

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019) COMPARISON

How many are they and how much do they spend?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
TOURISTS					
Tourist arrivals (FRONTUR) (MM)	n.d.	n.d.	n.d.	n.d.	15.11
Tourist arrivals > 15 years old (EGT) (MM)	3.69	9.59	2.46	2.59	13.27
- book holiday package (MM)	2.11	5.32	1.12	1.12	7.43
- do not book holiday package (MM)	1.58	4.27	1.35	1.47	5.85
- % tourists who book holiday package	57.2%	55.5%	45.3%	43.2%	56.0%
Share of total tourist	27.8%	72.2%	18.6%	19.5%	100%

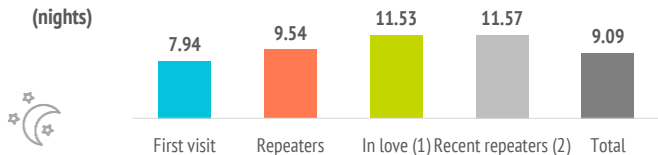
70% in love tourists (at least 10 previous visits) have made at least 5 visits in the last 5 years

% TOURISTS WHO BOOK HOLIDAY PACKAGE

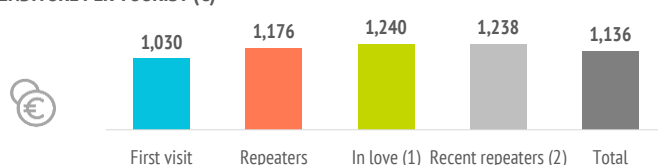


	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Expenditure per tourist (€)	1,030	1,176	1,240	1,238	1,136
- book holiday package	1,173	1,305	1,400	1,413	1,268
- holiday package	958	1,060	1,130	1,134	1,031
- others	215	245	270	279	237
- do not book holiday package	839	1,015	1,108	1,106	967
- flight	241	272	290	285	263
- accommodation	271	339	309	321	321
- others	327	404	509	500	383
Average length of stay	7.94	9.54	11.53	11.57	9.09
- book holiday package	7.77	8.98	10.41	10.61	8.64
- do not book holiday package	8.17	10.23	12.46	12.30	9.68
Average daily expenditure (€)	139.9	138.5	128.2	127.9	138.9
- book holiday package	157.4	154.6	147.7	146.5	155.4
- do not book holiday package	116.5	118.4	112.0	113.8	117.9
Total turnover (> 15 years old) (€m)	3,795	11,275	3,057	3,209	15,070
- book holiday package	2,471	6,944	1,565	1,580	9,416
- do not book holiday package	1,324	4,331	1,493	1,629	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Climate	73.4%	80.3%	80.4%	81.2%	78.4%
Safety	49.1%	53.0%	52.6%	54.0%	51.9%
Tranquility	45.8%	48.3%	51.7%	52.5%	47.6%
Sea	46.6%	43.6%	45.6%	46.1%	44.4%
Accommodation supply	39.9%	44.0%	43.6%	43.4%	42.9%
Beaches	39.7%	36.9%	38.3%	38.7%	37.7%
Price	38.1%	37.1%	35.8%	37.0%	37.4%
European belonging	33.8%	37.0%	40.1%	40.4%	36.1%
Effortless trip	32.2%	36.4%	38.8%	39.1%	35.2%
Environment	34.8%	32.6%	33.9%	34.5%	33.2%
Landscapes	39.5%	30.7%	31.0%	31.7%	33.1%
Gastronomy	21.5%	23.9%	26.9%	26.8%	23.2%
Fun possibilities	24.6%	19.8%	18.3%	18.2%	21.1%
Authenticity	24.2%	18.9%	18.9%	19.7%	20.3%
Exoticism	16.8%	9.3%	7.4%	7.8%	11.4%
Hiking trail network	10.9%	9.2%	9.9%	10.1%	9.6%
Shopping	9.3%	9.4%	10.4%	10.5%	9.4%
Historical heritage	10.0%	7.5%	7.9%	8.0%	8.2%
Culture	10.1%	7.2%	7.6%	7.6%	8.0%
Nightlife	8.7%	7.7%	8.3%	8.5%	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.

