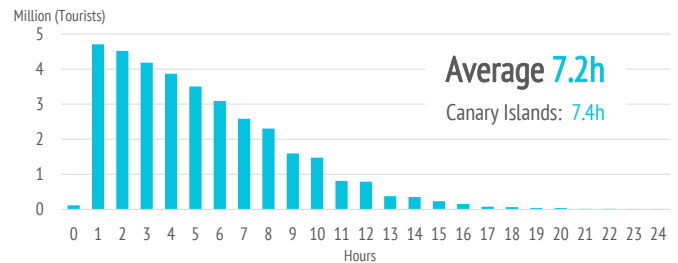
### Other expenses 📍

	Price	Total
Restaurants or cafes	56.1%	59.1%
Supermarkets	51.6%	52.1%
Car rental	22.3%	26.3%
Organized excursions	20.2%	20.6%
Taxi, transfer, chauffeur service	53.3%	50.0%
Theme Parks	7.9%	7.5%
Sport activities	5.5%	5.7%
Museums	3.5%	4.6%
Flights between islands	4.1%	4.4%

### Activities in the Canary Islands 🚶

Outdoor time per day	Price	Total
0 hours	2.4%	2.1%
1 - 2 hours	10.9%	9.8%
3 - 6 hours	33.1%	32.6%
7 - 12 hours	45.7%	47.1%
More than 12 hours	7.8%	8.4%

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



Activities in the Canary Islands	Price	Total
Walk, wander	71.2%	69.8%
Beach	66.1%	66.3%
Swimming pool, hotel facilities	64.2%	58.2%
Explore the island on their own	42.5%	45.2%
Taste Canarian gastronomy	22.6%	24.2%
Nightlife / concerts / shows	18.9%	15.5%
Organized excursions	17.6%	16.9%
Theme parks	15.5%	14.1%
Sport activities	12.3%	13.4%
Sea excursions / whale watching	11.7%	11.1%
Wineries / markets / popular festivals	11.5%	11.6%
Activities at sea	10.0%	10.0%
Nature activities	8.6%	10.4%
Museums / exhibitions	8.5%	10.1%
Beauty and health treatments	5.8%	5.4%
Astronomical observation	3.4%	3.5%

\* Multi-choice question

	PRICE	TOTAL
SWIMMING POOL / HOTEL FACILITIES	64.2%	58.2%
NIGHTLIFE / CONCERTS / SHOWS	18.9%	15.5%



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by price	4,823,764	1,025,348	620,197	1,191,710	1,907,159	54,460
- Share by islands	100%	21.3%	12.9%	24.7%	39.5%	1.1%
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 price	37.4%	41.2%	38.0%	33.8%	38.8%	23.3%

How many islands do they visit during their trip?

	Price	Total
One island	92.2%	91.4%
Two islands	6.6%	7.2%
Three or more islands	1.1%	1.4%

Internet usage during their trip

	Price	Total
<b>Research</b>		
- Tourist package	14.9%	14.8%
- Flights	13.8%	13.0%
- Accommodation	17.4%	16.9%
- Transport	16.6%	15.7%
- Restaurants	29.2%	28.4%
- Excursions	26.0%	26.2%
- Activities	30.1%	30.1%
<b>Book or purchase</b>		
- Tourist package	44.3%	39.4%
- Flights	68.6%	66.7%
- Accommodation	60.8%	57.3%
- Transport	50.4%	47.6%
- Restaurants	14.3%	12.1%
- Excursions	14.2%	13.0%
- Activities	16.6%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Price	Total
<b>Did not use the Internet</b>	<b>8.3%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>91.7%</b>	<b>91.7%</b>
- Own Internet connection	35.1%	37.4%
- Free Wifi connection	40.5%	39.5%
<b>Applications*</b>		
- Search for locations or maps	60.1%	61.7%
- Search for destination info	44.8%	44.8%
- Share pictures or trip videos	57.7%	56.0%
- Download tourist apps	6.8%	7.0%
- Others	22.7%	22.6%

\* Multi-choice question

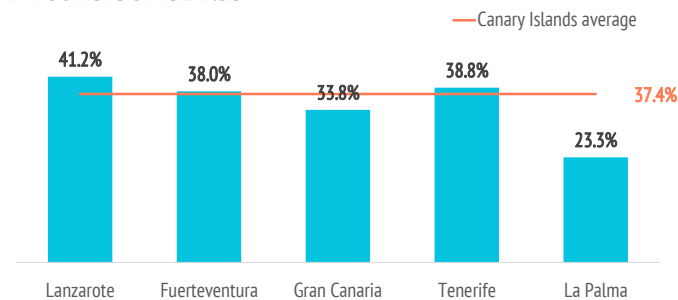


57.7% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

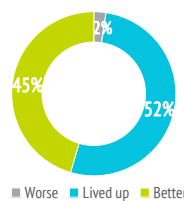


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Price	Total
Average rating	8.86	8.70

