

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

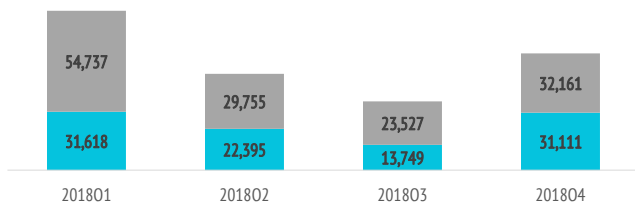
## PRACTICE THEIR HOBBIES

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

	Practice their hobbies	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,110,866
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	239,053	13,271,035
- book holiday package	98,873	7,426,022
- do not book holiday package	140,179	5,845,014
- % tourists who book holiday package	41.4%	56.0%
Share of total tourist	1.9%	100%

### TOURISTS BY QUARTER: PRACTICE THEIR HOBBIES

■ do not book holiday package ■ book holiday package

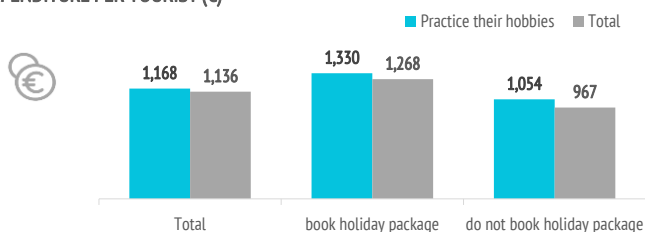


	Practice their hobbies	Total
<b>Expenditure per tourist (€)</b>	1,168	1,136
- book holiday package	1,330	1,268
- holiday package	1,061	1,031
- others	269	237
- do not book holiday package	1,054	967
- flight	278	263
- accommodation	340	321
- others	437	383
<b>Average length of stay</b>	10.84	9.09
- book holiday package	9.91	8.64
- do not book holiday package	11.49	9.68
<b>Average daily expenditure (€)</b>	131.3	138.9
- book holiday package	155.3	155.4
- do not book holiday package	114.3	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	279	15,070
- book holiday package	132	9,416
- do not book holiday package	148	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Practice their hobbies	Total
Climate	73.1%	78.4%
Sea	50.8%	44.4%
Safety	42.5%	51.9%
Tranquility	41.2%	47.6%
Landscapes	36.4%	33.1%
European belonging	33.7%	36.1%
Beaches	32.4%	37.7%
Fun possibilities	31.4%	21.1%
Effortless trip	31.1%	35.2%
Environment	30.9%	33.2%
Accommodation supply	30.6%	42.9%
Price	26.1%	37.4%
Gastronomy	20.0%	23.2%
Hiking trail network	19.9%	9.6%
Authenticity	19.8%	20.3%
Exoticism	8.5%	11.4%
Culture	6.5%	8.0%
Historical heritage	6.5%	8.2%
Shopping	5.4%	9.4%
Nightlife	4.2%	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 HIKING TRAIL NETWORK

PRACTICE THEIR HOBBIES  
19.9%



TOTAL  
9.6%

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

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

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

	Practice their hobbies	Total
The same day	0.5%	0.7%
Between 1 and 30 days	25.8%	23.8%
Between 1 and 2 months	23.9%	22.8%
Between 3 and 6 months	32.1%	32.7%
More than 6 months	17.6%	20.0%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

PRACTICE THEIR HOBBIES  
25.8%



TOTAL  
23.8%

Picture: Freepik.com

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## PRACTICE THEIR HOBBIES

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

	Practice their hobbies	Total
Previous visits to the Canary Islands	57.3%	51.9%
Friends or relatives	24.9%	27.1%
Internet or social media	54.1%	54.7%
Mass Media	1.1%	1.6%
Travel guides and magazines	9.3%	8.4%
Travel Blogs or Forums	6.5%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	14.5%	22.6%
Public administrations or similar	0.6%	0.4%
Others	3.1%	2.4%

\* Multi-choice question

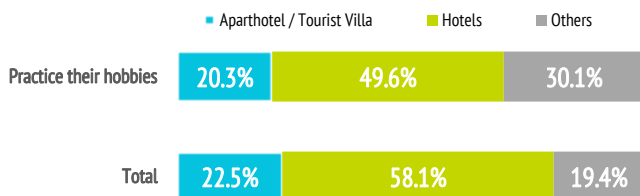
### With whom did they book their flight and accommodation?

