

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2019)

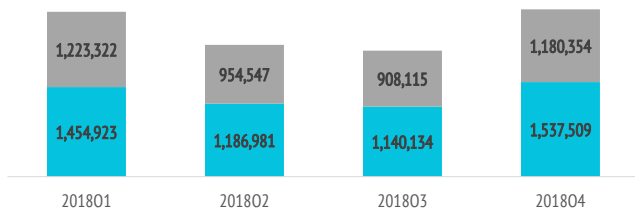
REPEAT TOURISTS

How many are they and how much do they spend?

	Repeaters	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	9,585,885	13,271,035
- book holiday package	5,319,546	7,426,022
- do not book holiday package	4,266,338	5,845,014
- % tourists who book holiday package	55.5%	56.0%
Share of total tourist	72.2%	100%

TOURISTS BY QUARTER: REPEAT TOURISTS

■ do not book holiday package ■ book holiday package



	Repeaters	Total
Expenditure per tourist (€)	1,176	1,136
- book holiday package	1,305	1,268
- holiday package	1,060	1,031
- others	245	237
- do not book holiday package	1,015	967
- flight	272	263
- accommodation	339	321
- others	404	383
Average length of stay	9.54	9.09
- book holiday package	8.98	8.64
- do not book holiday package	10.23	9.68
Average daily expenditure (€)	138.5	138.9
- book holiday package	154.6	155.4
- do not book holiday package	118.4	117.9
Total turnover (> 15 years old) (€m)	11,275	15,070
- book holiday package	6,944	9,416
- do not book holiday package	4,331	5,655

AVERAGE LENGTH OF STAY (nights)

■ Repeaters ■ Total



EXPENDITURE PER TOURIST (€)

■ Repeaters ■ Total



Importance of each factor in the destination choice

	Repeaters	Total
Climate	80.3%	78.4%
Safety	53.0%	51.9%
Tranquility	48.3%	47.6%
Accommodation supply	44.0%	42.9%
Sea	43.6%	44.4%
Price	37.1%	37.4%
European belonging	37.0%	36.1%
Beaches	36.9%	37.7%
Effortless trip	36.4%	35.2%
Environment	32.6%	33.2%
Landscapes	30.7%	33.1%
Gastronomy	23.9%	23.2%
Fun possibilities	19.8%	21.1%
Authenticity	18.9%	20.3%
Shopping	9.4%	9.4%
Exoticism	9.3%	11.4%
Hiking trail network	9.2%	9.6%
Nightlife	7.7%	8.0%
Historical heritage	7.5%	8.2%
Culture	7.2%	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?

	Repeaters	Total
Rest	58.7%	55.5%
Enjoy family time	15.3%	14.4%
Have fun	7.8%	8.6%
Explore the destination	14.4%	17.8%
Practice their hobbies	1.9%	1.9%
Other reasons	1.9%	1.8%



How far in advance do they book their trip?

	Repeaters	Total
The same day	0.6%	0.7%
Between 1 and 30 days	22.4%	23.8%
Between 1 and 2 months	21.8%	22.8%
Between 3 and 6 months	33.2%	32.7%
More than 6 months	22.0%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

REPEAT TOURISTS
22.0%



TOTAL
20.0%

Picture: Freepik.com

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REPEAT TOURISTS

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

	Repeaters	Total
Previous visits to the Canary Islands	71.8%	51.9%
Friends or relatives	22.1%	27.1%
Internet or social media	51.6%	54.7%
Mass Media	1.3%	1.6%
Travel guides and magazines	7.4%	8.4%
Travel Blogs or Forums	4.4%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	21.6%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.3%	2.4%

* Multi-choice question

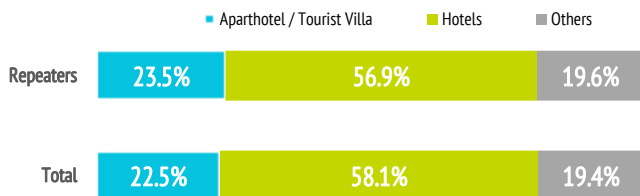
With whom did they book their flight and accommodation?

	Repeaters	Total
Flight		
- Directly with the airline	43.7%	42.9%
- Tour Operator or Travel Agency	56.3%	57.1%
Accommodation		
- Directly with the accommodation	31.8%	31.5%
- Tour Operator or Travel Agency	68.2%	68.5%

Where do they stay?

	Repeaters	Total
1-2-3* Hotel	11.1%	11.5%
4* Hotel	36.7%	37.6%
5* Hotel / 5* Luxury Hotel	9.1%	9.0%
Aparthotel / Tourist Villa	23.5%	22.5%
House/room rented in a private dwelling	5.5%	5.9%
Private accommodation (1)	8.0%	7.2%
Others (Cottage, cruise, camping,...)	6.1%	6.3%

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



What do they book?