% TOURISTS WHO CHOOSE LANDSCAPES



What is the main motivation for their holidays?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Rest	47.0%	58.7%	63.5%	63.1%	55.5%
Enjoy family time	12.3%	15.3%	16.5%	15.7%	14.4%
Have fun	10.7%	7.8%	6.1%	6.2%	8.6%
Explore the destination	26.8%	14.4%	8.8%	9.9%	17.8%
Practice their hobbies	1.6%	1.9%	2.4%	2.6%	1.9%
Other reasons	1.6%	1.9%	2.6%	2.5%	1.8%

How far in advance do they book their trip?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
The same day	1.0%	0.6%	0.7%	0.8%	0.7%
Between 1 and 30 days	27.6%	22.4%	22.0%	21.9%	23.8%
Between 1 and 2 months	25.4%	21.8%	20.8%	19.9%	22.8%
Between 3 and 6 months	31.4%	33.2%	31.9%	31.9%	32.7%
More than 6 months	14.6%	22.0%	24.6%	25.4%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019) COMPARISON

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

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Previous visits to the Canary Islands	0.0%	71.8%	79.9%	80.4%	51.9%
Friends or relatives	40.2%	22.1%	17.9%	18.6%	27.1%
Internet or social media	62.8%	51.6%	44.0%	43.5%	54.7%
Mass Media	2.3%	1.3%	0.9%	0.9%	1.6%
Travel guides and magazines	11.0%	7.4%	4.8%	5.3%	8.4%
Travel Blogs or Forums	9.0%	4.4%	2.2%	2.3%	5.7%
Travel TV Channels	0.9%	0.7%	0.7%	0.6%	0.8%
Tour Operator or Travel Agency	25.2%	21.6%	17.2%	16.8%	22.6%
Public administrations or similar	0.6%	0.3%	0.3%	0.3%	0.4%
Others	2.8%	2.3%	3.0%	2.9%	2.4%

* Multi-choice question

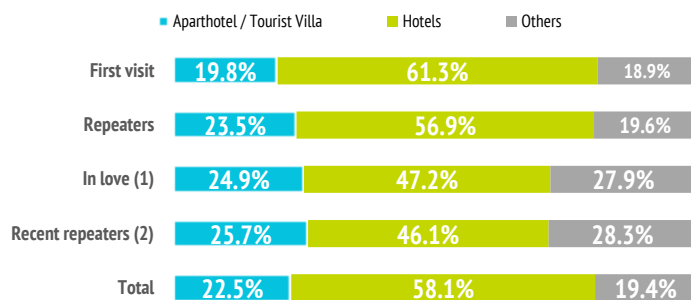
With whom did they book their flight and accommodation?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Flight					
- Directly with the airline	40.6%	43.7%	52.9%	54.4%	42.9%
- Tour Operator or Travel Agency	59.4%	56.3%	47.1%	45.6%	57.1%
Accommodation					
- Directly with the accommodation	30.7%	31.8%	36.0%	37.8%	31.5%
- Tour Operator or Travel Agency	69.3%	68.2%	64.0%	62.2%	68.5%

Where do they stay?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
1-2-3* Hotel	12.7%	11.1%	9.4%	9.4%	11.5%
4* Hotel	40.1%	36.7%	30.2%	29.6%	37.6%
5* Hotel / 5* Luxury Hotel	8.5%	9.1%	7.6%	7.1%	9.0%
Aparthotel / Tourist Villa	19.8%	23.5%	24.9%	25.7%	22.5%
House/room rented in a private dwelling	6.9%	5.5%	5.2%	5.6%	5.9%
Private accommodation (1)	5.3%	8.0%	15.9%	16.1%	7.2%
Others (Cottage, cruise, camping,...)	6.7%	6.1%	6.8%	6.6%	6.3%

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



What do they book?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Room only	25.2%	29.0%	36.4%	36.5%	27.9%
Bed and Breakfast	13.7%	11.9%	12.9%	12.6%	12.4%
Half board	19.1%	22.0%	20.8%	20.6%	21.2%
Full board	4.2%	3.4%	2.3%	2.3%	3.6%
All inclusive	37.7%	33.7%	27.7%	28.1%	34.9%

