

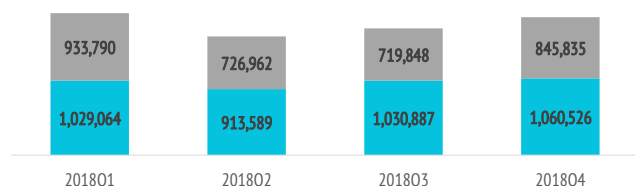
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019) INTERNET OR SOCIAL MEDIA

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

	Internet	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	7,260,500	13,271,035
- book holiday package	4,034,066	7,426,022
- do not book holiday package	3,226,434	5,845,014
- % tourists who book holiday package	55.6%	56.0%
Share of total tourist	54.7%	100%

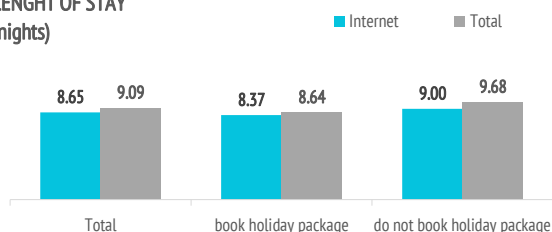
### TOURISTS BY QUARTER: INTERNET OR SOCIAL MEDIA

■ do not book holiday package ■ book holiday package

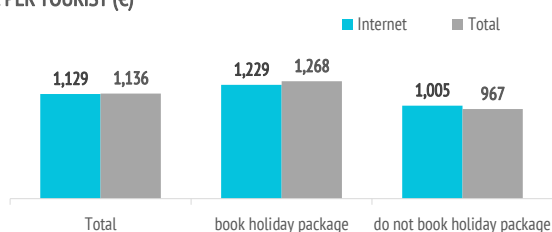


	Internet	Total
<b>Expenditure per tourist (€)</b>	<b>1,129</b>	<b>1,136</b>
- book holiday package	1,229	1,268
- holiday package	991	1,031
- others	237	237
- do not book holiday package	1,005	967
- flight	267	263
- accommodation	370	321
- others	369	383
<b>Average length of stay</b>	<b>8.65</b>	<b>9.09</b>
- book holiday package	8.37	8.64
- do not book holiday package	9.00	9.68
<b>Average daily expenditure (€)</b>	<b>141.9</b>	<b>138.9</b>
- book holiday package	153.9	155.4
- do not book holiday package	126.8	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>8,200</b>	<b>15,070</b>
- book holiday package	4,956	9,416
- do not book holiday package	3,244	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



## Importance of each factor in the destination choice

	Internet	Total
Climate	80.0%	78.4%
Safety	52.0%	51.9%
Tranquility	46.2%	47.6%
Sea	43.9%	44.4%
Accommodation supply	43.7%	42.9%
Price	39.1%	37.4%
Beaches	36.7%	37.7%
Effortless trip	35.3%	35.2%
European belonging	34.7%	36.1%
Landscapes	33.1%	33.1%
Environment	32.7%	33.2%
Gastronomy	22.3%	23.2%
Fun possibilities	20.9%	21.1%
Authenticity	19.8%	20.3%
Exoticism	11.1%	11.4%
Hiking trail network	9.4%	9.6%
Shopping	7.9%	9.4%
Culture	7.3%	8.0%
Historical heritage	7.3%	8.2%
Nightlife	6.8%	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?

	Internet	Total
Rest	54.0%	55.5%
Enjoy family time	13.4%	14.4%
Have fun	8.7%	8.6%
Explore the destination	20.4%	17.8%
Practice their hobbies	1.8%	1.9%
Other reasons	1.7%	1.8%

### EXPLORE THE DESTINATION



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

	Internet	Total
The same day	0.5%	0.7%
Between 1 and 30 days	23.5%	23.8%
Between 1 and 2 months	23.8%	22.8%
Between 3 and 6 months	33.8%	32.7%
More than 6 months	18.5%	20.0%

### % TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

INTERNET / SOCIAL MEDIA

33.8%



Picture: Freepik.com

TOTAL

32.7%

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

## INTERNET OR SOCIAL MEDIA



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

	Internet	Total
Previous visits to the Canary Islands	46.8%	51.9%
Friends or relatives	26.0%	27.1%
Internet or social media	100%	54.7%
Mass Media	2.1%	1.6%
Travel guides and magazines	10.7%	8.4%
Travel Blogs or Forums	9.0%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	18.1%	22.6%
Public administrations or similar	0.4%	0.4%
Others	1.1%	2.4%

\* Multi-choice question

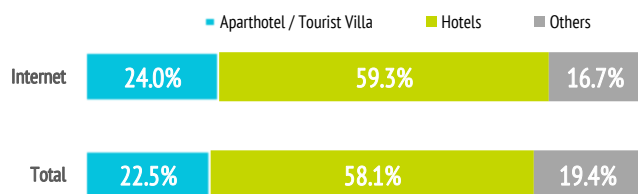
### With whom did they book their flight and accommodation?

