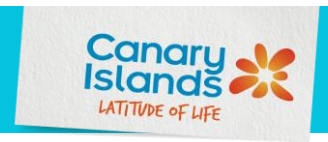


# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## UNITED STATES



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



	United States	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>31,700</b>	<b>13,271,035</b>
- book holiday package	5,714	7,426,022
- do not book holiday package	25,985	5,845,014
- % tourists who book holiday package	18.0%	56.0%
Share of total tourist	0.2%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

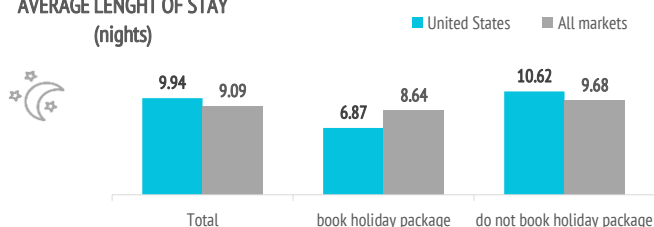
RANKING POSITION BY  
TURNOVER



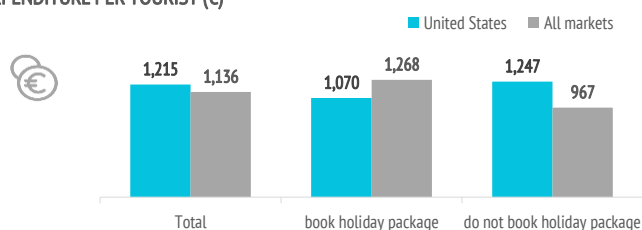
50% of Americans  
travel to Tenerife.

	United States	All markets
<b>Expenditure per tourist (€)</b>	<b>1,215</b>	<b>1,136</b>
- book holiday package	1,070	1,268
- holiday package	921	1,031
- others	150	237
- do not book holiday package	1,247	967
- flight	526	263
- accommodation	262	321
- others	459	383
<b>Average length of stay</b>	<b>9.94</b>	<b>9.09</b>
- book holiday package	6.87	8.64
- do not book holiday package	10.62	9.68
<b>Average daily expenditure (€)</b>	<b>177.5</b>	<b>138.9</b>
- book holiday package	171.2	155.4
- do not book holiday package	178.9	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>39</b>	<b>15,070</b>
- book holiday package	6	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



	United States	All markets
Climate	51.9%	78.4%
Safety	40.1%	51.9%
Accommodation supply	34.8%	42.9%
Sea	33.8%	44.4%
Beaches	32.9%	37.7%
Environment	28.8%	33.2%
Tranquility	27.4%	47.6%
Price	27.0%	37.4%
Landscapes	26.8%	33.1%
Fun possibilities	23.2%	21.1%
European belonging	19.9%	36.1%
Authenticity	19.8%	20.3%
Effortless trip	17.0%	35.2%
Exoticism	13.9%	11.4%
Gastronomy	11.8%	23.2%
Hiking trail network	9.1%	9.6%
Culture	7.9%	8.0%
Nightlife	6.8%	8.0%
Historical heritage	6.3%	8.2%
Shopping	5.9%	9.4%

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 EXOTICISM

USA  
13.9%



ALL MARKETS  
11.4%

### What is the main motivation for their holidays?



	United States	All markets
Rest	35.0%	55.5%
Enjoy family time	15.6%	14.4%
Have fun	15.7%	8.6%
Explore the destination	26.1%	17.8%
Practice their hobbies	3.4%	1.9%
Other reasons	4.2%	1.8%

EXPLORE THE  
ISLANDS



United States 26.1%

All markets 17.8%

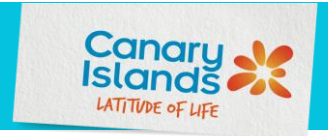
### How far in advance do they book their trip?



	United States	All markets
The same day	1.0%	0.7%
Between 1 and 30 days	21.6%	23.8%
Between 1 and 2 months	17.0%	22.8%
Between 3 and 6 months	39.6%	32.7%
More than 6 months	20.8%	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?

	United States	All markets
Previous visits to the Canary Islands	24.3%	51.9%
Friends or relatives	34.8%	27.1%
Internet or social media	59.6%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	11.9%	8.4%
Travel Blogs or Forums	9.0%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	15.2%	22.6%
Public administrations or similar	3.8%	0.4%
Others	7.3%	2.4%

\* Multi-choice question

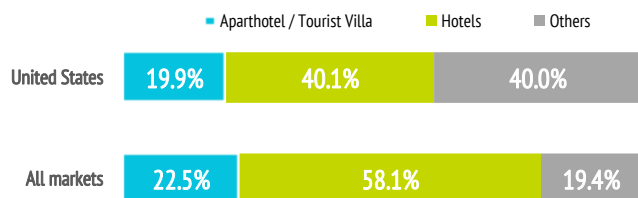
With whom did they book their flight and accommodation?

	United States	All markets
<b>Flight</b>		
- Directly with the airline	76.0%	42.9%
- Tour Operator or Travel Agency	24.0%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	51.5%	31.5%
- Tour Operator or Travel Agency	48.5%	68.5%

Where do they stay?

