How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**134**	**93**	**117**	**111**	**455**
Tourist arrivals > 15 years old (EGT) (*)	**123**	**85**	**104**	**104**	**416**
- book holiday package (*)	32	31	34	26	**123**
- do not book holiday package (*)	91	53	70	78	**292**
- % tourists who book holiday package	26.2%	36.9%	33.0%	24.6%	**29.7%**

(*) Thousand of tourists

TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4
134,003	93,406	117,063	110,912
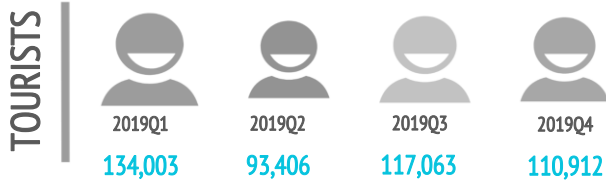
% TOURISTS WHO BOOK HOLIDAY PACKAGE

2019Q1	26%
2019Q2	37%
2019Q3	33%
2019Q4	25%

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	**886**	**905**	**1,227**	**881**	**974**
- book holiday package	931	1,104	1,405	1,053	**1,132**
- holiday package	788	954	1,180	904	**963**
- others	143	151	224	149	**169**
- do not book holiday package	870	788	1,140	824	**907**
- flight	225	218	385	242	**266**
- accommodation	289	256	372	262	**296**
- others	355	314	383	321	**345**
Average lenght of stay	**10.65**	**8.60**	**10.63**	**8.92**	**9.80**
- book holiday package	8.16	8.18	8.78	8.17	**8.34**
- do not book holiday package	11.54	8.84	11.53	9.16	**10.41**
Average daily expenditure (€)	**103.4**	**126.1**	**134.0**	**113.9**	**118.3**
- book holiday package	118.8	156.5	171.4	136.7	**146.7**
- do not book holiday package	97.9	108.3	115.6	106.4	**106.3**
Total turnover (> 15 years old) (€m)	**109**	**77**	**128**	**92**	**405**
- book holiday package	30	34	48	27	**140**
- do not book holiday package	79	42	80	65	**265**

AVERAGE LENGHT OF STAY (nights)

2019Q1	2019Q2	2019Q3	2019Q4
10.65	8.60	10.63	8.92

EXPENDITURE PER TOURIST (€)
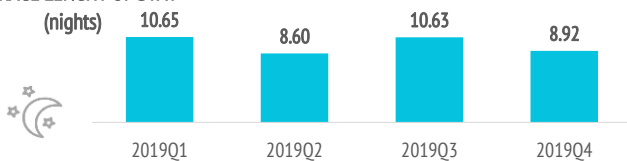
2019Q1	2019Q2	2019Q3	2019Q4
886	905	1,227	881
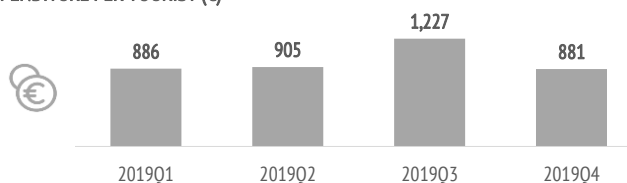
Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	79.7%	69.9%	70.4%	85.1%	**76.6%**
Landscapes	54.7%	58.4%	63.2%	59.0%	**58.7%**
Environment	53.9%	59.2%	56.3%	55.0%	**55.9%**
Tranquility	51.8%	60.1%	51.7%	57.8%	**55.0%**
Sea	46.3%	52.1%	56.0%	56.6%	**52.5%**
Beaches	46.2%	43.3%	49.2%	58.1%	**49.3%**
Safety	44.8%	45.4%	41.3%	47.4%	**44.7%**
European belonging	42.1%	38.0%	35.2%	39.9%	**38.9%**
Effortless trip	30.6%	34.6%	32.6%	35.4%	**33.1%**
Accommodation supply	24.8%	30.5%	38.3%	29.8%	**30.7%**
Price	26.7%	25.4%	27.3%	31.9%	**27.8%**
Authenticity	23.0%	22.7%	28.1%	22.8%	**24.2%**
Gastronomy	17.3%	21.0%	20.8%	23.4%	**20.5%**
Hiking trail network	19.3%	18.3%	21.4%	22.3%	**20.4%**
Fun possibilities	15.3%	16.2%	27.1%	20.4%	**19.7%**
Exoticism	14.0%	11.6%	12.1%	14.3%	**13.1%**
Shopping	9.6%	10.9%	13.1%	13.3%	**11.7%**
Nightlife	10.3%	5.3%	15.3%	9.9%	**10.4%**
Historical heritage	11.0%	10.6%	10.9%	8.5%	**10.3%**
Culture	9.8%	10.1%	10.9%	9.0%	**10.0%**

