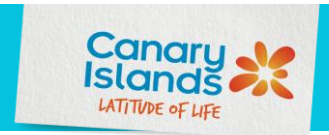


PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

AUSTRIA



How many are they and how much do they spend?



	Austria	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	82,938	13,271,035
- book holiday package	49,265	7,426,022
- do not book holiday package	33,673	5,845,014
- % tourists who book holiday package	59.4%	56.0%
Share of total tourist	0.6%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



38% of Austrians
travel to Tenerife.

	Austria	All markets
Expenditure per tourist (€)		
- book holiday package	1,381	1,268
- holiday package	1,167	1,031
- others	214	237
- do not book holiday package	944	967
- flight	266	263
- accommodation	292	321
- others	386	383
Average length of stay	10.09	9.09
- book holiday package	9.56	8.64
- do not book holiday package	10.87	9.68
Average daily expenditure (€)	138.8	138.9
- book holiday package	156.4	155.4
- do not book holiday package	113.1	117.9
Total turnover (> 15 years old) (€m)	100	15,070
- book holiday package	68	9,416
- do not book holiday package	32	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Austria	All markets
Climate	72.7%	78.4%
Sea	61.8%	44.4%
Safety	60.2%	51.9%
Beaches	50.7%	37.7%
Tranquility	47.4%	47.6%
Landscapes	43.8%	33.1%
Effortless trip	43.3%	35.2%
Accommodation supply	40.0%	42.9%
European belonging	39.4%	36.1%
Environment	32.1%	33.2%
Gastronomy	29.2%	23.2%
Price	27.4%	37.4%
Authenticity	25.5%	20.3%
Fun possibilities	20.8%	21.1%
Hiking trail network	12.2%	9.6%
Shopping	11.7%	9.4%
Exoticism	11.0%	11.4%
Nightlife	7.5%	8.0%
Culture	7.2%	8.0%
Historical heritage	5.3%	8.2%

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.

% TOURISTS WHO CHOOSE SEA

AUSTRIA

61.8%



ALL MARKETS

44.4%

What is the main motivation for their holidays?



	Austria	All markets
Rest	44.7%	55.5%
Enjoy family time	8.8%	14.4%
Have fun	8.5%	8.6%
Explore the destination	30.7%	17.8%
Practice their hobbies	4.3%	1.9%
Other reasons	3.0%	1.8%

EXPLORE THE ISLAND



Austria

All markets



30.7%

17.8%

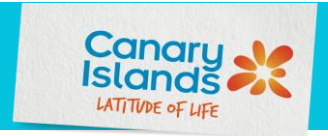
How far in advance do they book their trip?



	Austria	All markets
The same day	0.3%	0.7%
Between 1 and 30 days	22.2%	23.8%
Between 1 and 2 months	26.9%	22.8%
Between 3 and 6 months	34.7%	32.7%
More than 6 months	15.9%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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?

	Austria	All markets
Previous visits to the Canary Islands	41.8%	51.9%
Friends or relatives	23.4%	27.1%
Internet or social media	53.0%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	15.9%	8.4%
Travel Blogs or Forums	6.8%	5.7%
Travel TV Channels	0.5%	0.8%
Tour Operator or Travel Agency	28.2%	22.6%
Public administrations or similar	1.1%	0.4%
Others	1.8%	2.4%

* Multi-choice question

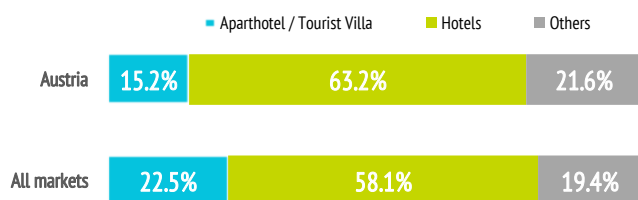
With whom did they book their flight and accommodation?

	Austria	All markets
Flight		
- Directly with the airline	31.8%	42.9%
- Tour Operator or Travel Agency	68.2%	57.1%
Accommodation		
- Directly with the accommodation	23.1%	31.5%
- Tour Operator or Travel Agency	76.9%	68.5%

Where do they stay?

	Austria	All markets
1-2-3* Hotel	10.2%	11.5%
4* Hotel	43.7%	37.6%
5* Hotel / 5* Luxury Hotel	9.4%	9.0%
Aparthotel / Tourist Villa	15.2%	22.5%
House/room rented in a private dwelling	5.5%	5.9%
Private accommodation (1)	9.9%	7.2%
Others (Cottage, cruise, camping,...)	6.2%	6.3%

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



What do they book?

