

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019)

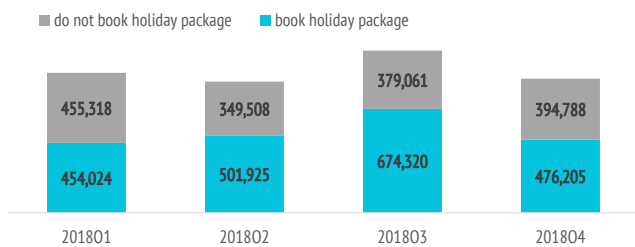
TOURISTS VISITING THE CANARY ISLANDS FOR THE FIRST TIME



How many are they and how much do they spend?

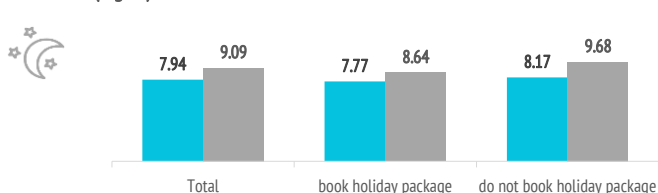
	First visit	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	3,685,151	13,271,035
- book holiday package	2,106,475	7,426,022
- do not book holiday package	1,578,675	5,845,014
- % tourists who book holiday package	57.2%	56.0%
Share of total tourist	27.8%	100%

TOURISTS BY QUARTER: FIRST VISIT

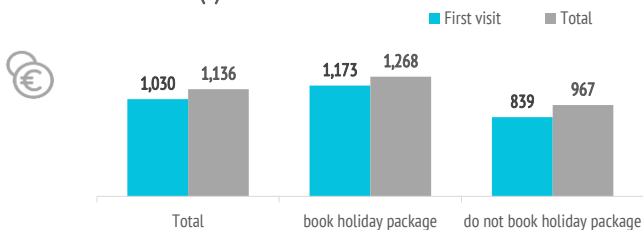


	First visit	Total
Expenditure per tourist (€)	1,030	1,136
- book holiday package	1,173	1,268
- holiday package	958	1,031
- others	215	237
- do not book holiday package	839	967
- flight	241	263
- accommodation	271	321
- others	327	383
Average length of stay	7.94	9.09
- book holiday package	7.77	8.64
- do not book holiday package	8.17	9.68
Average daily expenditure (€)	139.9	138.9
- book holiday package	157.4	155.4
- do not book holiday package	116.5	117.9
Total turnover (> 15 years old) (€m)	3,795	15,070
- book holiday package	2,471	9,416
- do not book holiday package	1,324	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	First visit	Total
Climate	73.4%	78.4%
Safety	49.1%	51.9%
Sea	46.6%	44.4%
Tranquility	45.8%	47.6%
Accommodation supply	39.9%	42.9%
Beaches	39.7%	37.7%
Landscapes	39.5%	33.1%
Price	38.1%	37.4%
Environment	34.8%	33.2%
European belonging	33.8%	36.1%
Effortless trip	32.2%	35.2%
Fun possibilities	24.6%	21.1%
Authenticity	24.2%	20.3%
Gastronomy	21.5%	23.2%
Exoticism	16.8%	11.4%
Hiking trail network	10.9%	9.6%
Culture	10.1%	8.0%
Historical heritage	10.0%	8.2%
Shopping	9.3%	9.4%
Nightlife	8.7%	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?

	First visit	Total
Rest	47.0%	55.5%
Enjoy family time	12.3%	14.4%
Have fun	10.7%	8.6%
Explore the destination	26.8%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	1.6%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	First visit	Total
The same day	1.0%	0.7%
Between 1 and 30 days	27.6%	23.8%
Between 1 and 2 months	25.4%	22.8%
Between 3 and 6 months	31.4%	32.7%
More than 6 months	14.6%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

FIRST VISIT
27.6%



TOTAL
23.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist visiting the Canary Islands for the first time.