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

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

% TOURISTS WHO CHOOSE BEACHES

2019Q1	2019Q2	2019Q3	2019Q4
46%	43%	49%	58%

What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	52.4%	51.3%	44.4%	58.3%	**51.6%**
Enjoy family time	11.0%	11.7%	11.0%	10.5%	**11.0%**
Have fun	5.1%	6.7%	8.8%	5.6%	**6.5%**
Explore the destination	26.2%	25.9%	33.8%	22.9%	**27.3%**
Practice their hobbies	3.4%	2.7%	1.2%	1.6%	**2.3%**
Other reasons	1.9%	1.6%	0.7%	1.0%	**1.3%**

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	1.1%	1.5%	0.1%	0.9%	**0.9%**
Between 1 and 30 days	40.2%	20.9%	22.7%	26.7%	**28.5%**
Between 1 and 2 months	30.6%	30.5%	24.5%	26.6%	**28.0%**
Between 3 and 6 months	21.6%	39.1%	37.8%	35.7%	**32.7%**
More than 6 months	6.5%	8.1%	14.9%	10.1%	**9.8%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2019Q1	6.5%
2019Q2	8.1%
2019Q3	14.9%
2019Q4	10.1%

Picture: Freepik.com

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.

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	38.1%	34.2%	32.2%	36.7%	**35.5%**
Friends or relatives	32.2%	27.3%	33.2%	31.1%	**31.2%**
Internet or social media	45.5%	51.4%	48.7%	48.1%	**48.1%**
Mass Media	1.7%	0.4%	1.2%	0.5%	**1.0%**
Travel guides and magazines	2.7%	7.8%	6.9%	7.4%	**6.0%**
Travel Blogs or Forums	4.7%	5.8%	8.3%	6.4%	**6.3%**
Travel TV Channels	0.0%	1.1%	0.2%	0.2%	**0.3%**
Tour Operator or Travel Agency	10.3%	17.7%	22.5%	13.5%	**15.6%**
Public administrations or similar	0.2%	0.3%	0.0%	1.2%	**0.4%**
Others	3.5%	2.0%	1.8%	2.1%	**2.4%**

* Multi-choise question

With whom did they book their flight and accommodation?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	66.7%	58.8%	58.4%	67.5%	**63.2%**
- Tour Operator or Travel Agency	33.3%	41.2%	41.6%	32.5%	**36.8%**
Accommodation					
- Directly with the accommodation	55.3%	46.3%	40.7%	55.9%	**49.8%**
- Tour Operator or Travel Agency	44.7%	53.7%	59.3%	44.1%	**50.2%**

Where do they stay?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	9.8%	10.1%	9.9%	12.0%	**10.4%**
4* Hotel	27.7%	34.5%	33.5%	28.6%	**30.8%**
5* Hotel / 5* Luxury Hotel	4.2%	6.7%	5.4%	4.8%	**5.2%**
Aparthotel / Tourist Villa	21.2%	23.7%	23.5%	18.6%	**21.7%**
House/room rented in a private dwelling	12.3%	7.9%	9.2%	15.2%	**11.4%**
Private accommodation [1]	18.6%	9.7%	13.3%	14.2%	**14.4%**
Others (Cottage, cruise, camping,..)	6.1%	7.4%	5.2%	6.6%	**6.3%**