	Austria	All markets
Room only	22.7%	27.9%
Bed and Breakfast	14.7%	12.4%
Half board	28.8%	21.2%
Full board	3.6%	3.6%
All inclusive	30.2%	34.9%

28.8% of Austrians book half board.
(Canary Islands: 21.2%)

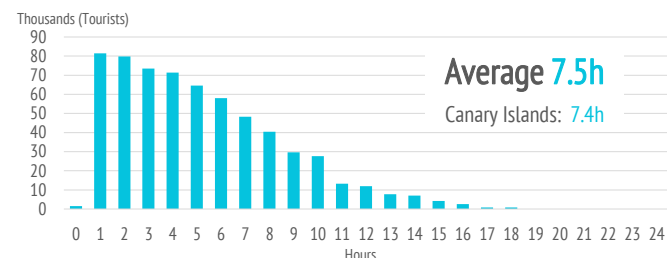
Other expenses

	Austria	All markets
Restaurants or cafes	57.0%	59.1%
Supermarkets	51.5%	52.1%
Car rental	32.9%	26.3%
Organized excursions	25.2%	20.6%
Taxi, transfer, chauffeur service	51.7%	50.0%
Theme Parks	5.7%	7.5%
Sport activities	8.1%	5.7%
Museums	4.5%	4.6%
Flights between islands	5.9%	4.4%

Activities in the Canary Islands

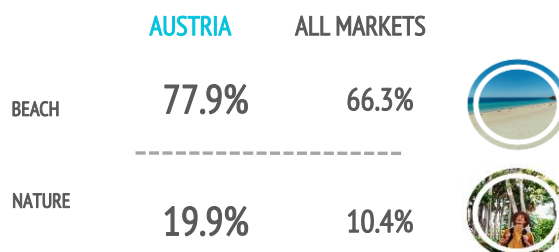
	Austria	All markets
Outdoor time per day		
0 hours	1.8%	2.1%
1 - 2 hours	9.6%	9.8%
3 - 6 hours	30.4%	32.6%
7 - 12 hours	48.9%	47.1%
More than 12 hours	9.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Austria	All markets
Activities in the Canary Islands		
Beach	77.9%	66.3%
Walk, wander	54.1%	69.8%
Explore the island on their own	48.8%	45.2%
Swimming pool, hotel facilities	43.0%	58.2%
Taste Canarian gastronomy	29.4%	24.2%
Sport activities	20.3%	13.4%
Nature activities	19.9%	10.4%
Organized excursions	17.8%	16.9%
Theme parks	16.3%	14.1%
Activities at sea	14.8%	10.0%
Sea excursions / whale watching	14.1%	11.1%
Nightlife / concerts / shows	10.1%	15.5%
Wineries / markets / popular festivals	8.9%	11.6%
Museums / exhibitions	8.6%	10.1%
Astronomical observation	4.5%	3.5%
Beauty and health treatments	4.1%	5.4%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

AUSTRIA



Which island do they choose?

Tourists (> 15 years old)	Austria	All markets
Lanzarote	5,776	2,521,668
Fuerteventura	15,740	1,659,115
Gran Canaria	25,835	3,698,127
Tenerife	30,645	5,040,382
La Palma	2,737	235,409

How many islands do they visit during their trip?

	Austria	All markets
One island	87.4%	91.4%
Two islands	8.6%	7.2%
Three or more islands	4.0%	1.4%

Internet usage during their trip

	Austria	All markets
Research		
- Tourist package	14.4%	14.8%
- Flights	15.4%	13.0%
- Accommodation	16.1%	16.9%
- Transport	20.8%	15.7%
- Restaurants	29.9%	28.4%
- Excursions	38.3%	26.2%
- Activities	36.7%	30.1%
Book or purchase		
- Tourist package	37.0%	39.4%
- Flights	58.4%	66.7%
- Accommodation	50.8%	57.3%
- Transport	30.3%	47.6%
- Restaurants	8.2%	12.1%
- Excursions	13.7%	13.0%
- Activities	17.1%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	Austria	All markets
Did not use the Internet	6.8%	8.3%
Used the Internet	93.2%	91.7%
- Own Internet connection	36.3%	37.4%
- Free Wifi connection	43.8%	39.5%
Applications*		
- Search for locations or maps	64.9%	61.7%
- Search for destination info	50.7%	44.8%
- Share pictures or trip videos	52.5%	56.0%
- Download tourist apps	6.6%	7.0%
- Others	21.5%	22.6%

* Multi-choise question



65% of Austrians search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)

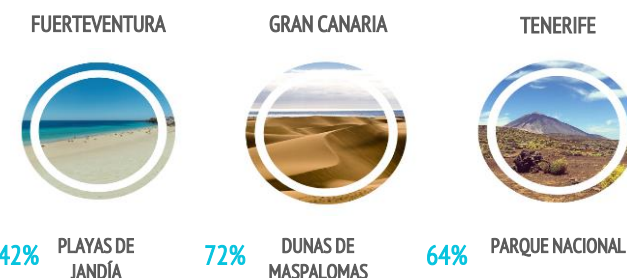


Imagen: Freepik.com

Share by islands

	Austria	All markets
Lanzarote	7.2%	19.2%
Fuerteventura	19.5%	12.6%
Gran Canaria	32.0%	28.1%
Tenerife	38.0%	38.3%
La Palma	3.4%	1.8%

