

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

EFFORTLESS TRIP

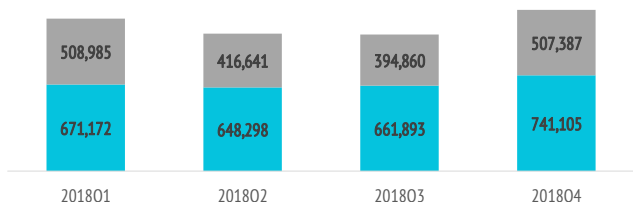
How many are they and how much do they spend?



	Effortless trip	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,550,341	13,271,035
- book holiday package	2,722,468	7,426,022
- do not book holiday package	1,827,873	5,845,014
- % tourists who book holiday package	59.8%	56.0%
Share of total tourist	35.2%	100%

TOURISTS MOTIVATED BY EFFORTLESS TRIP

■ do not book holiday package ■ book holiday package



	Effortless trip	Total
Expenditure per tourist (€)	1,185	1,136
- book holiday package	1,288	1,268
- holiday package	1,058	1,031
- others	229	237
- do not book holiday package	1,033	967
- flight	271	263
- accommodation	350	321
- others	412	383
Average length of stay	9.33	9.09
- book holiday package	8.77	8.64
- do not book holiday package	10.15	9.68
Average daily expenditure (€)	141.4	138.9
- book holiday package	156.3	155.4
- do not book holiday package	119.3	117.9
Total turnover (> 15 years old) (€m)	5,393	15,070
- book holiday package	3,505	9,416
- do not book holiday package	1,888	5,655

AVERAGE LENGTH OF STAY (nights)

■ Effortless trip ■ Total



EXPENDITURE PER TOURIST (€)

■ Effortless trip ■ Total



Importance of each factor in the destination choice



	Effortless trip	Total
Effortless trip	100%	35.2%
Climate	87.3%	78.4%
Safety	82.5%	51.9%
Tranquility	71.0%	47.6%
Accommodation supply	61.6%	42.9%
Price	56.2%	37.4%
European belonging	53.7%	36.1%
Sea	53.4%	44.4%
Beaches	45.7%	37.7%
Environment	44.7%	33.2%
Gastronomy	40.4%	23.2%
Landscapes	38.8%	33.1%
Authenticity	31.6%	20.3%
Fun possibilities	29.7%	21.1%
Exoticism	16.7%	11.4%
Shopping	16.4%	9.4%
Culture	13.1%	8.0%
Historical heritage	12.6%	8.2%
Nightlife	12.3%	8.0%
Hiking trail network	11.5%	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?



	Effortless trip	Total
Rest	60.1%	55.5%
Enjoy family time	13.6%	14.4%
Have fun	8.1%	8.6%
Explore the destination	15.0%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	1.5%	1.8%



Effortless trip 60.1%

Total 55.5%

How far in advance do they book their trip?



	Effortless trip	Total
The same day	0.6%	0.7%
Between 1 and 30 days	21.5%	23.8%
Between 1 and 2 months	21.9%	22.8%
Between 3 and 6 months	33.4%	32.7%
More than 6 months	22.6%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

EFFORTLESS TRIP
22.6%



TOTAL
20.0%

Picture: Freepik.com

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

	Effortless trip	Total
Previous visits to the Canary Islands	55.7%	51.9%
Friends or relatives	26.0%	27.1%
Internet or social media	55.4%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	8.2%	8.4%
Travel Blogs or Forums	5.6%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	24.8%	22.6%
Public administrations or similar	0.3%	0.4%
Others	1.9%	2.4%

* Multi-choice question

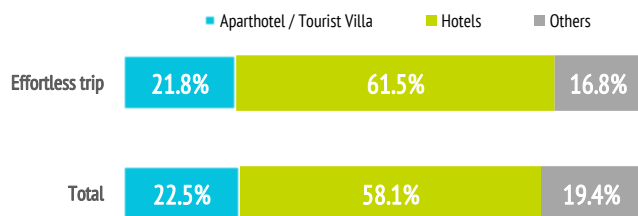
With whom did they book their flight and accommodation?

	Effortless trip	Total
Flight		
- Directly with the airline	40.9%	42.9%
- Tour Operator or Travel Agency	59.1%	57.1%
Accommodation		
- Directly with the accommodation	29.5%	31.5%
- Tour Operator or Travel Agency	70.5%	68.5%

Where do they stay?

