

# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2019)

## REST

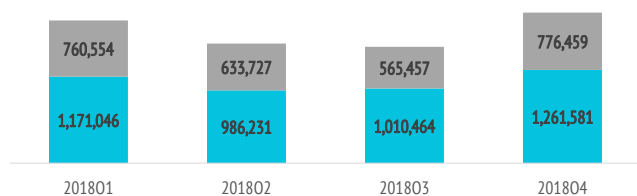


### How many are they and how much do they spend?

	Rest	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>7,165,519</b>	<b>13,271,035</b>
- book holiday package	4,429,322	7,426,022
- do not book holiday package	2,736,197	5,845,014
- % tourists who book holiday package	61.8%	56.0%
Share of total tourist	55.5%	100%

### TOURISTS BY QUARTER: REST

■ do not book holiday package ■ book holiday package



	Rest	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,150	1,136
- holiday package	1,240	1,268
- others	227	237
- do not book holiday package	1,003	967
- flight	253	263
- accommodation	365	321
- others	385	383
<b>Average length of stay</b>		
- book holiday package	9.15	9.09
- do not book holiday package	8.70	8.64
<b>Average daily expenditure (€)</b>		
- book holiday package	137.8	138.9
- do not book holiday package	150.3	155.4
- do not book holiday package	117.6	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	8,239	15,070
- do not book holiday package	5,494	9,416
- do not book holiday package	2,746	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Rest	Total
Climate	82.7%	78.4%
Safety	54.7%	51.9%
Tranquility	52.5%	47.6%
Accommodation supply	48.3%	42.9%
Sea	44.7%	44.4%
Price	39.8%	37.4%
Beaches	39.1%	37.7%
Effortless trip	38.1%	35.2%
European belonging	38.1%	36.1%
Environment	30.7%	33.2%
Landscapes	26.8%	33.1%
Gastronomy	23.6%	23.2%
Authenticity	17.9%	20.3%
Fun possibilities	17.6%	21.1%
Exoticism	9.9%	11.4%
Shopping	9.5%	9.4%
Nightlife	7.2%	8.0%
Hiking trail network	6.9%	9.6%
Culture	6.5%	8.0%
Historical heritage	6.4%	8.2%

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 ACCOMMODATION SUPPLY

REST  
48.3%



TOTAL  
42.9%

### What is the main motivation for their holidays?

	Rest	Total
Rest	100%	55.5%
Enjoy family time	--	14.4%
Have fun	--	8.6%
Explore the destination	--	17.8%
Practice their hobbies	--	1.9%
Other reasons	--	1.8%

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

	Rest	Total
The same day	0.5%	0.7%
Between 1 and 30 days	23.4%	23.8%
Between 1 and 2 months	22.5%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	20.9%	20.0%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

REST  
20.9%



TOTAL  
20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that rest was the main motivation for their holidays.

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

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## REST



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

	Rest	Total
Previous visits to the Canary Islands	57.9%	51.9%
Friends or relatives	22.7%	27.1%
Internet or social media	53.8%	54.7%
Mass Media	1.5%	1.6%
Travel guides and magazines	6.6%	8.4%
Travel Blogs or Forums	3.9%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	24.3%	22.6%
Public administrations or similar	0.2%	0.4%
Others	1.8%	2.4%

\* Multi-choice question

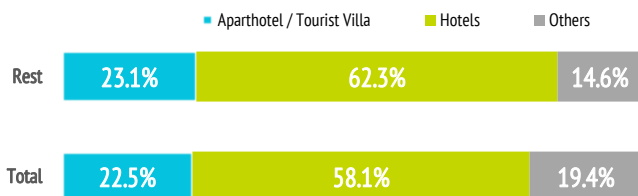
### With whom did they book their flight and accommodation?

	Rest	Total
<b>Flight</b>		
- Directly with the airline	39.3%	42.9%
- Tour Operator or Travel Agency	60.7%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	28.9%	31.5%
- Tour Operator or Travel Agency	71.1%	68.5%

### Where do they stay?

	Rest	Total
1-2-3* Hotel	11.3%	11.5%
4* Hotel	40.5%	37.6%
5* Hotel / 5* Luxury Hotel	10.5%	9.0%
Aparthotel / Tourist Villa	23.1%	22.5%
House/room rented in a private dwelling	4.5%	5.9%
Private accommodation (1)	4.5%	7.2%
Others (Cottage, cruise, camping,...)	5.6%	6.3%

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



### What do they book?

	Rest	Total
Room only	25.6%	27.9%
Bed and Breakfast	11.6%	12.4%
Half board	22.0%	21.2%
Full board	3.4%	3.6%
All inclusive	37.5%	34.9%