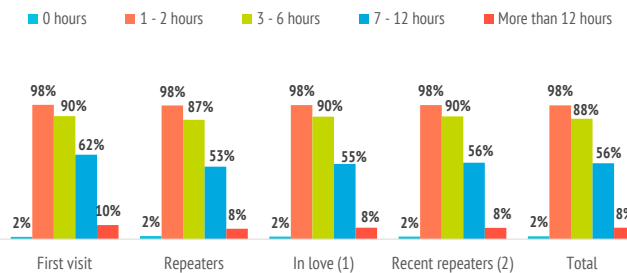
Other expenses

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Restaurants or cafes	56.0%	60.3%	65.4%	65.1%	59.1%
Supermarkets	49.6%	53.1%	56.6%	57.5%	52.1%
Car rental	30.6%	24.7%	21.6%	21.7%	26.3%
Organized excursions	26.8%	18.2%	11.0%	11.3%	20.6%
Taxi, transfer, chauffeur service	48.4%	50.6%	46.4%	45.2%	50.0%
Theme Parks	9.5%	6.7%	4.2%	4.1%	7.5%
Sport activities	6.6%	5.3%	4.6%	5.0%	5.7%
Museums	5.7%	4.2%	2.6%	2.8%	4.6%
Flights between islands	4.9%	4.2%	4.3%	4.5%	4.4%

Activities in the Canary Islands

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Outdoor time per day					
0 hours	1.7%	2.2%	1.9%	1.9%	2.1%
1 - 2 hours	8.2%	10.5%	8.5%	8.2%	9.8%
3 - 6 hours	28.3%	34.3%	34.6%	34.0%	32.6%
7 - 12 hours	51.5%	45.5%	46.7%	47.6%	47.1%
More than 12 hours	10.3%	7.6%	8.4%	8.3%	8.4%

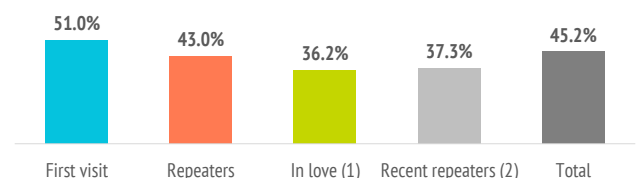
TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Activities in the Canary Islands					
Walk, wander	66.8%	70.9%	68.8%	70.1%	69.8%
Beach	68.8%	65.4%	61.4%	61.6%	66.3%
Swimming pool, hotel facilities	56%	59.1%	53.6%	52.8%	58.2%
Explore the island on their own	51.0%	43.0%	36.2%	37.3%	45.2%
Taste Canarian gastronomy	23.5%	24.4%	25.6%	25.7%	24.2%
Organized excursions	23.6%	14%	7.3%	7.9%	16.9%
Nightlife / concerts / shows	14.8%	15.8%	17.0%	16.7%	15.5%
Theme parks	18.2%	12.6%	7.7%	7.9%	14.1%
Sport activities	13.0%	13.6%	13.5%	14.2%	13.4%
Wineries / markets / popular festivals	12.1%	11.4%	11.5%	11.7%	11.6%
Sea excursions / whale watching	16.4%	9.1%	5.8%	5.9%	11.1%
Nature activities	12.4%	9.6%	8.7%	8.4%	10.4%
Museums / exhibitions	12.6%	9.2%	6.8%	7.2%	10.1%
Activities at sea	10.9%	9.6%	9.0%	8.8%	10.0%
Beauty and health treatments	5.4%	5.4%	5.7%	5.4%	5.4%
Astronomical observation	4.1%	3.3%	2.7%	2.8%	3.5%

* Multi-choice question

% TOURISTS WHO EXPLORE THE ISLAND ON THEIR OWN



PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019) COMPARISON



Which island do they choose?

