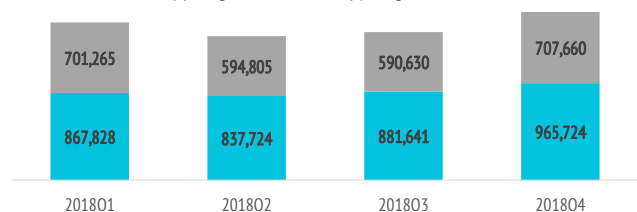


How many are they and how much do they spend?

	Tranquility	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	6,147,276	13,271,035
- book holiday package	3,552,917	7,426,022
- do not book holiday package	2,594,359	5,845,014
- % tourists who book holiday package	57.8%	56.0%
Share of total tourist	47.6%	100%

TOURISTS MOTIVATED BY CLIMATE

■ do not book holiday package ■ book holiday package



	Tranquility	Total
Expenditure per tourist (€)	1,173	1,136
- book holiday package	1,277	1,268
- holiday package	1,044	1,031
- others	233	237
- do not book holiday package	1,032	967
- flight	268	263
- accommodation	353	321
- others	411	383
Average length of stay	9.35	9.09
- book holiday package	8.81	8.64
- do not book holiday package	10.08	9.68
Average daily expenditure (€)	138.9	138.9
- book holiday package	153.6	155.4
- do not book holiday package	118.7	117.9
Total turnover (> 15 years old) (€m)	7,214	15,070
- book holiday package	4,537	9,416
- do not book holiday package	2,677	5,655

AVERAGE LENGTH OF STAY (nights)

■ Tranquility ■ Total



EXPENDITURE PER TOURIST (€)

■ Tranquility ■ Total



Importance of each factor in the destination choice

	Tranquility	Total
Tranquility	100%	47.6%
Climate	85.8%	78.4%
Safety	76.1%	51.9%
European belonging	55.8%	36.1%
Accommodation supply	55.5%	42.9%
Sea	53.8%	44.4%
Effortless trip	52.6%	35.2%
Price	51.0%	37.4%
Beaches	46.3%	37.7%
Environment	44.8%	33.2%
Landscapes	42.1%	33.1%
Gastronomy	34.0%	23.2%
Authenticity	32.2%	20.3%
Fun possibilities	26.6%	21.1%
Exoticism	17.5%	11.4%
Shopping	13.9%	9.4%
Culture	12.6%	8.0%
Historical heritage	12.6%	8.2%
Hiking trail network	12.4%	9.6%
Nightlife	9.7%	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?

	Tranquility	Total
Rest	61.2%	55.5%
Enjoy family time	12.7%	14.4%
Have fun	6.6%	8.6%
Explore the destination	16.3%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	1.6%	1.8%



How far in advance do they book their trip?

	Tranquility	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.2%	23.8%
Between 1 and 2 months	22.7%	22.8%
Between 3 and 6 months	33.1%	32.7%
More than 6 months	21.4%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

TRANQUILITY
21.4%

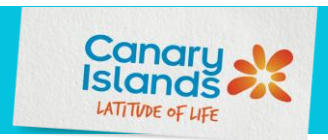


TOTAL
20.0%

Picture: Freepik.com

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



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

	Tranquility	Total
Previous visits to the Canary Islands	54.4%	51.9%
Friends or relatives	25.7%	27.1%
Internet or social media	53.6%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.5%	8.4%
Travel Blogs or Forums	5.6%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	23.9%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.0%	2.4%

* Multi-choise question

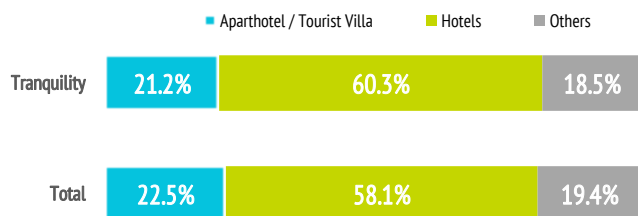
With whom did they book their flight and accommodation?

	Tranquility	Total
Flight		
- Directly with the airline	42.1%	42.9%
- Tour Operator or Travel Agency	57.9%	57.1%
Accommodation		
- Directly with the accommodation	31.0%	31.5%
- Tour Operator or Travel Agency	69.0%	68.5%

Where do they stay?

