

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

HAVE FUN

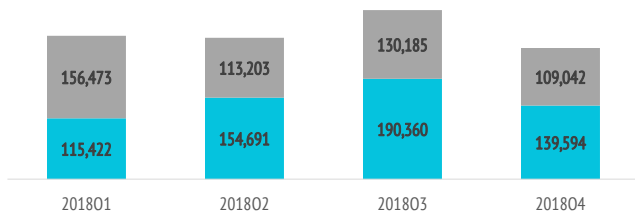


How many are they and how much do they spend?

	Have fun	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,108,970	13,271,035
- book holiday package	600,068	7,426,022
- do not book holiday package	508,902	5,845,014
- % tourists who book holiday package	54.1%	56.0%
Share of total tourist	8.6%	100%

TOURISTS BY QUARTER: HAVE FUN

■ do not book holiday package ■ book holiday package



	Have fun	Total
Expenditure per tourist (€)	1,009	1,136
- book holiday package	1,164	1,268
- holiday package	915	1,031
- others	250	237
- do not book holiday package	826	967
- flight	222	263
- accommodation	255	321
- others	350	383
Average length of stay	8.10	9.09
- book holiday package	8.10	8.64
- do not book holiday package	8.11	9.68
Average daily expenditure (€)	133.2	138.9
- book holiday package	150.8	155.4
- do not book holiday package	112.4	117.9
Total turnover (> 15 years old) (€m)	1,119	15,070
- book holiday package	699	9,416
- do not book holiday package	420	5,655

AVERAGE LENGTH OF STAY (nights)

■ Have fun ■ Total



EXPENDITURE PER TOURIST (€)

■ Have fun ■ Total



Importance of each factor in the destination choice

	Have fun	Total
Climate	75.2%	78.4%
Safety	51.6%	51.9%
Sea	44.4%	44.4%
Fun possibilities	44.2%	21.1%
Price	43.0%	37.4%
Beaches	42.1%	37.7%
Accommodation supply	41.9%	42.9%
Tranquility	36.6%	47.6%
Effortless trip	33.4%	35.2%
Environment	32.3%	33.2%
European belonging	32.1%	36.1%
Landscapes	29.0%	33.1%
Nightlife	25.6%	8.0%
Gastronomy	23.4%	23.2%
Authenticity	22.0%	20.3%
Exoticism	15.4%	11.4%
Shopping	15.2%	9.4%
Culture	9.8%	8.0%
Historical heritage	7.9%	8.2%
Hiking trail network	7.2%	9.6%

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

HAVE FUN
44.2%



TOTAL
21.1%

What is the main motivation for their holidays?

	Have fun	Total
Rest	--	55.5%
Enjoy family time	--	14.4%
Have fun	100%	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?

	Have fun	Total
The same day	1.2%	0.7%
Between 1 and 30 days	23.7%	23.8%
Between 1 and 2 months	22.6%	22.8%
Between 3 and 6 months	33.0%	32.7%
More than 6 months	19.5%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

HAVE FUN
33.0%



TOTAL
32.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that have fun 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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What channels did they use to get information about the trip? 🔍

	Have fun	Total
Previous visits to the Canary Islands	45.8%	51.9%
Friends or relatives	36.8%	27.1%
Internet or social media	56.0%	54.7%
Mass Media	2.3%	1.6%
Travel guides and magazines	7.7%	8.4%
Travel Blogs or Forums	6.0%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	18.8%	22.6%
Public administrations or similar	0.5%	0.4%
Others	2.2%	2.4%

* Multi-choice question

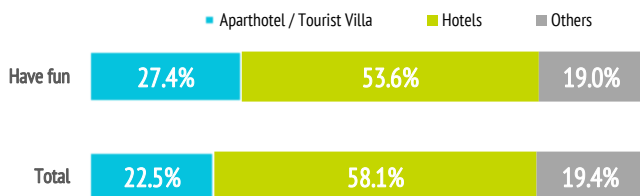
With whom did they book their flight and accommodation? 👁

	Have fun	Total
Flight		
- Directly with the airline	46.9%	42.9%
- Tour Operator or Travel Agency	53.1%	57.1%
Accommodation		
- Directly with the accommodation	34.9%	31.5%
- Tour Operator or Travel Agency	65.1%	68.5%

Where do they stay? 🏠

	Have fun	Total
1-2-3* Hotel	13.2%	11.5%
4* Hotel	33.2%	37.6%
5* Hotel / 5* Luxury Hotel	7.2%	9.0%
Aparthotel / Tourist Villa	27.4%	22.5%
House/room rented in a private dwelling	5.9%	5.9%
Private accommodation (1)	7.0%	7.2%
Others (Cottage, cruise, camping,...)	6.1%	6.3%

