

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

TRAVEL GUIDES AND MAGAZINES

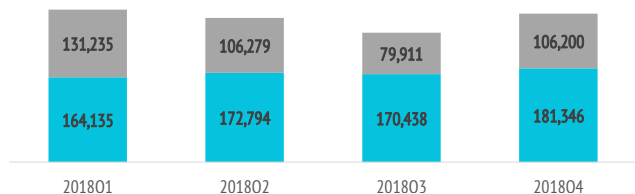
How many are they and how much do they spend?



	Travel guides	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,112,337	13,271,035
- book holiday package	688,712	7,426,022
- do not book holiday package	423,625	5,845,014
- % tourists who book holiday package	61.9%	56.0%
Share of total tourist	8.4%	100%

TOURISTS BY QUARTER: TRAVEL GUIDES AND MAGAZINES

■ do not book holiday package ■ book holiday package



	Travel guides	Total
Expenditure per tourist (€)	1,206	1,136
- book holiday package	1,305	1,268
- holiday package	1,064	1,031
- others	242	237
- do not book holiday package	1,043	967
- flight	266	263
- accommodation	364	321
- others	413	383
Average length of stay	9.40	9.09
- book holiday package	8.95	8.64
- do not book holiday package	10.14	9.68
Average daily expenditure (€)	141.6	138.9
- book holiday package	154.8	155.4
- do not book holiday package	120.1	117.9
Total turnover (> 15 years old) (€m)	1,341	15,070
- book holiday package	899	9,416
- do not book holiday package	442	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Travel guides	Total
Climate	75.7%	78.4%
Safety	52.3%	51.9%
Landscapes	47.1%	33.1%
Tranquility	47.1%	47.6%
Sea	45.9%	44.4%
Accommodation supply	40.9%	42.9%
Environment	38.3%	33.2%
Beaches	34.4%	37.7%
European belonging	33.8%	36.1%
Effortless trip	33.7%	35.2%
Price	32.3%	37.4%
Authenticity	23.8%	20.3%
Gastronomy	22.2%	23.2%
Fun possibilities	17.4%	21.1%
Hiking trail network	16.5%	9.6%
Exoticism	13.1%	11.4%
Historical heritage	11.0%	8.2%
Culture	9.6%	8.0%
Shopping	7.5%	9.4%
Nightlife	5.2%	8.0%

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

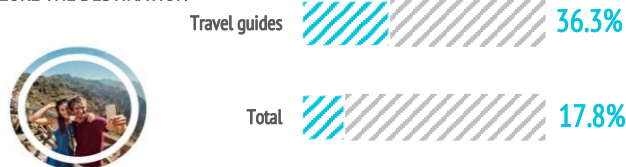
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Travel guides	Total
Rest	42.7%	55.5%
Enjoy family time	9.2%	14.4%
Have fun	7.7%	8.6%
Explore the destination	36.3%	17.8%
Practice their hobbies	2.0%	1.9%
Other reasons	2.2%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Travel guides	Total
The same day	0.3%	0.7%
Between 1 and 30 days	19.3%	23.8%
Between 1 and 2 months	20.8%	22.8%
Between 3 and 6 months	38.1%	32.7%
More than 6 months	21.5%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

TRAVEL GUIDES / MAGAZINES

38.1%



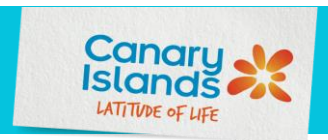
Picture: Freepik.com

TOTAL

32.7%

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TRAVEL GUIDES AND MAGAZINES



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

	Travel guides	Total
Previous visits to the Canary Islands	46.7%	51.9%
Friends or relatives	29.6%	27.1%
Internet or social media	70.2%	54.7%
Mass Media	5.6%	1.6%
Travel guides and magazines	100%	8.4%
Travel Blogs or Forums	14.9%	5.7%
Travel TV Channels	3.0%	0.8%
Tour Operator or Travel Agency	32.7%	22.6%
Public administrations or similar	1.1%	0.4%
Others	1.5%	2.4%

* Multi-choice question

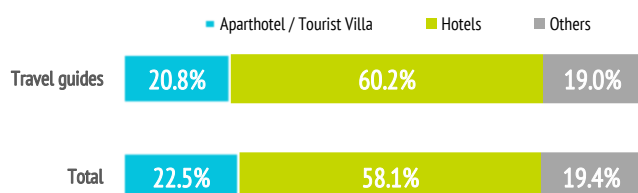
With whom did they book their flight and accommodation?

	Travel guides	Total
Flight		
- Directly with the airline	36.5%	42.9%
- Tour Operator or Travel Agency	63.5%	57.1%
Accommodation		
- Directly with the accommodation	28.2%	31.5%
- Tour Operator or Travel Agency	71.8%	68.5%

Where do they stay?

	Travel guides	Total
1-2-3* Hotel	11.1%	11.5%
4* Hotel	41.2%	37.6%
5* Hotel / 5* Luxury Hotel	7.9%	9.0%
Aparthotel / Tourist Villa	20.8%	22.5%
House/room rented in a private dwelling	8.1%	5.9%
Private accommodation (1)	2.4%	7.2%
Others (Cottage, cruise, camping,...)	8.5%	6.3%

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



What do they book?

