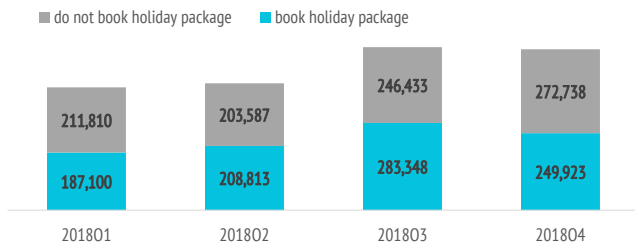


How many are they and how much do they spend?  

	Enjoy family time	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,863,751	13,271,035
- book holiday package	929,183	7,426,022
- do not book holiday package	934,568	5,845,014
- % tourists who book holiday package	49.9%	56.0%
Share of total tourist	14.4%	100%

TOURISTS BY QUARTER: ENJOY FAMILY TIME

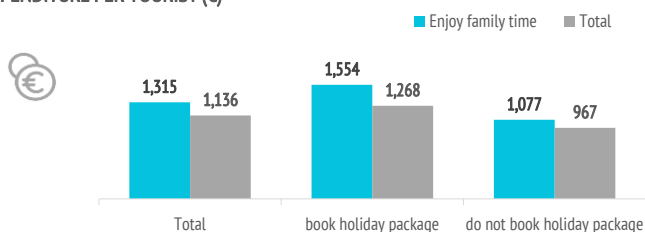


	Enjoy family time	Total
Expenditure per tourist (€)	1,315	1,136
- book holiday package	1,554	1,268
- holiday package	1,290	1,031
- others	264	237
- do not book holiday package	1,077	967
- flight	359	263
- accommodation	307	321
- others	412	383
Average length of stay	9.27	9.09
- book holiday package	8.40	8.64
- do not book holiday package	10.14	9.68
Average daily expenditure (€)	159.9	138.9
- book holiday package	194.6	155.4
- do not book holiday package	125.3	117.9
Total turnover (> 15 years old) (€m)	2,450	15,070
- book holiday package	1,444	9,416
- do not book holiday package	1,006	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice 

	Enjoy family time	Total
Climate	75.0%	78.4%
Safety	50.5%	51.9%
Tranquility	41.8%	47.6%
Sea	41.7%	44.4%
Accommodation supply	37.9%	42.9%
Beaches	36.8%	37.7%
Price	35.5%	37.4%
European belonging	33.6%	36.1%
Effortless trip	33.3%	35.2%
Environment	31.7%	33.2%
Landscapes	27.5%	33.1%
Fun possibilities	26.6%	21.1%
Gastronomy	23.5%	23.2%
Authenticity	19.0%	20.3%
Exoticism	10.0%	11.4%
Shopping	9.2%	9.4%
Culture	7.6%	8.0%
Historical heritage	7.5%	8.2%
Hiking trail network	7.2%	9.6%
Nightlife	5.9%	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

ENJOY FAMILY TIME
26.6%



TOTAL
21.1%

What is the main motivation for their holidays? 

	Enjoy family time	Total
Rest	--	55.5%
Enjoy family time	100%	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? 

	Enjoy family time	Total
The same day	0.8%	0.7%
Between 1 and 30 days	19.5%	23.8%
Between 1 and 2 months	21.1%	22.8%
Between 3 and 6 months	33.8%	32.7%
More than 6 months	24.9%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ENJOY FAMILY TIME
24.9%



TOTAL
20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that enjoy family time 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.

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

ENJOY FAMILY TIME

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

	Enjoy family time	Total
Previous visits to the Canary Islands	52.2%	51.9%
Friends or relatives	36.2%	27.1%
Internet or social media	51.3%	54.7%
Mass Media	1.1%	1.6%
Travel guides and magazines	5.4%	8.4%
Travel Blogs or Forums	4.8%	5.7%
Travel TV Channels	0.5%	0.8%
Tour Operator or Travel Agency	19.4%	22.6%
Public administrations or similar	0.1%	0.4%
Others	2.4%	2.4%

* Multi-choise question

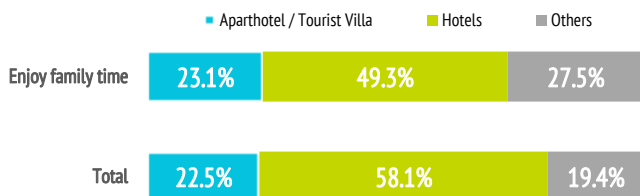
With whom did they book their flight and accommodation?

	Enjoy family time	Total
Flight		
- Directly with the airline	48.5%	42.9%
- Tour Operator or Travel Agency	51.5%	57.1%
Accommodation		
- Directly with the accommodation	33.0%	31.5%
- Tour Operator or Travel Agency	67.0%	68.5%

Where do they stay?

