

TOURIST PROFILE BY ISLAND OF STAY (2019)

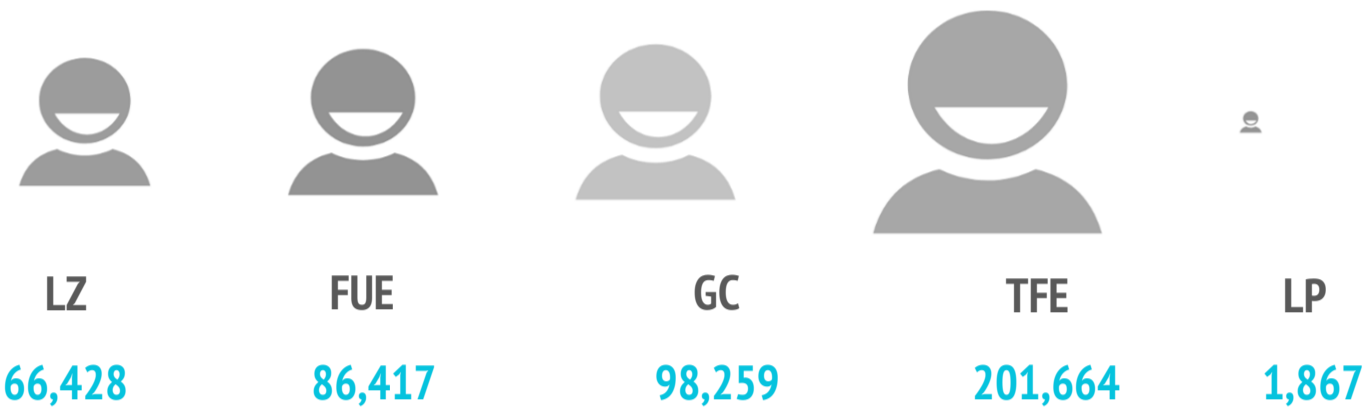
ITALY

How many are they and how much do they spend?

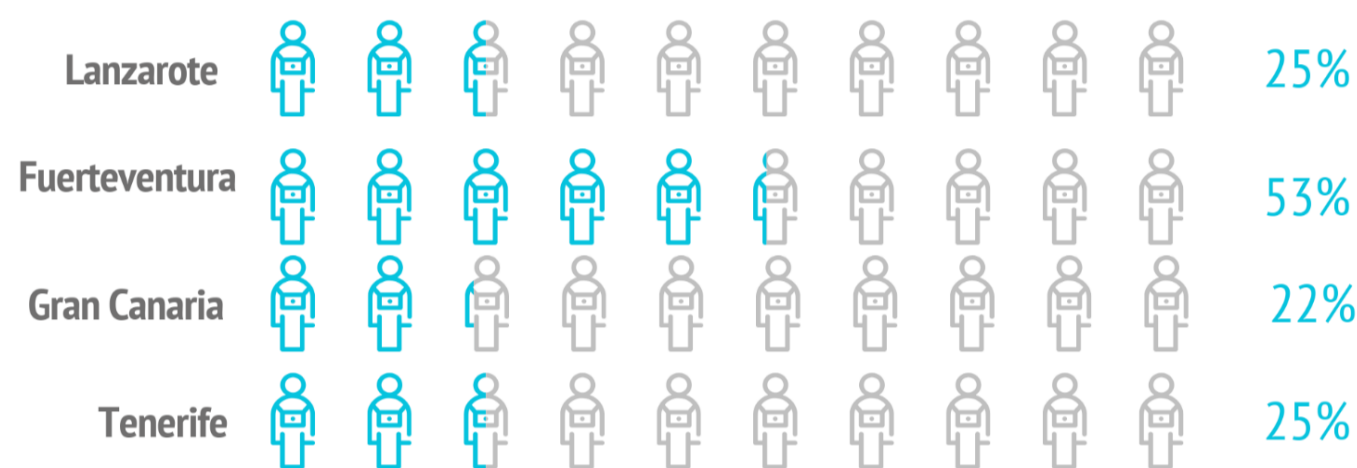


	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	66,428	86,417	98,259	201,664	1,867
Tourist arrivals > 15 years old (EGT)	60,377	78,701	89,764	184,434	1,903
- book holiday package	15,137	41,885	20,086	45,489	--
- do not book holiday package	45,240	36,816	69,678	138,945	--
- % tourists who book holiday package	25.1%	53.2%	22.4%	24.7%	--

