

TOURIST PROFILE BY ISLAND OF STAY (2019)

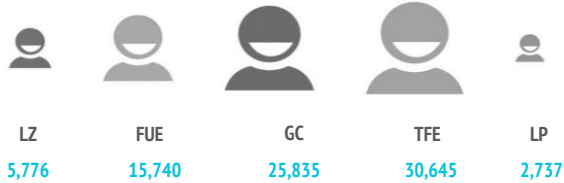
AUSTRIA



How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	5,776	15,740	25,835	30,645	2,737
- book holiday package	--	13,230	16,923	12,589	--
- do not book holiday package	--	2,510	8,912	18,055	--
- % tourists who book holiday package	--	84.1%	65.5%	41.1%	--

TOURISTS

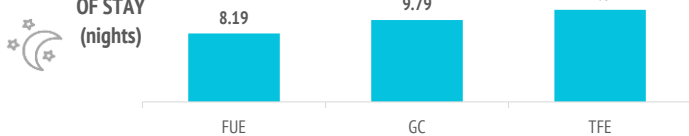


% TOURISTS WHO BOOK HOLIDAY PACKAGE

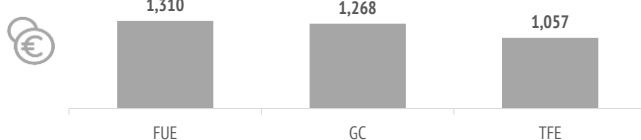


	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	--	1,310	1,268	1,057	--
- book holiday package	--	1,349	1,415	1,322	--
- holiday package	--	1,188	1,188	1,078	--
- others	--	161	227	244	--
- do not book holiday package	--	1,105	990	872	--
- flight	--	392	266	238	--
- accommodation	--	447	288	239	--
- others	--	266	437	395	--
Average length of stay	--	8.19	9.79	11.01	--
- book holiday package	--	8.35	9.67	9.87	--
- do not book holiday package	--	7.35	10.01	11.81	--
Average daily expenditure (€)	--	176.0	148.7	110.9	--
- book holiday package	--	179.8	156.9	135.9	--
- do not book holiday package	--	155.9	133.2	93.4	--
Total turnover (> 15 years old) (€m)	--	21	33	32	--
- book holiday package	--	18	24	17	--
- do not book holiday package	--	3	9	16	--

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



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.

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	--	78.0%	77.0%	68.7%	--
Sea	--	77.8%	65.0%	55.2%	--
Safety	--	62.3%	72.3%	52.2%	--
Beaches	--	75.7%	61.0%	34.9%	--
Tranquility	--	54.0%	51.2%	42.6%	--
Landscapes	--	29.6%	29.0%	57.8%	--
Effortless trip	--	30.3%	52.4%	47.1%	--
Accommodation supply	--	48.1%	45.2%	32.7%	--
European belonging	--	39.5%	44.6%	41.9%	--
Environment	--	24.2%	33.1%	29.0%	--
Gastronomy	--	21.6%	30.2%	34.8%	--
Price	--	24.4%	29.6%	27.4%	--
Authenticity	--	24.0%	18.7%	31.1%	--
Fun possibilities	--	31.5%	20.3%	16.3%	--
Hiking trail network	--	6.3%	11.6%	12.9%	--
Shopping	--	1.7%	23.9%	10.4%	--
Exoticism	--	4.7%	12.5%	13.1%	--
Nightlife	--	3.8%	15.9%	5.5%	--
Culture	--	9.4%	6.1%	6.8%	--
Historical heritage	--	4.1%	6.1%	5.3%	--

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	--	53.3%	59.6%	38.2%	--
Enjoy family time	--	6.1%	9.9%	4.6%	--
Have fun	--	5.8%	8.2%	11.6%	--
Explore the destination	--	27.0%	15.5%	39.9%	--
Practice their hobbies	--	7.8%	2.5%	2.7%	--
Other reasons	--	0.0%	4.1%	3.0%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	--	0.0%	0.0%	0.0%	--
Between 1 and 30 days	--	16.8%	23.4%	28.2%	--
Between 1 and 2 months	--	27.1%	25.5%	26.2%	--
Between 3 and 6 months	--	34.1%	33.8%	32.9%	--
More than 6 months	--	22.0%	17.3%	12.7%	--

TOURIST PROFILE BY ISLAND OF STAY (2019)

