

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

EXPLORE THE DESTINATION



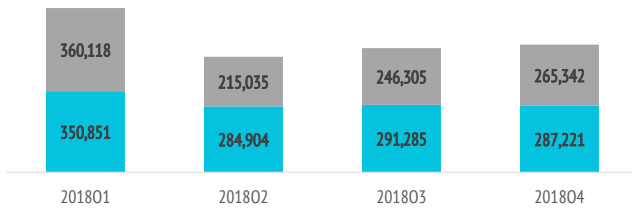
How many are they and how much do they spend?



	Explore the destination	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,301,062	13,271,035
- book holiday package	1,214,262	7,426,022
- do not book holiday package	1,086,800	5,845,014
- % tourists who book holiday package	52.8%	56.0%
Share of total tourist	17.8%	100%

TOURISTS BY QUARTER: EXPLORE THE DESTINATION

■ do not book holiday package ■ book holiday package



	Explore the destination	Total
Expenditure per tourist (€)	1,054	1,136
- book holiday package	1,183	1,268
- holiday package	944	1,031
- others	239	237
- do not book holiday package	910	967
- flight	242	263
- accommodation	305	321
- others	363	383
Average length of stay	9.06	9.09
- book holiday package	8.71	8.64
- do not book holiday package	9.46	9.68
Average daily expenditure (€)	128.0	138.9
- book holiday package	144.8	155.4
- do not book holiday package	109.3	117.9
Total turnover (> 15 years old) (€m)	2,425	15,070
- book holiday package	1,437	9,416
- do not book holiday package	989	5,655

AVERAGE LENGTH OF STAY (nights)

■ Explore the destination ■ Total



EXPENDITURE PER TOURIST (€)

■ Explore the destination ■ Total



Importance of each factor in the destination choice



	Explore the destination	Total
Climate	70.6%	78.4%
Landscapes	59.1%	33.1%
Safety	46.6%	51.9%
Sea	45.3%	44.4%
Tranquility	43.5%	47.6%
Environment	43.0%	33.2%
European belonging	34.4%	36.1%
Beaches	33.1%	37.7%
Accommodation supply	32.8%	42.9%
Price	30.5%	37.4%
Effortless trip	29.7%	35.2%
Authenticity	28.3%	20.3%
Gastronomy	22.4%	23.2%
Hiking trail network	19.6%	9.6%
Fun possibilities	16.0%	21.1%
Exoticism	15.5%	11.4%
Historical heritage	14.6%	8.2%
Culture	12.3%	8.0%
Shopping	7.0%	9.4%
Nightlife	4.3%	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 LANDSCAPES

EXPLORE THE DESTINATION

59.1%



TOTAL

33.1%

What is the main motivation for their holidays?



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

How far in advance do they book their trip?



	Explore the destination	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.5%	23.8%
Between 1 and 2 months	25.6%	22.8%
Between 3 and 6 months	34.5%	32.7%
More than 6 months	15.7%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

EXPLORE THE DESTINATION

25.6%



TOTAL

22.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that explore the destination 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)

EXPLORE THE DESTINATION



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

	Explore the destination	Total
Previous visits to the Canary Islands	38.6%	51.9%
Friends or relatives	30.8%	27.1%
Internet or social media	63.3%	54.7%
Mass Media	2.3%	1.6%
Travel guides and magazines	17.4%	8.4%
Travel Blogs or Forums	12.1%	5.7%
Travel TV Channels	1.2%	0.8%
Tour Operator or Travel Agency	23.8%	22.6%
Public administrations or similar	0.8%	0.4%
Others	1.8%	2.4%

* Multi-choise question

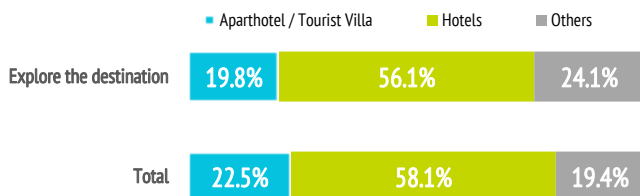
With whom did they book their flight and accommodation?

	Explore the destination	Total
Flight		
- Directly with the airline	43.1%	42.9%
- Tour Operator or Travel Agency	56.9%	57.1%
Accommodation		
- Directly with the accommodation	33.3%	31.5%
- Tour Operator or Travel Agency	66.7%	68.5%

Where do they stay?

	Explore the destination	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	39.1%	37.6%
5* Hotel / 5* Luxury Hotel	6.0%	9.0%
Aparthotel / Tourist Villa	19.8%	22.5%
House/room rented in a private dwelling	10.0%	5.9%
Private accommodation (1)	5.0%	7.2%
Others (Cottage, cruise, camping,...)	9.1%	6.3%

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



What do they book?

