

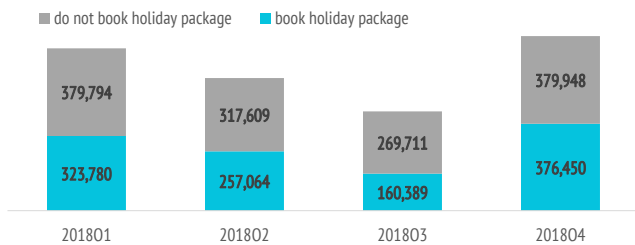
PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019)

IN LOVE WITH THE DESTINATION ⁽¹⁾

How many are they and how much do they spend?

	In love	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,464,746	13,271,035
- book holiday package	1,117,684	7,426,022
- do not book holiday package	1,347,062	5,845,014
- % tourists who book holiday package	45.3%	56.0%
Share of total tourist	18.6%	100%

TOURISTS BY QUARTER: IN LOVE WITH THE DESTINATION



	In love	Total
Expenditure per tourist (€)	1,240	1,136
- book holiday package	1,400	1,268
- holiday package	1,130	1,031
- others	270	237
- do not book holiday package	1,108	967
- flight	290	263
- accommodation	309	321
- others	509	383
Average length of stay	11.53	9.09
- book holiday package	10.41	8.64
- do not book holiday package	12.46	9.68
Average daily expenditure (€)	128.2	138.9
- book holiday package	147.7	155.4
- do not book holiday package	112.0	117.9
Total turnover (> 15 years old) (€m)	3,057	15,070
- book holiday package	1,565	9,416
- do not book holiday package	1,493	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	In love	Total
Climate	80.4%	78.4%
Safety	52.6%	51.9%
Tranquility	51.7%	47.6%
Sea	45.6%	44.4%
Accommodation supply	43.6%	42.9%
European belonging	40.1%	36.1%
Effortless trip	38.8%	35.2%
Beaches	38.3%	37.7%
Price	35.8%	37.4%
Environment	33.9%	33.2%
Landscapes	31.0%	33.1%
Gastronomy	26.9%	23.2%
Authenticity	18.9%	20.3%
Fun possibilities	18.3%	21.1%
Shopping	10.4%	9.4%
Hiking trail network	9.9%	9.6%
Nightlife	8.3%	8.0%
Historical heritage	7.9%	8.2%
Culture	7.6%	8.0%
Exoticism	7.4%	11.4%

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.

What is the main motivation for their holidays?

	In love	Total
Rest	63.5%	55.5%
Enjoy family time	16.5%	14.4%
Have fun	6.1%	8.6%
Explore the destination	8.8%	17.8%
Practice their hobbies	2.4%	1.9%
Other reasons	2.6%	1.8%



How far in advance do they book their trip?

	In love	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.0%	23.8%
Between 1 and 2 months	20.8%	22.8%
Between 3 and 6 months	31.9%	32.7%
More than 6 months	24.6%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

IN LOVE WITH THE DESTINATION
24.6%



TOTAL
20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Tourists who has been at least 10 times in the Canary Islands.

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

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019)

IN LOVE WITH THE DESTINATION ⁽¹⁾

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

	In love	Total
Previous visits to the Canary Islands	79.9%	51.9%
Friends or relatives	17.9%	27.1%
Internet or social media	44.0%	54.7%
Mass Media	0.9%	1.6%
Travel guides and magazines	4.8%	8.4%
Travel Blogs or Forums	2.2%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	17.2%	22.6%
Public administrations or similar	0.3%	0.4%
Others	3.0%	2.4%

* Multi-choice question

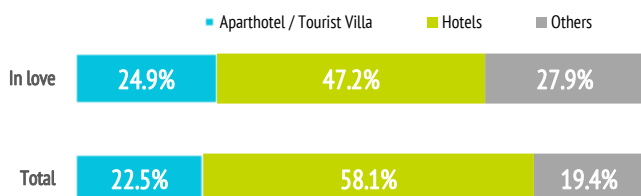
With whom did they book their flight and accommodation?

	In love	Total
Flight		
- Directly with the airline	52.9%	42.9%
- Tour Operator or Travel Agency	47.1%	57.1%
Accommodation		
- Directly with the accommodation	36.0%	31.5%
- Tour Operator or Travel Agency	64.0%	68.5%

Where do they stay?

	In love	Total
1-2-3* Hotel	9.4%	11.5%
4* Hotel	30.2%	37.6%
5* Hotel / 5* Luxury Hotel	7.6%	9.0%
Aparthotel / Tourist Villa	24.9%	22.5%
House/room rented in a private dwelling	5.2%	5.9%
Private accommodation (1)	15.9%	7.2%
Others (Cottage, cruise, camping,...)	6.8%	6.3%

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



What do they book?