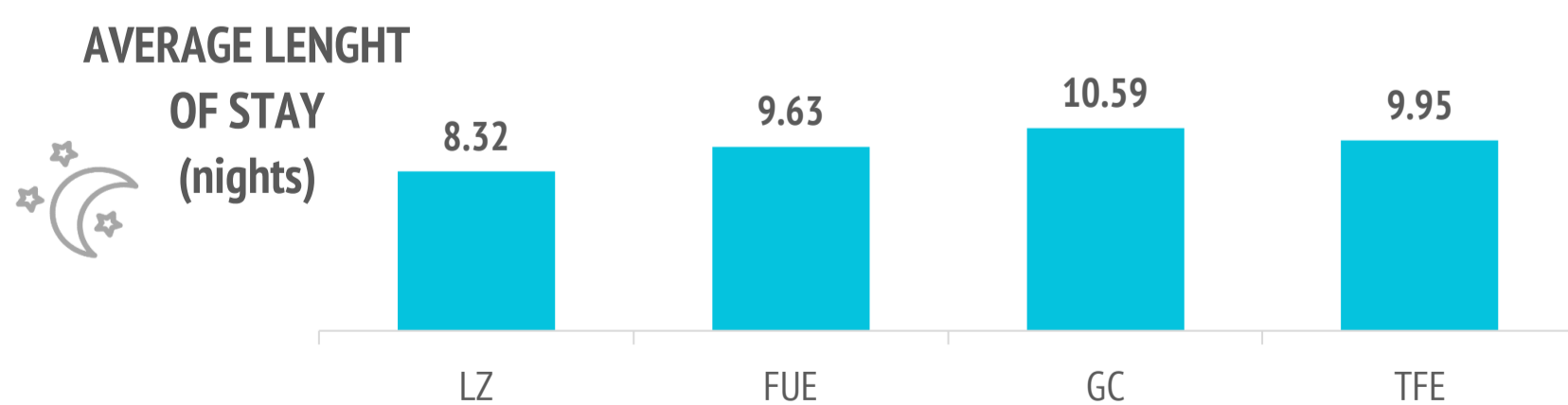
TOURISTS



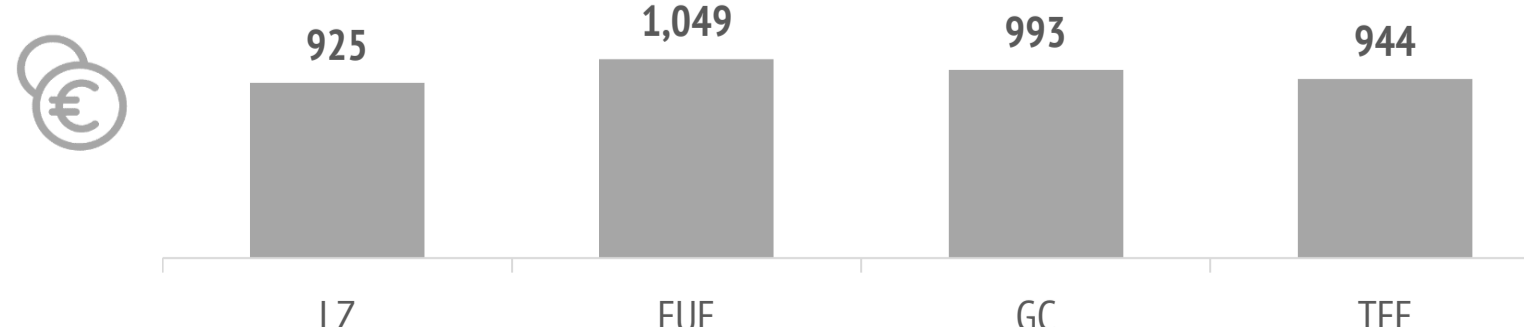
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	925	1,049	993	944	--
- book holiday package	1,171	1,078	1,149	1,156	--
- holiday package	900	962	940	994	--
- others	271	116	209	162	--
- do not book holiday package	843	1,015	948	874	--
- flight	238	288	255	273	--
- accommodation	302	340	333	262	--
- others	303	387	360	339	--
Average length of stay	8.32	9.63	10.59	9.95	--
- book holiday package	8.87	7.89	8.54	8.50	--
- do not book holiday package	8.14	11.61	11.18	10.43	--
Average daily expenditure (€)	121.3	125.7	119.0	113.4	--
- book holiday package	141.5	144.9	142.7	151.2	--
- do not book holiday package	114.6	103.7	112.2	101.1	--
Total turnover (> 15 years old) (€m)	56	83	89	174	--
- book holiday package	18	45	23	53	--
- do not book holiday package	38	37	66	122	--