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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TOURISTS VISITING THE CANARY ISLANDS FOR THE FIRST TIME

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

	First visit	Total
Previous visits to the Canary Islands	0.0%	51.9%
Friends or relatives	40.2%	27.1%
Internet or social media	62.8%	54.7%
Mass Media	2.3%	1.6%
Travel guides and magazines	11.0%	8.4%
Travel Blogs or Forums	9.0%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	25.2%	22.6%
Public administrations or similar	0.6%	0.4%
Others	2.8%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation?

	First visit	Total
Flight		
- Directly with the airline	40.6%	42.9%
- Tour Operator or Travel Agency	59.4%	57.1%

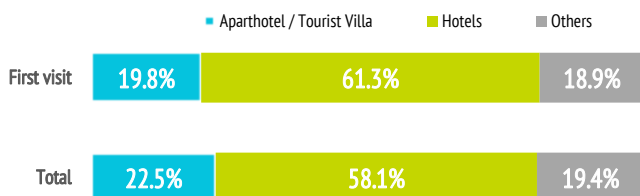
Accommodation

- Directly with the accommodation	30.7%	31.5%
- Tour Operator or Travel Agency	69.3%	68.5%

Where do they stay?

	First visit	Total
1-2-3* Hotel	12.7%	11.5%
4* Hotel	40.1%	37.6%
5* Hotel / 5* Luxury Hotel	8.5%	9.0%
Aparthotel / Tourist Villa	19.8%	22.5%
House/room rented in a private dwelling	6.9%	5.9%
Private accommodation (1)	5.3%	7.2%
Others (Cottage, cruise, camping,...)	6.7%	6.3%

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



What do they book?

	First visit	Total
Room only	25.2%	27.9%
Bed and Breakfast	13.7%	12.4%
Half board	19.1%	21.2%
Full board	4.2%	3.6%
All inclusive	37.7%	34.9%

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

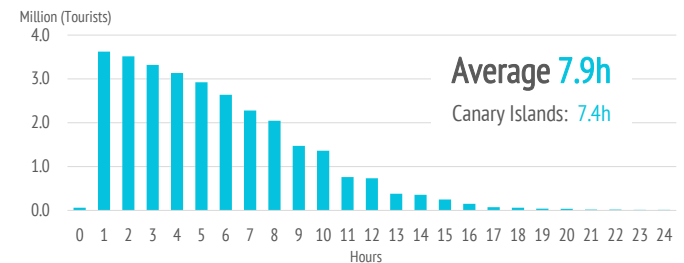
Other expenses

	First visit	Total
Restaurants or cafes	56.0%	59.1%
Supermarkets	49.6%	52.1%
Car rental	30.6%	26.3%
Organized excursions	26.8%	20.6%
Taxi, transfer, chauffeur service	48.4%	50.0%
Theme Parks	9.5%	7.5%
Sport activities	6.6%	5.7%
Museums	5.7%	4.6%
Flights between islands	4.9%	4.4%

Activities in the Canary Islands

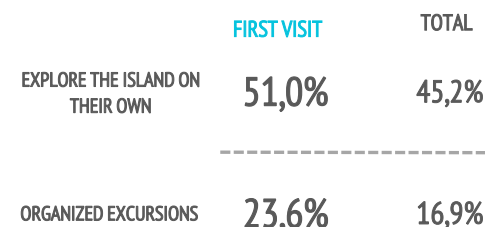
Outdoor time per day	First visit	Total
0 hours	1.7%	2.1%
1 - 2 hours	8.2%	9.8%
3 - 6 hours	28.3%	32.6%
7 - 12 hours	51.5%	47.1%
More than 12 hours	10.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	First visit	Total
Beach	68.8%	66.3%
Walk, wander	66.8%	69.8%
Swimming pool, hotel facilities	55.9%	58.2%
Explore the island on their own	51.0%	45.2%
Organized excursions	23.6%	16.9%
Taste Canarian gastronomy	23.5%	24.2%
Theme parks	18.2%	14.1%
Sea excursions / whale watching	16.4%	11.1%
Nightlife / concerts / shows	14.8%	15.5%
Sport activities	13.0%	13.4%
Museums / exhibitions	12.6%	10.1%
Nature activities	12.4%	10.4%
Wineries / markets / popular festivals	12.1%	11.6%
Activities at sea	10.9%	10.0%
Beauty and health treatments	5.4%	5.4%
Astronomical observation	4.1%	3.5%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	3,685,151	585,837	464,762	945,913	1,606,602	46,357
- Share by islands	100%	15.9%	12.6%	25.7%	43.6%	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%
% First visit	27.8%	23.2%	28.0%	25.6%	31.9%	19.7%

