

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

## SAFETY

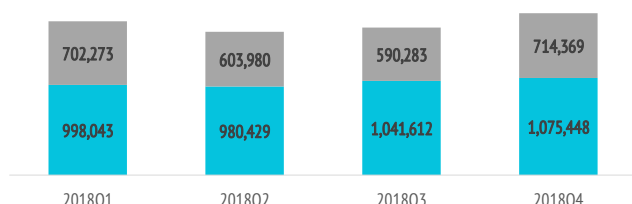
### How many are they and how much do they spend?



	Safety	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	6,706,436	13,271,035
- book holiday package	4,095,531	7,426,022
- do not book holiday package	2,610,905	5,845,014
- % tourists who book holiday package	61.1%	56.0%
Share of total tourist	51.9%	100%

#### TOURISTS MOTIVATED BY SAFETY

■ do not book holiday package ■ book holiday package



<b>Expenditure per tourist (€)</b>	<b>1,191</b>	<b>1,136</b>
- book holiday package	1,291	1,268
- holiday package	1,055	1,031
- others	236	237
- do not book holiday package	1,033	967
- flight	279	263
- accommodation	364	321
- others	390	383
<b>Average length of stay</b>	<b>9.23</b>	<b>9.09</b>
- book holiday package	8.75	8.64
- do not book holiday package	10.00	9.68
<b>Average daily expenditure (€)</b>	<b>142.1</b>	<b>138.9</b>
- book holiday package	156.2	155.4
- do not book holiday package	120.0	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>7,987</b>	<b>15,070</b>
- book holiday package	5,288	9,416
- do not book holiday package	2,698	5,655

#### AVERAGE LENGTH OF STAY (nights)

■ Safety ■ Total



#### EXPENDITURE PER TOURIST (€)

■ Safety ■ Total



### Importance of each factor in the destination choice



	Safety	Total
Safety	100%	51.9%
Climate	85.3%	78.4%
Tranquility	69.8%	47.6%
Accommodation supply	58.0%	42.9%
Effortless trip	56.0%	35.2%
Price	52.6%	37.4%
European belonging	51.6%	36.1%
Sea	51.2%	44.4%
Beaches	44.8%	37.7%
Environment	43.6%	33.2%
Landscapes	37.8%	33.1%
Gastronomy	33.8%	23.2%
Authenticity	29.4%	20.3%
Fun possibilities	28.2%	21.1%
Exoticism	15.8%	11.4%
Shopping	14.5%	9.4%
Culture	11.8%	8.0%
Historical heritage	11.7%	8.2%
Hiking trail network	10.9%	9.6%
Nightlife	10.9%	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?



	Safety	Total
Rest	58.4%	55.5%
Enjoy family time	14.0%	14.4%
Have fun	8.5%	8.6%
Explore the destination	16.0%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	1.5%	1.8%



Safety

Total

58.4%

55.5%

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



	Safety	Total
The same day	0.5%	0.7%
Between 1 and 30 days	21.5%	23.8%
Between 1 and 2 months	21.6%	22.8%
Between 3 and 6 months	33.6%	32.7%
More than 6 months	22.8%	20.0%

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

SAFETY  
22.8%



TOTAL  
20.0%

Picture: Freepik.com

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

	Safety	Total
Previous visits to the Canary Islands	55.2%	51.9%
Friends or relatives	26.1%	27.1%
Internet or social media	55.4%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	8.6%	8.4%
Travel Blogs or Forums	5.6%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	25.1%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.0%	2.4%

\* Multi-choice question

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

	Safety	Total
<b>Flight</b>		
- Directly with the airline	39.7%	42.9%
- Tour Operator or Travel Agency	60.3%	57.1%

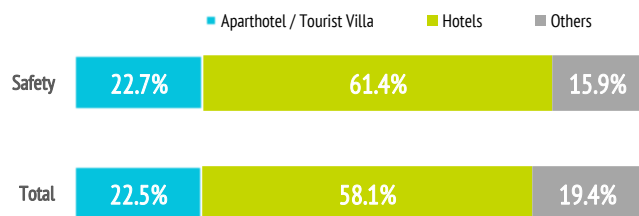
#### Accommodation

- Directly with the accommodation	29.1%	31.5%
- Tour Operator or Travel Agency	70.9%	68.5%

### Where do they stay?

	Safety	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	40.3%	37.6%
5* Hotel / 5* Luxury Hotel	9.7%	9.0%
Aparthotel / Tourist Villa	22.7%	22.5%
House/room rented in a private dwelling	4.7%	5.9%
Private accommodation (1)	5.5%	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?