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	77.1%	70.3%	82.2%	76.8%	--
Landscapes	75.5%	57.7%	51.5%	56.5%	--
Environment	75.7%	54.5%	47.2%	53.4%	--
Tranquility	58.3%	66.4%	51.5%	50.1%	--
Sea	57.8%	69.3%	46.0%	46.5%	--
Beaches	47.4%	70.7%	48.1%	41.2%	--
Safety	42.9%	48.6%	47.4%	42.1%	--
European belonging	36.0%	42.4%	40.8%	37.3%	--
Effortless trip	36.0%	32.9%	33.1%	32.0%	--
Accommodation supply	33.0%	34.2%	33.7%	26.8%	--
Price	30.6%	32.2%	26.7%	25.5%	--
Authenticity	33.2%	30.5%	21.8%	19.4%	--
Gastronomy	23.4%	21.6%	15.5%	21.2%	--
Hiking trail network	27.2%	20.0%	14.2%	20.5%	--
Fun possibilities	13.1%	13.1%	20.8%	24.5%	--
Exoticism	13.9%	15.5%	13.6%	11.3%	--
Shopping	10.6%	12.0%	11.6%	12.0%	--
Nightlife	5.0%	5.3%	13.1%	13.5%	--
Historical heritage	13.0%	10.4%	8.1%	10.4%	--
Culture	16.0%	8.7%	8.2%	9.4%	--

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

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

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	30.3%	56.2%	59.0%	53.9%	--
Enjoy family time	6.1%	7.2%	12.2%	13.9%	--
Have fun	5.2%	4.7%	8.7%	6.8%	--
Explore the destination	55.1%	27.9%	16.8%	21.7%	--
Practice their hobbies	2.0%	3.0%	2.2%	2.1%	--
Other reasons	1.3%	0.9%	1.1%	1.6%	--

How far in advance do they book their trip?



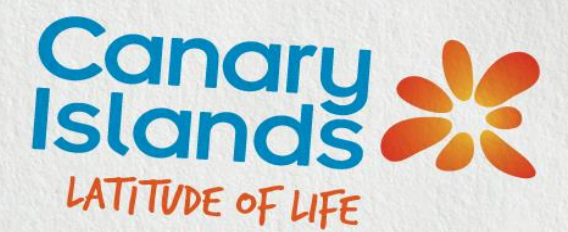
	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.2%	0.2%	1.8%	--
Between 1 and 30 days	24.1%	29.1%	27.5%	30.1%	--
Between 1 and 2 months	33.9%	30.2%	27.5%	25.8%	--
Between 3 and 6 months	31.0%	31.3%	34.8%	32.8%	--
More than 6 months	10.9%	9.2%	9.9%	9.6%	--

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

TOURIST PROFILE BY ISLAND OF STAY (2019)

ITALY



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	35.4%	31.9%	37.4%	35.9%	--
Friends or relatives	31.5%	25.7%	24.7%	36.6%	--
Internet or social media	68.6%	41.3%	50.9%	42.7%	--
Mass Media	2.3%	1.3%	0.0%	0.9%	--
Travel guides and magazines	12.9%	4.4%	5.3%	4.7%	--
Travel Blogs or Forums	13.2%	6.3%	5.8%	4.3%	--
Travel TV Channels	0.7%	0.0%	0.0%	0.4%	--
Tour Operator or Travel Agency	6.0%	29.9%	12.3%	14.5%	--
Public administrations or similar	0.5%	0.4%	0.3%	0.5%	--
Others	2.1%	0.9%	3.1%	2.7%	--