How many islands do they visit during their trip?

	First visit	Total
One island	90.3%	91.4%
Two islands	8.2%	7.2%
Three or more islands	1.5%	1.4%

Internet usage during their trip

	First visit	Total
Research		
- Tourist package	16.3%	14.8%
- Flights	13.5%	13.0%
- Accommodation	17.4%	16.9%
- Transport	18.5%	15.7%
- Restaurants	31.9%	28.4%
- Excursions	31.2%	26.2%
- Activities	36.2%	30.1%
Book or purchase		
- Tourist package	35.8%	39.4%
- Flights	64.5%	66.7%
- Accommodation	58.7%	57.3%
- Transport	47.1%	47.6%
- Restaurants	12.9%	12.1%
- Excursions	16.5%	13.0%
- Activities	18.0%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	First visit	Total
Did not use the Internet	7.7%	8.3%
Used the Internet	92.3%	91.7%
- Own Internet connection	41.9%	37.4%
- Free Wifi connection	35.0%	39.5%
Applications*		
- Search for locations or maps	70.2%	61.7%
- Search for destination info	49.8%	44.8%
- Share pictures or trip videos	59.6%	56.0%
- Download tourist apps	7.6%	7.0%
- Others	16.0%	22.6%

* Multi-choice question

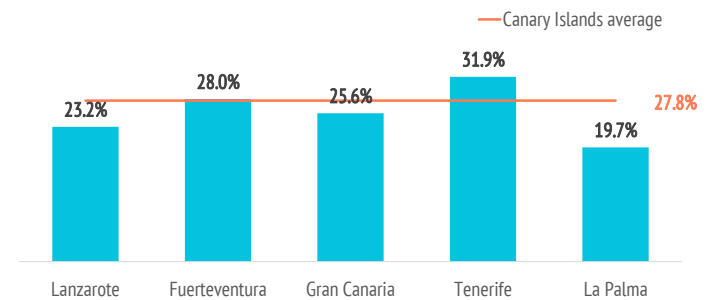


59.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

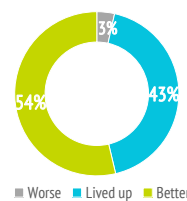


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	First visit	Total
Average rating	8.57	8.70

Experience in the Canary Islands	First visit	Total
Worse or much worse than expected	3.5%	2.3%
Lived up to expectations	42.8%	55.6%
Better or much better than expected	53.7%	42.1%

Future intentions (scale 1-10)	First visit	Total
Return to the Canary Islands	8.12	8.73
Recommend visiting the Canary Islands	8.63	8.95



Experience in the Canary



8.12/10

Return to the Canary Islands



8.63/10

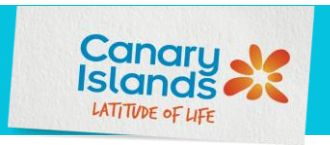
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	First visit	Total
Repeat tourists	--	72.2%
Repeat tourists (last 5 years)	--	66.7%
Repeat tourists (last 5 years) (5 or more visits)	--	19.5%
At least 10 previous visits	--	18.6%

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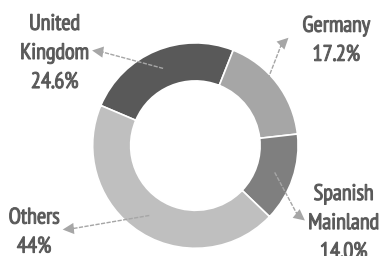
TOURISTS VISITING THE CANARY ISLANDS FOR THE FIRST TIME



Where are they from?



