

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

ICELAND

How many are they and how much do they spend?



	Iceland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	23,601	13,271,035
- book holiday package	8,136	7,426,022
- do not book holiday package	15,465	5,845,014
- % tourists who book holiday package	34.5%	56.0%
Share of total tourist	0.2%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER

21th

20th

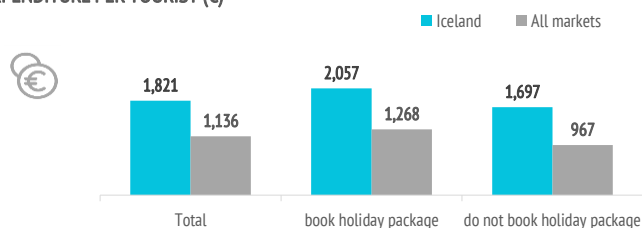
70% of Icelanders
travel to Tenerife.

	Iceland	All markets
Expenditure per tourist (€)	1,821	1,136
- book holiday package	2,057	1,268
- holiday package	1,504	1,031
- others	553	237
- do not book holiday package	1,697	967
- flight	420	263
- accommodation	567	321
- others	710	383
Average length of stay	13.89	9.09
- book holiday package	11.55	8.64
- do not book holiday package	15.13	9.68
Average daily expenditure (€)	156.1	138.9
- book holiday package	178.1	155.4
- do not book holiday package	144.6	117.9
Total turnover (> 15 years old) (€m)	43	15,070
- book holiday package	17	9,416
- do not book holiday package	26	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Iceland	All markets
Climate	78.5%	78.4%
Safety	56.1%	51.9%
European belonging	38.5%	36.1%
Fun possibilities	34.0%	21.1%
Sea	28.8%	44.4%
Environment	28.3%	33.2%
Price	28.3%	37.4%
Accommodation supply	27.9%	42.9%
Beaches	24.4%	37.7%
Effortless trip	24.0%	35.2%
Landscapes	22.6%	33.1%
Tranquility	21.2%	47.6%
Authenticity	19.0%	20.3%
Exoticism	18.2%	11.4%
Gastronomy	17.3%	23.2%
Shopping	15.8%	9.4%
Historical heritage	14.0%	8.2%
Culture	13.9%	8.0%
Hiking trail network	12.9%	9.6%
Nightlife	11.1%	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.

% TOURISTS WHO CHOOSE FUN POSSIBILITIES

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34.0%



ALL MARKETS
21.1%

What is the main motivation for their holidays?



	Iceland	All markets
Rest	64.7%	55.5%
Enjoy family time	12.0%	14.4%
Have fun	14.1%	8.6%
Explore the destination	9.2%	17.8%
Practice their hobbies	0.0%	1.9%
Other reasons	0.0%	1.8%

REST



How far in advance do they book their trip?



	Iceland	All markets
The same day	1.1%	0.7%
Between 1 and 30 days	33.1%	23.8%
Between 1 and 2 months	24.3%	22.8%
Between 3 and 6 months	20.9%	32.7%
More than 6 months	20.6%	20.0%

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

	Iceland	All markets
Previous visits to the Canary Islands	48.7%	51.9%
Friends or relatives	32.1%	27.1%
Internet or social media	45.5%	54.7%
Mass Media	0.0%	1.6%
Travel guides and magazines	6.2%	8.4%
Travel Blogs or Forums	4.1%	5.7%
Travel TV Channels	1.8%	0.8%
Tour Operator or Travel Agency	9.9%	22.6%
Public administrations or similar	0.0%	0.4%
Others	2.8%	2.4%

* Multi-choice question

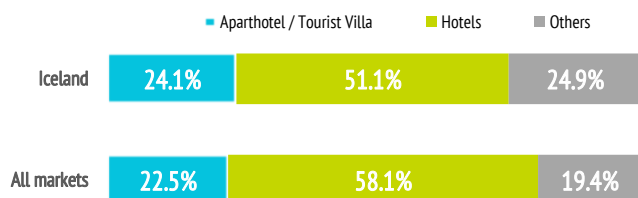
With whom did they book their flight and accommodation?

	Iceland	All markets
Flight		
- Directly with the airline	48.9%	42.9%
- Tour Operator or Travel Agency	51.1%	57.1%
Accommodation		
- Directly with the accommodation	52.9%	31.5%
- Tour Operator or Travel Agency	47.1%	68.5%

Where do they stay?

	Iceland	All markets
1-2-3* Hotel	10.8%	11.5%
4* Hotel	33.5%	37.6%
5* Hotel / 5* Luxury Hotel	6.8%	9.0%
Aparthotel / Tourist Villa	24.1%	22.5%
House/room rented in a private dwelling	12.9%	5.9%
Private accommodation (1)	2.2%	7.2%
Others (Cottage, cruise, camping,...)	9.8%	6.3%

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



What do they book?

