

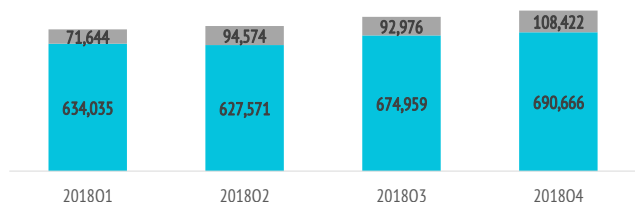
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019) TOUR OPERATOR OR TRAVEL AGENCY

How many are they and how much do they spend?

	Tour Operator	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,994,848	13,271,035
- book holiday package	2,627,231	7,426,022
- do not book holiday package	367,616	5,845,014
- % tourists who book holiday package	87.7%	56.0%
Share of total tourist	22.6%	100%

TOURISTS BY QUARTER: TTOO OR TRAVEL AGENCY

■ do not book holiday package ■ book holiday package



	Tour Operator	Total
Expenditure per tourist (€)	1,270	1,136
- book holiday package	1,328	1,268
- holiday package	1,097	1,031
- others	231	237
- do not book holiday package	856	967
- flight	216	263
- accommodation	316	321
- others	323	383
Average length of stay	8.72	9.09
- book holiday package	8.83	8.64
- do not book holiday package	7.93	9.68
Average daily expenditure (€)	154.6	138.9
- book holiday package	159.3	155.4
- do not book holiday package	121.1	117.9
Total turnover (> 15 years old) (€m)	3,803	15,070
- book holiday package	3,489	9,416
- do not book holiday package	315	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Tour Operator	Total
Climate	78.7%	78.4%
Safety	57.3%	51.9%
Tranquility	50.0%	47.6%
Accommodation supply	49.5%	42.9%
Sea	44.0%	44.4%
European belonging	38.8%	36.1%
Effortless trip	38.4%	35.2%
Price	37.7%	37.4%
Beaches	36.0%	37.7%
Environment	30.7%	33.2%
Landscapes	30.5%	33.1%
Gastronomy	22.5%	23.2%
Fun possibilities	19.4%	21.1%
Authenticity	18.6%	20.3%
Exoticism	10.3%	11.4%
Shopping	9.0%	9.4%
Historical heritage	7.7%	8.2%
Culture	7.4%	8.0%
Hiking trail network	7.3%	9.6%
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?

	Tour Operator	Total
Rest	59.4%	55.5%
Enjoy family time	12.3%	14.4%
Have fun	7.1%	8.6%
Explore the destination	18.7%	17.8%
Practice their hobbies	1.2%	1.9%
Other reasons	1.3%	1.8%



How far in advance do they book their trip?

	Tour Operator	Total
The same day	0.4%	0.7%
Between 1 and 30 days	21.8%	23.8%
Between 1 and 2 months	21.5%	22.8%
Between 3 and 6 months	34.8%	32.7%
More than 6 months	21.5%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

TOR OPERATOR / TRAVEL AGENCY
34.8%

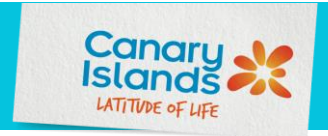


TOTAL
32.7%

Picture: Freepik.com

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

TOUR OPERATOR OR TRAVEL AGENCY



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

	Tour Operator	Total
Previous visits to the Canary Islands	45.9%	51.9%
Friends or relatives	17.9%	27.1%
Internet or social media	43.9%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	12.1%	8.4%
Travel Blogs or Forums	4.7%	5.7%
Travel TV Channels	1.2%	0.8%
Tour Operator or Travel Agency	100.0%	22.6%
Public administrations or similar	0.3%	0.4%
Others	0.9%	2.4%

* Multi-choice question

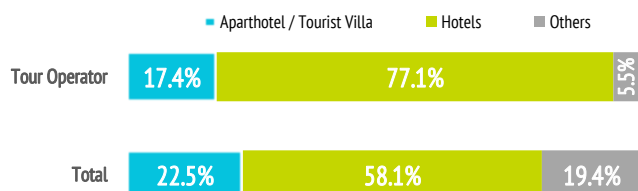
With whom did they book their flight and accommodation?

	Tour Operator	Total
Flight		
- Directly with the airline	9.4%	42.9%
- Tour Operator or Travel Agency	90.6%	57.1%
Accommodation		
- Directly with the accommodation	6.7%	31.5%
- Tour Operator or Travel Agency	93.3%	68.5%

Where do they stay?

	Tour Operator	Total
1-2-3* Hotel	14.1%	11.5%
4* Hotel	53.3%	37.6%
5* Hotel / 5* Luxury Hotel	9.6%	9.0%
Aparthotel / Tourist Villa	17.4%	22.5%
House/room rented in a private dwelling	0.8%	5.9%
Private accommodation (1)	0.6%	7.2%
Others (Cottage, cruise, camping,...)	4.1%	6.3%

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



What do they book?