	Explore the destination	Total
Room only	30.0%	27.9%
Bed and Breakfast	12.8%	12.4%
Half board	25.5%	21.2%
Full board	4.4%	3.6%
All inclusive	27.3%	34.9%

”
25.5% of tourists book half board.
 (Canary Islands: 21.2%)

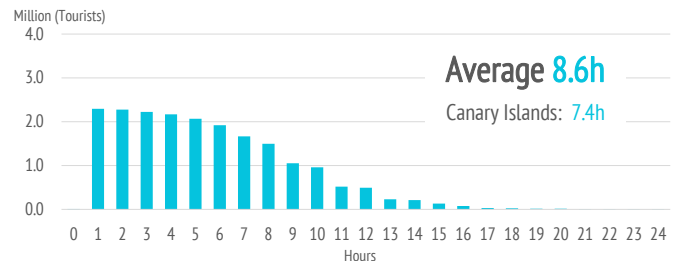
Other expenses

	Explore the destination	Total
Restaurants or cafes	62.7%	59.1%
Supermarkets	55.1%	52.1%
Car rental	50.7%	26.3%
Organized excursions	32.6%	20.6%
Taxi, transfer, chauffeur service	39.2%	50.0%
Theme Parks	9.6%	7.5%
Sport activities	5.4%	5.7%
Museums	12.1%	4.6%
Flights between islands	6.8%	4.4%

Activities in the Canary Islands

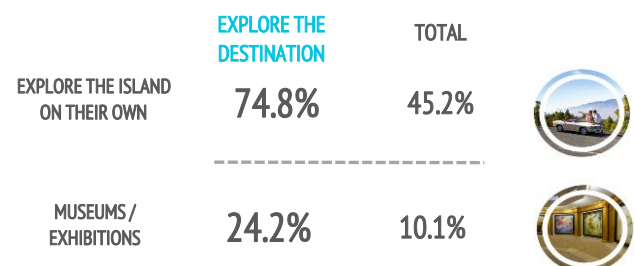
Outdoor time per day	Explore the destination	Total
0 hours	0.4%	2.1%
1 - 2 hours	3.0%	9.8%
3 - 6 hours	24.3%	32.6%
7 - 12 hours	62.4%	47.1%
More than 12 hours	10.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Explore the destination	Total
Walk, wander	75.6%	69.8%
Explore the island on their own	74.8%	45.2%
Beach	71.5%	66.3%
Swimming pool, hotel facilities	45.2%	58.2%
Taste Canarian gastronomy	36.1%	24.2%
Organized excursions	25.5%	16.9%
Museums / exhibitions	24.2%	10.1%
Nature activities	21.8%	10.4%
Wineries / markets / popular festivals	20.1%	11.6%
Theme parks	17.3%	14.1%
Sea excursions / whale watching	16.3%	11.1%
Sport activities	12.8%	13.4%
Activities at sea	12.6%	10.0%
Nightlife / concerts / shows	10.0%	15.5%
Astronomical observation	5.3%	3.5%
Beauty and health treatments	4.2%	5.4%

* Multi-choise question



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

EXPLORE THE DESTINATION

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Explore the destination	2,301,062	518,038	271,263	469,369	877,099	116,155
- Share by islands	100%	22.5%	11.8%	20.4%	38.1%	5.0%
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%
% Explore the destination	17.8%	20.8%	16.6%	13.3%	17.8%	49.7%

How many islands do they visit during their trip?

	Explore the destination	Total
One island	86.8%	91.4%
Two islands	10.5%	7.2%
Three or more islands	2.8%	1.4%

Internet usage during their trip

	Explore the destination	Total
Research		
- Tourist package	15.6%	14.8%
- Flights	11.0%	13.0%
- Accommodation	15.3%	16.9%
- Transport	15.5%	15.7%
- Restaurants	33.6%	28.4%
- Excursions	33.9%	26.2%
- Activities	38.1%	30.1%
Book or purchase		
- Tourist package	34.5%	39.4%
- Flights	67.4%	66.7%
- Accommodation	61.5%	57.3%
- Transport	55.5%	47.6%
- Restaurants	12.7%	12.1%
- Excursions	19.4%	13.0%
- Activities	18.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Explore the destination	Total
Did not use the Internet	6.9%	8.3%
Used the Internet	93.1%	91.7%
- Own Internet connection	43.9%	37.4%
- Free Wifi connection	35.9%	39.5%
Applications*		
- Search for locations or maps	79.7%	61.7%
- Search for destination info	55.4%	44.8%
- Share pictures or trip videos	57.7%	56.0%
- Download tourist apps	9.5%	7.0%
- Others	12.5%	22.6%