	Internet	Total
<b>Flight</b>		
- Directly with the airline	44.4%	42.9%
- Tour Operator or Travel Agency	55.6%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	34.3%	31.5%
- Tour Operator or Travel Agency	65.7%	68.5%

### Where do they stay?

	Internet	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	38.3%	37.6%
5* Hotel / 5* Luxury Hotel	9.5%	9.0%
Aparthotel / Tourist Villa	24.0%	22.5%
House/room rented in a private dwelling	6.6%	5.9%
Private accommodation (1)	4.1%	7.2%
Others (Cottage, cruise, camping,...)	6.0%	6.3%

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



### What do they book?

	Internet	Total
Room only	28.9%	27.9%
Bed and Breakfast	13.1%	12.4%
Half board	20.9%	21.2%
Full board	2.9%	3.6%
All inclusive	34.2%	34.9%

”  
**28.9%** of tourists book room only.  
 (Canary Islands: 27.9%)

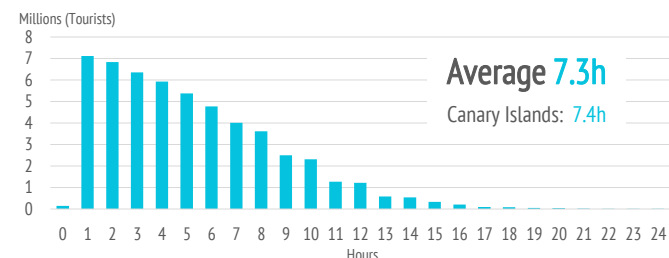
### Other expenses

	Internet	Total
Restaurants or cafes	60.9%	59.1%
Supermarkets	55.2%	52.1%
Car rental	30.3%	26.3%
Organized excursions	23.0%	20.6%
Taxi, transfer, chauffeur service	51.1%	50.0%
Theme Parks	9.0%	7.5%
Sport activities	6.6%	5.7%
Museums	5.7%	4.6%
Flights between islands	5.0%	4.4%

### Activities in the Canary Islands

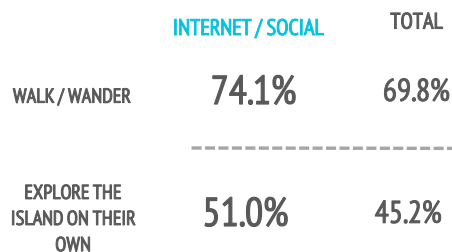
Outdoor time per day	Internet	Total
0 hours	2.0%	2.1%
1 - 2 hours	10.4%	9.8%
3 - 6 hours	32.4%	32.6%
7 - 12 hours	47.2%	47.1%
More than 12 hours	8.0%	8.4%

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



Activities in the Canary Islands	Internet	Total
Walk, wander	74.1%	69.8%
Beach	69.1%	66.3%
Swimming pool, hotel facilities	61.6%	58.2%
Explore the island on their own	51.0%	45.2%
Taste Canarian gastronomy	26.3%	24.2%
Organized excursions	18.0%	16.9%
Theme parks	16.1%	14.1%
Nightlife / concerts / shows	15.8%	15.5%
Sport activities	14.2%	13.4%
Wineries / markets / popular festivals	12.9%	11.6%
Sea excursions / whale watching	12.5%	11.1%
Museums / exhibitions	12.1%	10.1%
Nature activities	11.7%	10.4%
Activities at sea	10.4%	10.0%
Beauty and health treatments	5.7%	5.4%
Astronomical observation	3.9%	3.5%

\* Multi-choice question



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

## INTERNET OR SOCIAL MEDIA



### Which island do they choose?



Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Internet or social media	7,260,500	1,546,428	887,179	1,916,483	2,691,902	151,756
- Share by islands	100%	21.3%	12.2%	26.4%	37.1%	2.1%
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%
% Internet or social media	54.7%	61.3%	53.5%	51.8%	53.4%	64.5%

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



	Internet	Total
One island	91.4%	91.4%
Two islands	7.3%	7.2%
Three or more islands	1.3%	1.4%

### Internet usage during their trip



	Internet	Total
<b>Research</b>		
- Tourist package	15.3%	14.8%
- Flights	13.0%	13.0%
- Accommodation	16.5%	16.9%
- Transport	16.9%	15.7%
- Restaurants	33.2%	28.4%
- Excursions	30.5%	26.2%
- Activities	35.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	46.8%	39.4%
- Flights	75.6%	66.7%
- Accommodation	70.0%	57.3%
- Transport	58.1%	47.6%
- Restaurants	14.1%	12.1%
- Excursions	15.6%	13.0%
- Activities	18.0%	14.7%