* Multi-choise question

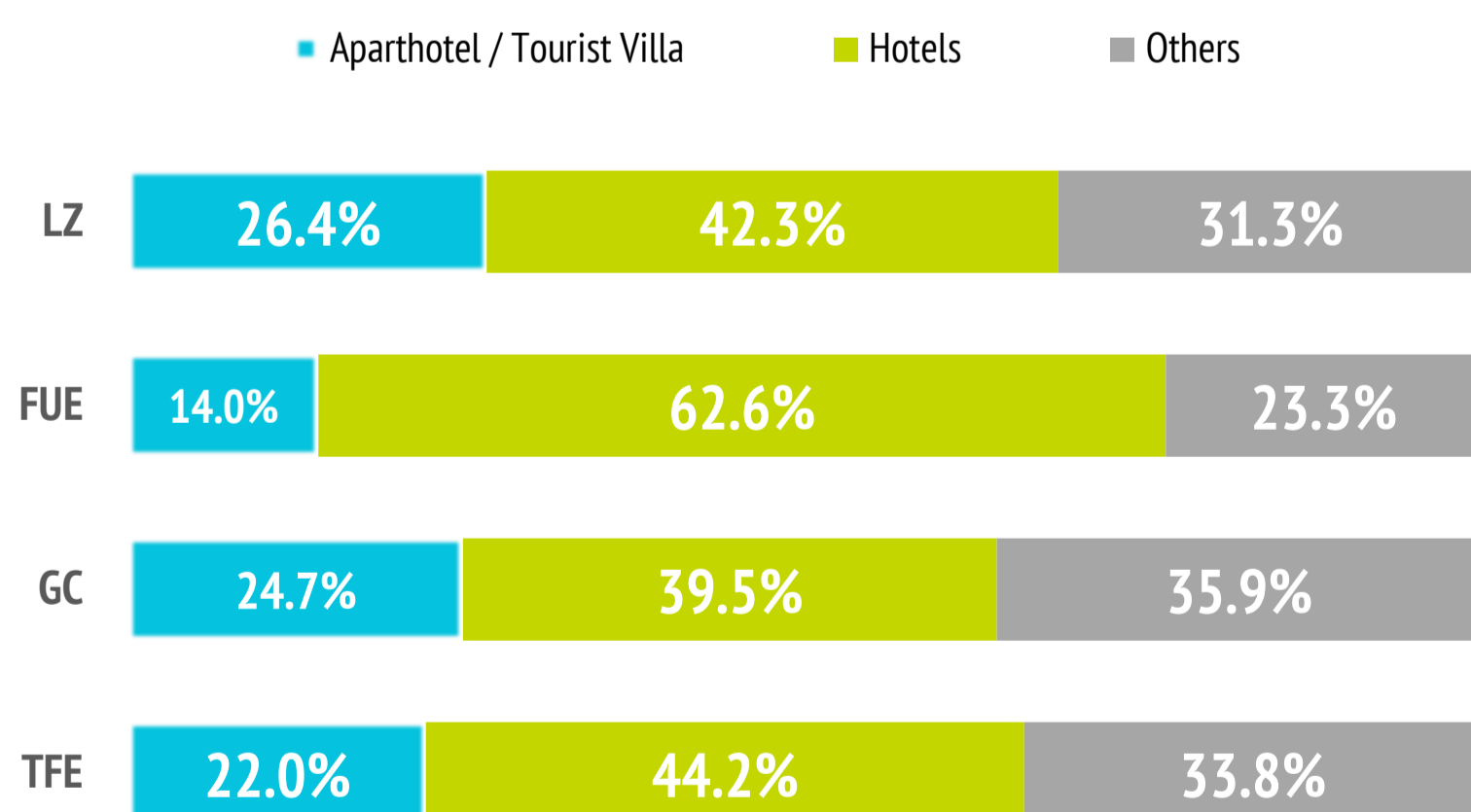
With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	68.3%	47.7%	69.1%	65.6%	--
- Tour Operator or Travel Agency	31.7%	52.3%	30.9%	34.4%	--
Accommodation					
- Directly with the accommodation	60.0%	38.9%	56.5%	47.8%	--
- Tour Operator or Travel Agency	40.0%	61.1%	43.5%	52.2%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	4.7%	13.8%	9.0%	11.4%	--
4* Hotel	28.6%	47.6%	24.8%	27.4%	--
5* Hotel / 5* Luxury Hotel	9.0%	1.3%	5.7%	5.4%	--
Aparthotel / Tourist Villa	26.4%	14.0%	24.7%	22.0%	--
House/room rented in a private dwelling	10.1%	9.0%	15.3%	10.8%	--
Private accommodation (1)	7.8%	10.2%	12.0%	19.4%	--
Others (Cottage, cruise, camping,...)	13.4%	4.1%	8.5%	3.6%	--

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



What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	44.0%	23.0%	52.4%	42.5%	--
Bed and Breakfast	12.4%	7.3%	16.3%	14.3%	--
Half board	23.3%	8.7%	13.3%	18.8%	--
Full board	3.9%	6.7%	2.2%	9.2%	--
All inclusive	16.4%	54.3%	15.7%	15.2%	--