	In love	Total
Room only	36.4%	27.9%
Bed and Breakfast	12.9%	12.4%
Half board	20.8%	21.2%
Full board	2.3%	3.6%
All inclusive	27.7%	34.9%

”
36.4% of tourists book room only.
(Canary Islands: 27.9%)

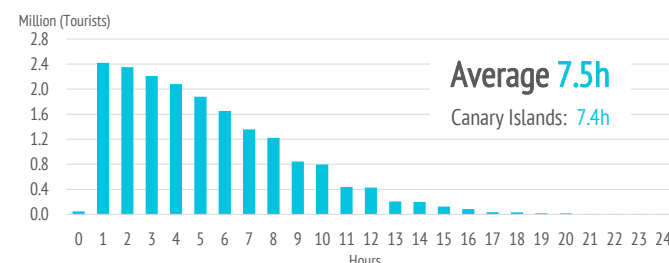
Other expenses

	In love	Total
Restaurants or cafes	65.4%	59.1%
Supermarkets	56.6%	52.1%
Car rental	21.6%	26.3%
Organized excursions	11.0%	20.6%
Taxi, transfer, chauffeur service	46.4%	50.0%
Theme Parks	4.2%	7.5%
Sport activities	4.6%	5.7%
Museums	2.6%	4.6%
Flights between islands	4.3%	4.4%

Activities in the Canary Islands

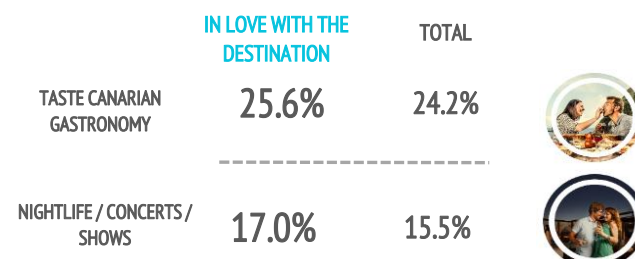
Outdoor time per day	In love	Total
0 hours	1.9%	2.1%
1 - 2 hours	8.5%	9.8%
3 - 6 hours	34.6%	32.6%
7 - 12 hours	46.7%	47.1%
More than 12 hours	8.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	In love	Total
Walk, wander	68.8%	69.8%
Beach	61.4%	66.3%
Swimming pool, hotel facilities	53.6%	58.2%
Explore the island on their own	36.2%	45.2%
Taste Canarian gastronomy	25.6%	24.2%
Nightlife / concerts / shows	17.0%	15.5%
Sport activities	13.5%	13.4%
Wineries / markets / popular festivals	11.5%	11.6%
Activities at sea	9.0%	10.0%
Nature activities	8.7%	10.4%
Theme parks	7.7%	14.1%
Organized excursions	7.3%	16.9%
Museums / exhibitions	6.8%	10.1%
Sea excursions / whale watching	5.8%	11.1%
Beauty and health treatments	5.7%	5.4%
Astronomical observation	2.7%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019)

IN LOVE WITH THE DESTINATION ⁽¹⁾



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
In love with the destination	2,464,746	509,715	274,379	819,542	796,905	45,406
- Share by islands	100%	20.7%	11.1%	33.3%	32.3%	1.8%
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%
% In love with the destination	18.6%	20.2%	16.5%	22.2%	15.8%	19.3%

How many islands do they visit during their trip?

	In love	Total
One island	91.8%	91.4%
Two islands	7.0%	7.2%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	In love	Total
Research		
- Tourist package	11.9%	14.8%
- Flights	10.9%	13.0%
- Accommodation	13.6%	16.9%
- Transport	12.0%	15.7%
- Restaurants	22.6%	28.4%
- Excursions	16.5%	26.2%
- Activities	19.3%	30.1%
Book or purchase		
- Tourist package	35.9%	39.4%
- Flights	71.8%	66.7%
- Accommodation	52.1%	57.3%
- Transport	44.2%	47.6%
- Restaurants	11.6%	12.1%
- Excursions	7.3%	13.0%
- Activities	9.4%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	In love	Total
Did not use the Internet	9.8%	8.3%
Used the Internet	90.2%	91.7%
- Own Internet connection	34.9%	37.4%
- Free Wifi connection	40.5%	39.5%
Applications*		
- Search for locations or maps	47.6%	61.7%
- Search for destination info	33.2%	44.8%
- Share pictures or trip videos	49.5%	56.0%
- Download tourist apps	5.9%	7.0%
- Others	33.0%	22.6%

