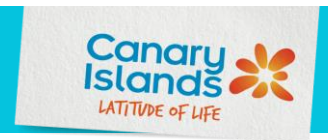


PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019)

TRAVEL BLOGS OR FORUMS



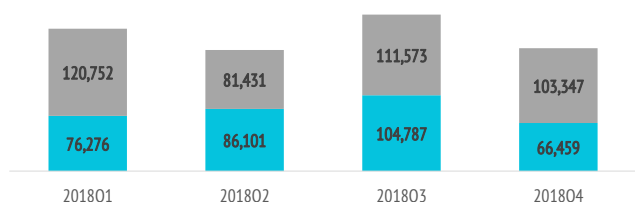
How many are they and how much do they spend?



	Travel blogs/Forums	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	750,726	13,271,035
- book holiday package	333,623	7,426,022
- do not book holiday package	417,104	5,845,014
- % tourists who book holiday package	44.4%	56.0%
Share of total tourist	5.7%	100%

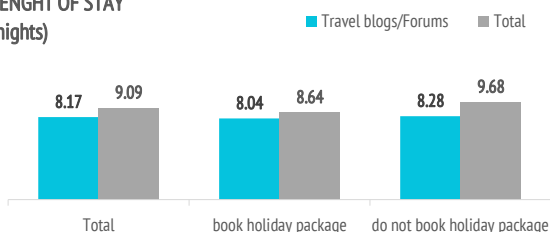
TOURISTS BY QUARTER: TRAVEL BLOGS / FORUMS

■ do not book holiday package ■ book holiday package

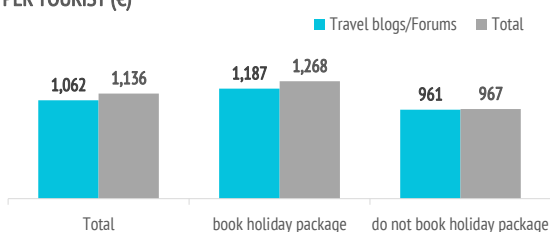


Expenditure per tourist (€)	1,062	1,136
- book holiday package	1,187	1,268
- holiday package	943	1,031
- others	245	237
- do not book holiday package	961	967
- flight	254	263
- accommodation	348	321
- others	359	383
Average length of stay	8.17	9.09
- book holiday package	8.04	8.64
- do not book holiday package	8.28	9.68
Average daily expenditure (€)	137.9	138.9
- book holiday package	154.9	155.4
- do not book holiday package	124.3	117.9
Total turnover (> 15 years old) (€m)	797	15,070
- book holiday package	396	9,416
- do not book holiday package	401	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Travel blogs/Forums	Total
Climate	78.1%	78.4%
Safety	50.8%	51.9%
Landscapes	47.2%	33.1%
Sea	46.7%	44.4%
Tranquility	46.4%	47.6%
Environment	40.3%	33.2%
Accommodation supply	40.1%	42.9%
Price	39.3%	37.4%
Beaches	38.6%	37.7%
European belonging	34.9%	36.1%
Effortless trip	34.4%	35.2%
Authenticity	27.2%	20.3%
Gastronomy	25.4%	23.2%
Fun possibilities	21.7%	21.1%
Exoticism	15.7%	11.4%
Hiking trail network	13.1%	9.6%
Historical heritage	11.1%	8.2%
Culture	10.9%	8.0%
Shopping	6.5%	9.4%
Nightlife	5.8%	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?



	Travel blogs/Forums	Total
Rest	37.6%	55.5%
Enjoy family time	12.1%	14.4%
Have fun	9.0%	8.6%
Explore the destination	37.5%	17.8%
Practice their hobbies	2.1%	1.9%
Other reasons	1.7%	1.8%

EXPLORE THE DESTINATION

Travel blogs/Forums



37.5%

Total

17.8%

How far in advance do they book their trip?



	Travel blogs/Forums	Total
The same day	0.8%	0.7%
Between 1 and 30 days	24.4%	23.8%
Between 1 and 2 months	25.4%	22.8%
Between 3 and 6 months	34.6%	32.7%
More than 6 months	14.7%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

TRAVEL BLOGS / FORUMS

25.4%



Picture: Freepik.com

TOTAL

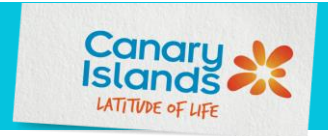
22.8%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use travel blogs or forums to plan the trip.