	Travel guides	Total
Room only	26.1%	27.9%
Bed and Breakfast	12.8%	12.4%
Half board	25.7%	21.2%
Full board	3.2%	3.6%
All inclusive	32.2%	34.9%

”
25.7% of tourists book half board.
 (Canary Islands: 21.2%)

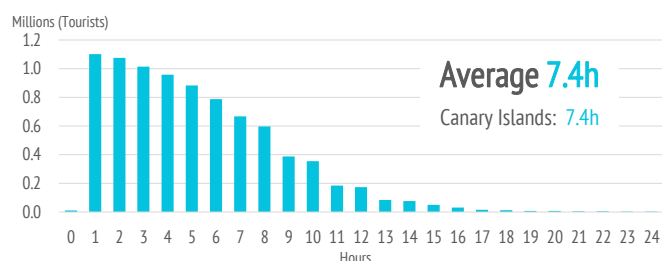
Other expenses

	Travel guides	Total
Restaurants or cafes	61.5%	59.1%
Supermarkets	55.1%	52.1%
Car rental	40.4%	26.3%
Organized excursions	29.3%	20.6%
Taxi, transfer, chauffeur service	50.9%	50.0%
Theme Parks	8.1%	7.5%
Sport activities	5.8%	5.7%
Museums	10.5%	4.6%
Flights between islands	6.1%	4.4%

Activities in the Canary Islands

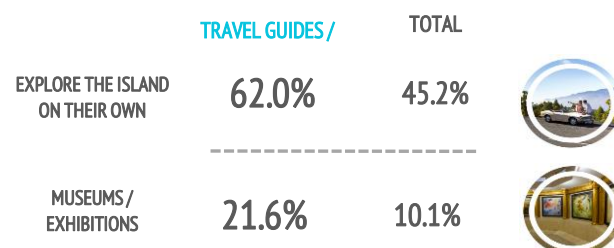
Outdoor time per day	Travel guides	Total
0 hours	1.0%	2.1%
1 - 2 hours	7.8%	9.8%
3 - 6 hours	31.2%	32.6%
7 - 12 hours	52.4%	47.1%
More than 12 hours	7.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Travel guides	Total
Walk, wander	75.0%	69.8%
Beach	69.7%	66.3%
Explore the island on their own	62.0%	45.2%
Swimming pool, hotel facilities	56.0%	58.2%
Taste Canarian gastronomy	30.4%	24.2%
Organized excursions	22.4%	16.9%
Museums / exhibitions	21.6%	10.1%
Nature activities	19.1%	10.4%
Wineries / markets / popular festivals	17.5%	11.6%
Sea excursions / whale watching	15.0%	11.1%
Theme parks	14.7%	14.1%
Sport activities	14.3%	13.4%
Activities at sea	12.8%	10.0%
Nightlife / concerts / shows	11.6%	15.5%
Beauty and health treatments	5.4%	5.4%
Astronomical observation	5.1%	3.5%

* Multi-choice question



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TRAVEL GUIDES AND MAGAZINES



Which island do they choose?



Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Travel guides and magazines	1,112,337	257,510	140,957	263,089	371,591	59,045
- Share by islands	100%	23.2%	12.7%	23.7%	33.4%	5.3%
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 guides and magazines	8.4%	10.2%	8.5%	7.1%	7.4%	25.1%

How many islands do they visit during their trip?



	Travel guides	Total
One island	88.4%	91.4%
Two islands	8.9%	7.2%
Three or more islands	2.7%	1.4%

Internet usage during their trip



	Travel guides	Total
Research		
- Tourist package	19.4%	14.8%
- Flights	16.8%	13.0%
- Accommodation	23.1%	16.9%
- Transport	21.0%	15.7%
- Restaurants	35.2%	28.4%
- Excursions	36.6%	26.2%
- Activities	40.0%	30.1%
Book or purchase		
- Tourist package	36.7%	39.4%
- Flights	61.9%	66.7%
- Accommodation	57.5%	57.3%
- Transport	51.1%	47.6%
- Restaurants	12.8%	12.1%
- Excursions	17.0%	13.0%
- Activities	18.0%	14.7%

* Multi-choise question

Internet usage in the Canary Islands	Travel guides	Total
Did not use the Internet	7.3%	8.3%
Used the Internet	92.7%	91.7%
- Own Internet connection	35.9%	37.4%
- Free Wifi connection	42.9%	39.5%
Applications*		
- Search for locations or maps	75.8%	61.7%
- Search for destination info	58.4%	44.8%
- Share pictures or trip videos	58.4%	56.0%
- Download tourist apps	10.7%	7.0%
- Others	18.6%	22.6%