AUSTRIA



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	37.0%	39.3%	41.6%	--
Friends or relatives	--	21.0%	29.2%	23.4%	--
Internet or social media	--	45.1%	49.8%	54.1%	--
Mass Media	--	6.7%	1.0%	0.0%	--
Travel guides and magazines	--	12.7%	17.6%	11.7%	--
Travel Blogs or Forums	--	9.8%	2.3%	7.8%	--
Travel TV Channels	--	0.0%	0.0%	1.2%	--
Tour Operator or Travel Agency	--	43.2%	28.7%	19.7%	--
Public administrations or similar	--	0.0%	2.3%	1.1%	--
Others	--	0.0%	2.4%	2.8%	--

* Multi-choise question

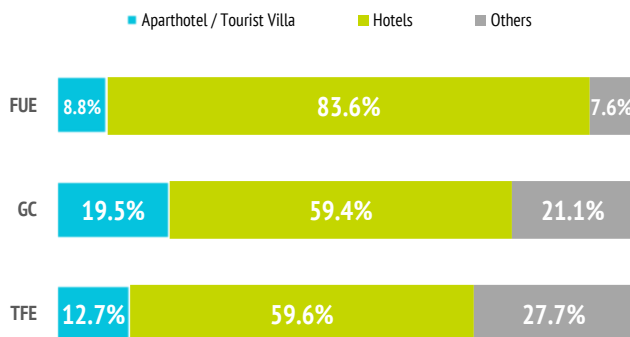
With whom did they book their flight and accommodation? 🗣️

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	--	18.4%	23.9%	46.5%	--
- Tour Operator or Travel Agency	--	81.6%	76.1%	53.5%	--
Accommodation					
- Directly with the accommodation	--	16.7%	15.3%	32.9%	--
- Tour Operator or Travel Agency	--	83.3%	84.7%	67.1%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	17.9%	10.2%	5.6%	--
4* Hotel	--	63.2%	42.7%	37.9%	--
5* Hotel / 5* Luxury Hotel	--	2.5%	6.5%	16.2%	--
Aparthotel / Tourist Villa	--	8.8%	19.5%	12.7%	--
House/room rented in a private dwelling	--	0.0%	4.8%	7.5%	--
Private accommodation (1)	--	3.4%	12.9%	13.2%	--
Others (Cottage, cruise, camping,...)	--	4.2%	3.5%	7.0%	--

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



What do they book? 🍽️

	LZ	FUE	GC	TFE	LP
Room only	--	3.9%	29.1%	24.3%	--
Bed and Breakfast	--	9.4%	18.7%	15.9%	--
Half board	--	23.8%	26.9%	32.9%	--
Full board	--	3.7%	0.9%	4.5%	--
All inclusive	--	59.2%	24.3%	22.4%	--

Other expenses 📍

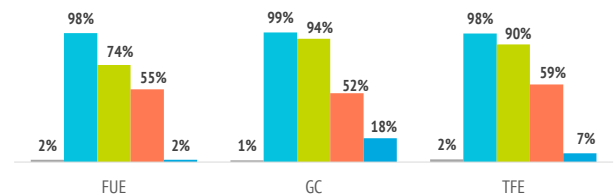
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	39.1%	60.5%	57.9%	--
Supermarkets	--	30.6%	61.7%	51.1%	--
Car rental	--	34.1%	21.3%	28.4%	--
Organized excursions	--	20.4%	29.2%	22.2%	--
Taxi, transfer, chauffeur service	--	66.9%	59.4%	39.6%	--
Theme Parks	--	4.9%	6.5%	7.4%	--
Sport activities	--	14.6%	6.5%	3.8%	--
Museums	--	3.0%	1.6%	1.2%	--
Flights between islands	--	4.6%	7.7%	2.7%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	1.7%	1.3%	2.1%	--
1 - 2 hours	--	24.3%	4.8%	8.4%	--
3 - 6 hours	--	18.5%	41.4%	30.5%	--
7 - 12 hours	--	53.7%	34.4%	52.4%	--
More than 12 hours	--	1.7%	18.1%	6.7%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	--	87.4%	78.4%	76.4%	--
Walk, wander	--	43.9%	52.3%	59.8%	--
Explore the island on their own	--	35.6%	38.4%	56.1%	--
Swimming pool, hotel facilities	--	48.0%	50.0%	39.1%	--
Taste Canarian gastronomy	--	12.2%	34.3%	33.3%	--
Sport activities	--	23.2%	21.5%	13.9%	--
Nature activities	--	21.5%	12.7%	21.2%	--
Organized excursions	--	22.9%	15.4%	19.1%	--
Theme parks	--	9.3%	14.7%	26.1%	--
Activities at sea	--	29.9%	5.0%	13.3%	--
Sea excursions / whale watching	--	7.9%	14.5%	18.6%	--
Nightlife / concerts / shows	--	3.3%	16.1%	9.5%	--
Wineries / markets / popular festi	--	4.4%	11.1%	6.7%	--
Museums / exhibitions	--	3.2%	6.4%	5.9%	--
Astronomical observation	--	2.9%	5.0%	5.5%	--
Beauty and health treatments	--	10.7%	2.8%	2.5%	--

