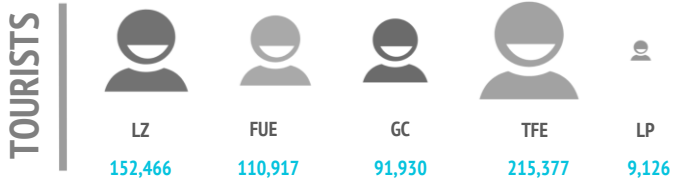


How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>152.47</b>	<b>110.92</b>	<b>91.93</b>	<b>215.38</b>	<b>9.13</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>131.77</b>	<b>97.55</b>	<b>81.91</b>	<b>190.80</b>	<b>7.80</b>
- book holiday package (*)	61.78	72.07	47.89	87.12	4.04
- do not book holiday package (*)	69.99	25.47	34.02	103.68	3.76
- % tourists who book holiday package	46.9%	73.9%	58.5%	45.7%	51.8%

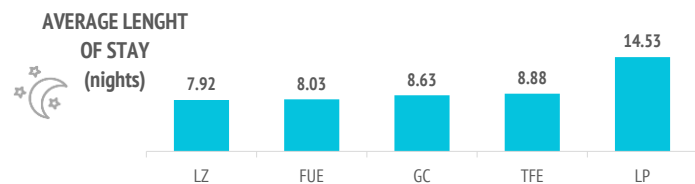
(\*) Thousands of tourists



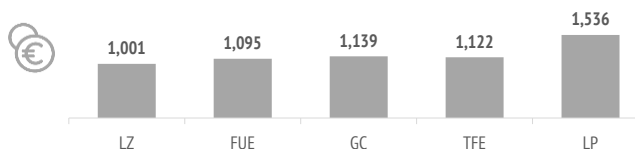
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	<b>1,001</b>	<b>1,095</b>	<b>1,139</b>	<b>1,122</b>	<b>1,536</b>
- book holiday package	1,173	1,052	1,278	1,186	1,260
- holiday package	988	918	1,065	975	1,080
- others	184	134	214	211	180
- do not book holiday package	849	1,217	944	1,069	1,834
- flight	231	365	251	286	344
- accommodation	298	583	370	411	829
- others	320	269	323	372	661
<b>Average length of stay</b>	<b>7.92</b>	<b>8.03</b>	<b>8.63</b>	<b>8.88</b>	<b>14.53</b>
- book holiday package	7.66	7.78	8.45	7.82	8.03
- do not book holiday package	8.15	8.72	8.88	9.78	21.51
<b>Average daily expenditure (€)</b>	<b>134.4</b>	<b>139.9</b>	<b>141.5</b>	<b>136.0</b>	<b>126.9</b>
- book holiday package	157.1	138.0	160.5	156.8	159.2
- do not book holiday package	114.3	145.5	114.7	118.5	92.1
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>132</b>	<b>107</b>	<b>93</b>	<b>214</b>	<b>12</b>
- book holiday package	72	76	61	103	5
- do not book holiday package	59	31	32	111	7



