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# Importance of each factor in the destination choice

	Price	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,821,359	5,827,892
<ul> <li>book holiday package</li> </ul>	837,840	2,549,012
<ul> <li>do not book holiday package</li> </ul>	983,519	3,278,880
- % tourists who book holiday package	46.0%	43.7%
Share of total tourist	32.4%	100%
Expenditure per tourist (€)	1,143	1,206
<ul> <li>book holiday package</li> </ul>	1,288	1,415
<ul> <li>holiday package</li> </ul>	1,037	1,135
- others	251	280
<ul> <li>do not book holiday package</li> </ul>	1,019	1,044
- flight	236	248
- accommodation	363	369
- others	420	427
Average lenght of stay	9.38	9.54
<ul> <li>book holiday package</li> </ul>	8.35	8.59
<ul> <li>do not book holiday package</li> </ul>	10.25	10.28
Average daily expenditure (€)	137.1	144.0
<ul> <li>book holiday package</li> </ul>	160.8	172.8
<ul> <li>do not book holiday package</li> </ul>	116.9	121.6
Total turnover (> 15 years old) (€m)	2,082	7,028
<ul> <li>book holiday package</li> </ul>	1,079	3,606
- do not book holiday package	1,002	3,422
AVERAGE LENGHT OF STAY (nights)	Price	Total

How many are they and how much do they spend?

	Price	Total
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%
0	0.0%	0.0%

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?

	Price	Total
Rest	54.9%	50.7%
Enjoy family time	13.1%	14.0%
Have fun	8.7%	7.3%
Explore the destination	19.5%	23.3%
Practice their hobbies	1.8%	2.6%
Other reasons	2.1%	2.1%



8.35

8.59

10.25

book holiday package do not book holiday package

10.28

#### Where did they spend their main holiday last year?\*

9.38

Total

# (# 9.54

	Price	Total
Didn't have holidays	37.3%	35.7%
Canary Islands	19.5%	17.6%
Other destination	43.2%	46.8%

#### What other destinations do they consider for this trip?\*

	Price	Total
None	26.8%	29.4%
Canary Islands (other island)	25.9%	25.4%
Other destination	47.3%	45.1%
*Percentage of valid answers		

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.

Price 54.9%

How far in advance do they book their trip?

REST

	Price	Total
The same day	1.2%	1.0%
Between 1 and 30 days	41.5%	42.5%
Between 1 and 2 months	25.8%	26.7%
Between 3 and 6 months	18.9%	18.7%
More than 6 months	12.6%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE





total

# What channels did they use to get information about the trip? ${f Q}$

	Price	Total
Previous visits to the Canary Islands	47.4%	45.7%
Friends or relatives	31.6%	30.9%
Internet or social media	53.8%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	6.4%	7.0%
Travel Blogs or Forums	8.5%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	19.8%	19.4%
Public administrations or similar	2.1%	1.9%
Others * Multi-choise question	2.1%	2.9%

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

	Price	Total
Flight		
- Directly with the airline	52.9%	52.8%
- Tour Operator or Travel Agency	47.1%	47.2%
Accommodation		
- Directly with the accommodation	38.9%	39.9%
- Tour Operator or Travel Agency	61.1%	60.1%
Where do they stay?		Ш
Where do they stay?	Duice	
	Price	Total
Where do they stay?	Price 11.7%	
		Total
1-2-3* Hotel	11.7%	Total 11.5%
1-2-3* Hotel 4* Hotel	11.7% 40.9%	Total 11.5% 39.4%
1-2-3* Hotel 4* Hotel 5* Hotel / 5* Luxury Hotel	11.7% 40.9% 9.8%	Total 11.5% 39.4% 10.9%
1-2-3* Hotel 4* Hotel 5* Hotel / 5* Luxury Hotel Aparthotel / Tourist Villa	11.7% 40.9% 9.8% 15.5%	Total 11.5% 39.4% 10.9% 14.8%

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

Others (Cottage, cruise, camping,..)



5.8%

6.6%

What do they book?		101
	Price	Total
Room only	27.9%	28.1%
Bed and Breakfast	12.1%	15.3%
Half board	17.9%	19.5%
Full board	3.0%	3.2%
All inclusive	39.1%	33.8%



# **39.1%** of tourists book all inclusive.

(Canary Islands: 33.8%)

Other expenses		<b>Q</b>
	Price	Total
Restaurants or cafes	63.0%	66.9%
Supermarkets	55.7%	55.6%
Car rental	33.0%	37.3%
Organized excursions	23.8%	23.7%
Taxi, transfer, chauffeur service	48.8%	46.0%
Theme Parks	9.2%	8.6%
Sport activities	8.7%	9.3%
Museums	3.9%	4.7%
Flights between islands	5.7%	6.3%
Activities in the Canary Islands		<b>*</b> †
Outdoor time per day	Price	Total
0 hours	2.6%	2.4%
1 - 2 hours	10.6%	10.0%
3 - 6 hours	30.5%	30.1%

