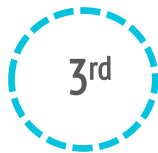
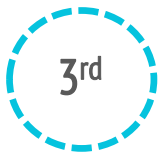


How many are they and how much do they spend?

	Spanish Mainland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	1,963,390	15,110,866
Tourist arrivals > 15 years old (EGT)	1,762,374	13,271,035
- book holiday package	523,373	7,426,022
- do not book holiday package	1,239,001	5,845,014
- % tourists who book holiday package	29.7%	56.0%
Share of total tourist	13.0%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



42% of Spanish Mainland tourists travel to Tenerife.

	Spanish Mainland	All markets
Expenditure per tourist (€)		
- book holiday package	1,064	1,268
- holiday package	827	1,031
- others	238	237
- do not book holiday package	749	967
- flight	196	263
- accommodation	241	321
- others	312	383
Average length of stay		
- book holiday package	6.98	9.09
- do not book holiday package	7.02	9.68
Average daily expenditure (€)		
- book holiday package	135.6	138.9
- do not book holiday package	123.4	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,485	15,070
- do not book holiday package	928	5,655

AVERAGE LENGTH OF STAY
(nights)

Spanish Mainland All markets



EXPENDITURE PER TOURIST (€)

Spanish Mainland All markets



Importance of each factor in the destination choice

	Spanish Mainland	All markets
Climate	66.3%	78.4%
Tranquility	49.5%	47.6%
Landscapes	47.8%	33.1%
Sea	43.5%	44.4%
Environment	39.7%	33.2%
Beaches	39.0%	37.7%
European belonging	35.2%	36.1%
Safety	33.4%	51.9%
Authenticity	27.6%	20.3%
Price	27.3%	37.4%
Accommodation supply	25.1%	42.9%
Gastronomy	24.7%	23.2%
Effortless trip	24.5%	35.2%
Fun possibilities	22.3%	21.1%
Exoticism	15.1%	11.4%
Historical heritage	14.2%	8.2%
Hiking trail network	13.3%	9.6%
Culture	10.9%	8.0%
Nightlife	8.4%	8.0%
Shopping	7.2%	9.4%

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

SPANISH MAINLAND

47.8%



ALL MARKETS

33.1%

What is the main motivation for their holidays?

	Spanish Mainland	All markets
Rest	35.8%	55.5%
Enjoy family time	22.0%	14.4%
Have fun	8.6%	8.6%
Explore the destination	30.2%	17.8%
Practice their hobbies	1.9%	1.9%
Other reasons	1.5%	1.8%

EXPLORE THE
DESTINATION

Spanish Mainland



30.2%



All markets



17.8%

How far in advance do they book their trip?

	Spanish Mainland	All markets
The same day	1.3%	0.7%
Between 1 and 30 days	30.9%	23.8%
Between 1 and 2 months	29.6%	22.8%
Between 3 and 6 months	29.2%	32.7%
More than 6 months	9.0%	20.0%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

SPANISH MAINLAND

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

	Spanish Mainland	All markets
Previous visits to the Canary Islands	37.6%	51.9%
Friends or relatives	33.6%	27.1%
Internet or social media	49.6%	54.7%
Mass Media	1.0%	1.6%
Travel guides and magazines	4.0%	8.4%
Travel Blogs or Forums	8.4%	5.7%
Travel TV Channels	0.4%	0.8%
Tour Operator or Travel Agency	15.9%	22.6%
Public administrations or similar	1.1%	0.4%
Others	3.3%	2.4%

* Multi-choice question

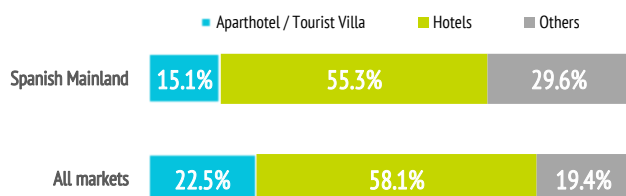
With whom did they book their flight and accommodation?

	Spanish Mainland	All markets
Flight		
- Directly with the airline	59.1%	42.9%
- Tour Operator or Travel Agency	40.9%	57.1%
Accommodation		
- Directly with the accommodation	45.4%	31.5%
- Tour Operator or Travel Agency	54.6%	68.5%

Where do they stay?