	Safety	Total
Room only	25.1%	27.9%
Bed and Breakfast	10.8%	12.4%
Half board	22.2%	21.2%
Full board	3.6%	3.6%
All inclusive	38.3%	34.9%

38.3% of tourists book all inclusive.  
(Canary Islands: 34.9%)

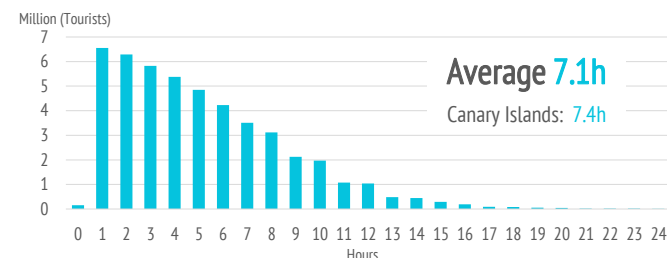
### Other expenses

	Safety	Total
Restaurants or cafes	56.3%	59.1%
Supermarkets	50.2%	52.1%
Car rental	23.2%	26.3%
Organized excursions	21.1%	20.6%
Taxi, transfer, chauffeur service	54.5%	50.0%
Theme Parks	7.6%	7.5%
Sport activities	5.3%	5.7%
Museums	3.9%	4.6%
Flights between islands	4.1%	4.4%

### Activities in the Canary Islands

	Safety	Total
<b>Outdoor time per day</b>		
0 hours	2.3%	2.1%
1 - 2 hours	10.9%	9.8%
3 - 6 hours	34.5%	32.6%
7 - 12 hours	45.1%	47.1%
More than 12 hours	7.2%	8.4%

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



	Safety	Total
<b>Activities in the Canary Islands</b>		
Walk, wander	70.2%	69.8%
Beach	67.4%	66.3%
Swimming pool, hotel facilities	62.5%	58.2%
Explore the island on their own	43.3%	45.2%
Taste Canarian gastronomy	23.5%	24.2%
Organized excursions	18.0%	16.9%
Nightlife / concerts / shows	16.7%	15.5%
Theme parks	15.1%	14.1%
Sport activities	12.7%	13.4%
Wineries / markets / popular festivals	11.7%	11.6%
Sea excursions / whale watching	11.5%	11.1%
Activities at sea	10.2%	10.0%
Nature activities	9.4%	10.4%
Museums / exhibitions	9.0%	10.1%
Beauty and health treatments	6.1%	5.4%
Astronomical observation	3.6%	3.5%

\* Multi-choice question

	SAFETY	TOTAL
BEACH	67.4%	66.3%
SWIMMING POOL /	62.5%	58.2%



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## SAFETY



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by safety	6,706,436	1,385,649	914,272	1,699,813	2,558,885	99,522
- Share by islands	100%	20.7%	13.6%	25.3%	38.2%	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 safety	51.9%	55.7%	56.0%	48.2%	52.0%	42.6%

### How many islands do they visit during their trip?

	Safety	Total
One island	91.9%	91.4%
Two islands	6.7%	7.2%
Three or more islands	1.4%	1.4%

### Internet usage during their trip

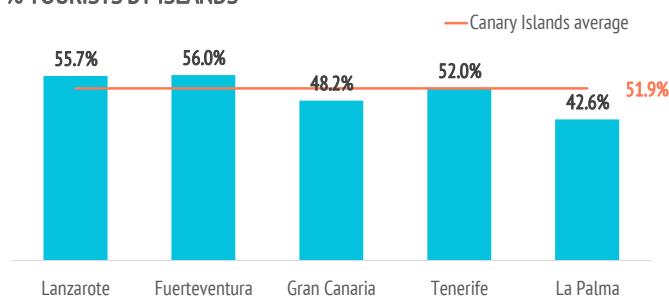
	Safety	Total
<b>Research</b>		
- Tourist package	15.3%	14.8%
- Flights	13.8%	13.0%
- Accommodation	18.3%	16.9%
- Transport	16.0%	15.7%
- Restaurants	27.9%	28.4%
- Excursions	26.6%	26.2%
- Activities	30.0%	30.1%
<b>Book or purchase</b>		
- Tourist package	43.1%	39.4%
- Flights	65.5%	66.7%
- Accommodation	57.0%	57.3%
- Transport	47.5%	47.6%
- Restaurants	13.2%	12.1%
- Excursions	13.7%	13.0%
- Activities	15.5%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Safety	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	34.5%	37.4%
- Free Wifi connection	41.7%	39.5%
<b>Applications*</b>		
- Search for locations or maps	59.4%	61.7%
- Search for destination info	44.7%	44.8%
- Share pictures or trip videos	57.3%	56.0%
- Download tourist apps	7.2%	7.0%
- Others	22.9%	22.6%

