

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019)

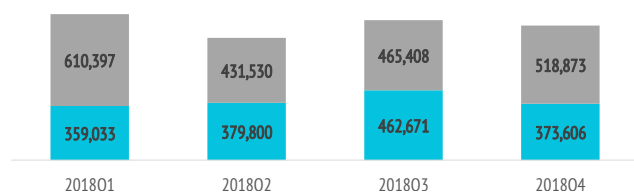
## FRIENDS OR RELATIVES

### How many are they and how much do they spend?

	Friends or relatives	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	3,601,318	13,271,035
- book holiday package	1,575,110	7,426,022
- do not book holiday package	2,026,208	5,845,014
- % tourists who book holiday package	43.7%	56.0%
Share of total tourist	27.1%	100%

### TOURISTS BY QUARTER: FRIENDS OR RELATIVES

■ do not book holiday package ■ book holiday package

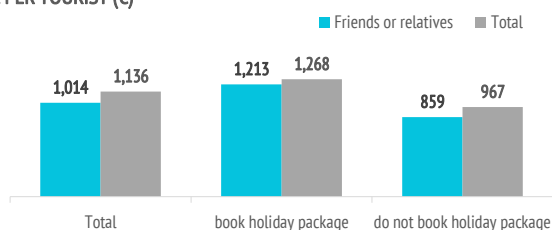


	Friends or relatives	Total
<b>Expenditure per tourist (€)</b>	<b>1,014</b>	<b>1,136</b>
- book holiday package	1,213	1,268
- holiday package	966	1,031
- others	247	237
- do not book holiday package	859	967
- flight	252	263
- accommodation	243	321
- others	364	383
<b>Average length of stay</b>	<b>8.70</b>	<b>9.09</b>
- book holiday package	8.14	8.64
- do not book holiday package	9.13	9.68
<b>Average daily expenditure (€)</b>	<b>129.7</b>	<b>138.9</b>
- book holiday package	156.4	155.4
- do not book holiday package	109.0	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>3,651</b>	<b>15,070</b>
- book holiday package	1,911	9,416
- do not book holiday package	1,741	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Friends or relatives	Total
Climate	73.4%	78.4%
Safety	49.4%	51.9%
Tranquility	44.5%	47.6%
Sea	43.1%	44.4%
Accommodation supply	37.1%	42.9%
Beaches	37.0%	37.7%
Price	36.5%	37.4%
Landscapes	35.4%	33.1%
Environment	34.3%	33.2%
Effortless trip	33.3%	35.2%
European belonging	32.0%	36.1%
Fun possibilities	24.6%	21.1%
Gastronomy	24.4%	23.2%
Authenticity	22.8%	20.3%
Exoticism	13.5%	11.4%
Nightlife	10.1%	8.0%
Hiking trail network	10.0%	9.6%
Shopping	9.6%	9.4%
Culture	9.0%	8.0%
Historical heritage	8.9%	8.2%

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?

	Friends or relatives	Total
Rest	45.8%	55.5%
Enjoy family time	19.0%	14.4%
Have fun	11.5%	8.6%
Explore the destination	20.0%	17.8%
Practice their hobbies	1.7%	1.9%
Other reasons	2.0%	1.8%

#### HAVE FUN



Friends or relatives 11.5%

Total 8.6%

### How far in advance do they book their trip?

	Friends or relatives	Total
The same day	0.8%	0.7%
Between 1 and 30 days	23.7%	23.8%
Between 1 and 2 months	23.6%	22.8%
Between 3 and 6 months	32.7%	32.7%
More than 6 months	19.2%	20.0%

#### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

FRIENDS OR RELATIVES

23.6%



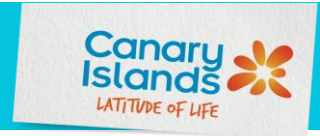
Picture: Freepik.com

TOTAL

22.8%

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019)