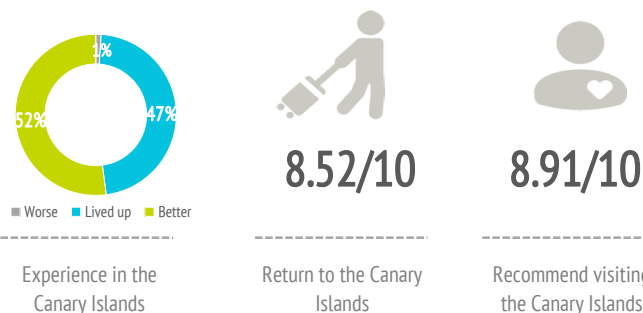
MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Austria	All markets
Average rating	8.75	8.70
Experience in the Canary Islands		
Worse or much worse than expected	1.1%	2.3%
Lived up to expectations	46.8%	55.6%
Better or much better than expected	52.1%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.52	8.73
Recommend visiting the Canary Islanc	8.91	8.95



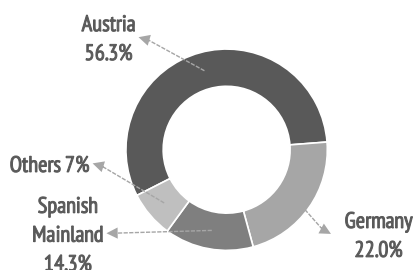
How many are loyal to the Canary Islands?

	Austria	All markets
Repeat tourists	60.5%	72.2%
Repeat tourists (last 5 years)	59.1%	66.7%
Repeat tourists (last 5 years) (5 or mc)	17.6%	19.5%
At least 10 previous visits	14.0%	18.6%

Where does the flight come from?



	%	Absolute
Austria	56.3%	46,677
Germany	22.0%	18,221
Spanish Mainland	14.3%	11,849
Switzerland	3.8%	3,172
Luxembourg	0.9%	749
United Kingdom	0.9%	713
Others	1.9%	1,556



Who do they come with?



	Austria	All markets
Unaccompanied	10.8%	9.6%
Only with partner	49.6%	48.1%
Only with children (< 13 years old)	5.0%	5.6%
Partner + children (< 13 years old)	4.8%	6.5%
Other relatives	4.9%	9.3%
Friends	9.6%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	14.6%	13.7%

(1) Different situations have been isolated

Tourists with children	Austria	All markets
- Between 0 and 2 years old	0.0%	1.6%
- Between 3 and 12 years old	13.3%	14.8%
- Between 0-2 and 3-12 years	0.0%	1.4%

Tourists without children	Austria	All markets
	86.7%	82.3%

Group composition:	Austria	All markets
- 1 person	17.2%	13.2%
- 2 people	57.1%	55.1%
- 3 people	15.7%	12.0%
- 4 or 5 people	8.2%	16.3%
- 6 or more people	1.8%	3.5%
Average group size:	2.32	2.54



(Under the age of 13)

13.3% of Austrians travel with children.

(Canary Islands: 17.7%)

Who are they?



	Austria	All markets
Gender		
Men	51.4%	48.6%
Women	48.6%	51.4%
Age		
Average age (tourist > 15 years old)	45.6	47.1
Standard deviation	16.0	15.4
Age range (> 15 years old)		
16 - 24 years old	11.9%	7.3%
25 - 30 years old	9.7%	10.9%
31 - 45 years old	27.9%	28.0%
46 - 60 years old	29.7%	31.8%
Over 60 years old	20.8%	22.1%
Occupation		
Salaried worker	52.4%	55.0%
Self-employed	8.1%	11.5%
Unemployed	0.9%	1.1%
Business owner	16.1%	9.4%
Student	4.1%	3.5%
Retired	16.8%	17.9%
Unpaid domestic work	0.0%	0.8%
Others	1.6%	0.8%
Annual household income level		
Less than €25,000	18.7%	17.5%
€25,000 - €49,999	34.9%	37.5%
€50,000 - €74,999	27.1%	22.8%
More than €74,999	19.3%	22.2%
Education level		
No studies	0.8%	5.0%
Primary education	7.5%	2.6%
Secondary education	25.4%	23.6%
Higher education	66.3%	68.9%



6 IN 10 ARE REPEATERS

46 YEARS OLD

AVERAGE AGE

50% ONLY WITH PARTNER

Pictures: Freepik.com