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 CHANNEL USED TO PLAN THE TRIP (2019)

TRAVEL BLOGS OR FORUMS



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

	Travel blogs/Forums	Total
Previous visits to the Canary Islands	40.3%	51.9%
Friends or relatives	35.0%	27.1%
Internet or social media	87.2%	54.7%
Mass Media	5.2%	1.6%
Travel guides and magazines	22.1%	8.4%
Travel Blogs or Forums	100.0%	5.7%
Travel TV Channels	2.5%	0.8%
Tour Operator or Travel Agency	18.9%	22.6%
Public administrations or similar	1.7%	0.4%
Others	1.8%	2.4%

* Multi-choise question

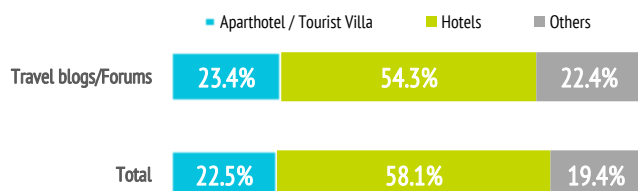
With whom did they book their flight and accommodation?

	Travel blogs/Forums	Total
Flight		
- Directly with the airline	52.2%	42.9%
- Tour Operator or Travel Agency	47.8%	57.1%
Accommodation		
- Directly with the accommodation	41.4%	31.5%
- Tour Operator or Travel Agency	58.6%	68.5%

Where do they stay?

	Travel blogs/Forums	Total
1-2-3* Hotel	10.9%	11.5%
4* Hotel	35.1%	37.6%
5* Hotel / 5* Luxury Hotel	8.3%	9.0%
Aparthotel / Tourist Villa	23.4%	22.5%
House/room rented in a private dwelling	11.7%	5.9%
Private accommodation (1)	2.7%	7.2%
Others (Cottage, cruise, camping,...)	7.9%	6.3%

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



What do they book?

	Travel blogs/Forums	Total
Room only	34.4%	27.9%
Bed and Breakfast	15.0%	12.4%
Half board	21.4%	21.2%
Full board	2.1%	3.6%
All inclusive	27.2%	34.9%

”
34.4% of tourists book room only.
 (Canary Islands: 27.9%)

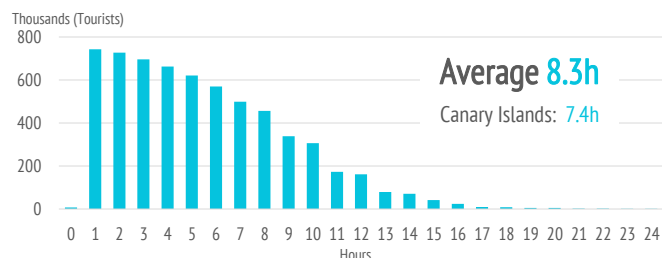
Other expenses

	Travel blogs/Forums	Total
Restaurants or cafes	69.5%	59.1%
Supermarkets	64.8%	52.1%
Car rental	48.0%	26.3%
Organized excursions	28.7%	20.6%
Taxi, transfer, chauffeur service	41.2%	50.0%
Theme Parks	12.5%	7.5%
Sport activities	8.4%	5.7%
Museums	10.8%	4.6%
Flights between islands	7.7%	4.4%