## FRIENDS OR RELATIVES



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

	Friends or relatives	Total
Previous visits to the Canary Islands	37.3%	51.9%
Friends or relatives	100%	27.1%
Internet or social media	52.4%	54.7%
Mass Media	2.4%	1.6%
Travel guides and magazines	9.1%	8.4%
Travel Blogs or Forums	7.3%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	14.9%	22.6%
Public administrations or similar	0.5%	0.4%
Others	1.4%	2.4%

\* Multi-choise question

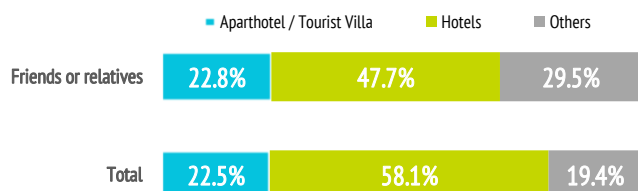
### With whom did they book their flight and accommodation?

	Friends or relatives	Total
<b>Flight</b>		
- Directly with the airline	53.8%	42.9%
- Tour Operator or Travel Agency	46.2%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	38.0%	31.5%
- Tour Operator or Travel Agency	62.0%	68.5%

### Where do they stay?

	Friends or relatives	Total
1-2-3* Hotel	10.3%	11.5%
4* Hotel	29.6%	37.6%
5* Hotel / 5* Luxury Hotel	7.8%	9.0%
Aparthotel / Tourist Villa	22.8%	22.5%
House/room rented in a private dwelling	8.1%	5.9%
Private accommodation (1)	14.8%	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?

	Friends or relatives	Total
Room only	35.2%	27.9%
Bed and Breakfast	13.2%	12.4%
Half board	18.4%	21.2%
Full board	3.0%	3.6%
All inclusive	30.1%	34.9%

”  
**35.2%** of tourists book room only.  
 (Canary Islands: 27.9%)

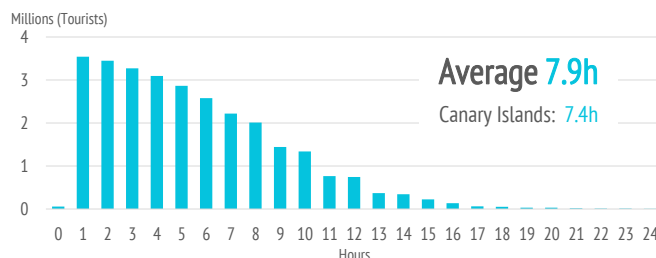
### Other expenses

	Friends or relatives	Total
Restaurants or cafes	65.4%	59.1%
Supermarkets	58.6%	52.1%
Car rental	28.5%	26.3%
Organized excursions	22.0%	20.6%
Taxi, transfer, chauffeur service	43.0%	50.0%
Theme Parks	9.5%	7.5%
Sport activities	7.1%	5.7%
Museums	5.7%	4.6%
Flights between islands	5.1%	4.4%

### Activities in the Canary Islands

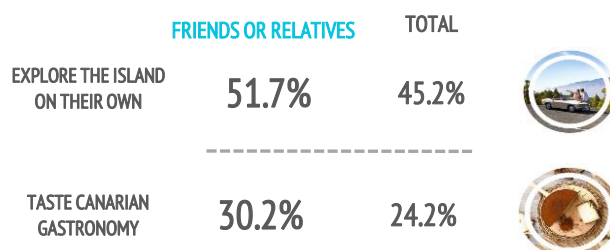
Outdoor time per day	Friends or relatives	Total
0 hours	1.6%	2.1%
1 - 2 hours	7.5%	9.8%
3 - 6 hours	29.2%	32.6%
7 - 12 hours	51.4%	47.1%
More than 12 hours	10.2%	8.4%