Other expenses 📍

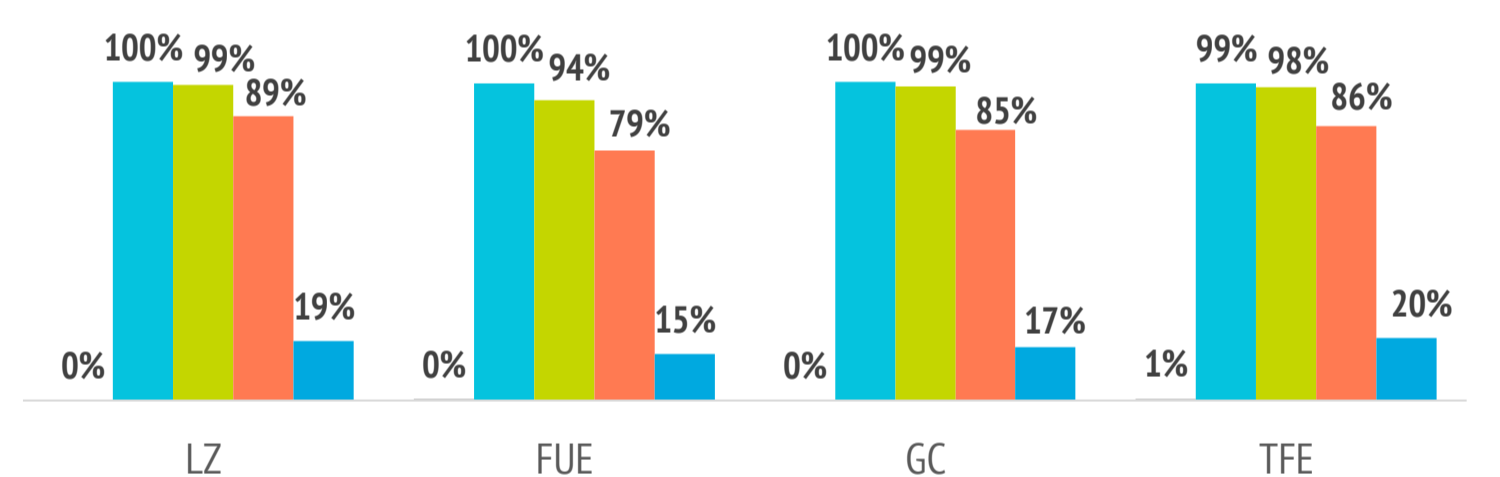
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	63.5%	44.6%	71.0%	59.4%	--
Supermarkets	61.3%	36.7%	63.9%	53.5%	--
Car rental	64.9%	30.2%	37.0%	29.1%	--
Organized excursions	41.7%	20.3%	15.5%	17.7%	--
Taxi, transfer, chauffeur service	17.9%	29.3%	29.4%	21.8%	--
Theme Parks	5.3%	4.8%	3.6%	8.9%	--
Sport activities	5.9%	6.0%	3.9%	3.3%	--
Museums	23.5%	3.9%	4.8%	2.3%	--
Flights between islands	13.8%	10.8%	6.6%	3.9%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.0%	0.5%	0.0%	0.5%	--
1 - 2 hours	0.9%	5.2%	1.4%	1.3%	--
3 - 6 hours	9.9%	15.8%	13.7%	12.2%	--
7 - 12 hours	70.6%	64.0%	68.2%	66.3%	--
More than 12 hours	18.6%	14.5%	16.7%	19.7%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
Beach	88.0%	76.5%	84.7%	74.3%	--
Walk, wander	74.5%	60.8%	74.5%	64.5%	--
Explore the island on their own	81.3%	52.5%	58.9%	48.6%	--
Swimming pool, hotel facilities	39.3%	38.4%	44.3%	45.7%	--
Taste Canarian gastronomy	35.0%	18.5%	24.2%	28.5%	--
Organized excursions	20.0%	20.3%	9.0%	17.8%	--
Wineries / markets / popular festiv	37.4%	12.7%	15.8%	9.9%	--
Museums / exhibitions	43.7%	10.5%	14.5%	8.8%	--
Nightlife / concerts / shows	7.8%	7.9%	17.3%	17.3%	--
Theme parks	11.9%	5.7%	10.2%	20.4%	--
Sport activities	14.5%	13.3%	12.8%	11.4%	--
Sea excursions / whale watching	5.1%	5.3%	9.4%	13.2%	--
Activities at sea	7.8%	8.3%	11.0%	8.0%	--
Nature activities	7.5%	7.1%	7.5%	6.5%	--
Beauty and health treatments	3.7%	3.4%	4.5%	4.2%	--
Astronomical observation	1.0%	1.6%	1.0%	3.0%	--

* Multi-choise question

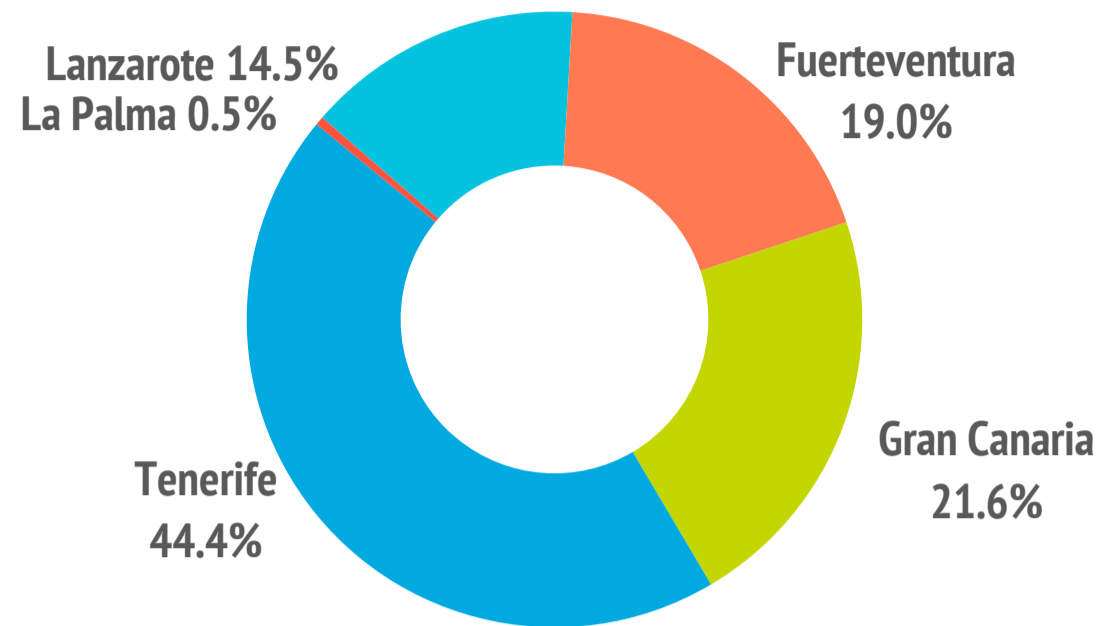
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