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

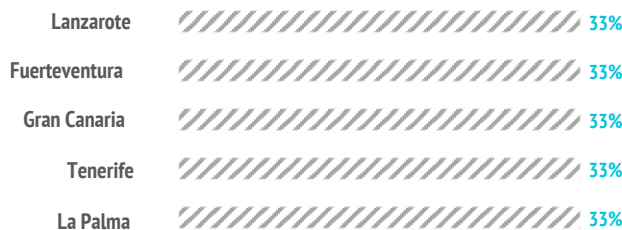


	LZ	FUE	GC	TFE	LP
Climate	75.1%	81.5%	82.7%	78.2%	69.9%
Landscapes	59.6%	41.1%	48.3%	60.9%	76.8%
Tranquility	50.2%	52.5%	50.0%	50.4%	48.5%
Sea	47.2%	62.2%	44.8%	43.5%	33.8%
Safety	43.3%	46.4%	45.2%	47.6%	35.4%
Price	38.4%	52.3%	48.9%	42.2%	51.5%
Accommodation supply	36.8%	47.5%	50.5%	41.7%	41.1%
Environment	44.6%	34.4%	39.0%	45.4%	55.0%
Beaches	32.9%	53.9%	39.9%	29.6%	13.4%
European belonging	34.0%	38.3%	36.7%	35.2%	33.5%
Authenticity	37.2%	22.5%	23.0%	33.8%	45.4%
Effortless trip	24.8%	21.4%	23.0%	25.5%	17.1%
Exoticism	22.6%	20.7%	21.9%	23.5%	26.8%
Gastronomy	15.7%	14.8%	21.3%	21.9%	13.9%
Fun possibilities	13.0%	16.8%	17.9%	18.5%	7.1%
Hiking trail network	14.9%	9.0%	10.7%	19.5%	41.3%
Historical heritage	17.4%	7.9%	12.2%	19.2%	11.9%
Shopping	8.4%	15.1%	13.4%	11.4%	4.7%
Culture	12.3%	6.3%	10.9%	12.8%	8.9%
Nightlife	2.7%	5.3%	12.3%	9.6%	0.9%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	29.1%	50.9%	47.6%	35.3%	28.4%
Enjoy family time	10.6%	10.1%	8.9%	9.7%	8.0%
Have fun	2.1%	2.8%	9.8%	6.1%	2.9%
Explore the destination	55.5%	31.6%	30.7%	44.9%	58.5%
Practice their hobbies	1.8%	3.1%	0.3%	1.5%	2.2%
Other reasons	0.9%	1.5%	2.7%	2.4%	0.0%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	1.2%	0.6%	0.2%	1.3%	0.0%
Between 1 and 30 days	22.6%	18.7%	25.9%	23.7%	13.3%
Between 1 and 2 months	26.3%	23.5%	24.5%	25.5%	33.7%
Between 3 and 6 months	36.7%	45.2%	37.6%	34.0%	25.7%
More than 6 months	13.1%	12.0%	11.8%	15.5%	27.3%

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?

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	31.5%	30.7%	37.4%	30.3%	34.1%
Friends or relatives	26.6%	17.6%	18.9%	27.6%	17.7%
Internet or social media	57.6%	55.0%	56.5%	55.7%	68.2%
Mass Media	1.2%	1.5%	1.5%	0.7%	0.0%
Travel guides and magazines	19.0%	11.7%	13.1%	16.5%	25.0%
Travel Blogs or Forums	12.3%	4.8%	4.3%	10.5%	9.3%
Travel TV Channels	1.3%	1.0%	0.6%	0.3%	0.0%
Tour Operator or Travel Agency	27.9%	33.7%	29.6%	26.6%	18.6%
Public administrations or similar	0.2%	0.9%	0.3%	0.1%	3.4%
Others	1.8%	0.6%	2.3%	2.6%	2.9%

\* Multi-choise question

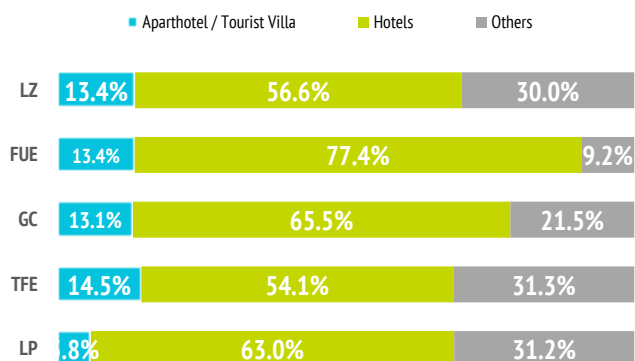
### With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	47.8%	28.3%	35.3%	50.9%	38.8%
- Tour Operator or Travel Agency	52.2%	71.7%	64.7%	49.1%	61.2%
<b>Accommodation</b>					
- Directly with the accommodation	39.5%	22.4%	30.1%	38.9%	27.4%
- Tour Operator or Travel Agency	60.5%	77.6%	69.9%	61.1%	72.6%

### Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	7.9%	16.2%	10.1%	8.6%	0.0%
4* Hotel	38.7%	56.6%	43.6%	36.4%	63.0%
5* Hotel / 5* Luxury Hotel	10.0%	4.6%	11.7%	9.1%	0.0%
Aparthotel / Tourist Villa	13.4%	13.4%	13.1%	14.5%	5.8%
House/room rented in a private dwelling	14.0%	2.5%	7.8%	11.9%	13.4%
Private accommodation (1)	5.0%	2.1%	5.2%	8.8%	5.9%
Others (Cottage, cruise, camping,...)	10.9%	4.5%	8.4%	10.6%	11.9%

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



### What do they book?

	LZ	FUE	GC	TFE	LP
Room only	29.6%	7.9%	22.0%	28.7%	29.1%
Bed and Breakfast	5.3%	2.5%	9.7%	11.3%	8.9%
Half board	17.1%	8.6%	23.9%	22.3%	6.6%
Full board	9.0%	16.0%	7.2%	6.1%	2.5%
All inclusive	38.9%	65.0%	37.2%	31.5%	52.9%

### Other expenses

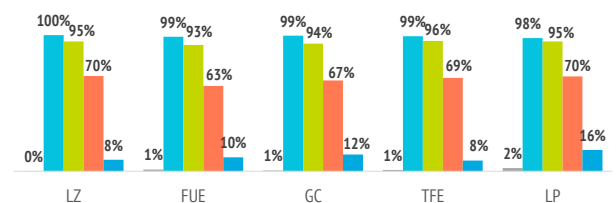
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	56.6%	30.9%	53.5%	57.6%	65.9%
Supermarkets	47.8%	27.3%	40.4%	46.0%	50.1%
Car rental	56.7%	32.1%	34.2%	42.1%	58.2%
Organized excursions	47.5%	24.3%	30.5%	27.2%	34.2%
Taxi, transfer, chauffeur service	44.1%	52.9%	58.7%	38.7%	26.9%
Theme Parks	3.5%	5.4%	4.8%	11.2%	0.0%
Sport activities	8.9%	8.0%	5.5%	7.1%	2.4%
Museums	25.7%	2.1%	9.2%	7.1%	14.1%
Flights between islands	9.3%	7.9%	2.3%	4.9%	6.3%

### Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.1%	1.3%	0.5%	0.9%	2.3%
1 - 2 hours	4.6%	6.0%	5.8%	3.4%	2.5%
3 - 6 hours	25.3%	30.1%	27.1%	27.1%	25.7%
7 - 12 hours	61.5%	52.4%	54.3%	60.7%	54.0%
More than 12 hours	8.4%	10.3%	12.3%	7.8%	15.6%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	80.0%	67.0%	75.7%	72.8%	65.2%
Beach	74.4%	77.0%	77.2%	63.4%	48.2%
Swimming pool, hotel facilities	61.3%	71.0%	70.3%	63.6%	53.8%
Explore the island on their own	68.3%	46.6%	50.7%	57.7%	71.6%
Organized excursions	29.5%	32.6%	24.9%	18.9%	24.2%
Museums / exhibitions	48.7%	7.5%	16.4%	10.8%	21.5%
Sport activities	17.9%	19.5%	14.2%	18.5%	26.6%
Nature activities	15.9%	9.2%	12.5%	19.1%	38.8%
Wineries / markets / popular festi	30.1%	6.3%	12.2%	12.3%	3.4%
Sea excursions / whale watching	6.3%	11.1%	15.2%	22.3%	10.4%
Taste Canarian gastronomy	16.2%	10.2%	16.3%	13.9%	6.9%
Theme parks	6.1%	15.2%	9.7%	19.4%	0.0%
Activities at sea	7.9%	10.6%	12.0%	11.8%	8.7%
Nightlife / concerts / shows	4.1%	7.8%	16.4%	11.6%	1.6%
Beauty and health treatments	7.6%	8.0%	7.3%	6.5%	5.8%
Astronomical observation	1.9%	2.1%	1.4%	3.7%	11.3%