	Practice their hobbies	Total
<b>Flight</b>		
- Directly with the airline	55.4%	42.9%
- Tour Operator or Travel Agency	44.6%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	42.1%	31.5%
- Tour Operator or Travel Agency	57.9%	68.5%

### Where do they stay?

	Practice their hobbies	Total
1-2-3* Hotel	14.4%	11.5%
4* Hotel	29.3%	37.6%
5* Hotel / 5* Luxury Hotel	6.0%	9.0%
Aparthotel / Tourist Villa	20.3%	22.5%
House/room rented in a private dwelling	11.1%	5.9%
Private accommodation (1)	10.6%	7.2%
Others (Cottage, cruise, camping,...)	8.3%	6.3%

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



### What do they book?

	Practice their hobbies	Total
Room only	38.9%	27.9%
Bed and Breakfast	11.2%	12.4%
Half board	26.8%	21.2%
Full board	5.6%	3.6%
All inclusive	17.5%	34.9%

”  
**38.9%** of tourists book room only.  
(Canary Islands: 27.9%)

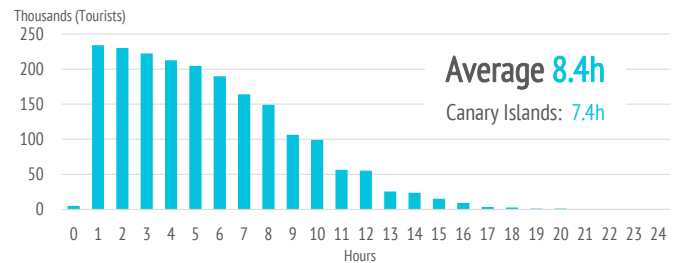
### Other expenses

	Practice their hobbies	Total
Restaurants or cafes	65.1%	59.1%
Supermarkets	63.9%	52.1%
Car rental	34.5%	26.3%
Organized excursions	14.5%	20.6%
Taxi, transfer, chauffeur service	37.0%	50.0%
Theme Parks	4.5%	7.5%
Sport activities	30.8%	5.7%
Museums	5.9%	4.6%
Flights between islands	7.4%	4.4%

### Activities in the Canary Islands

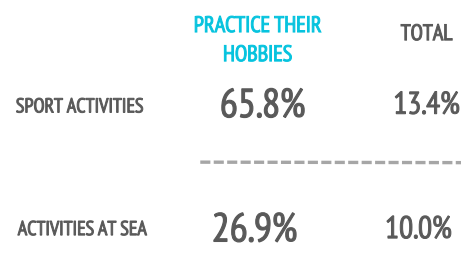
Outdoor time per day	Practice their hobbies	Total
0 hours	2.1%	2.1%
1 - 2 hours	4.9%	9.8%
3 - 6 hours	24.3%	32.6%
7 - 12 hours	58.0%	47.1%
More than 12 hours	10.6%	8.4%

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



Activities in the Canary Islands	Practice their hobbies	Total
Sport activities	65.8%	13.4%
Beach	55.3%	66.3%
Walk, wander	54.9%	69.8%
Explore the island on their own	49.5%	45.2%
Swimming pool, hotel facilities	33.0%	58.2%
Activities at sea	26.9%	10.0%
Taste Canarian gastronomy	22.1%	24.2%
Nature activities	20.9%	10.4%
Nightlife / concerts / shows	10.6%	15.5%
Museums / exhibitions	10.2%	10.1%
Wineries / markets / popular festivals	9.3%	11.6%
Sea excursions / whale watching	7.9%	11.1%
Organized excursions	6.7%	16.9%
Theme parks	6.3%	14.1%
Astronomical observation	4.4%	3.5%
Beauty and health treatments	4.1%	5.4%

\* Multi-choice question



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

## PRACTICE THEIR HOBBIES

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Practice their hobbies	239,053	58,123	56,369	53,379	58,573	7,987
- Share by islands	100%	24.3%	23.6%	22.3%	24.5%	3.3%
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%
% Practice their hobbies	1.9%	2.3%	3.4%	1.5%	1.2%	3.4%

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

	Practice their hobbies	Total
One island	90.6%	91.4%
Two islands	7.1%	7.2%
Three or more islands	2.3%	1.4%

### Internet usage during their trip

	Practice their hobbies	Total
<b>Research</b>		
- Tourist package	9.7%	14.8%
- Flights	7.9%	13.0%
- Accommodation	11.8%	16.9%
- Transport	13.5%	15.7%
- Restaurants	27.3%	28.4%
- Excursions	20.8%	26.2%
- Activities	27.0%	30.1%
<b>Book or purchase</b>		
- Tourist package	30.9%	39.4%
- Flights	77.3%	66.7%
- Accommodation	63.6%	57.3%
- Transport	48.8%	47.6%
- Restaurants	11.1%	12.1%
- Excursions	12.1%	13.0%
- Activities	31.0%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Practice their hobbies	Total
<b>Did not use the Internet</b>	<b>5.2%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>94.8%</b>	<b>91.7%</b>
- Own Internet connection	40.9%	37.4%
- Free Wifi connection	39.7%	39.5%
<b>Applications*</b>		
- Search for locations or maps	68.7%	61.7%
- Search for destination info	45.7%	44.8%
- Share pictures or trip videos	55.3%	56.0%
- Download tourist apps	7.1%	7.0%
- Others	24.2%	22.6%