Activities in the Canary Islands

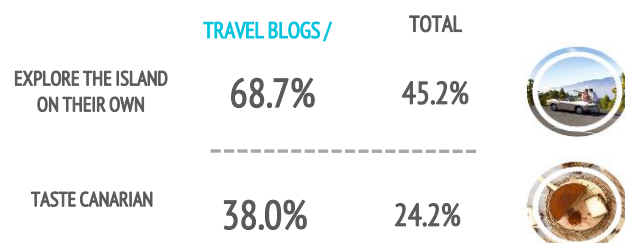
Outdoor time per day	Travel blogs/Forums	Total
0 hours	1.0%	2.1%
1 - 2 hours	6.3%	9.8%
3 - 6 hours	26.3%	32.6%
7 - 12 hours	55.9%	47.1%
More than 12 hours	10.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Travel blogs/Forums	Total
Walk, wander	81.1%	69.8%
Beach	77.1%	66.3%
Explore the island on their own	68.7%	45.2%
Swimming pool, hotel facilities	58.6%	58.2%
Taste Canarian gastronomy	38.0%	24.2%
Theme parks	21.1%	14.1%
Museums / exhibitions	20.6%	10.1%
Nature activities	20.4%	10.4%
Organized excursions	19.7%	16.9%
Wineries / markets / popular festivals	18.8%	11.6%
Sport activities	16.7%	13.4%
Sea excursions / whale watching	16.2%	11.1%
Nightlife / concerts / shows	16.1%	15.5%
Activities at sea	14.2%	10.0%
Astronomical observation	5.9%	3.5%
Beauty and health treatments	5.5%	5.4%

* Multi-choise question



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

TRAVEL BLOGS OR FORUMS



Which island do they choose?



Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Travel blogs or forums	750,726	171,955	88,701	154,088	306,368	22,513
- Share by islands	100%	22.9%	11.8%	20.5%	40.8%	3.0%
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%
% Travel blogs or forums	5.7%	6.8%	5.3%	4.2%	6.1%	9.6%

How many islands do they visit during their trip?



	Travel blogs/Forums	Total
One island	88.8%	91.4%
Two islands	9.7%	7.2%
Three or more islands	1.5%	1.4%

Internet usage during their trip



	Travel blogs/Forums	Total
Research		
- Tourist package	17.9%	14.8%
- Flights	12.8%	13.0%
- Accommodation	16.3%	16.9%
- Transport	20.3%	15.7%
- Restaurants	46.1%	28.4%
- Excursions	41.8%	26.2%
- Activities	48.1%	30.1%
Book or purchase		
- Tourist package	37.1%	39.4%
- Flights	77.5%	66.7%
- Accommodation	74.2%	57.3%
- Transport	64.1%	47.6%
- Restaurants	16.6%	12.1%
- Excursions	20.5%	13.0%
- Activities	23.6%	14.7%

* Multi-choise question

Internet usage in the Canary Islands	Travel blogs/Forums	Total
Did not use the Internet	2.9%	8.3%
Used the Internet	97.1%	91.7%
- Own Internet connection	49.9%	37.4%
- Free Wifi connection	35.9%	39.5%
Applications*		
- Search for locations or maps	85.0%	61.7%
- Search for destination info	71.7%	44.8%
- Share pictures or trip videos	68.9%	56.0%
- Download tourist apps	11.9%	7.0%
- Others	11.6%	22.6%

* Multi-choise question



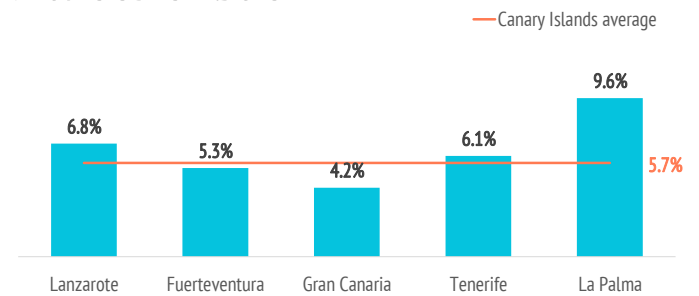
85% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY



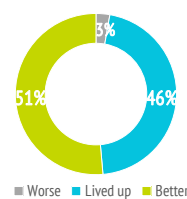
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Travel blogs/Forums	Total
Average rating	8.77	8.70

Experience in the Canary Islands	Travel blogs/Forums	Total
Worse or much worse than expected	2.8%	2.3%
Lived up to expectations	45.9%	55.6%
Better or much better than expected	51.4%	42.1%

Future intentions (scale 1-10)	Travel blogs/Forums	Total
Return to the Canary Islands	8.58	8.73
Recommend visiting the Canary Islands	9.01	8.95



Experience in the Canary



8.58/10

Return to the Canary Islands



9.01/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Travel blogs/Forums	Total
Repeat tourists	56.0%	72.2%
Repeat tourists (last 5 years)	49.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	7.8%	19.5%
At least 10 previous visits	7.1%	18.6%

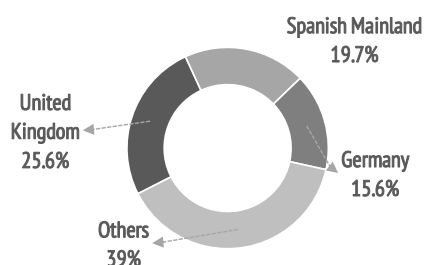
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019)

TRAVEL BLOGS OR FORUMS

Where are they from?