	Repeaters	Total
Room only	29.0%	27.9%
Bed and Breakfast	11.9%	12.4%
Half board	22.0%	21.2%
Full board	3.4%	3.6%
All inclusive	33.7%	34.9%

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29% of tourists book room only.
(Canary Islands: 27.9%)

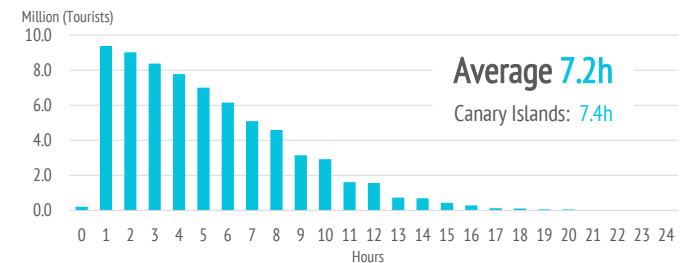
Other expenses

	Repeaters	Total
Restaurants or cafes	60.3%	59.1%
Supermarkets	53.1%	52.1%
Car rental	24.7%	26.3%
Organized excursions	18.2%	20.6%
Taxi, transfer, chauffeur service	50.6%	50.0%
Theme Parks	6.7%	7.5%
Sport activities	5.3%	5.7%
Museums	4.2%	4.6%
Flights between islands	4.2%	4.4%

Activities in the Canary Islands

Outdoor time per day	Repeaters	Total
0 hours	2.2%	2.1%
1 - 2 hours	10.5%	9.8%
3 - 6 hours	34.3%	32.6%
7 - 12 hours	45.5%	47.1%
More than 12 hours	7.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Repeaters	Total
Walk, wander	70.9%	69.8%
Beach	65.4%	66.3%
Swimming pool, hotel facilities	59.1%	58.2%
Explore the island on their own	43.0%	45.2%
Taste Canarian gastronomy	24.4%	24.2%
Nightlife / concerts / shows	15.8%	15.5%
Organized excursions	14.3%	16.9%
Sport activities	13.6%	13.4%
Theme parks	12.6%	14.1%
Wineries / markets / popular festivals	11.4%	11.6%
Activities at sea	9.6%	10.0%
Nature activities	9.6%	10.4%
Museums / exhibitions	9.2%	10.1%
Sea excursions / whale watching	9.1%	11.1%
Beauty and health treatments	5.4%	5.4%
Astronomical observation	3.3%	3.5%

* Multi-choice question

	REPEAT TOURISTS	TOTAL
WALK / WANDER	70.9%	69.8%
SWIMMING POOL / HOTEL FACILITIES	59.1%	58.2%



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Repeat Tourists	9,585,885	1,935,831	1,194,353	2,752,214	3,433,781	189,053
- Share by islands	100%	20.2%	12.5%	28.7%	35.8%	2.0%
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%
% Repeat Tourists	72.2%	76.8%	72.0%	74.4%	68.1%	80.3%

How many islands do they visit during their trip?

	Repeaters	Total
One island	91.8%	91.4%
Two islands	6.8%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Repeaters	Total
Research		
- Tourist package	14.1%	14.8%
- Flights	12.8%	13.0%
- Accommodation	16.8%	16.9%
- Transport	14.5%	15.7%
- Restaurants	26.9%	28.4%
- Excursions	23.8%	26.2%
- Activities	27.3%	30.1%
Book or purchase		
- Tourist package	40.8%	39.4%
- Flights	67.6%	66.7%
- Accommodation	56.7%	57.3%
- Transport	47.8%	47.6%
- Restaurants	11.7%	12.1%
- Excursions	11.3%	13.0%
- Activities	13.2%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Repeaters	Total
Did not use the Internet	8.5%	8.3%
Used the Internet	91.5%	91.7%
- Own Internet connection	35.6%	37.4%
- Free Wifi connection	41.2%	39.5%
Applications*		
- Search for locations or maps	58.4%	61.7%
- Search for destination info	42.8%	44.8%
- Share pictures or trip videos	54.6%	56.0%
- Download tourist apps	6.8%	7.0%
- Others	25.2%	22.6%

* Multi-choice question

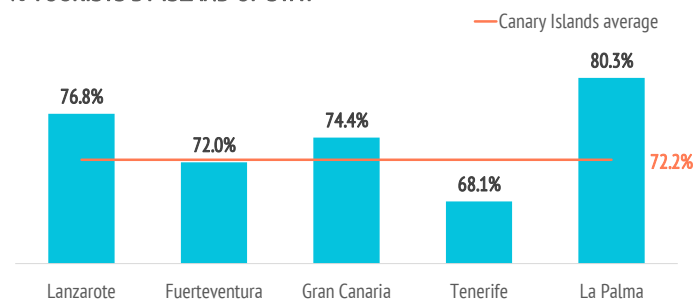


54.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

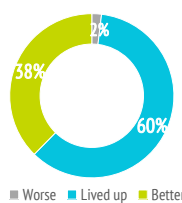


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Repeaters	Total
Average rating	8.75	8.70