ITALY

Which island do they choose?



How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	85.9%	78.9%	88.1%	89.7%	--
Two islands	10.6%	19.3%	10.3%	8.9%	--
Three or more islands	3.5%	1.8%	1.6%	1.4%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	6.0%	10.9%	9.8%	10.8%	--
- Flights	4.1%	10.2%	5.7%	7.9%	--
- Accommodation	4.7%	8.9%	8.9%	10.9%	--
- Transport	6.9%	11.4%	18.4%	17.3%	--
- Restaurants	31.2%	22.2%	31.6%	23.0%	--
- Excursions	30.1%	25.1%	27.2%	20.5%	--
- Activities	30.8%	27.4%	28.9%	19.7%	--
Book or purchase					
- Tourist package	31.6%	23.7%	24.0%	21.5%	--
- Flights	88.8%	62.0%	81.0%	70.0%	--
- Accommodation	82.4%	53.8%	67.6%	56.6%	--
- Transport	76.2%	49.7%	54.4%	43.0%	--
- Restaurants	15.3%	9.3%	16.1%	18.5%	--
- Excursions	19.1%	7.0%	10.8%	18.7%	--
- Activities	14.4%	11.3%	14.3%	14.5%	--

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	4.0%	6.5%	5.5%	7.4%	--
Used the Internet	96.0%	93.5%	94.5%	92.6%	--
- Own Internet connection	54.9%	52.2%	56.5%	51.6%	--
- Free Wifi connection	33.1%	28.1%	24.1%	22.3%	--
Applications*					
- Search for locations or maps	85.6%	60.8%	79.0%	72.4%	--
- Search for destination info	39.3%	25.4%	32.4%	31.7%	--
- Share pictures or trip videos	55.7%	57.7%	52.3%	56.8%	--
- Download tourist apps	15.2%	6.2%	5.7%	8.2%	--
- Others	7.5%	14.6%	10.5%	10.1%	--

* Multi-choice question

Which is the most visited place in each island?



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

How do they rate the Canary Islands?



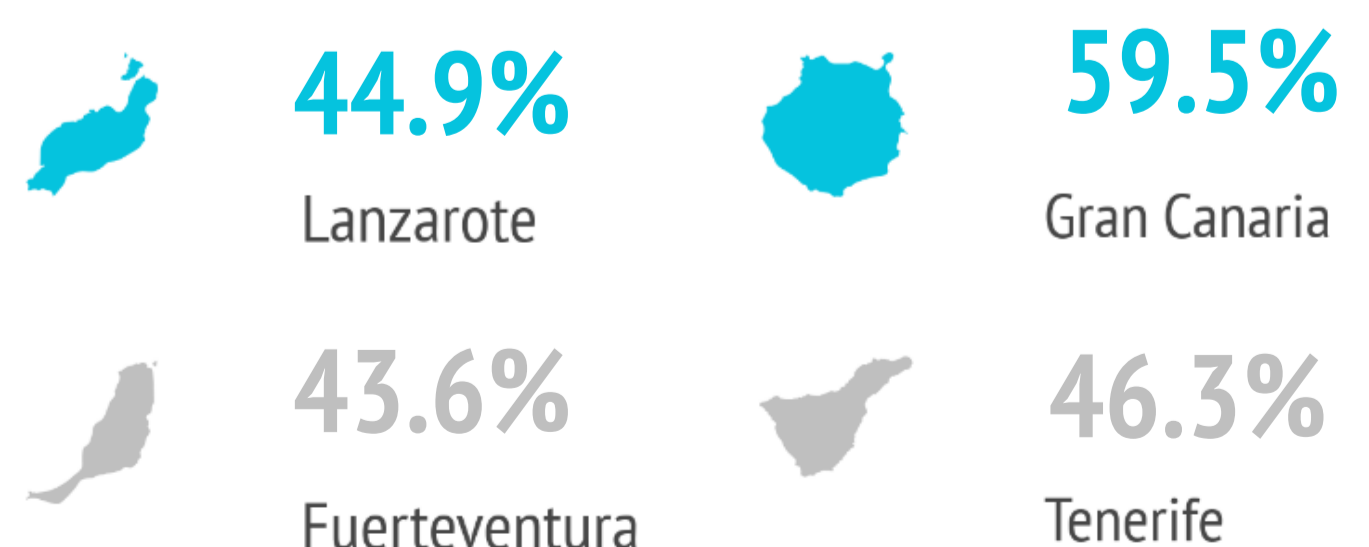
Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.96	8.66	8.49	8.36	--
Experience in the Canary Islands					
Worse or much worse than expected	1.2%	4.0%	2.2%	4.5%	--
Lived up to expectations	41.5%	55.6%	55.6%	53.1%	--
Better or much better than expected	57.3%	40.4%	42.1%	42.4%	--
Future intentions (scale 1-10)					
Return to the Canary Islands	9.18	8.63	8.71	8.38	--
Recommend visiting the Canary Island:	9.33	8.80	8.81	8.65	--