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

What do they book?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	44.3%	38.5%	37.2%	43.9%	**41.1%**
Bed and Breakfast	12.5%	13.2%	9.7%	16.7%	**13.0%**
Half board	16.2%	13.5%	19.9%	14.5%	**16.1%**
Full board	4.4%	7.3%	6.9%	6.9%	**6.3%**
All inclusive	22.7%	27.5%	26.3%	18.0%	**23.5%**

41.1% of Italians book room only.

44.3% 2019Q1

37.2% 2019Q3

38.5% 2019Q2

43.9% 2019Q4

Other expenses

	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	61.1%	52.9%	56.6%	66.6%	**59.7%**
Supermarkets	55.2%	49.5%	55.4%	54.3%	**53.9%**
Car rental	32.4%	39.2%	37.6%	37.6%	**36.4%**
Organized excursions	14.2%	26.5%	29.8%	17.2%	**21.4%**
Taxi, transfer, chauffeur service	22.3%	31.3%	27.5%	17.8%	**24.3%**
Theme Parks	3.1%	10.0%	6.6%	7.2%	**6.4%**
Sport activities	4.0%	4.9%	4.7%	3.8%	**4.3%**
Museums	4.9%	6.4%	6.9%	6.9%	**6.2%**
Flights between islands	7.5%	9.5%	8.3%	4.4%	**7.3%**

Activities in the Canary Islands

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	0.6%	0.0%	0.0%	0.6%	**0.3%**
1 - 2 hours	1.8%	3.0%	2.8%	0.5%	**2.0%**
3 - 6 hours	14.4%	14.6%	10.6%	11.9%	**12.8%**
7 - 12 hours	66.6%	62.3%	67.9%	70.3%	**67.0%**
More than 12 hours	16.5%	20.0%	18.7%	16.7%	**17.8%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Legend: 0 hours | More than 1 hour | More than 3 hours | More than 7 hours | More than 12 hours

2019Q1: 1%, 99%, 98%, 83%, 17%
2019Q2: 0%, 100%, 97%, 82%, 20%
2019Q3: 0%, 100%, 97%, 87%, 19%
2019Q4: 1%, 99%, 99%, 87%, 17%
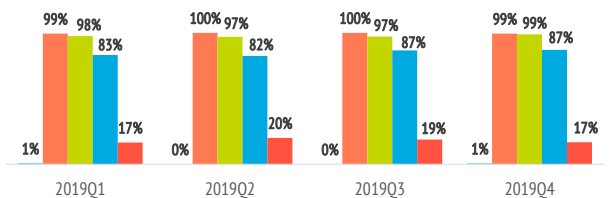
Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Beach	74.2%	83.6%	86.4%	72.8%	**78.8%**
Walk, wander	64.8%	70.6%	68.4%	67.1%	**67.5%**
Explore the island on their own	53.9%	58.9%	58.0%	55.6%	**56.4%**
Swimming pool, hotel facilities	35.1%	46.1%	53.2%	39.1%	**42.9%**
Taste Canarian gastronomy	27.0%	25.2%	27.1%	26.8%	**26.6%**
Organized excursions	9.3%	18.0%	27.5%	13.8%	**16.8%**
Wineries / markets / popular festiv	13.9%	18.4%	17.3%	13.9%	**15.7%**
Museums / exhibitions	14.5%	16.0%	16.8%	14.8%	**15.5%**
Nightlife / concerts / shows	12.7%	14.4%	17.6%	11.8%	**14.0%**
Theme parks	9.8%	18.7%	18.6%	10.7%	**14.0%**
Sport activities	9.8%	11.5%	16.3%	13.4%	**12.7%**
Sea excursions / whale watching	6.2%	8.8%	17.8%	6.4%	**9.7%**
Activities at sea	9.0%	10.7%	10.4%	5.5%	**8.8%**
Nature activities	6.5%	6.4%	10.1%	5.5%	**7.2%**
Beauty and health treatments	2.7%	2.6%	5.4%	5.4%	**4.0%**
Astronomical observation	0.7%	1.6%	4.6%	2.0%	**2.2%**