**37.5%** of tourists book all inclusive.  
(Canary Islands: 34.9%)

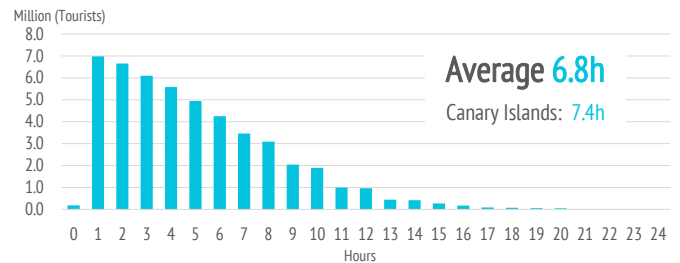
### Other expenses

	Rest	Total
Restaurants or cafes	56.8%	59.1%
Supermarkets	50.2%	52.1%
Car rental	19.8%	26.3%
Organized excursions	17.7%	20.6%
Taxi, transfer, chauffeur service	56.2%	50.0%
Theme Parks	5.5%	7.5%
Sport activities	4.2%	5.7%
Museums	3.0%	4.6%
Flights between islands	3.5%	4.4%

### Activities in the Canary Islands

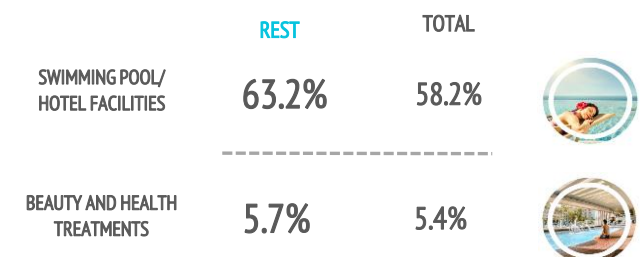
Outdoor time per day	Rest	Total
0 hours	2.6%	2.1%
1 - 2 hours	12.3%	9.8%
3 - 6 hours	36.8%	32.6%
7 - 12 hours	42.1%	47.1%
More than 12 hours	6.2%	8.4%

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



Activities in the Canary Islands	Rest	Total
Walk, wander	69.9%	69.8%
Beach	64.5%	66.3%
Swimming pool, hotel facilities	63.2%	58.2%
Explore the island on their own	37.4%	45.2%
Taste Canarian gastronomy	20.2%	24.2%
Organized excursions	15.2%	16.9%
Nightlife / concerts / shows	14.9%	15.5%
Theme parks	10.4%	14.1%
Sport activities	10.2%	13.4%
Wineries / markets / popular festivals	9.1%	11.6%
Sea excursions / whale watching	9.0%	11.1%
Activities at sea	8.0%	10.0%
Nature activities	6.8%	10.4%
Museums / exhibitions	6.7%	10.1%
Beauty and health treatments	5.7%	5.4%
Astronomical observation	2.9%	3.5%

\* Multi-choice question



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### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	7,165,519	1,402,358	1,012,275	2,088,290	2,545,206	74,412
- Share by islands	100%	19.6%	14.1%	29.1%	35.5%	1.0%
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%
% Rest	55.5%	56.3%	62.0%	59.3%	51.7%	31.8%

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

	Rest	Total
One island	93.0%	91.4%
Two islands	6.0%	7.2%
Three or more islands	1.0%	1.4%

### Internet usage during their trip

	Rest	Total
<b>Research</b>		
- Tourist package	15.2%	14.8%
- Flights	13.8%	13.0%
- Accommodation	18.1%	16.9%
- Transport	15.6%	15.7%
- Restaurants	26.2%	28.4%
- Excursions	23.5%	26.2%
- Activities	26.8%	30.1%
<b>Book or purchase</b>		
- Tourist package	42.9%	39.4%
- Flights	64.8%	66.7%
- Accommodation	56.5%	57.3%
- Transport	45.4%	47.6%
- Restaurants	11.5%	12.1%
- Excursions	10.5%	13.0%
- Activities	11.3%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Rest	Total
<b>Did not use the Internet</b>	<b>9.7%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>90.3%</b>	<b>91.7%</b>
- Own Internet connection	31.8%	37.4%
- Free Wifi connection	43.4%	39.5%
<b>Applications*</b>		
- Search for locations or maps	55.7%	61.7%
- Search for destination info	41.5%	44.8%
- Share pictures or trip videos	54.5%	56.0%
- Download tourist apps	6.2%	7.0%
- Others	25.7%	22.6%