Tourists (> 15 years old)	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Lanzarote	585,837	1,935,831	509,715	542,853	2,521,668
Fuerteventura	464,762	1,194,353	274,379	297,482	1,659,115
Gran Canaria	945,913	2,752,214	819,542	844,776	3,698,127
Tenerife	1,606,602	3,433,781	796,905	840,542	5,040,382
La Palma	46,357	189,053	45,406	47,740	235,409

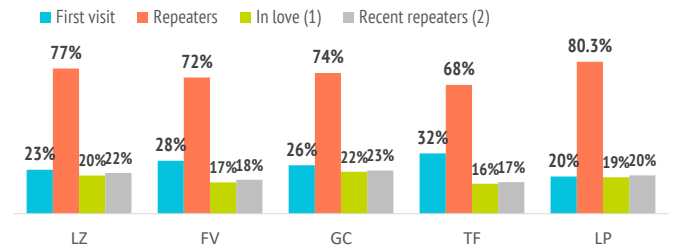
Share by islands

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Lanzarote	16.1%	20.4%	20.8%	21.1%	19.2%
Fuerteventura	12.7%	12.6%	11.2%	11.6%	12.6%
Gran Canaria	25.9%	29.0%	33.5%	32.8%	28.1%
Tenerife	44.0%	36.1%	32.6%	32.7%	38.3%
La Palma	1.3%	2.0%	1.9%	1.9%	1.8%

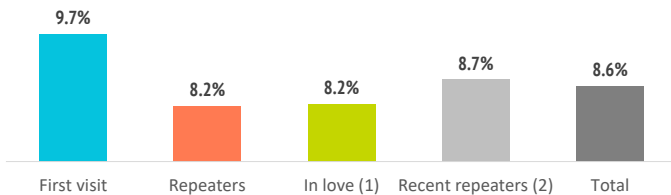
How many islands do they visit during their trip?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
One island	90.3%	91.8%	91.8%	91.3%	91.4%
Two islands	8.2%	6.8%	7.0%	7.4%	7.2%
Three or more islands	1.5%	1.3%	1.2%	1.3%	1.4%

% TOURISTS BY ISLANDS



% TOURISTS WHO VISIT MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Average rating	8.57	8.75	8.88	8.92	8.70

Internet usage during their trip

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Research					
- Tourist package	16.3%	14.1%	11.9%	11.3%	14.8%
- Flights	13.5%	12.8%	10.9%	10.3%	13.0%
- Accommodation	17.4%	16.8%	13.6%	12.8%	16.9%
- Transport	18.5%	14.5%	12.0%	11.4%	15.7%
- Restaurants	31.9%	26.9%	22.6%	22.4%	28.4%
- Excursions	31.2%	23.8%	16.5%	16.2%	26.2%
- Activities	36.2%	27.3%	19.3%	19.1%	30.1%
Book or purchase					
- Tourist package	35.8%	40.8%	35.9%	35.0%	39.4%
- Flights	64.5%	67.6%	71.8%	72.3%	66.7%
- Accommodation	58.7%	56.7%	52.1%	52.5%	57.3%
- Transport	47.1%	47.8%	44.2%	44.2%	47.6%
- Restaurants	12.9%	11.7%	11.6%	11.3%	12.1%
- Excursions	16.5%	11.3%	7.3%	7.2%	13.0%
- Activities	18.0%	13.2%	9.4%	10.0%	14.7%

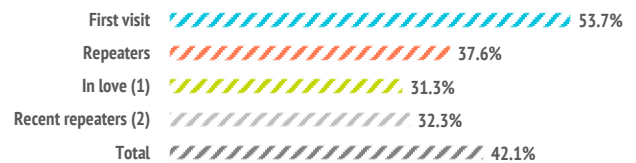
* Multi-choice question

Internet usage in the Canary Islands	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Did not use the Internet	7.7%	8.5%	9.8%	9.6%	8.3%
Used the Internet	92.3%	91.5%	90.2%	90.4%	91.7%
- Own Internet connection	41.9%	35.6%	34.9%	36.8%	37.4%
- Free Wifi connection	35.0%	41.2%	40.5%	39.3%	39.5%
Applications*					
- Search for locations or maps	70.2%	58.4%	47.6%	49.0%	61.7%
- Search for destination info	49.8%	42.8%	33.2%	34.3%	44.8%
- Share pictures or trip videos	59.6%	54.6%	49.5%	49.9%	56.0%
- Download tourist apps	7.6%	6.8%	5.9%	5.8%	7.0%
- Others	16.0%	25.2%	33.0%	31.8%	22.6%