Experience in the Canary Islands	Price	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	52.2%	55.6%
Better or much better than expected	45.4%	42.1%

Future intentions (scale 1-10)	Price	Total
Return to the Canary Islands	8.90	8.73
Recommend visiting the Canary Islands	9.12	8.95



Experience in the Canary



8.90/10

Return to the Canary Islands



9.12/10

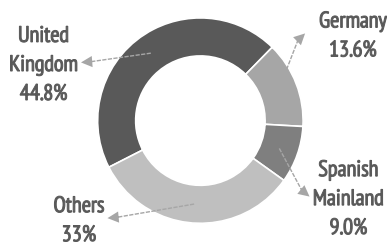
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Price	Total
<b>Repeat tourists</b>	<b>71.8%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	65.9%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.0%	19.5%
<b>At least 10 previous visits</b>	<b>17.6%</b>	<b>18.6%</b>

Where are they from?

	%	Absolute
United Kingdom	44.8%	2,162,658
Germany	13.6%	654,971
Spanish Mainland	9.0%	432,876
Ireland	5.8%	281,513
France	4.6%	223,894
Netherlands	2.6%	125,035
Sweden	2.4%	116,942
Belgium	2.4%	116,233
Poland	2.3%	110,988
Italy	2.3%	110,613
Norway	2.0%	97,792
Denmark	1.4%	67,162
Switzerland	1.2%	55,825
Finland	1.2%	55,624
Russia	0.5%	25,916
Austria	0.4%	21,445
Portugal	0.4%	20,861
Others	3.0%	143,417



Who do they come with?

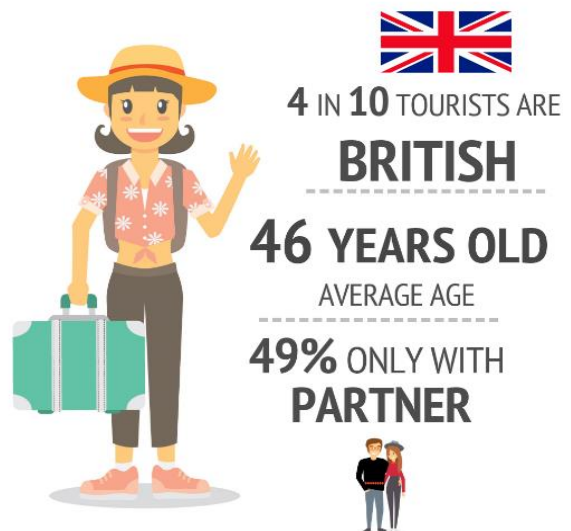
	Price	Total
Unaccompanied	6.9%	9.6%
Only with partner	49.0%	48.1%
Only with children (< 13 years old)	5.4%	5.6%
Partner + children (< 13 years old)	6.8%	6.5%
Other relatives	10.7%	9.3%
Friends	7.3%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	13.6%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>18.5%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	15.2%	14.8%
- Between 0 -2 and 3-12 years	1.6%	1.4%
<b>Tourists without children</b>	<b>81.5%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	10.2%	13.2%
- 2 people	56.4%	55.1%
- 3 people	12.1%	12.0%
- 4 or 5 people	17.4%	16.3%
- 6 or more people	3.9%	3.5%
<b>Average group size:</b>	<b>2.61</b>	<b>2.54</b>

Who are they?

	Price	Total
<b>Gender</b>		
Men	42.2%	48.6%
Women	57.8%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.1	47.1
Standard deviation	15.6	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.7%	7.3%
25 - 30 years old	11.9%	10.9%
31 - 45 years old	28.5%	28.0%
46 - 60 years old	30.1%	31.8%
Over 60 years old	20.9%	22.1%
<b>Occupation</b>		
Salaried worker	57.0%	55.0%
Self-employed	11.1%	11.5%
Unemployed	1.2%	1.1%
Business owner	7.3%	9.4%
Student	3.9%	3.5%
Retired	17.9%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	20.1%	17.5%
€25,000 - €49,999	39.0%	37.5%
€50,000 - €74,999	21.5%	22.8%
More than €74,999	19.4%	22.2%
<b>Education level</b>		
No studies	7.0%	5.0%
Primary education	2.3%	2.6%
Secondary education	23.6%	23.6%
Higher education	67.1%	68.9%



Pictures: Freepik.com

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