* Multi-choise question

Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	15,870	13,803	15,338	15,366	**60,377**
Fuerteventura	18,474	17,285	25,238	17,704	**78,701**
Gran Canaria	27,610	17,534	21,820	22,800	**89,764**
Tenerife	60,251	35,407	41,182	47,594	**184,434**
La Palma	364	423	824	292	**1,903**

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	12.9%	16.3%	14.7%	14.8%	**14.5%**
Fuerteventura	15.1%	20.5%	24.2%	17.1%	**19.0%**
Gran Canaria	22.5%	20.8%	20.9%	22.0%	**21.6%**
Tenerife	49.2%	41.9%	39.4%	45.9%	**44.4%**
La Palma	0.3%	0.5%	0.8%	0.3%	**0.5%**

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	85.9%	88.7%	84.3%	88.0%	**86.6%**
Two islands	11.4%	9.4%	14.9%	9.7%	**11.4%**
Three or more islands	2.7%	1.9%	0.8%	2.3%	**2.0%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

Legend: ■ 2019Q1 ■ 2019Q2 ■ 2019Q3 ■ 2019Q4

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2019Q1	26%	23%	31%	33%	19%
2019Q2	23%	22%	20%	19%	22%
2019Q3	25%	32%	24%	22%	43%
2019Q4	25%	22%	25%	26%	15%

Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	8.8%	10.7%	10.6%	9.5%	**9.9%**
- Flights	9.4%	6.5%	6.5%	6.3%	**7.2%**
- Accommodation	8.6%	9.0%	11.3%	7.2%	**9.1%**
- Transport	17.3%	11.8%	13.9%	15.0%	**14.6%**
- Restaurants	28.6%	27.7%	26.3%	22.2%	**26.1%**
- Excursions	24.6%	27.3%	24.2%	23.6%	**24.8%**
- Activities	27.6%	24.4%	27.2%	21.9%	**25.4%**
Book or purchase					
- Tourist package	23.3%	32.2%	22.2%	20.6%	**24.2%**
- Flights	76.8%	75.1%	70.6%	74.2%	**74.1%**
- Accommodation	62.6%	66.5%	58.2%	65.4%	**62.9%**
- Transport	53.2%	59.9%	48.1%	52.2%	**52.9%**
- Restaurants	16.1%	14.6%	12.4%	19.4%	**15.6%**
- Excursions	13.3%	17.7%	17.8%	11.7%	**15.1%**
- Activities	11.9%	11.5%	16.5%	14.2%	**13.8%**

Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**9.2%**	**7.0%**	**4.9%**	**3.5%**	**6.3%**
Used the Internet	**90.8%**	**93.0%**	**95.1%**	**96.5%**	**93.7%**
- Own Internet connection	51.9%	48.4%	53.6%	57.9%	**53.1%**
- Free Wifi connection	20.2%	29.1%	28.8%	25.9%	**25.6%**
Applications*					
- Search for locations or maps	72.9%	73.0%	71.8%	76.4%	**73.5%**
- Search for destination info	29.1%	32.2%	33.9%	32.2%	**31.8%**
- Share pictures or trip videos	53.3%	53.6%	60.0%	56.0%	**55.8%**
- Download tourist apps	6.0%	9.8%	10.0%	8.0%	**8.3%**
- Others	9.9%	11.0%	13.0%	8.8%	**10.6%**