* Multi-choice question

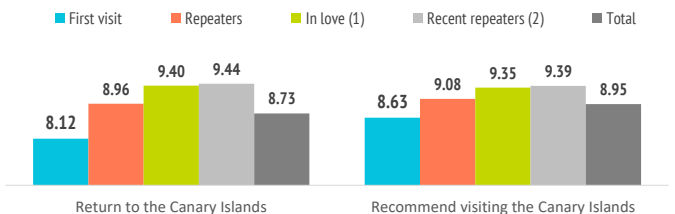
Experience in the Canary Islands	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Worse or much worse than expected	3.5%	1.9%	1.7%	1.6%	2.3%
Lived up to expectations	42.8%	60.5%	66.9%	66.1%	55.6%
Better or much better than expected	53.7%	37.6%	31.3%	32.3%	42.1%

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Return to the Canary Islands	8.12	8.96	9.40	9.44	8.73
Recommend visiting the Canary Islands	8.63	9.08	9.35	9.39	8.95

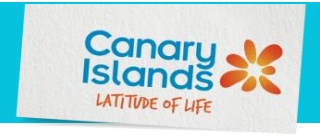
FUTURE INTENTIONS (SCALE 0-10)



How many are loyal to the Canary Islands?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Repeat tourists	--	100%	100%	100%	72.2%
Repeat tourists (last 5 years)	--	92.3%	99.1%	100%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	--	27.0%	70.9%	100%	19.5%
At least 10 previous visits	--	25.7%	100%	67%	18.6%

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019) COMPARISON



Where are they from?



	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
United Kingdom	24.7%	35.5%	36.1%	36.1%	32.5%
Germany	17.2%	18.4%	19.2%	17.9%	18.1%
Spanish Mainland	14.0%	13.0%	13.1%	13.3%	13.3%
Netherlands	4.6%	3.7%	3.1%	2.5%	3.9%
France	7.5%	2.5%	1.1%	1.9%	3.9%
Ireland	2.5%	4.1%	4.5%	4.8%	3.7%
Sweden	2.3%	3.9%	4.1%	3.8%	3.4%
Italy	5.1%	2.4%	1.7%	2.2%	3.1%
Norway	1.5%	3.3%	5.5%	5.2%	2.8%
Belgium	2.7%	2.7%	3.1%	3.0%	2.7%
Poland	3.7%	1.6%	0.2%	0.8%	2.2%
Denmark	1.5%	2.0%	2.0%	1.9%	1.9%
Switzerland	2.2%	1.6%	1.7%	1.6%	1.8%
Finland	1.0%	1.9%	1.9%	1.7%	1.6%
Austria	0.9%	0.5%	0.5%	0.6%	0.6%
Russia	1.0%	0.4%	0.2%	0.3%	0.6%
Portugal	1.1%	0.3%	0.1%	0.1%	0.5%
Others	6.6%	2.3%	1.8%	2.1%	3.5%

Who do they come with?



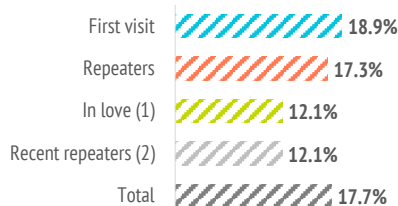
	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Unaccompanied	8.7%	9.9%	15.3%	16.1%	9.6%
Only with partner	46%	49%	52%	52%	48%
Only with children (< 13 years old)	6.4%	5.3%	4.0%	4.0%	5.6%
Partner + children (< 13 years old)	7.0%	6.3%	3.7%	3.9%	6.5%
Other relatives	9.6%	9.2%	8.1%	7.5%	9.3%
Friends	8.4%	5.6%	4.3%	4.2%	6.4%
Work colleagues	0.8%	0.4%	0.5%	0.6%	0.5%
Organized trip	0.4%	0.2%	0.2%	0.2%	0.3%
Other combinations (1)	13.1%	13.9%	12.2%	11.8%	13.7%