\* Multi-choise question

Internet usage in the Canary Islands	Internet	Total
<b>Did not use the Internet</b>	<b>4.9%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>95.1%</b>	<b>91.7%</b>
- Own Internet connection	39.7%	37.4%
- Free Wifi connection	42.3%	39.5%
<b>Applications*</b>		
- Search for locations or maps	69.0%	61.7%
- Search for destination info	53.6%	44.8%
- Share pictures or trip videos	59.7%	56.0%
- Download tourist apps	7.7%	7.0%
- Others	19.6%	22.6%

\* Multi-choise question

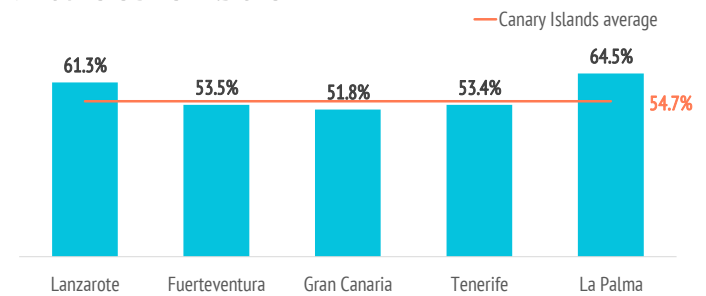


**59.7%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



### % TOURISTS BY ISLAND OF STAY



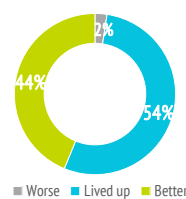
### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Internet	Total
Average rating	8.68	8.70

Experience in the Canary Islands	Internet	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	53.8%	55.6%
Better or much better than expected	43.8%	42.1%

Future intentions (scale 1-10)	Internet	Total
Return to the Canary Islands	8.66	8.73
Recommend visiting the Canary Islands	8.93	8.95



Experience in the Canary



**8.66/10**

Return to the Canary Islands



**8.93/10**

Recommend visiting the Canary Islands

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



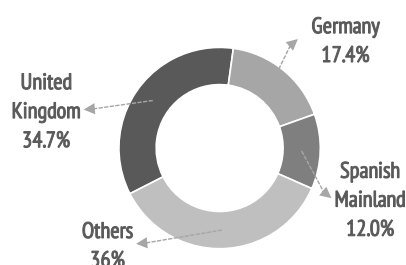
	Internet	Total
<b>Repeat tourists</b>	<b>68.1%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	62.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	15.5%	19.5%
<b>At least 10 previous visits</b>	<b>14.9%</b>	<b>18.6%</b>

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019) INTERNET OR SOCIAL MEDIA

## Where are they from?



	%	Absolute
United Kingdom	34.7%	2,517,677
Germany	17.4%	1,261,278
Spanish Mainland	12.0%	874,692
Netherlands	4.3%	313,069
France	4.0%	288,845
Ireland	3.7%	265,269
Sweden	3.1%	223,026
Italy	2.8%	200,173
Poland	2.5%	184,340
Norway	2.5%	182,193
Belgium	2.3%	164,500
Finland	2.0%	143,499
Switzerland	2.0%	143,067
Denmark	1.7%	122,254
Austria	0.6%	43,935
Portugal	0.6%	41,958
Czech Republic	0.6%	41,597
Others	3.4%	249,127



## Who do they come with?



	Internet	Total
Unaccompanied	7.3%	9.6%
Only with partner	49.7%	48.1%
Only with children (< 13 years old)	5.6%	5.6%
Partner + children (< 13 years old)	7.9%	6.5%
Other relatives	8.9%	9.3%
Friends	6.1%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.3%
Other combinations <sup>(1)</sup>	14.1%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>18.9%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	15.8%	14.8%
- Between 0-2 and 3-12 years	1.4%	1.4%
<b>Tourists without children</b>	<b>81.1%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	10.1%	13.2%
- 2 people	57.0%	55.1%
- 3 people	12.3%	12.0%
- 4 or 5 people	17.2%	16.3%
- 6 or more people	3.3%	3.5%
<b>Average group size:</b>	<b>2.58</b>	<b>2.54</b>

## Who are they?



	Internet	Total
<b>Gender</b>		
Men	48.0%	48.6%
Women	52.0%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	45.5	47.1
Standard deviation	14.9	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.7%	7.3%
25 - 30 years old	12.4%	10.9%
31 - 45 years old	30.4%	28.0%
46 - 60 years old	31.3%	31.8%
Over 60 years old	18.2%	22.1%
<b>Occupation</b>		
Salaried worker	59.1%	55.0%
Self-employed	10.9%	11.5%
Unemployed	1.1%	1.1%
Business owner	8.6%	9.4%
Student	3.6%	3.5%
Retired	15.3%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.6%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.4%	17.5%
€25,000 - €49,999	37%	37.5%
€50,000 - €74,999	23.5%	22.8%
More than €74,999	22.7%	22.2%
<b>Education level</b>		
No studies	4.7%	5.0%
Primary education	1.9%	2.6%
Secondary education	21.7%	23.6%
Higher education	71.6%	68.9%



Pictures: Freepik.com