	%	Absolute
United Kingdom	25.6%	192,301
Spanish Mainland	19.7%	147,845
Germany	15.6%	117,365
Poland	6.8%	51,110
France	6.1%	45,743
Italy	3.5%	26,017
Netherlands	2.9%	21,451
Ireland	2.6%	19,818
Belgium	2.0%	14,729
Switzerland	1.7%	12,789
Sweden	1.4%	10,867
Finland	1.4%	10,846
Russia	1.4%	10,404
Norway	0.9%	6,870
Portugal	0.9%	6,802
Denmark	0.9%	6,713
Austria	0.7%	5,599
Others	5.8%	43,457



Who do they come with?



	Travel blogs/Forums	Total
Unaccompanied	5.3%	9.6%
Only with partner	51.5%	48.1%
Only with children (< 13 years old)	5.9%	5.6%
Partner + children (< 13 years old)	10.7%	6.5%
Other relatives	7.1%	9.3%
Friends	6.3%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.3%
Other combinations ⁽¹⁾	13.0%	13.7%

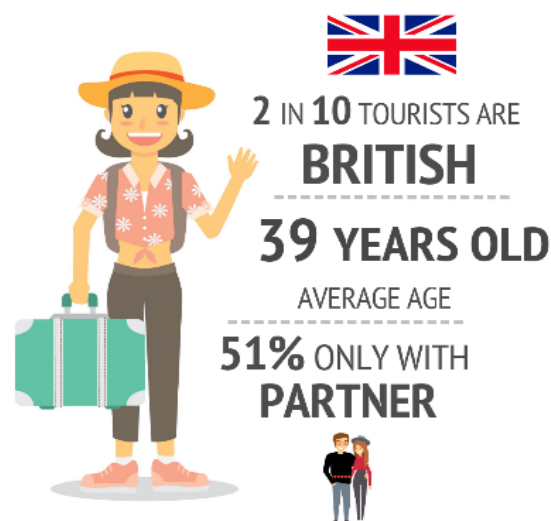
(1) Different situations have been isolated

Tourists with children	21.4%	17.7%
- Between 0 and 2 years old	2.6%	1.6%
- Between 3 and 12 years old	17.4%	14.8%
- Between 0-2 and 3-12 years	1.4%	1.4%
Tourists without children	78.6%	82.3%
Group composition:		
- 1 person	7.9%	13.2%
- 2 people	59.0%	55.1%
- 3 people	12.8%	12.0%
- 4 or 5 people	17.7%	16.3%
- 6 or more people	2.5%	3.5%
Average group size:	2.57	2.54

Who are they??



	Travel blogs/Forums	Total
Gender		
Men	45.4%	48.6%
Women	54.6%	51.4%
Age		
Average age (tourist > 15 years old)	39.4	47.1
Standard deviation	12.7	15.4
Age range (> 15 years old)		
16 - 24 years old	9.7%	7.3%
25 - 30 years old	20.2%	10.9%
31 - 45 years old	38.6%	28.0%
46 - 60 years old	24.8%	31.8%
Over 60 years old	6.6%	22.1%
Occupation		
Salaried worker	65.8%	55.0%
Self-employed	11.2%	11.5%
Unemployed	1.3%	1.1%
Business owner	9.0%	9.4%
Student	5.0%	3.5%
Retired	6.6%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.4%	0.8%
Annual household income level		
Less than €25,000	19.3%	17.5%
€25,000 - €49,999	39%	37.5%
€50,000 - €74,999	23.1%	22.8%
More than €74,999	18.5%	22.2%
Education level		
No studies	3.3%	5.0%
Primary education	0.9%	2.6%
Secondary education	15.4%	23.6%
Higher education	80.4%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use travel blogs or forums to plan the trip.

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