Multi-choise question

● MOST VISITED PLACES IN EACH ISLAND ●

LANZAROTE

78%
MONTAÑA DEL FUEGO

FUERTEVENTURA

58%
COTILLO

TENERIFE

48%
PARQUE NACIONAL DEL TEIDE

GRAN CANARIA

75%
DUNAS DE MASPALOMAS

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)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.43	8.55	8.56	8.63	**8.54**

Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	1.7%	5.1%	4.9%	2.7%	**3.4%**
Lived up to expectations	55.9%	54.9%	51.5%	47.0%	**52.4%**
Better or much better than expected	42.3%	40.1%	43.6%	50.3%	**44.2%**

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	8.64	8.51	8.58	8.73	**8.62**
Recommend visiting the Canary Islands	8.80	8.75	8.84	8.88	**8.82**

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	**59.0%**	**51.6%**	**49.2%**	**58.5%**	**54.9%**
Repeat tourists (last 5 years)	56.7%	48.3%	42.2%	55.0%	**50.9%**
Repeat tourists (last 5 years)(5 or more visits)	12.5%	15.8%	13.5%	14.4%	**13.9%**
At least 10 previous visits	**8.3%**	**9.7%**	**11.6%**	**11.5%**	**10.2%**

REPEAT TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4	
59.0%	51.6%	49.2%	58.5%	Average 54.9%
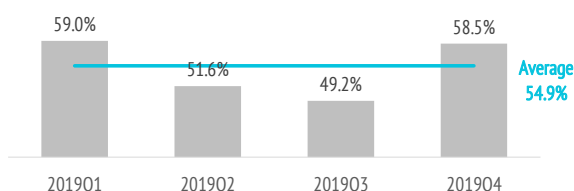
TOURIST PROFILE BY QUARTER OF TRIP (2019)
ITALY

Canary Islands — LATITUDE OF LIFE

Where does the flight come from? 🌐

		2019Q1	2019Q2	2019Q3	2019Q4	2019
	0	76.7%	79.5%	71.6%	77.0%	**76.1%**
	0	16.7%	16.9%	23.2%	21.5%	**19.6%**
	0	2.9%	0.4%	0.3%	0.5%	**1.1%**
Others		3.7%	3.1%	4.8%	1.0%	**3.2%**

% TOURISTS BY QUARTER OF TRIP

■ 0 ■ Others

2019Q1	2019Q2	2019Q3	2019Q4
77% / 23%	80% / 20%	72% / 28%	77% / 23%
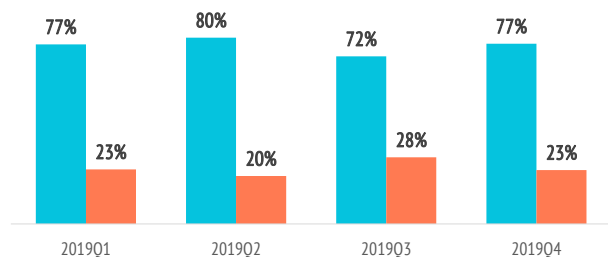
Who do they come with? 👪

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	19.7%	9.3%	10.6%	13.4%	**13.7%**
Only with partner	41.4%	47.7%	46.2%	49.7%	**46.0%**
Only with children (< 13 years old)	6.0%	10.2%	7.8%	3.5%	**6.7%**
Partner + children (< 13 years old)	2.2%	6.3%	6.5%	2.7%	**4.2%**
Other relatives	6.4%	6.4%	4.1%	5.3%	**5.5%**
Friends	12.4%	5.1%	8.0%	9.7%	**9.1%**
Work colleagues	0.3%	0.7%	0.8%	1.7%	**0.9%**
Organized trip	0.3%	0.6%	0.2%	0.0%	**0.3%**
Other combinations [1]	11.3%	13.8%	15.8%	14.0%	**13.6%**