Canari

46.6%

9.7%

47.1%

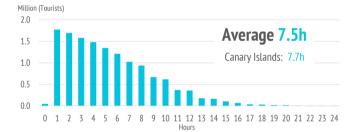
10.5%

LATITUDE OF LIFE

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

7 - 12 hours

More than 12 hours



Activities in the Canary Islands	Price	Total
Beach	76.6%	75.1%
Walk, wander	73.1%	72.2%
Swimming pool, hotel facilities	62.5%	57.5%
Explore the island on their own	49.8%	52.5%
Swim	39.7%	38.8%
Taste Canarian gastronomy	28.2%	30.2%
Hiking	18.8%	22.5%
Organized excursions	16.8%	16.0%
Nightlife / concerts / shows	14.5%	12.3%
Sea excursions / whale watching	14.0%	13.5%
Theme parks	13.3%	12.2%
Wineries / markets / popular festivals	9.9%	10.0%
Museums / exhibitions	9.4%	10.7%
Other Nature Activities	8.8%	9.5%
Running	7.3%	7.6%
Beauty and health treatments	6.4%	5.6%
Practice other sports	5.7%	5.9%
Surf	4.2%	4.8%
Scuba Diving	4.1%	4.2%
Astronomical observation	4.0%	4.2%
Cycling / Mountain bike	3.9%	4.2%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.1%	1.5%
* Multi-choise question		

lti-choise questio



## Which island do they choose?

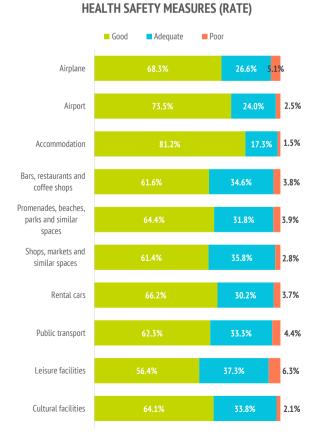
Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by price	1,821,359	330,367	267,599	457,724	737,916	17,209
- Share by islands	100%	18.1%	14.7%	25.1%	40.5%	0.9%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tourists motivated by price	32.4%	34.9%	32.3%	31.4%	33.0%	18.4%

# How many islands do they visit during their trip?

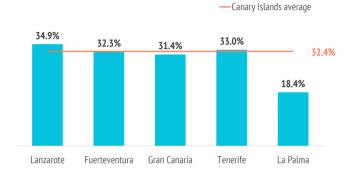
	Price	Total
One island	92.0%	90.9%
Two islands	7.0%	7.8%
Three or more islands	1.0%	1.3%

#### Health safety

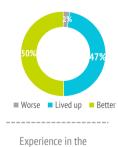
Planning the trip: Importance	Price	Total
Average rating (scale 0-10)	8.47	7.99
During the stay: Rate	Price	Total
Average rating (scale 0-10)	8.72	8.42



#### % TOURISTS BY ISLAND OF STAY



How do they rate the Canary Islands?		a de
Satisfaction (scale 0-10)	Price	Total
Average rating	9.08	8.86
Experience in the Canary Islands	Price	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	47.4%	51.4%
Better or much better than expected	50.2%	45.9%
Future intentions (scale 1-10)	Price	Total
Return to the Canary Islands	9.05	8.86
Recommend visiting the Canary Islands	9.28	9.10



Canary Islands



# 9.05/10

Return to the Canary Islands Recommend visiting the Canary Islands

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9.28/10

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

	Price	Total
Repeat tourists	67.6%	68.0%
Repeat tourists (last 5 years)	62.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits	16.0%	15.0%
At least 10 previous visits	18.2%	18.3%

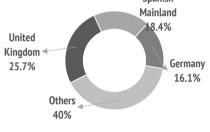
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Who are they?



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Where are they from?		
	%	Absolute
United Kingdom	25.7%	468,385
Spanish Mainland	18.4%	334,704
Germany	16.1%	293,248
France	8.4%	152,707
Ireland	4.4%	79,440
Italy	4.4%	79,381
Belgium	4.0%	72,389
Poland	3.9%	71,858
Netherlands	3.4%	61,970
Sweden	2.3%	42,286
Norway	1.2%	22,189
Switzerland	1.2%	21,644
Denmark	1.1%	20,376
Finland	0.8%	14,581
Luxembourg	0.7%	12,754
Portugal	0.7%	12,690
Austria	0.6%	10,289
Others	2.8%	50,469
	Spanish	



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	Price	Tota
Unaccompanied	11.9%	13.5%
Only with partner	49.6%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	4.7%	4.9%
Other relatives	8.9%	8.4%
Friends	9.7%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.8%	11.5%
(1) Different situations have been isolated		
Tourists with children	12.7%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	10.5%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	87.3%	87.5%
Group composition:		
- 1 person	14.8%	16.5%
- 2 people	58.6%	56.7%
- 3 people	10.7%	10.7%
- 4 or 5 people	13.6%	13.6%
- 6 or more people	2.3%	2.5%
Average group size:	2.38	2.37

	Price	Total
Gender		
Men	43.5%	49.6%
Women	56.5%	50.4%
Age		
Average age (tourist > 15 years old)	42.1	43.3
Standard deviation	15.6	15.6
Age range (> 15 years old)		
16 - 24 years old	14.2%	11.9%
25 - 30 years old	15.7%	14.8%
31 - 45 years old	29.9%	30.2%
46 - 60 years old	25.1%	26.6%
Over 60 years old	15.0%	16.4%
Occupation		
Salaried worker	59.5%	57.8%
Self-employed	10.8%	11.1%
Unemployed	2.1%	1.7%
Business owner	8.2%	10.0%
Student	6.8%	5.9%
Retired	11.2%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	19.0%	16.1%
€25,000 - €49,999	39.6%	37.0%
€50,000 - €74,999	21.5%	23.4%
More than €74,999	19.9%	23.5%
Education level		
No studies	3.3%	2.2%
Primary education	2.3%	2.2%
Secondary education	20.1%	18.8%
Higher education	74.4%	76.9%



Pictures: Freepik.com

\*People who share the main expenses of the trip

Who do they come with?

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.