	Enjoy family time	Total
1-2-3* Hotel	10.6%	11.5%
4* Hotel	30.1%	37.6%
5* Hotel / 5* Luxury Hotel	8.6%	9.0%
Aparthotel / Tourist Villa	23.1%	22.5%
House/room rented in a private dwelling	4.5%	5.9%
Private accommodation (1)	18.6%	7.2%
Others (Cottage, cruise, camping,...)	4.4%	6.3%

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



What do they book?

	Enjoy family time	Total
Room only	28.2%	27.9%
Bed and Breakfast	9.8%	12.4%
Half board	15.4%	21.2%
Full board	3.5%	3.6%
All inclusive	43.2%	34.9%

”
43.2% of tourists book all inclusive.
(Canary Islands: 34.9%)

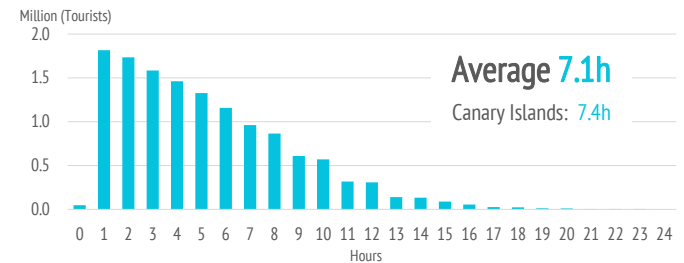
Other expenses

	Enjoy family time	Total
Restaurants or cafes	59.5%	59.1%
Supermarkets	54.6%	52.1%
Car rental	24.6%	26.3%
Organized excursions	19.7%	20.6%
Taxi, transfer, chauffeur service	45.3%	50.0%
Theme Parks	12.7%	7.5%
Sport activities	6.6%	5.7%
Museums	3.4%	4.6%
Flights between islands	3.9%	4.4%

Activities in the Canary Islands

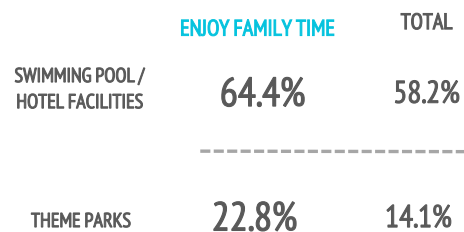
Outdoor time per day	Enjoy family time	Total
0 hours	2.6%	2.1%
1 - 2 hours	12.4%	9.8%
3 - 6 hours	33.4%	32.6%
7 - 12 hours	44.1%	47.1%
More than 12 hours	7.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Enjoy family time	Total
Beach	71.5%	66.3%
Walk, wander	70.2%	69.8%
Swimming pool, hotel facilities	64.4%	58.2%
Explore the island on their own	42.0%	45.2%
Taste Canarian gastronomy	25.7%	24.2%
Theme parks	22.8%	14.1%
Sport activities	14.2%	13.4%
Organized excursions	14.2%	16.9%
Nightlife / concerts / shows	13.3%	15.5%
Wineries / markets / popular festivals	12.5%	11.6%
Sea excursions / whale watching	11.6%	11.1%
Activities at sea	10.2%	10.0%
Nature activities	9.3%	10.4%
Museums / exhibitions	8.6%	10.1%
Beauty and health treatments	6.0%	5.4%
Astronomical observation	3.4%	3.5%

* Multi-choise question



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

ENJOY FAMILY TIME

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Enjoy family time	1,863,751	327,624	178,166	575,181	758,483	17,752
- Share by islands	100%	17.6%	9.6%	30.9%	40.7%	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%
% Enjoy family time	14.4%	13.2%	10.9%	16.3%	15.4%	7.6%

How many islands do they visit during their trip?

	Enjoy family time	Total
One island	93.0%	91.4%
Two islands	6.2%	7.2%
Three or more islands	0.8%	1.4%

Internet usage during their trip

	Enjoy family time	Total
Research		
- Tourist package	13.7%	14.8%
- Flights	12.5%	13.0%
- Accommodation	16.3%	16.9%
- Transport	14.7%	15.7%
- Restaurants	27.6%	28.4%
- Excursions	26.5%	26.2%
- Activities	31.0%	30.1%
Book or purchase		
- Tourist package	38.5%	39.4%
- Flights	70.5%	66.7%
- Accommodation	53.7%	57.3%
- Transport	47.7%	47.6%
- Restaurants	12.8%	12.1%
- Excursions	12.3%	13.0%
- Activities	15.5%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Enjoy family time	Total
Did not use the Internet	6.3%	8.3%
Used the Internet	93.7%	91.7%
- Own Internet connection	42.0%	37.4%
- Free Wifi connection	36.6%	39.5%
Applications*		
- Search for locations or maps	59.2%	61.7%
- Search for destination info	44.9%	44.8%
- Share pictures or trip videos	58.2%	56.0%
- Download tourist apps	6.6%	7.0%
- Others	23.1%	22.6%