	Tranquility	Total
1-2-3* Hotel	10.5%	11.5%
4* Hotel	39.6%	37.6%
5* Hotel / 5* Luxury Hotel	10.2%	9.0%
Aparthotel / Tourist Villa	21.2%	22.5%
House/room rented in a private dwelling	5.6%	5.9%
Private accommodation (1)	7.3%	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?

	Tranquility	Total
Room only	25.5%	27.9%
Bed and Breakfast	11.2%	12.4%
Half board	22.8%	21.2%
Full board	3.8%	3.6%
All inclusive	36.7%	34.9%

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

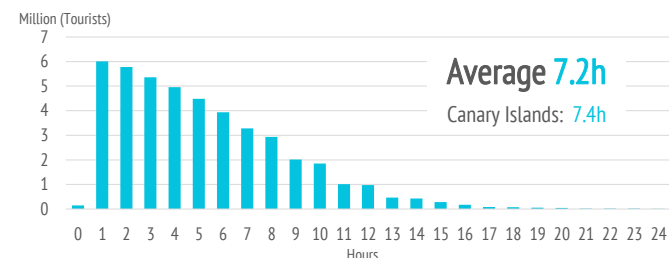
Other expenses

	Tranquility	Total
Restaurants or cafes	57.3%	59.1%
Supermarkets	50.7%	52.1%
Car rental	26.2%	26.3%
Organized excursions	20.5%	20.6%
Taxi, transfer, chauffeur service	50.9%	50.0%
Theme Parks	6.9%	7.5%
Sport activities	4.9%	5.7%
Museums	4.6%	4.6%
Flights between islands	4.5%	4.4%

Activities in the Canary Islands

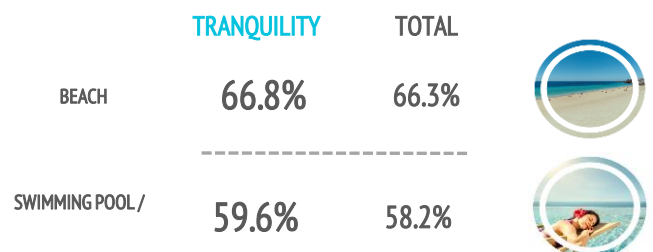
Outdoor time per day	Tranquility	Total
0 hours	2.3%	2.1%
1 - 2 hours	10.6%	9.8%
3 - 6 hours	33.7%	32.6%
7 - 12 hours	45.9%	47.1%
More than 12 hours	7.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tranquility	Total
Walk, wander	70.1%	69.8%
Beach	66.8%	66.3%
Swimming pool, hotel facilities	59.6%	58.2%
Explore the island on their own	45.2%	45.2%
Taste Canarian gastronomy	24.8%	24.2%
Organized excursions	16.5%	16.9%
Nightlife / concerts / shows	14.7%	15.5%
Theme parks	13.5%	14.1%
Sport activities	12.4%	13.4%
Wineries / markets / popular festivals	12.1%	11.6%
Sea excursions / whale watching	10.8%	11.1%
Nature activities	10.4%	10.4%
Activities at sea	10.4%	10.0%
Museums / exhibitions	10.0%	10.1%
Beauty and health treatments	6.0%	5.4%
Astronomical observation	3.8%	3.5%

* Multi-choise question



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

TRANQUILITY



Which island do they choose?



Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by tranquility	6,147,276	1,238,777	917,154	1,583,284	2,226,575	128,118
- Share by islands	100%	20.2%	14.9%	25.8%	36.2%	2.1%
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 tranquility	47.6%	49.8%	56.1%	44.9%	45.3%	54.8%

How many islands do they visit during their trip?



	Tranquility	Total
One island	91.6%	91.4%
Two islands	7.1%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip



	Tranquility	Total
Research		
- Tourist package	14.7%	14.8%
- Flights	12.4%	13.0%
- Accommodation	16.4%	16.9%
- Transport	14.8%	15.7%
- Restaurants	26.3%	28.4%
- Excursions	25.2%	26.2%
- Activities	27.9%	30.1%
Book or purchase		
- Tourist package	40.7%	39.4%
- Flights	66.7%	66.7%
- Accommodation	57.1%	57.3%
- Transport	48.2%	47.6%
- Restaurants	13.4%	12.1%
- Excursions	13.3%	13.0%
- Activities	14.8%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Tranquility	Total
Did not use the Internet	8.5%	8.3%
Used the Internet	91.5%	91.7%
- Own Internet connection	34.9%	37.4%
- Free Wifi connection	40.9%	39.5%
Applications*		
- Search for locations or maps	59.8%	61.7%
- Search for destination info	43.4%	44.8%
- Share pictures or trip videos	56.6%	56.0%
- Download tourist apps	7.2%	7.0%
- Others	22.8%	22.6%