* Multi-choise question

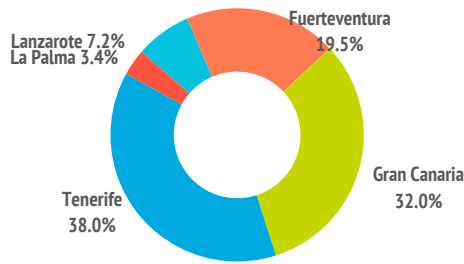
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

AUSTRIA

Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	--	92.7%	86.5%	91.2%	--
Two islands	--	5.6%	10.0%	6.9%	--
Three or more islands	--	1.7%	3.5%	1.9%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

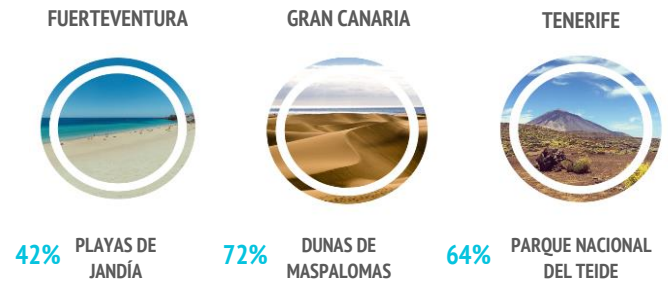
	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	--	18.6%	16.4%	10.6%	--
- Flights	--	8.7%	16.7%	15.3%	--
- Accommodation	--	17.6%	9.2%	17.6%	--
- Transport	--	15.0%	20.4%	22.2%	--
- Restaurants	--	24.3%	31.9%	31.1%	--
- Excursions	--	32.9%	41.1%	36.4%	--
- Activities	--	30.2%	41.8%	31.3%	--
Book or purchase					
- Tourist package	--	27.4%	44.5%	34.4%	--
- Flights	--	48.9%	59.5%	60.1%	--
- Accommodation	--	50.3%	49.3%	50.7%	--
- Transport	--	32.2%	28.5%	26.8%	--
- Restaurants	--	6.6%	11.3%	3.1%	--
- Excursions	--	10.8%	12.4%	13.6%	--
- Activities	--	13.4%	14.6%	17.9%	--

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	--	5.2%	9.0%	7.2%	--
Used the Internet	--	94.8%	91.0%	92.8%	--
- Own Internet connection	--	39.7%	26.0%	41.4%	--
- Free Wifi connection	--	42.3%	44.4%	42.8%	--
Applications*					
- Search for locations or maps	--	39.6%	71.1%	66.8%	--
- Search for destination info	--	37.9%	47.0%	56.0%	--
- Share pictures or trip videos	--	56.6%	60.1%	46.9%	--
- Download tourist apps	--	6.6%	5.3%	6.8%	--
- Others	--	29.8%	16.1%	20.3%	--

* Multi-choice question

Which is the most visited place in each island?

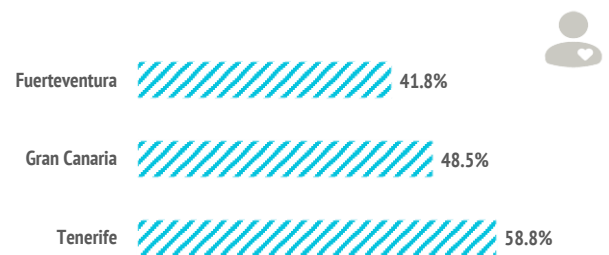


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	--	8.69	8.53	8.88	--
Experience in the Canary Islands					
Worse or much worse than expected	--	4.0%	1.1%	0.0%	--
Lived up to expectations	--	54.3%	50.5%	41.2%	--
Better or much better than expected	--	41.8%	48.5%	58.8%	--
Future intentions (scale 1-10)					
Return to the Canary Islands	--	8.25	8.35	8.81	--
Recommend visiting the Canary Islands	--	8.90	8.64	9.12	--

BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED



How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	51.2%	60.1%	52.2%	--
At least 10 previous visits	--	4.3%	12.9%	14.3%	--
Repeat tourists	--	60.3%	63.9%	55.8%	--
At least 10 previous visits	--	5.9%	18.1%	15.9%	--

REPEAT TOURIST OF EACH ISLAND

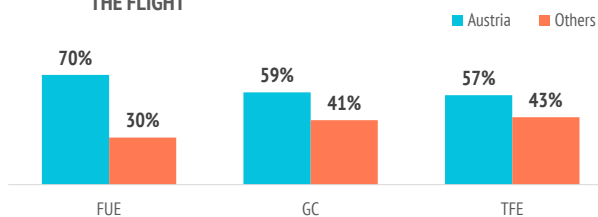


Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Austria	--	69.9%	58.9%	57.0%	--
Germany	--	23.4%	16.1%	23.2%	--
Spanish Mainland	--	1.9%	15.0%	14.4%	--
Switzerland	--	0.0%	7.7%	1.1%	--
Luxembourg	--	4.8%	0.0%	0.0%	--
United Kingdom	--	0.0%	0.0%	2.3%	--
Belgium	--	0.0%	0.0%	2.0%	--
Poland	--	0.0%	0.0%	0.0%	--
Others	--	0.0%	2.3%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	7.3%	13.0%	12.0%	--
Only with partner	--	31.9%	57.7%	55.7%	--
Only with children (< 13 years old)	--	6.8%	3.8%	3.6%	--
Partner + children (< 13 years old)	--	10.2%	2.1%	3.4%	--
Other relatives	--	1.7%	3.8%	6.9%	--
Friends	--	21.4%	4.2%	8.7%	--
Work colleagues	--	0.0%	1.4%	0.0%	--
Organized trip	--	0.0%	1.0%	0.0%	--
Other combinations ⁽¹⁾	--	20.6%	12.9%	9.7%	--

(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
- Between 0 and 2 years old	--	0.0%	0.0%	0.0%	--
- Between 3 and 12 years old	--	20.9%	10.6%	8.5%	--
- Between 0 - 2 and 3-12 years	--	0.0%	0.0%	0.0%	--

Tourists without children	LZ	FUE	GC	TFE	LP
	--	79.1%	89.4%	91.5%	--
Group composition:					
- 1 person	--	18.4%	15.5%	20.4%	--
- 2 people	--	48.5%	62.7%	60.6%	--
- 3 people	--	27.8%	11.6%	12.9%	--
- 4 or 5 people	--	5.4%	9.0%	5.0%	--
- 6 or more people	--	0.0%	1.2%	1.0%	--
Average group size:	--	2.20	2.30	2.09	--

TOURIST TRAVELLING WITH CHILDREN



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	--	50.0%	46.5%	50.0%	--
Women	--	50.0%	53.5%	50.0%	--
Age					
Average age (tourist > 15 years old)	--	46.8	46.1	44.6	--
Standard deviation	--	14.9	16.1	16.7	--
Age range (> 15 years old)					
16 - 24 years old	--	8.0%	10.5%	16.2%	--
25 - 30 years old	--	5.4%	13.3%	7.5%	--
31 - 45 years old	--	35.9%	23.9%	28.4%	--
46 - 60 years old	--	28.4%	30.0%	28.0%	--
Over 60 years old	--	22.2%	22.3%	19.8%	--
Occupation					
Salaried worker	--	53.8%	50.0%	54.2%	--
Self-employed	--	11.6%	7.5%	7.4%	--
Unemployed	--	0.0%	0.0%	1.1%	--
Business owner	--	10.8%	17.0%	17.5%	--
Student	--	3.0%	5.1%	5.2%	--
Retired	--	19.9%	20.4%	12.0%	--
Unpaid domestic work	--	0.0%	0.0%	0.0%	--
Others	--	1.0%	0.0%	2.6%	--
Annual household income level					
Less than €25,000	--	6.6%	25.6%	19.3%	--
€25,000 - €49,999	--	43.5%	31.7%	34.4%	--
€50,000 - €74,999	--	29.6%	27.1%	21.4%	--
More than €74,999	--	20.2%	15.7%	24.8%	--
Education level					
No studies	--	0.0%	0.0%	2.1%	--
Primary education	--	8.9%	8.8%	3.9%	--
Secondary education	--	23.3%	32.2%	25.9%	--
Higher education	--	67.7%	59.0%	68.1%	--



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.