	Tour Operator	Total
Room only	12.3%	27.9%
Bed and Breakfast	9.5%	12.4%
Half board	26.2%	21.2%
Full board	4.4%	3.6%
All inclusive	47.6%	34.9%

”
47.6% of tourists book all inclusive.
 (Canary Islands: 34.9%)

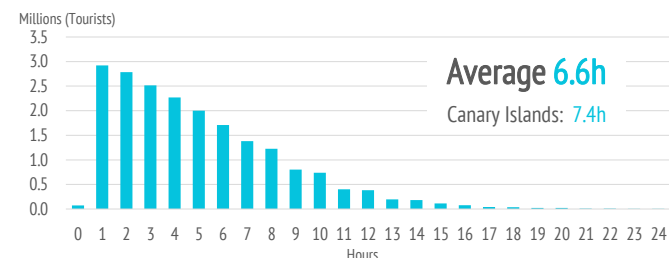
Other expenses

	Tour Operator	Total
Restaurants or cafes	50.2%	59.1%
Supermarkets	42.2%	52.1%
Car rental	21.2%	26.3%
Organized excursions	27.7%	20.6%
Taxi, transfer, chauffeur service	70.9%	50.0%
Theme Parks	7.8%	7.5%
Sport activities	4.6%	5.7%
Museums	3.9%	4.6%
Flights between islands	2.6%	4.4%

Activities in the Canary Islands

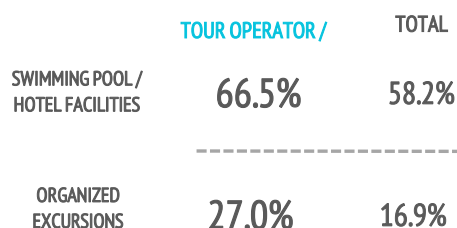
Outdoor time per day	Tour Operator	Total
0 hours	2.4%	2.1%
1 - 2 hours	13.6%	9.8%
3 - 6 hours	37.9%	32.6%
7 - 12 hours	39.6%	47.1%
More than 12 hours	6.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tour Operator	Total
Walk, wander	69.4%	69.8%
Swimming pool, hotel facilities	66.5%	58.2%
Beach	65.2%	66.3%
Explore the island on their own	41.3%	45.2%
Organized excursions	27.0%	16.9%
Taste Canarian gastronomy	21.2%	24.2%
Theme parks	15.5%	14.1%
Sea excursions / whale watching	13.5%	11.1%
Nightlife / concerts / shows	12.9%	15.5%
Sport activities	11.6%	13.4%
Wineries / markets / popular festivals	11.4%	11.6%
Activities at sea	9.6%	10.0%
Nature activities	9.1%	10.4%
Museums / exhibitions	9.0%	10.1%
Beauty and health treatments	5.9%	5.4%
Astronomical observation	3.5%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019) TOUR OPERATOR OR TRAVEL AGENCY



Which island do they choose?



Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tour operator / Travel agency	2,994,848	582,707	476,432	825,535	1,018,592	58,962
- Share by islands	100%	19.5%	15.9%	27.6%	34.0%	2.0%
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%
% Tour operator / Travel agency	22.6%	23.1%	28.7%	22.3%	20.2%	25.0%

How many islands do they visit during their trip?



	Tour Operator	Total
One island	92.1%	91.4%
Two islands	6.4%	7.2%
Three or more islands	1.6%	1.4%

Internet usage during their trip



	Tour Operator	Total
Research		
- Tourist package	21.6%	14.8%
- Flights	19.5%	13.0%
- Accommodation	29.4%	16.9%
- Transport	18.2%	15.7%
- Restaurants	23.7%	28.4%
- Excursions	29.2%	26.2%
- Activities	31.5%	30.1%
Book or purchase		
- Tourist package	36.9%	39.4%
- Flights	33.1%	66.7%
- Accommodation	30.3%	57.3%
- Transport	27.1%	47.6%
- Restaurants	6.9%	12.1%
- Excursions	10.1%	13.0%
- Activities	9.8%	14.7%

* Multi-choise question

Internet usage in the Canary Islands	Tour Operator	Total
Did not use the Internet	9.8%	8.3%
Used the Internet	90.2%	91.7%
- Own Internet connection	31.1%	37.4%
- Free Wifi connection	47.0%	39.5%
Applications*		
- Search for locations or maps	57.8%	61.7%
- Search for destination info	43.0%	44.8%
- Share pictures or trip videos	58.5%	56.0%
- Download tourist apps	7.7%	7.0%
- Others	26.7%	22.6%