	Iceland	All markets
Room only	38.8%	27.9%
Bed and Breakfast	21.8%	12.4%
Half board	20.5%	21.2%
Full board	0.0%	3.6%
All inclusive	18.9%	34.9%

38.8% of Icelanders book room only.
(Canary Islands: 27.9%)

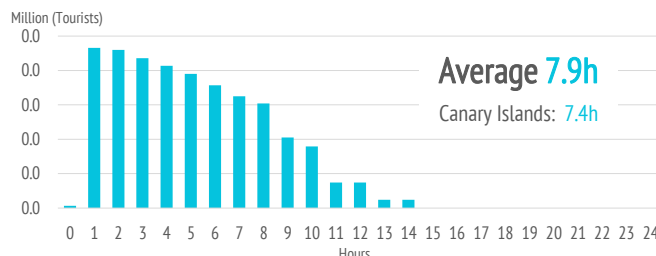
Other expenses

	Iceland	All markets
Restaurants or cafes	59.3%	59.1%
Supermarkets	53.8%	52.1%
Car rental	8.4%	26.3%
Organized excursions	14.4%	20.6%
Taxi, transfer, chauffeur service	41.2%	50.0%
Theme Parks	10.1%	7.5%
Sport activities	1.1%	5.7%
Museums	1.2%	4.6%
Flights between islands	2.7%	4.4%

Activities in the Canary Islands

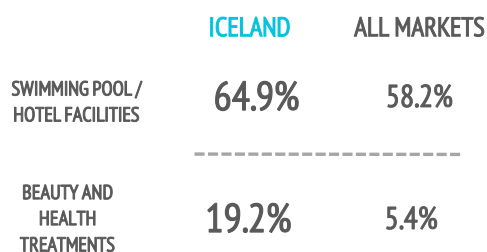
	Iceland	All markets
Outdoor time per day		
0 hours	1.3%	2.1%
1 - 2 hours	6.3%	9.8%
3 - 6 hours	23.5%	32.6%
7 - 12 hours	63.7%	47.1%
More than 12 hours	5.2%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Iceland	All markets
Activities in the Canary Islands		
Walk, wander	69.0%	69.8%
Swimming pool, hotel facilities	64.9%	58.2%
Beach	60.7%	66.3%
Explore the island on their own	35.0%	45.2%
Beauty and health treatments	19.2%	5.4%
Theme parks	18.4%	14.1%
Sport activities	12.8%	13.4%
Organized excursions	11.2%	16.9%
Nightlife / concerts / shows	11.0%	15.5%
Wineries / markets / popular festivals	11.0%	11.6%
Sea excursions / whale watching	6.5%	11.1%
Activities at sea	4.3%	10.0%
Museums / exhibitions	4.2%	10.1%
Nature activities	4.1%	10.4%
Taste Canarian gastronomy	3.8%	24.2%
Astronomical observation	3.3%	3.5%

* Multi-choice question



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Which island do they choose?

Tourists (> 15 years old)	Iceland	All markets
Lanzarote	241	2,521,668
Fuerteventura	286	1,659,115
Gran Canaria	6,575	3,698,127
Tenerife	16,498	5,040,382
La Palma	0	235,409

How many islands do they visit during their trip?

	Iceland	All markets
One island	92.6%	91.4%
Two islands	5.7%	7.2%
Three or more islands	1.7%	1.4%

Internet usage during their trip

	Iceland	All markets
Research		
- Tourist package	26.1%	14.8%
- Flights	23.0%	13.0%
- Accommodation	17.9%	16.9%
- Transport	15.0%	15.7%
- Restaurants	27.9%	28.4%
- Excursions	29.2%	26.2%
- Activities	42.2%	30.1%
Book or purchase		
- Tourist package	25.6%	39.4%
- Flights	71.0%	66.7%
- Accommodation	62.6%	57.3%
- Transport	29.6%	47.6%
- Restaurants	25.7%	12.1%
- Excursions	12.3%	13.0%
- Activities	13.0%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	Iceland	All markets
Did not use the Internet	19.1%	8.3%
Used the Internet	80.9%	91.7%
- Own Internet connection	26.8%	37.4%
- Free Wifi connection	29.5%	39.5%
Applications*		
- Search for locations or maps	75.2%	61.7%
- Search for destination info	52.2%	44.8%
- Share pictures or trip videos	51.3%	56.0%
- Download tourist apps	5.8%	7.0%
- Others	21.3%	22.6%

* Multi-choise question



75.2% of Icelanders search for locations or maps during their stay in the Canary Islands