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



What do they book? 🍽

	Have fun	Total
Room only	32.8%	27.9%
Bed and Breakfast	13.0%	12.4%
Half board	16.9%	21.2%
Full board	2.9%	3.6%
All inclusive	34.4%	34.9%

”
32.8% of tourists book room only.
 (Canary Islands: 27.9%)

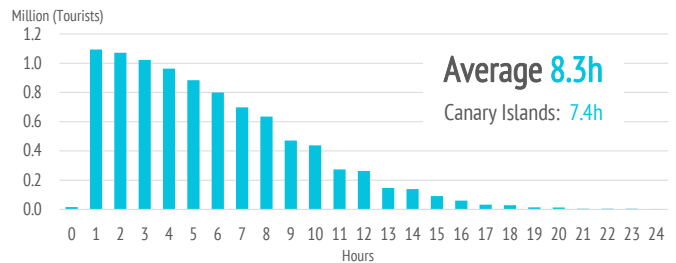
Other expenses 📍

	Have fun	Total
Restaurants or cafes	60.1%	59.1%
Supermarkets	53.5%	52.1%
Car rental	20.1%	26.3%
Organized excursions	22.5%	20.6%
Taxi, transfer, chauffeur service	50.8%	50.0%
Theme Parks	10.5%	7.5%
Sport activities	8.2%	5.7%
Museums	2.7%	4.6%
Flights between islands	4.6%	4.4%

Activities in the Canary Islands 🚶

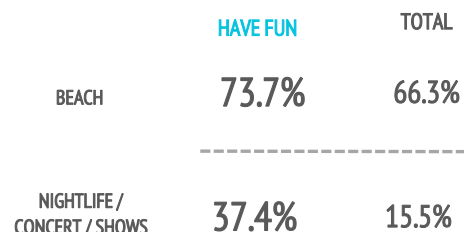
Outdoor time per day	Have fun	Total
0 hours	1.4%	2.1%
1 - 2 hours	6.4%	9.8%
3 - 6 hours	29.3%	32.6%
7 - 12 hours	49.8%	47.1%
More than 12 hours	13.2%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Have fun	Total
Beach	73.7%	66.3%
Walk, wander	70.0%	69.8%
Swimming pool, hotel facilities	64.2%	58.2%
Explore the island on their own	46.4%	45.2%
Nightlife / concerts / shows	37.4%	15.5%
Taste Canarian gastronomy	23.9%	24.2%
Theme parks	23.6%	14.1%
Organized excursions	22.3%	16.9%
Sport activities	17.9%	13.4%
Sea excursions / whale watching	17.5%	11.1%
Activities at sea	13.9%	10.0%
Wineries / markets / popular festivals	11.0%	11.6%
Nature activities	9.3%	10.4%
Museums / exhibitions	7.4%	10.1%
Beauty and health treatments	6.2%	5.4%
Astronomical observation	3.8%	3.5%

* Multi-choice question



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HAVE FUN



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Have fun	1,108,970	145,687	84,557	275,896	590,965	7,574
- Share by islands	100%	13.1%	7.6%	24.9%	53.3%	0.7%
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%
% Have fun	8.6%	5.9%	5.2%	7.8%	12.0%	3.2%

How many islands do they visit during their trip?

	Have fun	Total
One island	91.6%	91.4%
Two islands	7.4%	7.2%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Have fun	Total
Research		
- Tourist package	15.3%	14.8%
- Flights	15.4%	13.0%
- Accommodation	18.0%	16.9%
- Transport	19.2%	15.7%
- Restaurants	32.8%	28.4%
- Excursions	28.4%	26.2%
- Activities	34.4%	30.1%
Book or purchase		
- Tourist package	37.7%	39.4%
- Flights	68.5%	66.7%
- Accommodation	59.3%	57.3%
- Transport	46.2%	47.6%
- Restaurants	13.6%	12.1%
- Excursions	15.4%	13.0%
- Activities	19.9%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Have fun	Total
Did not use the Internet	6.2%	8.3%
Used the Internet	93.8%	91.7%
- Own Internet connection	45.1%	37.4%
- Free Wifi connection	32.1%	39.5%
Applications*		
- Search for locations or maps	64.5%	61.7%
- Search for destination info	48.6%	44.8%
- Share pictures or trip videos	63.3%	56.0%
- Download tourist apps	8.1%	7.0%
- Others	18.4%	22.6%