How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	44.9%	43.6%	59.5%	46.5%	--
At least 10 previous visits	2.6%	6.7%	8.8%	5.6%	--
Repeat tourists	51.8%	49.4%	66.4%	52.5%	--
At least 10 previous visits	8.9%	9.2%	12.2%	9.8%	--

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2019)

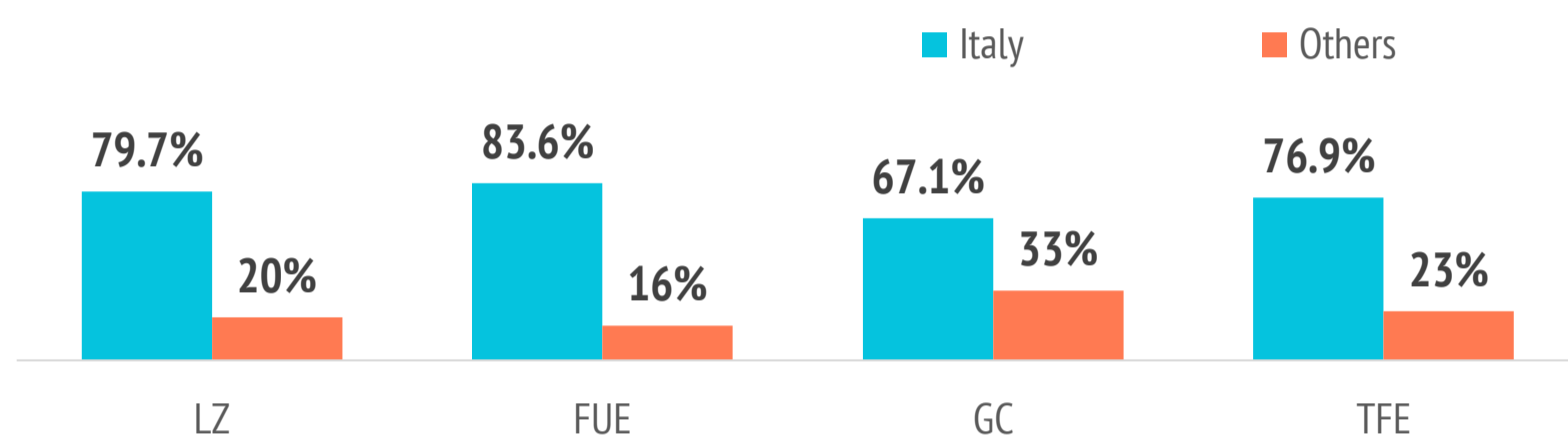
ITALY

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Italy	79.7%	83.6%	67.1%	76.9%	--
Spanish Mainland	18.7%	11.3%	27.6%	18.9%	--
United Kingdom	0.0%	0.6%	1.0%	1.7%	--
Switzerland	0.7%	1.7%	0.7%	0.4%	--
Portugal	0.0%	0.0%	2.6%	0.2%	--
Germany	0.4%	2.2%	0.0%	0.3%	--
France	0.0%	0.2%	0.0%	1.1%	--
Belgium	0.0%	0.5%	0.1%	0.3%	--
Norway	0.0%	0.0%	0.0%	0.2%	--
Poland	0.5%	0.0%	0.0%	0.0%	--
Others	0.0%	0.0%	0.9%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	6.5%	10.5%	18.6%	14.9%	--
Only with partner	52.5%	49.1%	47.7%	41.7%	--
Only with children (< 13 years old)	5.7%	7.0%	6.0%	6.9%	--
Partner + children (< 13 years old)	4.4%	3.1%	3.4%	5.0%	--
Other relatives	5.5%	4.8%	4.8%	6.3%	--
Friends	9.5%	10.2%	9.3%	8.6%	--
Work colleagues	0.0%	0.0%	1.2%	1.4%	--
Organized trip	0.7%	0.4%	0.0%	0.2%	--
Other combinations ⁽¹⁾	15.2%	14.9%	8.9%	15.0%	--