* Multi-choise question



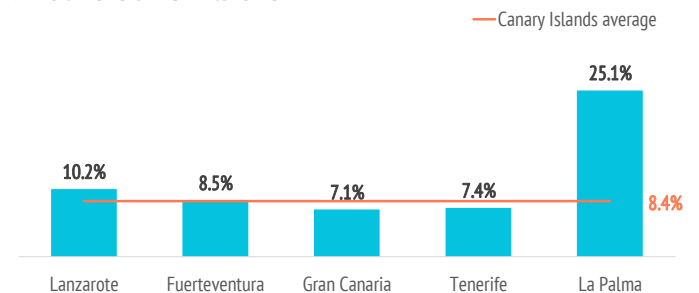
75.8% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY



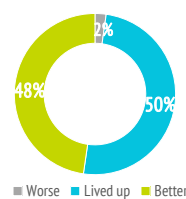
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Travel guides	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Travel guides	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	50.1%	55.6%
Better or much better than expected	47.7%	42.1%

Future intentions (scale 1-10)	Travel guides	Total
Return to the Canary Islands	8.54	8.73
Recommend visiting the Canary Islands	8.93	8.95



Experience in the Canary



8.54/10

Return to the Canary Islands



8.93/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Travel guides	Total
Repeat tourists	63.7%	72.2%
Repeat tourists (last 5 years)	57.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	12.4%	19.5%
At least 10 previous visits	10.6%	18.6%

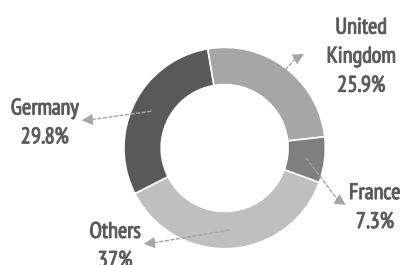
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Where are they from?



	%	Absolute
Germany	29.8%	331,645
United Kingdom	25.9%	288,093
France	7.3%	81,722
Spanish Mainland	6.3%	70,136
Netherlands	5.0%	55,669
Belgium	4.2%	47,240
Poland	3.4%	38,005
Sweden	2.7%	29,528
Switzerland	2.3%	25,509
Italy	2.2%	24,885
Ireland	2.1%	23,633
Austria	1.2%	13,148
Denmark	1.1%	12,702
Norway	1.0%	11,005
Czech Republic	0.9%	9,704
Finland	0.7%	7,310
Portugal	0.4%	4,912
Others	3.4%	37,490



Who do they come with?



	Travel guides	Total
Unaccompanied	4.8%	9.6%
Only with partner	52.9%	48.1%
Only with children (< 13 years old)	5.6%	5.6%
Partner + children (< 13 years old)	7.7%	6.5%
Other relatives	8.9%	9.3%
Friends	5.3%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	14.4%	13.7%

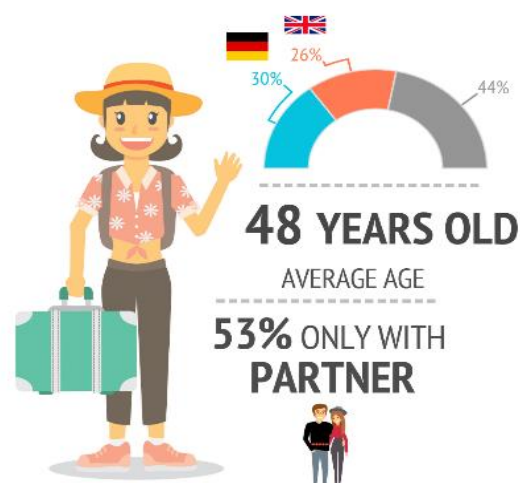
⁽¹⁾ Different situations have been isolated

Tourists with children	18.4%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	15.7%	14.8%
- Between 0-2 and 3-12 years	1.2%	1.4%
Tourists without children	81.6%	82.3%
Group composition:		
- 1 person	7.9%	13.2%
- 2 people	59.5%	55.1%
- 3 people	13.0%	12.0%
- 4 or 5 people	16.0%	16.3%
- 6 or more people	3.5%	3.5%
Average group size:	2.59	2.54

Who are they?



	Travel guides	Total
Gender		
Men	47.2%	48.6%
Women	52.8%	51.4%
Age		
Average age (tourist > 15 years old)	47.5	47.1
Standard deviation	15.6	15.4
Age range (> 15 years old)		
16 - 24 years old	6.6%	7.3%
25 - 30 years old	11.2%	10.9%
31 - 45 years old	27.7%	28.0%
46 - 60 years old	31.1%	31.8%
Over 60 years old	23.3%	22.1%
Occupation		
Salaried worker	56.8%	55.0%
Self-employed	9.5%	11.5%
Unemployed	0.8%	1.1%
Business owner	8.5%	9.4%
Student	3.6%	3.5%
Retired	19.1%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	15.5%	17.5%
€25,000 - €49,999	38%	37.5%
€50,000 - €74,999	24.5%	22.8%
More than €74,999	22.0%	22.2%
Education level		
No studies	3.5%	5.0%
Primary education	1.8%	2.6%
Secondary education	20.8%	23.6%
Higher education	73.9%	68.9%



Pictures: Freepik.com