	United States	All markets
1-2-3* Hotel	6.6%	11.5%
4* Hotel	16.7%	37.6%
5* Hotel / 5* Luxury Hotel	16.9%	9.0%
Aparthotel / Tourist Villa	19.9%	22.5%
House/room rented in a private dwelling	18.7%	5.9%
Private accommodation (1)	12.3%	7.2%
Others (Cottage, cruise, camping,...)	8.9%	6.3%

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



What do they book?

	United States	All markets
Room only	45.1%	27.9%
Bed and Breakfast	17.2%	12.4%
Half board	10.0%	21.2%
Full board	1.3%	3.6%
All inclusive	26.4%	34.9%

45.1% of Americans book room only.  
(Canary Islands: 27.9%)

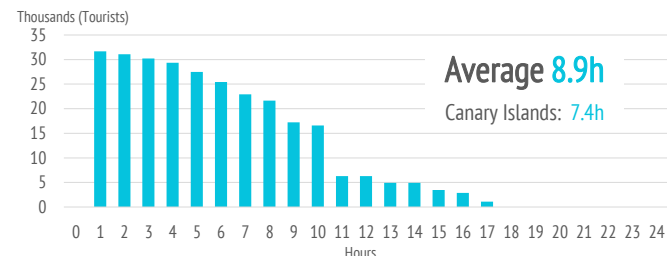
Other expenses

	United States	All markets
Restaurants or cafes	67.1%	59.1%
Supermarkets	52.5%	52.1%
Car rental	29.1%	26.3%
Organized excursions	20.1%	20.6%
Taxi, transfer, chauffeur service	33.3%	50.0%
Theme Parks	3.7%	7.5%
Sport activities	3.3%	5.7%
Museums	9.5%	4.6%
Flights between islands	6.9%	4.4%

Activities in the Canary Islands

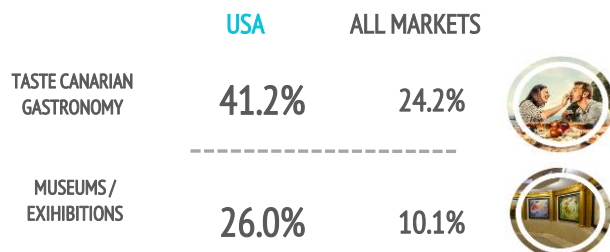
Outdoor time per day	United States	All markets
0 hours	0.0%	2.1%
1 - 2 hours	4.6%	9.8%
3 - 6 hours	23.1%	32.6%
7 - 12 hours	56.8%	47.1%
More than 12 hours	15.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	United States	All markets
Walk, wander	72.0%	69.8%
Beach	62.9%	66.3%
Explore the island on their own	53.6%	45.2%
Taste Canarian gastronomy	41.2%	24.2%
Swimming pool, hotel facilities	34.1%	58.2%
Museums / exhibitions	26.0%	10.1%
Wineries / markets / popular festivals	25.1%	11.6%
Sport activities	16.2%	13.4%
Organized excursions	15.5%	16.9%
Nightlife / concerts / shows	14.5%	15.5%
Nature activities	14.1%	10.4%
Astronomical observation	12.7%	3.5%
Activities at sea	11.9%	10.0%
Theme parks	9.0%	14.1%
Sea excursions / whale watching	8.1%	11.1%
Beauty and health treatments	4.2%	5.4%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## UNITED STATES



### Which island do they choose?

Tourists (> 15 years old)	United States	All markets
Lanzarote	3,704	2,521,668
Fuerteventura	979	1,659,115
Gran Canaria	10,964	3,698,127
Tenerife	15,833	5,040,382
La Palma	77	235,409

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

	United States	All markets
One island	83.3%	91.4%
Two islands	14.3%	7.2%
Three or more islands	2.4%	1.4%

### Internet usage during their trip

	United States	All markets
<b>Research</b>		
- Tourist package	4.8%	14.8%
- Flights	17.6%	13.0%
- Accommodation	19.3%	16.9%
- Transport	20.6%	15.7%
- Restaurants	42.7%	28.4%
- Excursions	18.5%	26.2%
- Activities	40.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	25.4%	39.4%
- Flights	71.1%	66.7%
- Accommodation	67.5%	57.3%
- Transport	49.5%	47.6%
- Restaurants	10.6%	12.1%
- Excursions	16.3%	13.0%
- Activities	21.0%	14.7%

\* Multi-choise question

Internet usage in the Canary Islanc	United States	All markets
<b>Did not use the Internet</b>	<b>7.4%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>92.6%</b>	<b>91.7%</b>
- Own Internet connection	35.3%	37.4%
- Free Wifi connection	51.6%	39.5%
<b>Applications*</b>		
- Search for locations or maps	69.2%	61.7%
- Search for destination info	57.5%	44.8%
- Share pictures or trip videos	78.5%	56.0%
- Download tourist apps	6.3%	7.0%
- Others	20.1%	22.6%