(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
Tourists with children	16.1%	13.8%	13.3%	15.4%	--
- Between 0 and 2 years old	1.7%	0.9%	2.2%	1.6%	--
- Between 3 and 12 years old	14.4%	11.7%	10.3%	12.7%	--
- Between 0 -2 and 3-12 years c	0.0%	1.2%	0.8%	1.1%	--

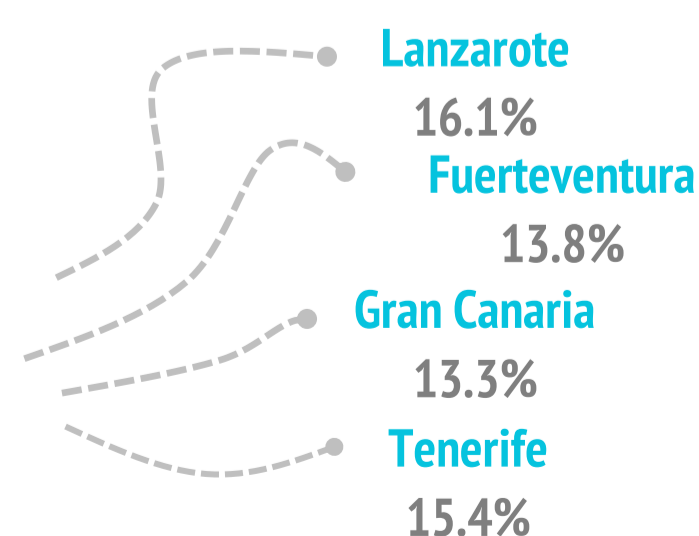
Tourists without children	LZ	FUE	GC	TFE	LP
Tourists without children	83.9%	86.2%	86.7%	84.6%	--

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	8.2%	15.6%	22.9%	22.0%	--
- 2 people	59.2%	56.4%	51.9%	48.8%	--
- 3 people	12.6%	12.4%	10.7%	14.2%	--
- 4 or 5 people	19.4%	13.0%	12.8%	12.0%	--
- 6 or more people	0.6%	2.6%	1.7%	3.0%	--
Average group size:	2.49	2.37	2.24	2.33	--

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	56.4%	46.7%	54.0%	49.6%	--
Women	43.6%	53.3%	46.0%	50.4%	--
Age					
Average age (tourist > 15 years old)	45.8	46.7	44.7	44.1	--
Standard deviation	14.6	15.3	14.4	14.4	--
Age range (> 15 years old)					
16 - 24 years old	8.5%	5.4%	9.4%	9.1%	--
25 - 30 years old	8.2%	13.6%	12.0%	13.0%	--
31 - 45 years old	32.7%	26.9%	27.7%	30.1%	--
46 - 60 years old	33.6%	36.7%	37.8%	33.9%	--
Over 60 years old	17.0%	17.5%	13.1%	14.0%	--
Occupation					
Salaried worker	48.8%	38.3%	34.2%	42.8%	--
Self-employed	19.1%	25.3%	26.4%	22.6%	--
Unemployed	1.7%	2.4%	2.8%	3.9%	--
Business owner	10.9%	15.0%	15.3%	12.8%	--
Student	6.3%	5.8%	10.0%	6.4%	--
Retired	11.7%	11.6%	9.0%	9.7%	--
Unpaid domestic work	1.4%	1.5%	2.3%	1.5%	--
Others	0.0%	0.0%	0.0%	0.3%	--

Annual household income level	LZ	FUE	GC	TFE	LP
Less than €25,000	26.5%	31.9%	24.0%	29.6%	--
€25,000 - €49,999	43.9%	41.1%	43.4%	39.7%	--
€50,000 - €74,999	16.0%	12.3%	13.7%	14.6%	--
More than €74,999	13.6%	14.7%	18.9%	16.1%	--

Education level	LZ	FUE	GC	TFE	LP
No studies	0.0%	0.6%	1.1%	1.2%	--
Primary education	3.1%	2.9%	1.8%	3.4%	--
Secondary education	14.6%	24.5%	17.6%	19.0%	--
Higher education	82.3%	72.0%	79.5%	76.5%	--



% MEN



% OF TOURISTS WITH INCOMES LESS THAN €25000

● Lanzarote ● Fuerteventura
● Gran Canaria ● Tenerife



% OF TOURISTS TRAVELLING ONLY WITH PARTNER