\* Multi-choise question

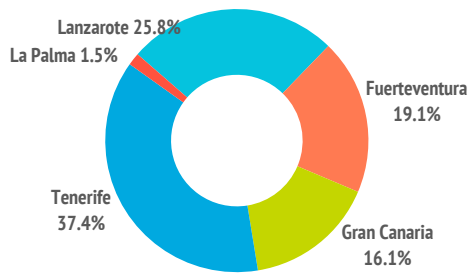
### CANARY ISLANDS



# TOURIST PROFILE BY ISLAND OF STAY (2019)

## FRANCE

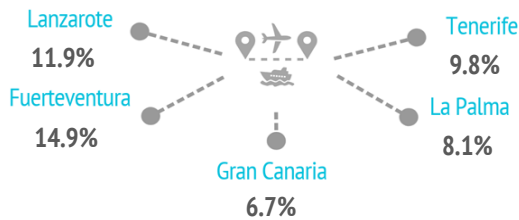
### Which island do they choose?



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

	LZ	FUE	GC	TFE	LP
One island	88.1%	85.1%	93.3%	90.2%	91.9%
Two islands	10.6%	14.1%	4.3%	8.3%	4.0%
Three or more islands	1.3%	0.8%	2.4%	1.5%	4.1%

#### % TOURISTS VISITING MORE THAN ONE ISLAND



### Internet usage during their trip

	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	12.6%	15.7%	13.4%	12.0%	0.0%
- Flights	6.6%	7.0%	10.5%	7.1%	0.0%
- Accommodation	9.7%	14.6%	11.3%	12.3%	0.0%
- Transport	7.4%	10.0%	10.7%	10.2%	6.9%
- Restaurants	20.4%	12.7%	18.9%	29.7%	9.5%
- Excursions	26.8%	20.9%	18.5%	29.9%	10.2%
- Activities	28.7%	23.9%	24.1%	32.2%	18.6%
<b>Book or purchase</b>					
- Tourist package	22.1%	32.7%	24.7%	23.8%	32.0%
- Flights	71.9%	59.0%	64.3%	71.2%	74.9%
- Accommodation	66.9%	56.4%	58.4%	61.7%	72.1%
- Transport	57.7%	45.3%	46.7%	54.4%	56.2%
- Restaurants	12.9%	9.3%	14.1%	7.7%	19.2%
- Excursions	10.9%	6.2%	12.4%	15.8%	11.1%
- Activities	11.8%	10.0%	11.8%	17.9%	7.4%

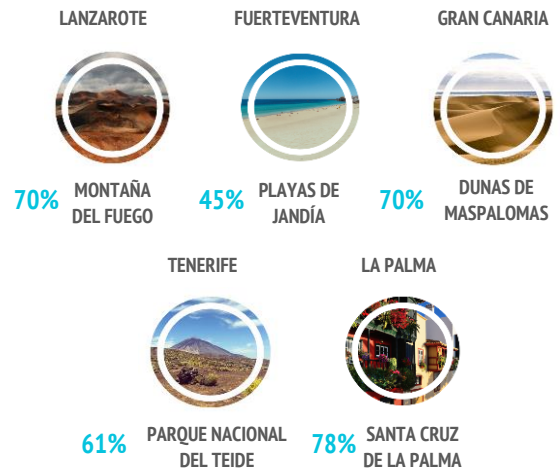
\* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
<b>Did not use the Internet</b>	<b>6.4%</b>	<b>10.5%</b>	<b>8.7%</b>	<b>9.7%</b>	<b>13.1%</b>
<b>Used the Internet</b>	<b>93.6%</b>	<b>89.5%</b>	<b>91.3%</b>	<b>90.3%</b>	<b>86.9%</b>
- Own Internet connection	41.3%	40.5%	36.4%	46.1%	70.2%
- Free Wifi connection	40.5%	31.2%	38.5%	29.1%	5.4%