	Spanish Mainland	All markets
1-2-3* Hotel	10.9%	11.5%
4* Hotel	34.9%	37.6%
5* Hotel / 5* Luxury Hotel	9.5%	9.0%
Aparthotel / Tourist Villa	15.1%	22.5%
House/room rented in a private dwelling	7.5%	5.9%
Private accommodation (1)	16.8%	7.2%
Others (Cottage, cruise, camping...)	5.3%	6.3%

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



What do they book?

	Spanish Mainland	All markets
Room only	29.7%	27.9%
Bed and Breakfast	16.5%	12.4%
Half board	23.3%	21.2%
Full board	6.8%	3.6%
All inclusive	23.7%	34.9%

”

29.7% of Spanish Mainland tourists book room only.

(Canary Islands: 27.9%)

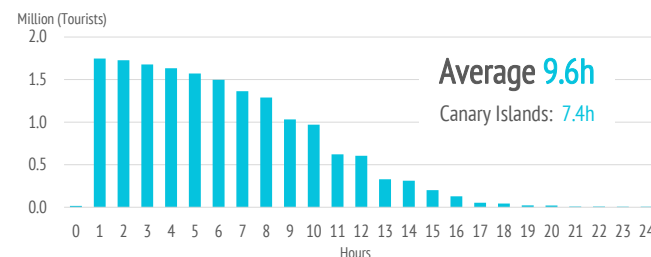
Other expenses

	Spanish Mainland	All markets
Restaurants or cafes	70.6%	59.1%
Supermarkets	48.4%	52.1%
Car rental	49.4%	26.3%
Organized excursions	24.2%	20.6%
Taxi, transfer, chauffeur service	24.7%	50.0%
Theme Parks	11.2%	7.5%
Sport activities	4.6%	5.7%
Museums	7.4%	4.6%
Flights between islands	6.7%	4.4%

Activities in the Canary Islands

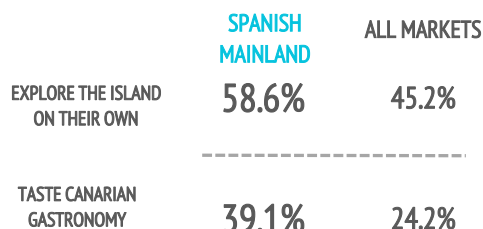
Outdoor time per day	Spanish Mainland	All markets
0 hours	0.9%	2.1%
1 - 2 hours	3.9%	9.8%
3 - 6 hours	17.8%	32.6%
7 - 12 hours	58.8%	47.1%
More than 12 hours	18.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Spanish Mainland	All markets
Walk, wander	72.3%	69.8%
Beach	66.7%	66.3%
Explore the island on their own	58.6%	45.2%
Swimming pool, hotel facilities	47.1%	58.2%
Taste Canarian gastronomy	39.1%	24.2%
Theme parks	16.1%	14.1%
Wineries / markets / popular festivals	16.1%	11.6%
Nightlife / concerts / shows	15.3%	15.5%
Museums / exhibitions	15.3%	10.1%
Nature activities	14.9%	10.4%
Organized excursions	13.9%	16.9%
Sport activities	10.7%	13.4%
Sea excursions / whale watching	10.1%	11.1%
Activities at sea	9.0%	10.0%
Beauty and health treatments	4.8%	5.4%
Astronomical observation	4.2%	3.5%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Spanish Mainland	All markets
Lanzarote	259,531	2,521,668
Fuerteventura	140,184	1,659,115
Gran Canaria	577,987	3,698,127
Tenerife	728,233	5,040,382
La Palma	47,384	235,409

How many islands do they visit during their trip?

	Spanish Mainland	All markets
One island	87.7%	91.4%
Two islands	10.9%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Spanish Mainland	All markets
Research		
- Tourist package	11.4%	14.8%
- Flights	8.3%	13.0%
- Accommodation	10.7%	16.9%
- Transport	12.4%	15.7%
- Restaurants	31.3%	28.4%
- Excursions	25.2%	26.2%
- Activities	28.2%	30.1%
Book or purchase		
- Tourist package	22.9%	39.4%
- Flights	74.5%	66.7%
- Accommodation	61.6%	57.3%
- Transport	54.8%	47.6%
- Restaurants	15.3%	12.1%
- Excursions	18.9%	13.0%
- Activities	19.4%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Spanish Mainland	All markets
Did not use the Internet	7.8%	8.3%
Used the Internet	92.2%	91.7%
- Own Internet connection	60.0%	37.4%
- Free Wifi connection	18.3%	39.5%
Applications*		
- Search for locations or maps	74.0%	61.7%
- Search for destination info	41.6%	44.8%
- Share pictures or trip videos	53.5%	56.0%
- Download tourist apps	6.3%	7.0%
- Others	16.3%	22.6%