(1) Different situations have been isolated

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	**12.3%**	**20.4%**	**19.4%**	**9.0%**	**14.9%**
- Between 0 and 2 years old	2.7%	1.1%	0.9%	1.5%	**1.6%**
- Between 3 and 12 years old	8.6%	19.3%	17.4%	6.3%	**12.4%**
- Between 0 -2 and 3-12 years	1.0%	0.0%	1.2%	1.2%	**0.9%**
Tourists without children	**87.7%**	**79.6%**	**80.6%**	**91.0%**	**85.1%**
Group composition:					
- 1 person	27.0%	13.6%	14.6%	18.5%	**19.0%**
- 2 people	49.2%	53.1%	53.2%	54.6%	**52.4%**
- 3 people	11.3%	15.7%	15.1%	10.2%	**12.9%**
- 4 or 5 people	9.7%	14.6%	14.7%	15.6%	**13.4%**
- 6 or more people	2.8%	3.1%	2.4%	1.1%	**2.3%**
Average group size:	**2.18**	**2.47**	**2.44**	**2.32**	**2.34**

❞ 14.9% of Italians travel with children.

(under the age of 13)

2019Q1	12.3%
2019Q2	20.4%
2019Q3	19.4%
2019Q4	9.0%

Who are they? 👤

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	50.5%	49.8%	51.2%	52.1%	**50.9%**
Women	49.5%	50.2%	48.8%	47.9%	**49.1%**
Age					
Average age (tourist > 15 years old)	46.3	46.8	40.8	46.2	**45.0**
Standard deviation	14.7	14.0	13.7	15.0	**14.6**
Age range (> 15 years old)					
16 - 24 years old	6.7%	5.9%	13.6%	6.9%	**8.3%**
25 - 30 years old	12.3%	8.0%	15.3%	12.1%	**12.1%**
31 - 45 years old	27.2%	32.1%	32.3%	27.4%	**29.5%**
46 - 60 years old	35.6%	38.0%	32.0%	35.5%	**35.2%**
Over 60 years old	18.3%	16.0%	6.8%	18.1%	**14.9%**
Occupation					
Salaried worker	36.2%	40.2%	43.8%	44.1%	**40.9%**
Self-employed	26.6%	26.1%	19.5%	21.2%	**23.4%**
Unemployed	4.0%	2.4%	2.8%	3.1%	**3.2%**
Business owner	14.2%	12.6%	14.1%	12.9%	**13.5%**
Student	5.7%	3.3%	12.9%	5.7%	**7.0%**
Retired	10.7%	14.1%	6.3%	10.4%	**10.2%**
Unpaid domestic work	2.6%	1.2%	0.5%	2.0%	**1.6%**
Others	0.0%	0.0%	0.0%	0.6%	**0.2%**
Annual household income level					
Less than €25,000	32.2%	24.6%	26.1%	29.3%	**28.4%**
€25,000 - €49,999	44.2%	44.9%	34.6%	41.8%	**41.3%**
€50,000 - €74,999	11.0%	14.3%	17.0%	14.7%	**14.1%**
More than €74,999	12.5%	16.2%	22.3%	14.1%	**16.1%**
Education level					
No studies	0.9%	1.0%	0.9%	0.7%	**0.9%**
Primary education	4.4%	2.9%	1.2%	2.9%	**2.9%**
Secondary education	22.3%	19.4%	18.0%	16.2%	**19.1%**
Higher education	72.3%	76.7%	79.9%	80.3%	**77.1%**

AVERAGE AGE (> 15 years olf)

2019Q1	46.3
2019Q2	46.8
2019Q3	40.8
2019Q4	46.2

% OF TOURISTS WITH INCOMES OVER €74,999

● 2019Q1 ● 2019Q3
● 2019Q2 ● 2019Q4

| 13% | 16% | 22% | 14% |

% SALARIED WORKED TOURISTS

2019Q1	36%
2019Q2	40%
2019Q3	44%
2019Q4	44%

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