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



Activities in the Canary Islands	Friends or relatives	Total
Walk, wander	74.6%	69.8%
Beach	71.2%	66.3%
Swimming pool, hotel facilities	56.5%	58.2%
Explore the island on their own	51.7%	45.2%
Taste Canarian gastronomy	30.2%	24.2%
Nightlife / concerts / shows	20.7%	15.5%
Theme parks	17.8%	14.1%
Organized excursions	17.8%	16.9%
Sport activities	15.1%	13.4%
Wineries / markets / popular festivals	13.9%	11.6%
Sea excursions / whale watching	13.2%	11.1%
Museums / exhibitions	12.6%	10.1%
Nature activities	11.7%	10.4%
Activities at sea	11.5%	10.0%
Beauty and health treatments	5.8%	5.4%
Astronomical observation	4.2%	3.5%

\* Multi-choise question



# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019)

## FRIENDS OR RELATIVES



### Which island do they choose?



Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Friends or relatives	3,601,318	686,749	339,280	963,328	1,528,365	58,235
- Share by islands	100%	19.1%	9.4%	26.7%	42.4%	1.6%
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%
% Friends or relatives	27.1%	27.2%	20.4%	26.0%	30.3%	24.7%

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



	Friends or relatives	Total
One island	91.2%	91.4%
Two islands	7.8%	7.2%
Three or more islands	1.0%	1.4%

### Internet usage during their trip



	Friends or relatives	Total
<b>Research</b>		
- Tourist package	13.9%	14.8%
- Flights	12.9%	13.0%
- Accommodation	15.8%	16.9%
- Transport	16.9%	15.7%
- Restaurants	32.9%	28.4%
- Excursions	28.0%	26.2%
- Activities	33.3%	30.1%
<b>Book or purchase</b>		
- Tourist package	32.9%	39.4%
- Flights	72.8%	66.7%
- Accommodation	56.2%	57.3%
- Transport	47.2%	47.6%
- Restaurants	12.4%	12.1%
- Excursions	13.0%	13.0%
- Activities	16.0%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Friends or relatives	Total
<b>Did not use the Internet</b>	<b>6.6%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>93.4%</b>	<b>91.7%</b>
- Own Internet connection	44.0%	37.4%
- Free Wifi connection	35.3%	39.5%
<b>Applications*</b>		
- Search for locations or maps	68.1%	61.7%
- Search for destination info	49.0%	44.8%
- Share pictures or trip videos	62.7%	56.0%
- Download tourist apps	7.6%	7.0%
- Others	18.4%	22.6%

\* Multi-choice question

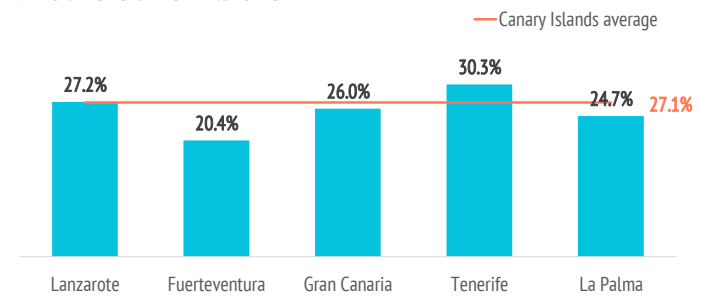


**62.7%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



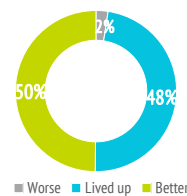
### % TOURISTS BY ISLAND OF STAY



### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Friends or relatives	Total
Average rating	8.73	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	47.7%	55.6%
Better or much better than expected	49.8%	42.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.67	8.73
Recommend visiting the Canary Islands	8.94	8.95



Experience in the Canary



8.67/10

Return to the Canary Islands



8.94/10

Recommend visiting the Canary Islands

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



	Friends or relatives	Total
<b>Repeat tourists</b>	<b>58.9%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	52.9%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.4%	19.5%
<b>At least 10 previous visits</b>	<b>12.3%</b>	<b>18.6%</b>