* Multi-choice question

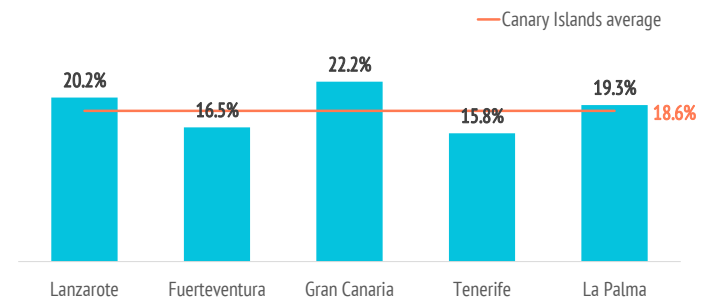


49.5% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

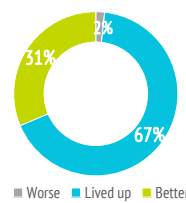


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	In love	Total
Average rating	8.88	8.70

Experience in the Canary Islands	In love	Total
Worse or much worse than expected	1.7%	2.3%
Lived up to expectations	66.9%	55.6%
Better or much better than expected	31.3%	42.1%

Future intentions (scale 1-10)	In love	Total
Return to the Canary Islands	9.40	8.73
Recommend visiting the Canary Islands	9.35	8.95



Experience in the Canary



9.40/10

Return to the Canary Islands



9.35/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	In love	Total
Repeat tourists	100%	72.2%
Repeat tourists (last 5 years)	99.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	70.9%	19.5%
At least 10 previous visits	100%	18.6%

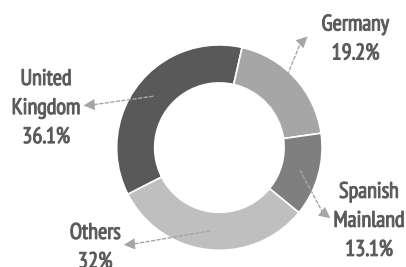
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Where are they from?



	%	Absolute
United Kingdom	36.1%	888,552
Germany	19.2%	473,519
Spanish Mainland	13.1%	324,110
Norway	5.5%	134,518
Ireland	4.5%	111,445
Netherlands	3.1%	77,637
Belgium	3.1%	75,832
Denmark	2.0%	50,008
Finland	1.9%	47,107
Italy	1.7%	42,541
France	1.1%	27,379
Austria	0.5%	11,622
Poland	0.2%	5,741
Czech Republic	0.2%	4,629
Iceland	0.1%	2,133
United States	0.1%	1,816
Estonia	0.1%	1,290
Others	7.5%	184,869



Who do they come with?



	In love	Total
Unaccompanied	15.3%	9.6%
Only with partner	51.7%	48.1%
Only with children (< 13 years old)	4.0%	5.6%
Partner + children (< 13 years old)	3.7%	6.5%
Other relatives	8.1%	9.3%
Friends	4.3%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	12.2%	13.7%

⁽¹⁾ Different situations have been isolated

Tourists with children	12.1%	17.7%
- Between 0 and 2 years old	1.0%	1.6%
- Between 3 and 12 years old	10.3%	14.8%
- Between 0 -2 and 3-12 years	0.8%	1.4%
Tourists without children	87.9%	82.3%
Group composition:		
- 1 person	18.9%	13.2%
- 2 people	56.8%	55.1%
- 3 people	9.4%	12.0%
- 4 or 5 people	12.1%	16.3%
- 6 or more people	2.9%	3.5%
Average group size:	2.32	2.54

Who are they?



	In love	Total
Gender		
Men	50.8%	48.6%
Women	49.2%	51.4%
Age		
Average age (tourist > 15 years old)	54.7	47.1
Standard deviation	14.7	15.4
Age range (> 15 years old)		
16 - 24 years old	3.2%	7.3%
25 - 30 years old	4.7%	10.9%
31 - 45 years old	18.2%	28.0%
46 - 60 years old	34.5%	31.8%
Over 60 years old	39.4%	22.1%
Occupation		
Salaried worker	43.3%	55.0%
Self-employed	11.2%	11.5%
Unemployed	0.7%	1.1%
Business owner	9.6%	9.4%
Student	2.0%	3.5%
Retired	31.5%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	14.4%	17.5%
€25,000 - €49,999	36.5%	37.5%
€50,000 - €74,999	23.8%	22.8%
More than €74,999	25.3%	22.2%
Education level		
No studies	5.3%	5.0%
Primary education	3.1%	2.6%
Secondary education	24.5%	23.6%
Higher education	67.1%	68.9%



4 IN 10 TOURISTS ARE
BRITISH

55 YEARS OLD

AVERAGE AGE

**52% ONLY WITH
PARTNER**



Pictures: Freepik.com