	Effortless trip	Total
1-2-3* Hotel	10.9%	11.5%
4* Hotel	39.9%	37.6%
5* Hotel / 5* Luxury Hotel	10.7%	9.0%
Aparthotel / Tourist Villa	21.8%	22.5%
House/room rented in a private dwelling	4.8%	5.9%
Private accommodation (1)	6.7%	7.2%
Others (Cottage, cruise, camping,...)	5.3%	6.3%

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



What do they book?

	Effortless trip	Total
Room only	24.9%	27.9%
Bed and Breakfast	11.5%	12.4%
Half board	22.5%	21.2%
Full board	3.4%	3.6%
All inclusive	37.7%	34.9%

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37.7% of tourists book all inclusive.
 (Canary Islands: 34.9%)

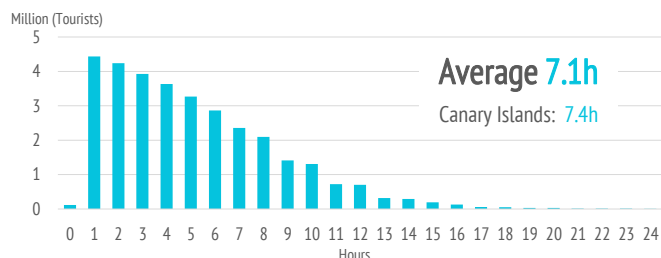
Other expenses

	Effortless trip	Total
Restaurants or cafes	57.0%	59.1%
Supermarkets	50.0%	52.1%
Car rental	23.0%	26.3%
Organized excursions	19.8%	20.6%
Taxi, transfer, chauffeur service	54.4%	50.0%
Theme Parks	6.9%	7.5%
Sport activities	5.3%	5.7%
Museums	4.0%	4.6%
Flights between islands	4.0%	4.4%

Activities in the Canary Islands

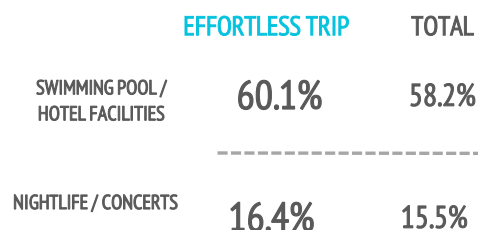
Outdoor time per day	Effortless trip	Total
0 hours	2.6%	2.1%
1 - 2 hours	11.1%	9.8%
3 - 6 hours	34.5%	32.6%
7 - 12 hours	44.8%	47.1%
More than 12 hours	7.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Effortless trip	Total
Walk, wander	69.3%	69.8%
Beach	65.5%	66.3%
Swimming pool, hotel facilities	60.1%	58.2%
Explore the island on their own	42.4%	45.2%
Taste Canarian gastronomy	24.8%	24.2%
Organized excursions	16.8%	16.9%
Nightlife / concerts / shows	16.4%	15.5%
Theme parks	13.7%	14.1%
Sport activities	12.7%	13.4%
Wineries / markets / popular festivals	11.7%	11.6%
Sea excursions / whale watching	10.6%	11.1%
Activities at sea	10.0%	10.0%
Nature activities	9.1%	10.4%
Museums / exhibitions	9.0%	10.1%
Beauty and health treatments	6.0%	5.4%
Astronomical observation	3.4%	3.5%

* Multi-choice question



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EFFORTLESS TRIP



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by effortless trip	4,550,341	932,794	648,738	1,185,506	1,689,264	61,339
- Share by islands	100%	20.5%	14.3%	26.1%	37.1%	1.3%
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 effortless trip	35.2%	37.5%	39.7%	33.7%	34.3%	26.2%

How many islands do they visit during their trip?

	Effortless trip	Total
One island	92.1%	91.4%
Two islands	6.6%	7.2%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Effortless trip	Total
Research		
- Tourist package	14.3%	14.8%
- Flights	12.8%	13.0%
- Accommodation	17.0%	16.9%
- Transport	15.1%	15.7%
- Restaurants	26.7%	28.4%
- Excursions	24.6%	26.2%
- Activities	28.1%	30.1%
Book or purchase		
- Tourist package	44.4%	39.4%
- Flights	66.4%	66.7%
- Accommodation	57.0%	57.3%
- Transport	47.2%	47.6%
- Restaurants	13.6%	12.1%
- Excursions	13.7%	13.0%
- Activities	15.1%	14.7%

* Multi-choise question

Internet usage in the Canary Islands	Effortless trip	Total
Did not use the Internet	8.2%	8.3%
Used the Internet	91.8%	91.7%
- Own Internet connection	34.1%	37.4%
- Free Wifi connection	42.4%	39.5%
Applications*		
- Search for locations or maps	58.6%	61.7%
- Search for destination info	44.2%	44.8%
- Share pictures or trip videos	57.0%	56.0%
- Download tourist apps	7.2%	7.0%
- Others	23.7%	22.6%