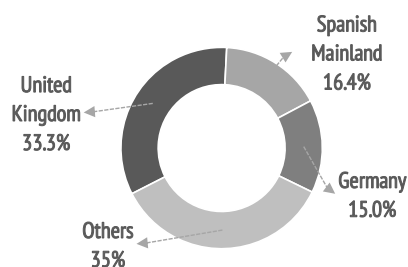
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## FRIENDS OR RELATIVES

### Where are they from?



	%	Absolute
United Kingdom	33.3%	1,199,656
Spanish Mainland	16.4%	591,411
Germany	15.0%	539,285
Ireland	3.9%	140,281
Netherlands	3.6%	129,870
Italy	3.6%	129,676
France	3.4%	122,978
Belgium	2.6%	92,631
Sweden	2.4%	87,058
Norway	2.4%	86,252
Poland	2.4%	86,175
Switzerland	1.8%	65,315
Denmark	1.4%	49,662
Finland	1.4%	49,018
Russia	0.7%	25,447
Austria	0.5%	19,420
Czech Republic	0.5%	17,378
Others	4.7%	169,805



### Who do they come with?



	Friends or relatives	Total
Unaccompanied	11.9%	9.6%
Only with partner	40.1%	48.1%
Only with children (< 13 years old)	5.2%	5.6%
Partner + children (< 13 years old)	6.4%	6.5%
Other relatives	11.0%	9.3%
Friends	9.4%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.1%	0.3%
Other combinations <sup>(1)</sup>	15.6%	13.7%

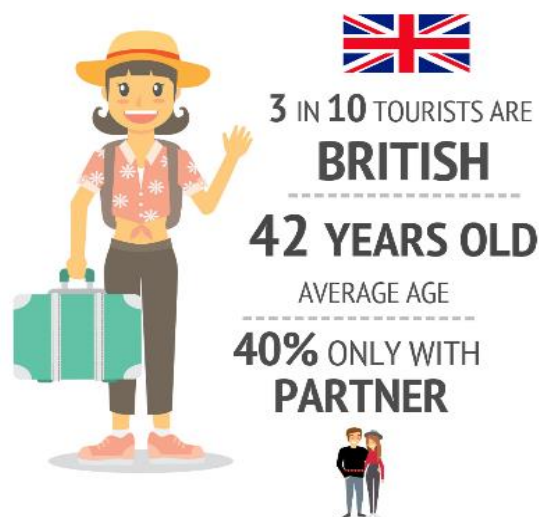
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>19.1%</b>	<b>17.7%</b>
- Between 0 and 2 years old	2.0%	1.6%
- Between 3 and 12 years old	15.3%	14.8%
- Between 0-2 and 3-12 years	1.8%	1.4%
<b>Tourists without children</b>	<b>80.9%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	16.3%	13.2%
- 2 people	48.2%	55.1%
- 3 people	12.3%	12.0%
- 4 or 5 people	18.3%	16.3%
- 6 or more people	4.9%	3.5%
<b>Average group size:</b>	<b>2.63</b>	<b>2.54</b>

### Who are they?



	Friends or relatives	Total
<b>Gender</b>		
Men	46.2%	48.6%
Women	53.8%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	42.1	47.1
Standard deviation	15.0	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	11.5%	7.3%
25 - 30 years old	16.7%	10.9%
31 - 45 years old	32.0%	28.0%
46 - 60 years old	26.1%	31.8%
Over 60 years old	13.7%	22.1%
<b>Occupation</b>		
Salaried worker	59.6%	55.0%
Self-employed	12.1%	11.5%
Unemployed	1.5%	1.1%
Business owner	8.2%	9.4%
Student	5.4%	3.5%
Retired	11.6%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	20.9%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	21.5%	22.8%
More than €74,999	19.4%	22.2%
<b>Education level</b>		
No studies	5.5%	5.0%
Primary education	2.2%	2.6%
Secondary education	20.9%	23.6%
Higher education	71.4%	68.9%



Pictures: Freepik.com