* Multi-choice question

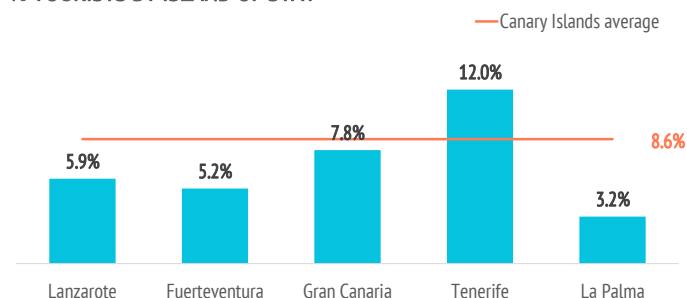


63.3% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

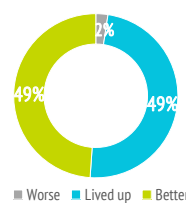


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Have fun	Total
Worse or much worse than expected	2.4%	2.3%
Lived up to expectations	48.7%	55.6%
Better or much better than expected	48.9%	42.1%

Future intentions (scale 1-10)	Have fun	Total
Return to the Canary Islands	8.70	8.73
Recommend visiting the Canary Islands	8.96	8.95



Experience in the Canary



Return to the Canary Islands



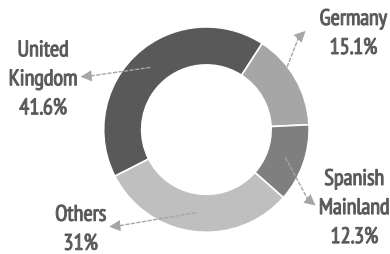
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Have fun	Total
Repeat tourists	65.4%	72.2%
Repeat tourists (last 5 years)	58.9%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.9%	19.5%
At least 10 previous visits	13.0%	18.6%

Where are they from?

	%	Absolute
United Kingdom	41.6%	461,860
Germany	15.1%	167,392
Spanish Mainland	12.3%	136,159
Netherlands	7.4%	81,807
Ireland	4.5%	50,303
Belgium	2.9%	31,606
Italy	2.3%	25,923
France	2.2%	24,867
Sweden	1.9%	21,061
Switzerland	1.8%	19,960
Poland	1.0%	10,788
Norway	0.9%	10,157
Denmark	0.7%	7,562
Austria	0.6%	6,664
Finland	0.5%	5,279
United States	0.4%	4,272
Portugal	0.3%	3,674
Others	3.6%	39,636



Who do they come with?

	Have fun	Total
Unaccompanied	9.1%	9.6%
Only with partner	40.5%	48.1%
Only with children (< 13 years old)	4.6%	5.6%
Partner + children (< 13 years old)	4.5%	6.5%
Other relatives	10.3%	9.3%
Friends	17.5%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	13.1%	13.7%

⁽¹⁾ Different situations have been isolated

Tourists with children	1.3%	17.7%
- Between 0 and 2 years old	0.1%	1.6%
- Between 3 and 12 years old	1.1%	14.8%
- Between 0 -2 and 3-12 years	0.1%	1.4%
Tourists without children	98.7%	82.3%
Group composition:		
- 1 person	15.0%	13.2%
- 2 people	51.9%	55.1%
- 3 people	10.9%	12.0%
- 4 or 5 people	17.2%	16.3%
- 6 or more people	5.0%	3.5%
Average group size:	2.62	2.54

Who are they?

	Have fun	Total
Gender		
Men	49.7%	48.6%
Women	50.3%	51.4%
Age		
Average age (tourist > 15 years old)	37.0	47.1
Standard deviation	15.0	15.4
Age range (> 15 years old)		
16 - 24 years old	22.3%	7.3%
25 - 30 years old	21.5%	10.9%
31 - 45 years old	28.7%	28.0%
46 - 60 years old	18.1%	31.8%
Over 60 years old	9.3%	22.1%
Occupation		
Salaried worker	59.8%	55.0%
Self-employed	10.9%	11.5%
Unemployed	2.0%	1.1%
Business owner	8.7%	9.4%
Student	7.8%	3.5%
Retired	9.3%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	24.5%	17.5%
€25,000 - €49,999	39.0%	37.5%
€50,000 - €74,999	19.7%	22.8%
More than €74,999	16.9%	22.2%
Education level		
No studies	8.1%	5.0%
Primary education	2.6%	2.6%
Secondary education	23.0%	23.6%
Higher education	66.4%	68.9%

4 IN 10 TOURISTS ARE **BRITISH**

37 YEARS OLD

AVERAGE AGE

17% WITH FRIENDS

Pictures: Freepik.com

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