Applications*	LZ	FUE	GC	TFE	LP
- Search for locations or maps	76.7%	60.5%	67.4%	75.7%	75.6%
- Search for destination info	38.2%	22.7%	33.3%	33.9%	48.1%
- Share pictures or trip videos	66.3%	64.8%	63.1%	63.8%	65.6%
- Download tourist apps	11.0%	5.3%	8.9%	6.4%	3.1%
- Others	13.8%	16.3%	12.2%	10.0%	22.6%

\* Multi-choice question

### Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.61	8.39	8.34	8.45	8.45

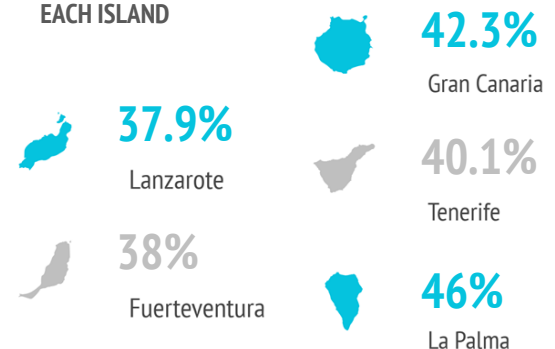
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	3.7%	6.1%	4.8%	4.4%	3.1%
Lived up to expectations	59.1%	68.2%	67.9%	63.7%	63.2%
Better or much better than expected	37.2%	25.7%	27.3%	31.9%	33.7%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.27	8.04	8.07	8.06	7.86
Recommend visiting the Canary Islands	8.74	8.48	8.46	8.62	8.71

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

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	37.9%	38.0%	42.3%	40.1%	46.0%
At least 10 previous visits	2.7%	1.7%	3.3%	4.7%	0.0%
Repeat tourists	44.7%	44.3%	52.0%	45.7%	56.4%
At least 10 previous visits	4.7%	3.1%	6.4%	6.2%	12.1%

### REPEAT TOURIST OF EACH ISLAND



# TOURIST PROFILE BY ISLAND OF STAY (2019)

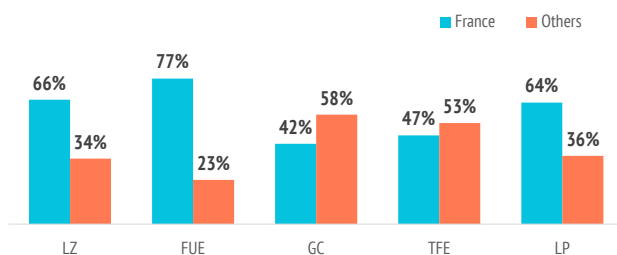
## FRANCE

### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
France	65.5%	76.7%	42.3%	46.7%	64.0%
Spanish Mainland	19.3%	9.0%	29.2%	35.2%	22.4%
Belgium	4.9%	2.4%	6.8%	7.7%	1.5%
Switzerland	3.8%	6.3%	7.7%	5.2%	10.9%
Luxembourg	2.9%	1.8%	4.5%	2.2%	0.0%
Germany	0.9%	2.3%	2.3%	1.6%	0.0%
Others	2.7%	1.5%	7.2%	1.4%	1.1%

#### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	3.4%	3.4%	9.1%	6.3%	1.0%
Only with partner	53.7%	47.7%	47.5%	47.9%	32.8%
Only with children (< 13 years old)	7.7%	10.4%	5.4%	7.9%	16.3%
Partner + children (< 13 years old)	6.2%	8.2%	5.1%	6.2%	12.5%
Other relatives	7.2%	7.1%	7.7%	7.3%	5.2%
Friends	4.1%	2.9%	7.7%	5.5%	7.0%
Work colleagues	0.0%	0.0%	0.4%	0.2%	2.9%
Organized trip	0.0%	1.2%	0.7%	0.2%	0.0%
Other combinations <sup>(1)</sup>	17.6%	19.1%	16.5%	18.5%	22.2%