(1) Different situations have been isolated

Tourists with children	18.9%	17.3%	12.1%	12.1%	17.7%
- Between 0 and 2 years old	1.8%	1.5%	1.0%	0.9%	1.6%
- Between 3 and 12 years old	15.5%	14.5%	10.3%	10.3%	14.8%
- Between 0 -2 and 3-12 years old	1.6%	1.3%	0.8%	0.8%	1.4%

Tourists without children	81.1%	82.7%	87.9%	87.9%	82.3%
Group composition:					
- 1 person	12.8%	13.3%	18.9%	19.6%	13.2%
- 2 people	54.4%	55.3%	56.8%	57.0%	55.1%
- 3 people	12.6%	11.7%	9.4%	8.8%	12.0%
- 4 or 5 people	16.8%	16.1%	12.1%	11.9%	16.3%
- 6 or more people	3.4%	3.6%	2.9%	2.7%	3.5%
Average group size:	2.55	2.53	2.32	2.29	2.54

% TOURISTS WHO TRAVEL WITH CHILDREN



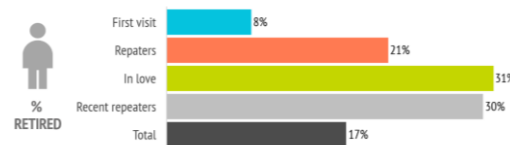
Who are they?



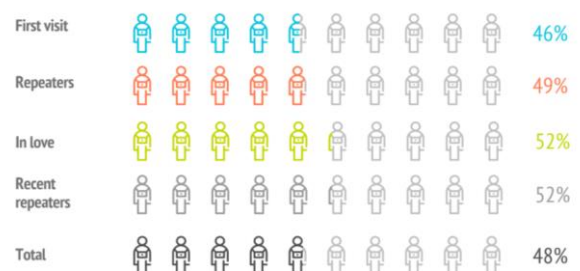
	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Gender					
Men	48.8%	48.5%	50.8%	50.4%	48.6%
Women	51.2%	51.5%	49.2%	49.6%	51.4%
Age					
Average age (tourist > 15 years old)	40.6	49.6	54.7	54.0	47.1
Standard deviation	14.4	15.0	14.7	14.6	15.4
Age range (> 15 years old)					
16 - 24 years old	12.7%	5.2%	3.2%	3.2%	7.3%
25 - 30 years old	18.4%	8.0%	4.7%	4.7%	10.9%
31 - 45 years old	33.1%	26.0%	18.2%	19.9%	28.0%
46 - 60 years old	25.0%	34.4%	34.5%	34.6%	31.8%
Over 60 years old	10.8%	26.4%	39.4%	37.6%	22.1%
Occupation					
Salaried worker	59.9%	53.2%	43.3%	44.8%	55.0%
Self-employed	12.3%	11.3%	11.2%	10.7%	11.5%
Unemployed	1.8%	0.9%	0.7%	0.7%	1.1%
Business owner	9.7%	9.3%	9.6%	9.6%	9.4%
Student	5.9%	2.5%	2.0%	2.0%	3.5%
Retired	8.9%	21.3%	31.5%	30.4%	17.9%
Unpaid domestic work	0.8%	0.8%	0.6%	0.7%	0.8%
Others	0.8%	0.8%	1.1%	1.0%	0.8%

Annual household income level	21.7%	15.9%	14.4%	14.3%	17.5%
Less than €25,000	21.7%	15.9%	14.4%	14.3%	17.5%
€25,000 - €49,999	38.4%	37.2%	36.5%	36.8%	37.5%
€50,000 - €74,999	20.7%	23.5%	23.8%	24.2%	22.8%
More than €74,999	19.3%	23.3%	25.3%	24.7%	22.2%

Education level	4.3%	5.2%	5.3%	4.8%	5.0%
No studies	4.3%	5.2%	5.3%	4.8%	5.0%
Primary education	2.5%	2.6%	3.1%	2.8%	2.6%
Secondary education	22.0%	24.2%	24.5%	24.0%	23.6%
Higher education	71.1%	68.0%	67.1%	68.4%	68.9%



% TOURISTS WHO TRAVEL WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) In love: repeat tourists at least 10 previous visits. (2) Recent repeaters: repeat tourists at least 5 visits in the last 5 years

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.