Experience in the Canary Islands	Repeaters	Total
Worse or much worse than expected	1.9%	2.3%
Lived up to expectations	60.5%	55.6%
Better or much better than expected	37.6%	42.1%

Future intentions (scale 1-10)	Repeaters	Total
Return to the Canary Islands	8.96	8.73
Recommend visiting the Canary Islands	9.08	8.95



Experience in the Canary



Return to the Canary Islands



9.08/10

Recommend visiting the Canary Islands

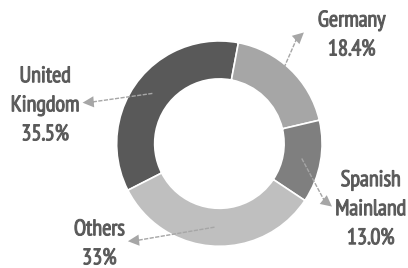
How many are loyal to the Canary Islands?

	Repeaters	Total
Repeat tourists	100.0%	72.2%
Repeat tourists (last 5 years)	92.3%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	27.0%	19.5%
At least 10 previous visits	25.7%	18.6%

Where are they from?



	%	Absolute
United Kingdom	35.5%	3,399,982
Germany	18.4%	1,760,450
Spanish Mainland	13.0%	1,247,680
Ireland	4.1%	396,366
Sweden	3.9%	373,086
Netherlands	3.7%	353,402
Norways	3.3%	317,979
Belgium	2.7%	255,525
France	2.5%	237,439
Italy	2.4%	228,234
Denmark	2.0%	189,983
Finland	1.9%	177,403
Poland	1.6%	154,944
Switzerland	1.6%	150,827
Austria	0.5%	50,159
Russia	0.4%	36,306
Czech Republic	0.4%	35,955
Others	2.3%	220,165



Who do they come with?



	Repeaters	Total
Unaccompanied	9.9%	9.6%
Only with partner	49.1%	48.1%
Only with children (< 13 years old)	5.3%	5.6%
Partner + children (< 13 years old)	6.3%	6.5%
Other relatives	9.2%	9.3%
Friends	5.6%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.9%	13.7%

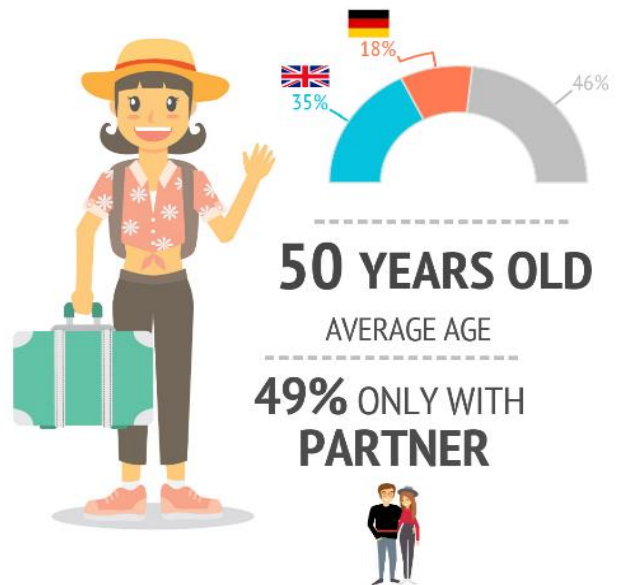
(1) Different situations have been isolated

Tourists with children	17.3%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	14.5%	14.8%
- Between 0 -2 and 3-12 years	1.3%	1.4%
Tourists without children	82.7%	82.3%
Group composition:		
- 1 person	13.3%	13.2%
- 2 people	55.3%	55.1%
- 3 people	11.7%	12.0%
- 4 or 5 people	16.1%	16.3%
- 6 or more people	3.6%	3.5%
Average group size:	2.53	2.54

Who are they?



	Repeaters	Total
Gender		
Men	48.5%	48.6%
Women	51.5%	51.4%
Age		
Average age (tourist > 15 years old)	49.6	47.1
Standard deviation	15.0	15.4
Age range (> 15 years old)		
16 - 24 years old	5.2%	7.3%
25 - 30 years old	8.0%	10.9%
31 - 45 years old	26.0%	28.0%
46 - 60 years old	34.4%	31.8%
Over 60 years old	26.4%	22.1%
Occupation		
Salaried worker	53.2%	55.0%
Self-employed	11.3%	11.5%
Unemployed	0.9%	1.1%
Business owner	9.3%	9.4%
Student	2.5%	3.5%
Retired	21.3%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.9%	17.5%
€25,000 - €49,999	37.2%	37.5%
€50,000 - €74,999	23.5%	22.8%
More than €74,999	23.3%	22.2%
Education level		
No studies	5.2%	5.0%
Primary education	2.6%	2.6%
Secondary education	24.2%	23.6%
Higher education	68.0%	68.9%



Pictures: Freepik.com