\* Multi-choise question



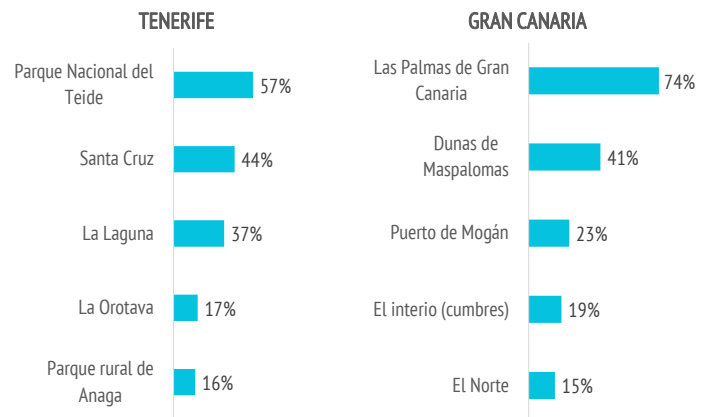
**78.5%** of Americans share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	United States	All markets
Lanzarote	11.7%	19.2%
Fuerteventura	3.1%	12.6%
Gran Canaria	34.7%	28.1%
Tenerife	50.2%	38.3%
La Palma	0.2%	1.8%

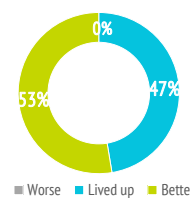
### MOST VISITED PLACES IN EACH ISLAND



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)	United States	All markets
Average rating	8.75	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	0.0%	2.3%
Lived up to expectations	47.4%	55.6%
Better or much better than expected	52.6%	42.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.28	8.73
Recommend visiting the Canary Islanc	8.68	8.95



Experience in the Canary Islands



8.28/10

Return to the Canary Islands



8.68/10

Recommend visiting the Canary Islands

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

	United States	All markets
<b>Repeat tourists</b>	<b>31.7%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	29.2%	66.7%
Repeat tourists (last 5 years) (5 or mc	5.7%	19.5%
<b>At least 10 previous visits</b>	<b>5.7%</b>	<b>18.6%</b>

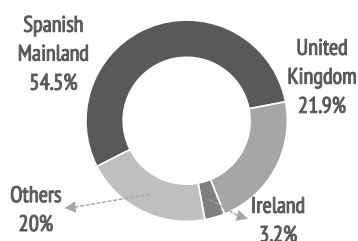
# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## UNITED STATES

### Where does the flight come from?



	%	Absolute
Spanish Mainland	54.5%	17,270
United Kingdom	21.9%	6,943
Ireland	3.2%	1,021
Norway	2.9%	925
Germany	2.4%	764
Switzerland	2.1%	658
Others	13.0%	4,117



### Who do they come with?



	United States	All markets
Unaccompanied	22.7%	9.6%
Only with partner	37.9%	48.1%
Only with children (< 13 years old)	0.0%	5.6%
Partner + children (< 13 years old)	1.2%	6.5%
Other relatives	13.1%	9.3%
Friends	10.9%	6.4%
Work colleagues	3.8%	0.5%
Organized trip	0.0%	0.3%
Other combinations (1)	10.5%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>4.9%</b>	<b>17.7%</b>
- Between 0 and 2 years old	0.0%	1.6%
- Between 3 and 12 years old	3.8%	14.8%
- Between 0-2 and 3-12 years	1.1%	1.4%
<b>Tourists without children</b>	<b>95.1%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	30.1%	13.2%
- 2 people	47.4%	55.1%
- 3 people	5.4%	12.0%
- 4 or 5 people	11.3%	16.3%
- 6 or more people	5.7%	3.5%
<b>Average group size:</b>	<b>2.26</b>	<b>2.54</b>



(Under the age of 13)

4.9% of Americans travel with children.

(Canary Islands: 17.7%)

### Who are they?



	United States	All markets
<b>Gender</b>		
Men	57.6%	48.6%
Women	42.4%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	48.2	47.1
Standard deviation	15.4	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.4%	7.3%
25 - 30 years old	10.9%	10.9%
31 - 45 years old	22.9%	28.0%
46 - 60 years old	36.9%	31.8%
Over 60 years old	21.9%	22.1%
<b>Occupation</b>		
Salaried worker	51.3%	55.0%
Self-employed	8.7%	11.5%
Unemployed	1.1%	1.1%
Business owner	14.9%	9.4%
Student	5.3%	3.5%
Retired	15.6%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	2.3%	0.8%
<b>Annual household income level</b>		
Less than €25,000	10.1%	17.5%
€25,000 - €49,999	13.5%	37.5%
€50,000 - €74,999	16.2%	22.8%
More than €74,999	60.2%	22.2%
<b>Education level</b>		
No studies	6.2%	5.0%
Primary education	4.6%	2.6%
Secondary education	7.5%	23.6%
Higher education	81.7%	68.9%



3 IN 10 ARE REPEATERS

48 YEARS OLD  
AVERAGE AGE

38% ONLY WITH PARTNER



Pictures: Freepik.com