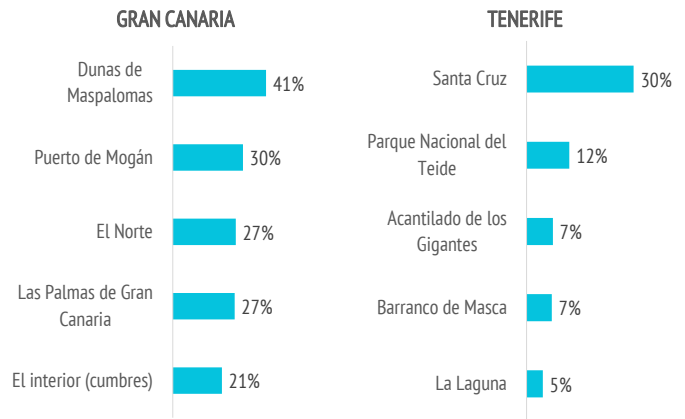
(Canary Islands: 61.7%)



Imagen: Freepik.com

Share by islands	Iceland	All markets
Lanzarote	1.0%	19.2%
Fuerteventura	1.2%	12.6%
Gran Canaria	27.9%	28.1%
Tenerife	69.9%	38.3%
La Palma	0.0%	1.8%

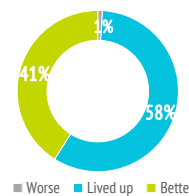
MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Iceland	All markets
Average rating	8.60	8.70
Experience in the Canary Islands		
Worse or much worse than expected	0.9%	2.3%
Lived up to expectations	58.1%	55.6%
Better or much better than expected	41.0%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.63	8.73
Recommend visiting the Canary Islanc	8.83	8.95



Experience in the Canary Islands



8.63/10

Return to the Canary Islands



8.83/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Iceland	All markets
Repeat tourists	67.1%	72.2%
Repeat tourists (last 5 years)	61.0%	66.7%
Repeat tourists (last 5 years) (5 or mc	22.2%	19.5%
At least 10 previous visits	9.0%	18.6%

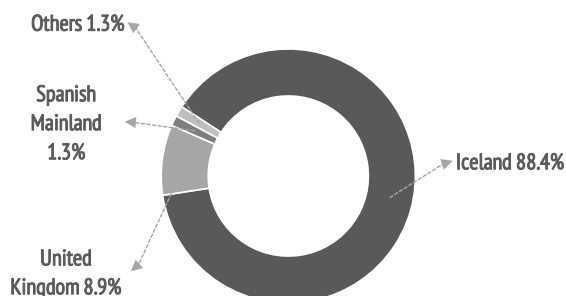
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Where does the flight come from?



	%	Absolute
Iceland	88.4%	20,865
United Kingdom	8.9%	2,111
Spanish Mainland	1.3%	312
Others	1.3%	313



Who do they come with?



	Iceland	All markets
Unaccompanied	6.5%	9.6%
Only with partner	43.4%	48.1%
Only with children (< 13 years old)	4.2%	5.6%
Partner + children (< 13 years old)	5.1%	6.5%
Other relatives	20.5%	9.3%
Friends	4.5%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	4.3%	0.3%
Other combinations (1)	11.5%	13.7%

(1) Different situations have been isolated

Tourists with children	18.3%	17.7%
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	15.8%	14.8%
- Between 0-2 and 3-12 years	1.1%	1.4%
Tourists without children	81.7%	82.3%
Group composition:		
- 1 person	15.4%	13.2%
- 2 people	56.7%	55.1%
- 3 people	4.2%	12.0%
- 4 or 5 people	19.2%	16.3%
- 6 or more people	4.5%	3.5%
Average group size:	2.57	2.54



(Under the age of 13)

18.3% of Icelanders travel with children.

(Canary Islands: 17.7%)

Who are they?



	Iceland	All markets
Gender		
Men	51.0%	48.6%
Women	49.0%	51.4%
Age		
Average age (tourist > 15 years old)	47.6	47.1
Standard deviation	17.1	15.4
Age range (> 15 years old)		
16 - 24 years old	11.3%	7.3%
25 - 30 years old	10.3%	10.9%
31 - 45 years old	23.6%	28.0%
46 - 60 years old	24.4%	31.8%
Over 60 years old	30.4%	22.1%
Occupation		
Salaried worker	46.7%	55.0%
Self-employed	7.2%	11.5%
Unemployed	0.0%	1.1%
Business owner	18.9%	9.4%
Student	5.6%	3.5%
Retired	18.4%	17.9%
Unpaid domestic work	1.1%	0.8%
Others	2.1%	0.8%
Annual household income level		
Less than €25,000	12.9%	17.5%
€25,000 - €49,999	26.9%	37.5%
€50,000 - €74,999	33.6%	22.8%
More than €74,999	26.7%	22.2%
Education level		
No studies	1.7%	5.0%
Primary education	2.0%	2.6%
Secondary education	23.9%	23.6%
Higher education	72.4%	68.9%



7 IN 10 TOURISTS ARE REPEATERS

48 YEARS OLD

AVERAGE AGE

43% ONLY WITH PARTNER



Pictures: Freepik.com