* Multi-choise question

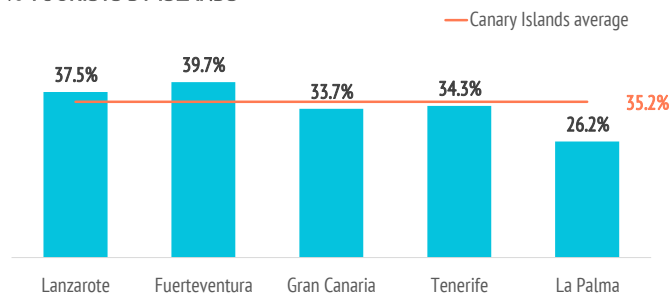


57% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

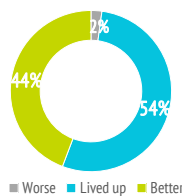


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Effortless trip	Total
Average rating	8.90	8.70

Experience in the Canary Islands	Effortless trip	Total
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)	Effortless trip	Total
Return to the Canary Islands	8.96	8.73
Recommend visiting the Canary Islands	9.17	8.95



Experience in the Canary



8.96/10

Return to the Canary Islands



9.17/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Effortless trip	Total
Repeat tourists	74.7%	72.2%
Repeat tourists (last 5 years)	69.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.3%	19.5%
At least 10 previous visits	20.2%	18.6%

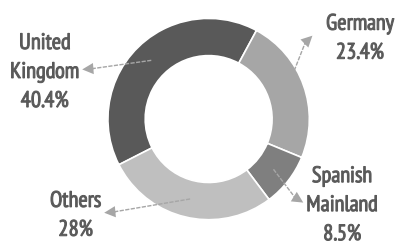
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Where are they from?



	%	Absolute
United Kingdom	40.4%	1,837,269
Germany	23.4%	1,063,182
Spanish Mainland	8.5%	387,331
Ireland	4.8%	217,948
Italy	2.9%	131,522
Norway	2.8%	128,540
Sweden	2.8%	126,694
France	2.7%	121,433
Poland	2.3%	102,558
Switzerland	1.8%	79,663
Belgium	1.4%	63,666
Netherlands	1.4%	63,519
Austria	0.7%	33,894
Russia	0.6%	28,158
Czech Republic	0.5%	21,507
Finland	0.4%	18,901
Luxembourg	0.2%	11,236
Others	2.5%	113,319



Who do they come with?



	Effortless trip	Total
Unaccompanied	8.2%	9.6%
Only with partner	50.5%	48.1%
Only with children (< 13 years old)	5.2%	5.6%
Partner + children (< 13 years old)	6.1%	6.5%
Other relatives	9.9%	9.3%
Friends	6.2%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.1%	0.3%
Other combinations ⁽¹⁾	13.7%	13.7%

(1) Different situations have been isolated

Tourists with children	17.2%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	14.1%	14.8%
- Between 0-2 and 3-12 years	1.5%	1.4%
Tourists without children	82.8%	82.3%
Group composition:		
- 1 person	11.5%	13.2%
- 2 people	57.7%	55.1%
- 3 people	11.3%	12.0%
- 4 or 5 people	16.2%	16.3%
- 6 or more people	3.3%	3.5%
Average group size:	2.53	2.54

Who are they?



	Effortless trip	Total
Gender		
Men	43.2%	48.6%
Women	56.8%	51.4%
Age		
Average age (tourist > 15 years old)	48.0	47.1
Standard deviation	15.5	15.4
Age range (> 15 years old)		
16 - 24 years old	7.0%	7.3%
25 - 30 years old	9.9%	10.9%
31 - 45 years old	26.8%	28.0%
46 - 60 years old	32.7%	31.8%
Over 60 years old	23.6%	22.1%
Occupation		
Salaried worker	55.3%	55.0%
Self-employed	11.3%	11.5%
Unemployed	1.1%	1.1%
Business owner	8.3%	9.4%
Student	3.2%	3.5%
Retired	19.2%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	16.8%	17.5%
€25,000 - €49,999	37.6%	37.5%
€50,000 - €74,999	22.8%	22.8%
More than €74,999	22.8%	22.2%
Education level		
No studies	5.8%	5.0%
Primary education	2.2%	2.6%
Secondary education	22.9%	23.6%
Higher education	69.2%	68.9%



Pictures: Freepik.com

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