* Multi-choice question

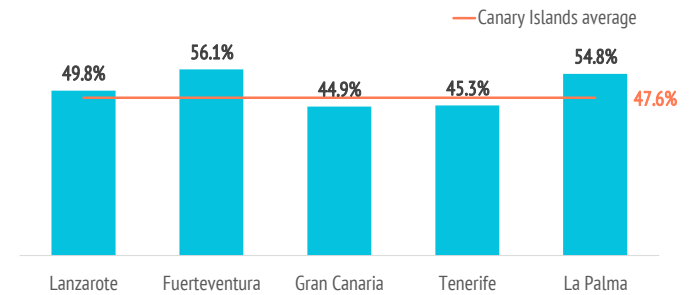


56.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



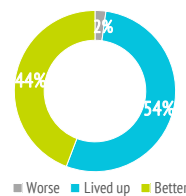
% TOURISTS BY ISLANDS



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Tranquility	Total
Average rating	8.89	8.70
Experience in the Canary Islands		
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	53.6%	55.6%
Better or much better than expected	44.2%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.96	8.73
Recommend visiting the Canary Islands	9.16	8.95



Experience in the Canary



8.96/10

Return to the Canary Islands



9.16/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Tranquility	Total
Repeat tourists	73.3%	72.2%
Repeat tourists (last 5 years)	68.4%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.2%	19.5%
At least 10 previous visits	19.9%	18.6%

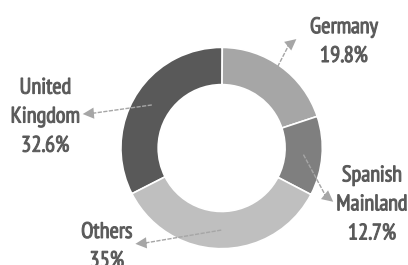
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

TRANQUILITY

Where are they from?



	%	Absolute
United Kingdom	32.6%	2,004,185
Germany	19.8%	1,217,202
Spanish Mainland	12.7%	783,511
Ireland	4.3%	265,438
France	4.2%	256,366
Italy	3.6%	218,324
Netherlands	3.3%	203,630
Belgium	3.0%	187,239
Poland	2.7%	166,151
Sweden	2.7%	164,601
Norway	2.1%	127,948
Switzerland	1.6%	100,116
Denmark	1.4%	85,201
Finland	1.1%	67,126
Russia	0.7%	42,493
Austria	0.6%	37,062
Czech Republic	0.5%	32,595
Others	3.1%	188,090



Who do they come with?



	Tranquility	Total
Unaccompanied	8.2%	9.6%
Only with partner	51.7%	48.1%
Only with children (< 13 years old)	5.3%	5.6%
Partner + children (< 13 years old)	6.1%	6.5%
Other relatives	9.5%	9.3%
Friends	5.9%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.0%	13.7%

(1) Different situations have been isolated

Tourists with children	16.6%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	13.8%	14.8%
- Between 0-2 and 3-12 years	1.2%	1.4%
Tourists without children	83.4%	82.3%
Group composition:		
- 1 person	11.5%	13.2%
- 2 people	58.4%	55.1%
- 3 people	11.8%	12.0%
- 4 or 5 people	15.3%	16.3%
- 6 or more people	3.0%	3.5%
Average group size:	2.50	2.54

Who are they?



	Tranquility	Total
Gender		
Men	44.8%	48.6%
Women	55.2%	51.4%
Age		
Average age (tourist > 15 years old)	47.9	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	6.5%	7.3%
25 - 30 years old	10.3%	10.9%
31 - 45 years old	27.2%	28.0%
46 - 60 years old	32.8%	31.8%
Over 60 years old	23.2%	22.1%
Occupation		
Salaried worker	54.3%	55.0%
Self-employed	11.5%	11.5%
Unemployed	1.2%	1.1%
Business owner	9.3%	9.4%
Student	3.2%	3.5%
Retired	19.0%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.6%	17.5%
€25,000 - €49,999	38.2%	37.5%
€50,000 - €74,999	22.4%	22.8%
More than €74,999	21.8%	22.2%
Education level		
No studies	4.8%	5.0%
Primary education	2.7%	2.6%
Secondary education	23.8%	23.6%
Higher education	68.8%	68.9%



Pictures: Freepik.com

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