* Multi-choise question



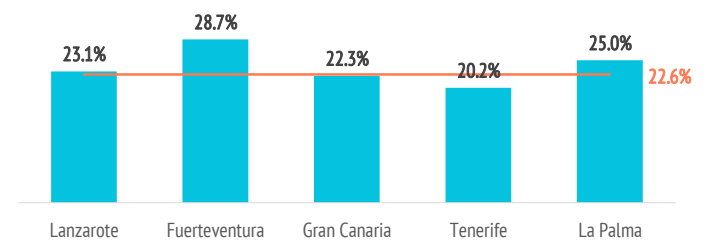
58.5% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

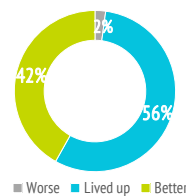
— Canary Islands average



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Tour Operator	Total
Average rating	8.67	8.70
Experience in the Canary Islands		
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	56.0%	55.6%
Better or much better than expected	41.9%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.59	8.73
Recommend visiting the Canary Islands	8.88	8.95



Experience in the Canary



8.59/10

Return to the Canary Islands



8.88/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



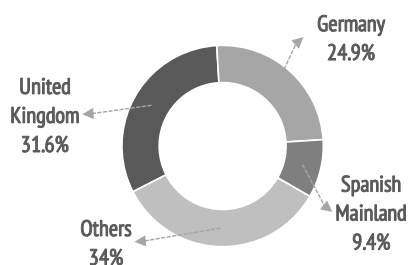
	Tour Operator	Total
Repeat tourists	69.0%	72.2%
Repeat tourists (last 5 years)	63.3%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	14.5%	19.5%
At least 10 previous visits	14.2%	18.6%

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2019) TOUR OPERATOR OR TRAVEL AGENCY

Where are they from?



	%	Absolute
United Kingdom	31.6%	945,387
Germany	24.9%	746,290
Spanish Mainland	9.4%	280,208
France	4.9%	146,646
Netherlands	3.9%	118,094
Poland	3.2%	96,461
Norway	3.1%	91,596
Belgium	2.9%	86,009
Ireland	2.6%	77,051
Sweden	2.4%	71,368
Denmark	2.2%	67,345
Italy	2.2%	65,075
Finland	1.7%	50,158
Switzerland	1.5%	44,575
Austria	0.8%	23,392
Portugal	0.6%	17,943
Czech Republic	0.3%	7,966
Others	2.0%	59,283



Who do they come with?



	Tour Operator	Total
Unaccompanied	5.3%	9.6%
Only with partner	51.2%	48.1%
Only with children (< 13 years old)	5.8%	5.6%
Partner + children (< 13 years old)	7.7%	6.5%
Other relatives	9.4%	9.3%
Friends	4.6%	6.4%
Work colleagues	0.6%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	15.0%	13.7%

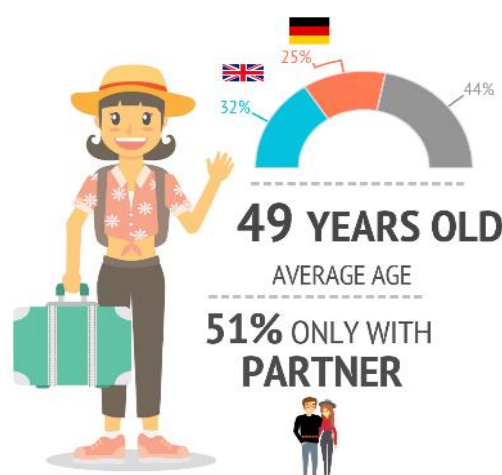
(1) Different situations have been isolated

Tourists with children	18.8%	17.7%
- 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%
Tourists without children	81.2%	82.3%
Group composition:		
- 1 person	7.9%	13.2%
- 2 people	59.3%	55.1%
- 3 people	13.2%	12.0%
- 4 or 5 people	16.1%	16.3%
- 6 or more people	3.6%	3.5%
Average group size:	2.61	2.54

Who are they?



	Tour Operator	Total
Gender		
Men	46.2%	48.6%
Women	53.8%	51.4%
Age		
Average age (tourist > 15 years old)	49.4	47.1
Standard deviation	15.8	15.4
Age range (> 15 years old)		
16 - 24 years old	7.0%	7.3%
25 - 30 years old	8.4%	10.9%
31 - 45 years old	24.6%	28.0%
46 - 60 years old	32.6%	31.8%
Over 60 years old	27.4%	22.1%
Occupation		
Salaried worker	54.5%	55.0%
Self-employed	9.6%	11.5%
Unemployed	1.1%	1.1%
Business owner	8.6%	9.4%
Student	3.0%	3.5%
Retired	21.5%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	16.1%	17.5%
€25,000 - €49,999	39%	37.5%
€50,000 - €74,999	23.2%	22.8%
More than €74,999	22.0%	22.2%
Education level		
No studies	4.3%	5.0%
Primary education	2.9%	2.6%
Secondary education	27.2%	23.6%
Higher education	65.6%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use tour operator or travel agency 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.