* Multi-choice question

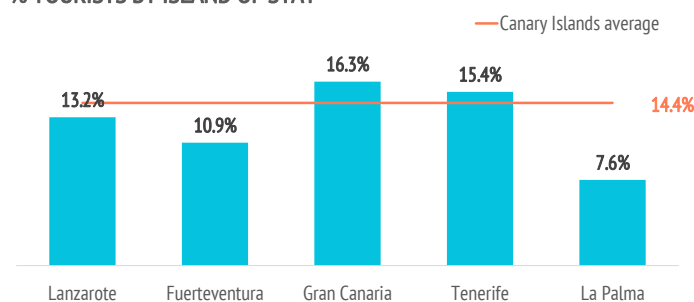


58.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

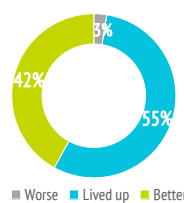


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Enjoy family time	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Enjoy family time	Total
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	55.4%	55.6%
Better or much better than expected	42.0%	42.1%

Future intentions (scale 1-10)	Enjoy family time	Total
Return to the Canary Islands	8.78	8.73
Recommend visiting the Canary Islands	8.95	8.95



Experience in the Canary



Return to the Canary Islands

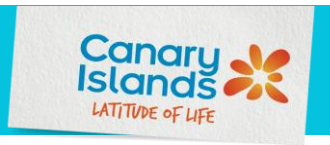


8.95/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

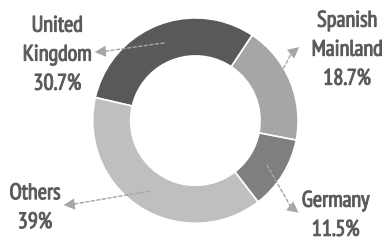
	Enjoy family time	Total
Repeat tourists	76.4%	72.2%
Repeat tourists (last 5 years)	70.4%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.9%	19.5%
At least 10 previous visits	21.0%	18.6%



Where are they from?



	%	Absolute
United Kingdom	30.7%	572,917
Spanish Mainland	18.7%	348,472
Germany	11.5%	214,487
Sweden	9.1%	168,983
Ireland	3.9%	71,994
Norway	3.5%	64,516
Denmark	3.3%	61,003
France	2.7%	49,874
Netherlands	2.5%	47,501
Italy	2.4%	43,848
Finland	2.0%	38,134
Belgium	1.9%	35,745
Switzerland	1.2%	22,466
Poland	1.2%	21,513
Portugal	0.8%	14,430
Czech Republic	0.5%	9,194
Russia	0.4%	7,706
Others	3.8%	70,968



Who do they come with?



	Enjoy family time	Total
Unaccompanied	10.0%	9.6%
Only with partner	14.7%	48.1%
Only with children (< 13 years old)	16.9%	5.6%
Partner + children (< 13 years old)	20.5%	6.5%
Other relatives	13.7%	9.3%
Friends	1.0%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	0.1%	0.3%
Other combinations ⁽¹⁾	23.0%	13.7%

(1) Different situations have been isolated

Tourists with children	7.5%	17.7%
- Between 0 and 2 years old	0.7%	1.6%
- Between 3 and 12 years old	6.1%	14.8%
- Between 0 -2 and 3-12 years	0.7%	1.4%
Tourists without children	92.5%	82.3%
Group composition:		
- 1 person	12.4%	13.2%
- 2 people	19.0%	55.1%
- 3 people	21.1%	12.0%
- 4 or 5 people	38.0%	16.3%
- 6 or more people	9.6%	3.5%
Average group size:	3.45	2.54

Who are they?



	Enjoy family time	Total
Gender		
Men	46.2%	48.6%
Women	53.8%	51.4%
Age		
Average age (tourist > 15 years old)	44.0	47.1
Standard deviation	12.7	15.4
Age range (> 15 years old)		
16 - 24 years old	4.8%	7.3%
25 - 30 years old	8.5%	10.9%
31 - 45 years old	47.2%	28.0%
46 - 60 years old	27.3%	31.8%
Over 60 years old	12.2%	22.1%
Occupation		
Salaried worker	58.8%	55.0%
Self-employed	12.8%	11.5%
Unemployed	1.4%	1.1%
Business owner	10.7%	9.4%
Student	3.6%	3.5%
Retired	10.4%	17.9%
Unpaid domestic work	1.6%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	15.6%	17.5%
€25,000 - €49,999	32.8%	37.5%
€50,000 - €74,999	25.1%	22.8%
More than €74,999	26.6%	22.2%
Education level		
No studies	5.7%	5.0%
Primary education	2.5%	2.6%
Secondary education	21.7%	23.6%
Higher education	70.1%	68.9%



3 IN 10 TOURISTS ARE BRITISH

44 YEARS OLD

AVERAGE AGE

37% WITH CHILDREN

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that enjoy family time 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.