* Multi-choice question



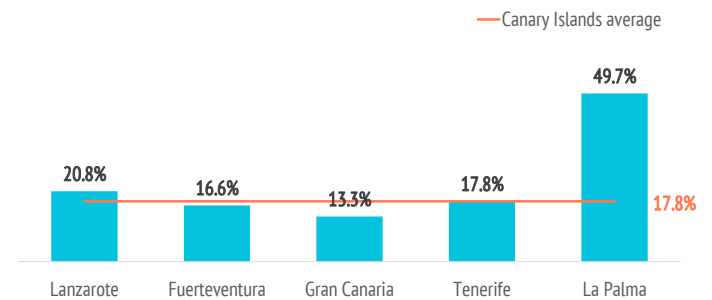
79.7% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

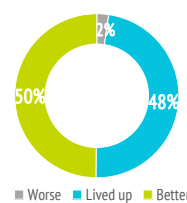


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Explore the destination	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Explore the destination	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	47.8%	55.6%
Better or much better than expected	49.8%	42.1%

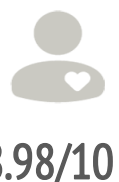
Future intentions (scale 1-10)	Explore the destination	Total
Return to the Canary Islands	8.53	8.73
Recommend visiting the Canary Islands	8.98	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Explore the destination	Total
Repeat tourists	58.4%	72.2%
Repeat tourists (last 5 years)	53.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	10.6%	19.5%
At least 10 previous visits	9.1%	18.6%

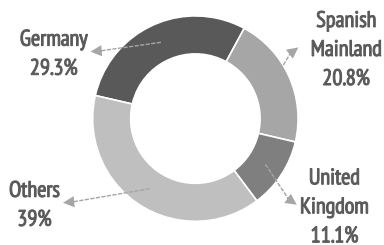
PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2019)

EXPLORE THE DESTINATION

Where are they from?



	%	Absolute
Germany	29.3%	673,704
Spanish Mainland	20.8%	477,794
United Kingdom	11.1%	256,105
France	9.5%	218,039
Italy	4.7%	108,427
Poland	3.9%	89,469
Netherlands	3.4%	77,342
Belgium	3.1%	70,263
Switzerland	2.2%	51,636
Sweden	1.4%	31,829
Austria	1.0%	24,021
Czech Republic	0.9%	21,639
Ireland	0.9%	21,401
Russia	0.9%	20,718
Norway	0.8%	18,519
Denmark	0.7%	17,169
Portugal	0.6%	14,689
Others	4.7%	108,300



Who do they come with?



	Explore the destination	Total
Unaccompanied	6.6%	9.6%
Only with partner	56.9%	48.1%
Only with children (< 13 years old)	4.3%	5.6%
Partner + children (< 13 years old)	5.5%	6.5%
Other relatives	7.1%	9.3%
Friends	6.6%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	12.5%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	2.3%	17.7%
- Between 0 and 2 years old	0.2%	1.6%
- Between 3 and 12 years old	2.0%	14.8%
- Between 0 -2 and 3-12 years	0.1%	1.4%
Tourists without children	97.7%	82.3%
Group composition:		
- 1 person	10.1%	13.2%
- 2 people	63.4%	55.1%
- 3 people	10.8%	12.0%
- 4 or 5 people	13.7%	16.3%
- 6 or more people	1.9%	3.5%
Average group size:	2.41	2.54

Who are they?



	Explore the destination	Total
Gender		
Men	49.0%	48.6%
Women	51.0%	51.4%
Age		
Average age (tourist > 15 years old)	46.5	47.1
Standard deviation	15.6	15.4
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.3%
25 - 30 years old	13.4%	10.9%
31 - 45 years old	27.4%	28.0%
46 - 60 years old	30.1%	31.8%
Over 60 years old	22.0%	22.1%
Occupation		
Salaried worker	55.8%	55.0%
Self-employed	11.0%	11.5%
Unemployed	1.3%	1.1%
Business owner	8.5%	9.4%
Student	3.9%	3.5%
Retired	18.1%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	19.5%	17.5%
€25,000 - €49,999	41.7%	37.5%
€50,000 - €74,999	21.2%	22.8%
More than €74,999	17.5%	22.2%
Education level		
No studies	1.5%	5.0%
Primary education	2.8%	2.6%
Secondary education	23.3%	23.6%
Higher education	72.3%	68.9%



Pictures: Freepik.com