* Multi-choice question

”

74% of Spanish Mainland tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Imagen: Freepik.com

Share by islands	Spanish Mainland	All markets
Lanzarote	14.8%	19.2%
Fuerteventura	8.0%	12.6%
Gran Canaria	33.0%	28.1%
Tenerife	41.5%	38.3%
La Palma	2.7%	1.8%

MOST VISITED PLACES IN EACH ISLAND

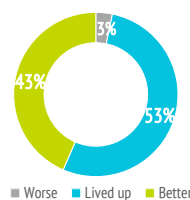


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Spanish Mainland	All markets
Average rating	8.61	8.70
Experience in the Canary Islands		
Worse or much worse than expected	3.3%	2.3%
Lived up to expectations	53.3%	55.6%
Better or much better than expected	43.5%	42.1%

Future intentions (scale 1-10)	Spanish Mainland	All markets
Return to the Canary Islands	8.83	8.73
Recommend visiting the Canary Island	9.01	8.95



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Spanish Mainland	All markets
Repeat tourists	70.8%	72.2%
Repeat tourists (last 5 years)	64.3%	66.7%
Repeat tourists (last 5 years) (5 or more)	19.4%	19.5%
At least 10 previous visits	18.4%	18.6%

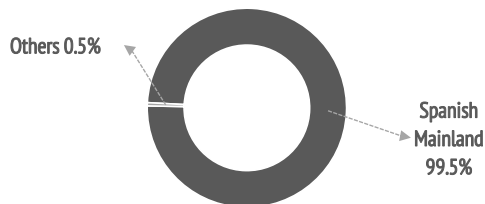
PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

SPANISH MAINLAND

Where does the flight come from?



	%	Absolute
Spanish Mainland	99.5%	1,753,216
United Kingdom	0.1%	1,843
Germany	0.1%	1,827
Portugal	0.1%	962
Italy	0.0%	844
Belgium	0.0%	400
Others	0.0%	354



Who do they come with?



	Spanish Mainland	All markets
Unaccompanied	18.0%	9.6%
Only with partner	38.7%	48.1%
Only with children (< 13 years old)	6.7%	5.6%
Partner + children (< 13 years old)	9.2%	6.5%
Other relatives	6.6%	9.3%
Friends	7.6%	6.4%
Work colleagues	1.9%	0.5%
Organized trip	0.2%	0.3%
Other combinations (1)	11.1%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	19.9%	17.7%
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	16.7%	14.8%
- Between 0 -2 and 3-12 years	1.4%	1.4%
Tourists without children	80.1%	82.3%
Group composition:		
- 1 person	21.4%	13.2%
- 2 people	45.2%	55.1%
- 3 people	13.6%	12.0%
- 4 or 5 people	16.8%	16.3%
- 6 or more people	3.0%	3.5%
Average group size:	2.47	2.54



(Under the age of 13)

”
19.9% of Spanish Mainland tourists travel with children.

(Canary Islands: 17.7%)

Who are they?



	Spanish Mainland	All markets
Gender		
Men	53.9%	48.6%
Women	46.1%	51.4%
Age		
Average age (tourist > 15 years old)	42.3	47.1
Standard deviation	13.0	15.4
Age range (> 15 years old)		
16 - 24 years old	7.1%	7.3%
25 - 30 years old	14.5%	10.9%
31 - 45 years old	40.5%	28.0%
46 - 60 years old	27.7%	31.8%
Over 60 years old	10.2%	22.1%
Occupation		
Salaried worker	61.0%	55.0%
Self-employed	12.5%	11.5%
Unemployed	2.5%	1.1%
Business owner	9.7%	9.4%
Student	4.6%	3.5%
Retired	8.2%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	26.0%	17.5%
€25,000 - €49,999	45.2%	37.5%
€50,000 - €74,999	17.2%	22.8%
More than €74,999	11.6%	22.2%
Education level		
No studies	0.3%	5.0%
Primary education	3.8%	2.6%
Secondary education	20.1%	23.6%
Higher education	75.8%	68.9%



7 IN 10 TOURISTS ARE REPEATERS

42 YEARS OLD
AVERAGE AGE

39% ONLY WITH PARTNER



Pictures: Freepik.com