(1) Different situations have been isolated

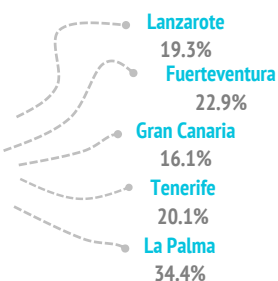
Tourists with children	LZ	FUE	GC	TFE	LP
<b>Tourists with children</b>	<b>19.3%</b>	<b>22.9%</b>	<b>16.1%</b>	<b>20.1%</b>	<b>34.4%</b>
- Between 0 and 2 years old	1.8%	1.5%	2.2%	1.4%	0.0%
- Between 3 and 12 years old	16.3%	21.3%	13.5%	16.0%	34.4%
- Between 0-2 and 3-12 years	1.1%	0.2%	0.4%	2.6%	0.0%
<b>Tourists without children</b>	<b>80.7%</b>	<b>77.1%</b>	<b>83.9%</b>	<b>79.9%</b>	<b>65.6%</b>

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	6.2%	4.1%	11.6%	8.9%	1.0%
- 2 people	56.3%	57.4%	54.6%	54.9%	42.9%
- 3 people	14.2%	13.5%	14.3%	12.6%	29.3%
- 4 or 5 people	19.1%	23.1%	16.9%	20.2%	25.0%
- 6 or more people	4.1%	2.0%	2.7%	3.4%	1.8%
<b>Average group size:</b>	<b>2.72</b>	<b>2.69</b>	<b>2.53</b>	<b>2.68</b>	<b>2.90</b>

#### TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)

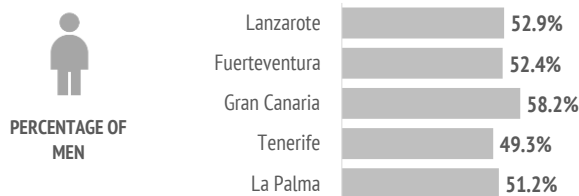


### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	52.9%	52.4%	58.2%	49.3%	51.2%
Women	47.1%	47.6%	41.8%	50.7%	48.8%
<b>Age</b>					
Average age (tourist > 15 years old)	46.8	47.0	46.4	46.4	45.7
Standard deviation	15.7	14.1	15.4	15.3	10.7
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	6.1%	6.9%	9.1%	6.2%	3.3%
25 - 30 years old	15.0%	8.6%	11.5%	13.4%	5.0%
31 - 45 years old	25.1%	31.8%	27.1%	27.6%	43.8%
46 - 60 years old	31.9%	34.0%	34.9%	33.0%	36.3%
Over 60 years old	21.9%	18.7%	17.4%	19.7%	11.6%
<b>Occupation</b>					
Salaried worker	58.7%	66.7%	59.7%	60.9%	56.4%
Self-employed	10.7%	5.9%	7.1%	9.8%	16.3%
Unemployed	1.1%	0.8%	0.9%	0.8%	0.0%
Business owner	5.8%	6.3%	9.0%	7.7%	10.6%
Student	3.4%	3.0%	5.7%	3.5%	0.0%
Retired	19.0%	16.1%	16.7%	16.1%	16.6%
Unpaid domestic work	0.7%	0.0%	0.7%	0.1%	0.0%
Others	0.7%	1.2%	0.3%	1.1%	0.0%

	LZ	FUE	GC	TFE	LP
<b>Annual household income level</b>					
Less than €25,000	9.5%	13.9%	13.5%	15.6%	10.3%
€25,000 - €49,999	45.9%	51.0%	40.8%	47.8%	53.4%
€50,000 - €74,999	27.8%	19.6%	29.0%	19.1%	23.3%
More than €74,999	16.9%	15.5%	16.7%	17.5%	13.1%
<b>Education level</b>					
No studies	0.6%	0.8%	1.5%	0.9%	2.1%
Primary education	1.8%	3.4%	2.0%	1.9%	1.2%
Secondary education	20.1%	28.6%	25.3%	22.0%	27.0%
Higher education	77.5%	67.2%	71.2%	75.3%	69.7%



#### % OF TOURISTS WITH INCOMES OVER €74,999

Legend: Lanzarote (blue), Fuerteventura (orange), Gran Canaria (green), Tenerife (light blue), La Palma (grey)



#### % OF TOURISTS TRAVELLING ONLY WITH PARTNER