	%	Absolute
United Kingdom	24.6%	907,202
Germany	17.2%	633,535
Spanish Mainland	14.0%	514,694
France	7.5%	275,245
Italy	5.1%	187,604
Netherlands	4.5%	167,614
Poland	3.7%	137,861
Belgium	2.7%	100,592
Ireland	2.5%	90,904
Sweden	2.3%	83,793
Switzerland	2.2%	82,694
Denmark	1.5%	56,042
Norway	1.5%	53,557
Portugal	1.1%	38,987
Russia	1.0%	37,277
Finland	1.0%	35,063
Austria	0.9%	32,779
Others	6.8%	249,708



Who do they come with?



	First visit	Total
Unaccompanied	8.7%	9.6%
Only with partner	45.6%	48.1%
Only with children (< 13 years old)	6.4%	5.6%
Partner + children (< 13 years old)	7.0%	6.5%
Other relatives	9.6%	9.3%
Friends	8.4%	6.4%
Work colleagues	0.8%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	13.1%	13.7%

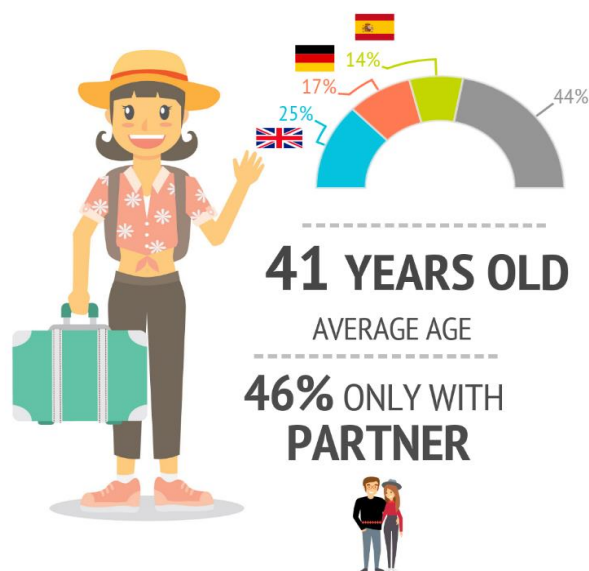
(1) Different situations have been isolated

Tourists with children	18.9%	17.7%
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	15.5%	14.8%
- Between 0 -2 and 3-12 years	1.6%	1.4%
Tourists without children	81.1%	82.3%
Group composition:		
- 1 person	12.8%	13.2%
- 2 people	54.4%	55.1%
- 3 people	12.6%	12.0%
- 4 or 5 people	16.8%	16.3%
- 6 or more people	3.4%	3.5%
Average group size:	2.55	2.54

Who are they?



	First visit	Total
Gender		
Men	48.8%	48.6%
Women	51.2%	51.4%
Age		
Average age (tourist > 15 years old)	40.6	47.1
Standard deviation	14.4	15.4
Age range (> 15 years old)		
16 - 24 years old	12.7%	7.3%
25 - 30 years old	18.4%	10.9%
31 - 45 years old	33.1%	28.0%
46 - 60 years old	25.0%	31.8%
Over 60 years old	10.8%	22.1%
Occupation		
Salaried worker	59.9%	55.0%
Self-employed	12.3%	11.5%
Unemployed	1.8%	1.1%
Business owner	9.7%	9.4%
Student	5.9%	3.5%
Retired	8.9%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	21.7%	17.5%
€25,000 - €49,999	38.4%	37.5%
€50,000 - €74,999	20.7%	22.8%
More than €74,999	19.3%	22.2%
Education level		
No studies	4.3%	5.0%
Primary education	2.5%	2.6%
Secondary education	22.0%	23.6%
Higher education	71.1%	68.9%



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