\* Multi-choice question

### % TOURISTS BY ISLANDS

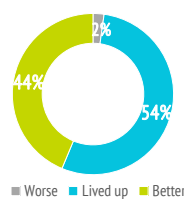


### How do they rate the Canary Islands?

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

Experience in the Canary Islands	Safety	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	54.1%	55.6%
Better or much better than expected	43.7%	42.1%

Future intentions (scale 1-10)	Safety	Total
Return to the Canary Islands	8.92	8.73
Recommend visiting the Canary Islands	9.14	8.95



Experience in the Canary



8.92/10

Return to the Canary Islands



9.14/10

Recommend visiting the Canary Islands

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

	Safety	Total
<b>Repeat tourists</b>	<b>73.8%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	68.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.9%	19.5%
<b>At least 10 previous visits</b>	<b>18.6%</b>	<b>18.6%</b>

57.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



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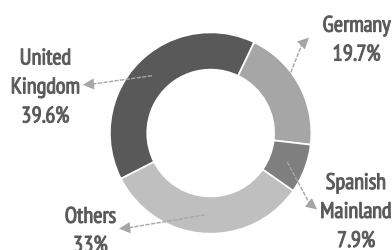
## SAFETY



### Where are they from?



	%	Absolute
United Kingdom	39.6%	2,656,965
Germany	19.7%	1,323,248
Spanish Mainland	7.9%	528,714
Ireland	4.9%	327,696
France	3.4%	230,381
Poland	3.0%	202,284
Italy	2.6%	177,413
Sweden	2.6%	174,558
Norway	2.3%	151,841
Belgium	2.1%	140,141
Netherlands	2.0%	136,594
Switzerland	1.6%	109,223
Finland	1.4%	91,336
Denmark	1.3%	86,619
Austria	0.7%	47,143
Russia	0.7%	45,412
Czech Republic	0.5%	36,594
Others	3.6%	240,273



### Who do they come with?



	Safety	Total
Unaccompanied	6.8%	9.6%
Only with partner	49.4%	48.1%
Only with children (< 13 years old)	6.1%	5.6%
Partner + children (< 13 years old)	7.1%	6.5%
Other relatives	10.2%	9.3%
Friends	6.0%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	14.1%	13.7%

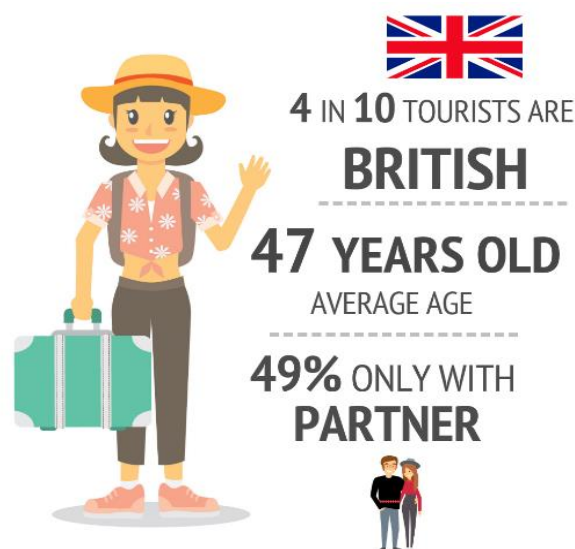
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>19.6%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	16.2%	14.8%
- Between 0-2 and 3-12 years	1.6%	1.4%
<b>Tourists without children</b>	<b>80.4%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	10.0%	13.2%
- 2 people	56.1%	55.1%
- 3 people	12.6%	12.0%
- 4 or 5 people	17.7%	16.3%
- 6 or more people	3.6%	3.5%
<b>Average group size:</b>	<b>2.61</b>	<b>2.54</b>

### Who are they?



	Safety	Total
<b>Gender</b>		
Men	43.4%	48.6%
Women	56.6%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	47.5	47.1
Standard deviation	15.4	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.0%	7.3%
25 - 30 years old	10.1%	10.9%
31 - 45 years old	28.2%	28.0%
46 - 60 years old	32.2%	31.8%
Over 60 years old	22.5%	22.1%
<b>Occupation</b>		
Salaried worker	55.2%	55.0%
Self-employed	11.4%	11.5%
Unemployed	1.1%	1.1%
Business owner	8.8%	9.4%
Student	3.1%	3.5%
Retired	18.8%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	17.5%	17.5%
€25,000 - €49,999	37.5%	37.5%
€50,000 - €74,999	22.4%	22.8%
More than €74,999	22.5%	22.2%
<b>Education level</b>		
No studies	6.1%	5.0%
Primary education	2.3%	2.6%
Secondary education	23.6%	23.6%
Higher education	68.0%	68.9%



Pictures: Freepik.com

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