\* Multi-choice question

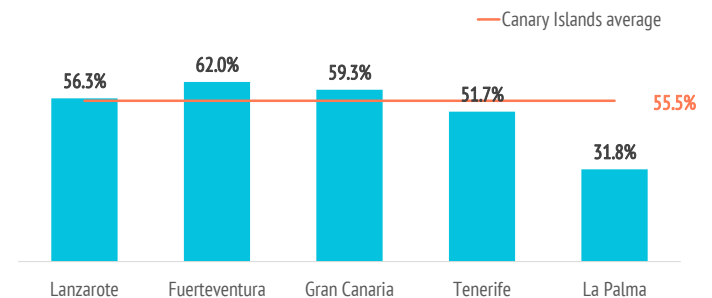


**54.5%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



### % TOURISTS BY ISLAND OF STAY

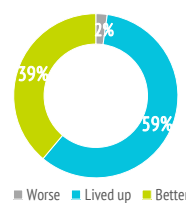


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Rest	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Rest	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	58.9%	55.6%
Better or much better than expected	38.9%	42.1%

Future intentions (scale 1-10)	Rest	Total
Return to the Canary Islands	8.78	8.73
Recommend visiting the Canary Islands	8.96	8.95



Experience in the Canary



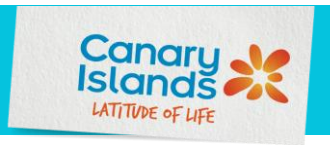
Return to the Canary Islands



Recommend visiting the Canary Islands

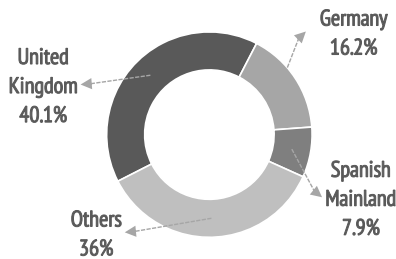
### How many are loyal to the Canary Islands?

	Rest	Total
<b>Repeat tourists</b>	<b>76.5%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	71.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.8%	19.5%
<b>At least 10 previous visits</b>	<b>21.0%</b>	<b>18.6%</b>



Where are they from? 

	%	Absolute
United Kingdom	40.1%	2,873,397
Germany	16.2%	1,162,490
Spanish Mainland	7.9%	566,609
Ireland	4.7%	335,295
Netherlands	4.0%	284,983
Norway	3.6%	259,098
Sweden	3.0%	212,467
Italy	2.9%	204,810
Belgium	2.7%	195,481
France	2.7%	194,830
Poland	2.2%	161,039
Finland	2.1%	152,769
Denmark	2.0%	141,749
Switzerland	1.6%	115,312
Russia	0.5%	38,928
Austria	0.5%	34,973
Czech Republic	0.4%	30,630
Others	2.8%	200,659



Who do they come with? 

	Rest	Total
Unaccompanied	7.6%	9.6%
Only with partner	57.3%	48.1%
Only with children (< 13 years old)	3.6%	5.6%
Partner + children (< 13 years old)	4.0%	6.5%
Other relatives	9.3%	9.3%
Friends	5.8%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	12.2%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>6.3%</b>	<b>17.7%</b>
- Between 0 and 2 years old	0.6%	1.6%
- Between 3 and 12 years old	5.3%	14.8%
- Between 0 -2 and 3-12 years	0.4%	1.4%
<b>Tourists without children</b>	<b>93.7%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	10.6%	13.2%
- 2 people	64.0%	55.1%
- 3 people	10.7%	12.0%
- 4 or 5 people	12.3%	16.3%
- 6 or more people	2.3%	3.5%
<b>Average group size:</b>	<b>2.39</b>	<b>2.54</b>

Who are they? 

	Rest	Total
<b>Gender</b>		
Men	47.2%	48.6%
Women	52.8%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	49.9	47.1
Standard deviation	15.3	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.8%	7.3%
25 - 30 years old	8.9%	10.9%
31 - 45 years old	22.5%	28.0%
46 - 60 years old	35.6%	31.8%
Over 60 years old	27.3%	22.1%
<b>Occupation</b>		
Salaried worker	53.2%	55.0%
Self-employed	10.9%	11.5%
Unemployed	0.9%	1.1%
Business owner	9.0%	9.4%
Student	2.7%	3.5%
Retired	21.8%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.6%	17.5%
€25,000 - €49,999	37.4%	37.5%
€50,000 - €74,999	23.0%	22.8%
More than €74,999	22.9%	22.2%
<b>Education level</b>		
No studies	5.7%	5.0%
Primary education	2.6%	2.6%
Secondary education	25.1%	23.6%
Higher education	66.5%	68.9%



**4 IN 10** TOURISTS ARE  
**BRITISH**

**50 YEARS OLD**  
AVERAGE AGE

**57% ONLY WITH PARTNER**



Pictures: Freepik.com