\* Multi-choice question

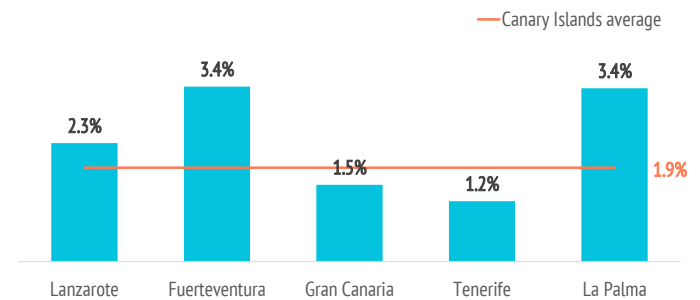
**68.7%** of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

### % TOURISTS BY ISLAND OF STAY

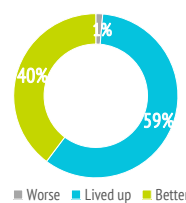


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Practice their hobbies	Total
Average rating	8.72	8.70

Experience in the Canary Islands	Practice their hobbies	Total
Worse or much worse than expected	1.4%	2.3%
Lived up to expectations	58.9%	55.6%
Better or much better than expected	39.8%	42.1%

Future intentions (scale 1-10)	Practice their hobbies	Total
Return to the Canary Islands	8.93	8.73
Recommend visiting the Canary Islands	8.98	8.95



Experience in the Canary

8.93/10

Return to the Canary Islands

8.98/10

Recommend visiting the Canary Islands

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

	Practice their hobbies	Total
<b>Repeat tourists</b>	<b>76.0%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	71.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	26.9%	19.5%
<b>At least 10 previous visits</b>	<b>24.0%</b>	<b>18.6%</b>

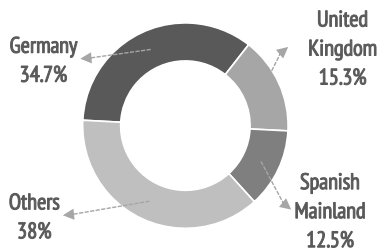
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## PRACTICE THEIR HOBBIES

### Where are they from?



	%	Absolute
Germany	34.7%	83,012
United Kingdom	15.3%	36,483
Spanish Mainland	12.5%	29,785
Switzerland	5.4%	12,976
Sweden	4.2%	10,098
Italy	3.8%	9,039
Norway	3.7%	8,961
France	3.6%	8,575
Belgium	3.3%	7,804
Netherlands	2.4%	5,696
Denmark	2.2%	5,211
Poland	1.7%	4,052
Austria	1.4%	3,334
Finland	0.9%	2,045
Czech Republic	0.7%	1,739
Ireland	0.7%	1,640
Luxembourg	0.4%	991
Others	3.2%	7,614



### Who do they come with?



	Practice their hobbies	Total
Unaccompanied	21.0%	9.6%
Only with partner	39.3%	48.1%
Only with children (< 13 years old)	3.0%	5.6%
Partner + children (< 13 years old)	2.2%	6.5%
Other relatives	5.8%	9.3%
Friends	12.3%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	2.1%	0.3%
Other combinations <sup>(1)</sup>	14.1%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>0.1%</b>	<b>17.7%</b>
- Between 0 and 2 years old	0.0%	1.6%
- Between 3 and 12 years old	0.1%	14.8%
- Between 0 -2 and 3-12 years	0.0%	1.4%
<b>Tourists without children</b>	<b>99.9%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	27.8%	13.2%
- 2 people	50.9%	55.1%
- 3 people	8.7%	12.0%
- 4 or 5 people	10.0%	16.3%
- 6 or more people	2.5%	3.5%
<b>Average group size:</b>	<b>2.21</b>	<b>2.54</b>

### Who are they?



	Practice their hobbies	Total
<b>Gender</b>		
Men	63.7%	48.6%
Women	36.3%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.8	47.1
Standard deviation	14.7	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.8%	7.3%
25 - 30 years old	10.9%	10.9%
31 - 45 years old	28.9%	28.0%
46 - 60 years old	34.5%	31.8%
Over 60 years old	19.9%	22.1%
<b>Occupation</b>		
Salaried worker	52.7%	55.0%
Self-employed	12.8%	11.5%
Unemployed	0.8%	1.1%
Business owner	13.7%	9.4%
Student	3.8%	3.5%
Retired	14.7%	17.9%
Unpaid domestic work	0.2%	0.8%
Others	1.2%	0.8%
<b>Annual household income level</b>		
Less than €25,000	13.1%	17.5%
€25,000 - €49,999	33.3%	37.5%
€50,000 - €74,999	23.3%	22.8%
More than €74,999	30.3%	22.2%
<b>Education level</b>		
No studies	1.8%	5.0%
Primary education	1.9%	2.6%
Secondary education	15.9%	23.6%
Higher education	80.4%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that practice their hobbies 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.