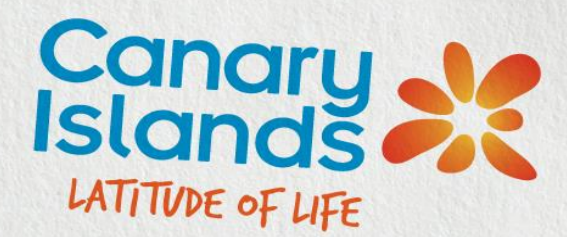


TOURIST PROFILE BY ISLAND OF STAY (2019)

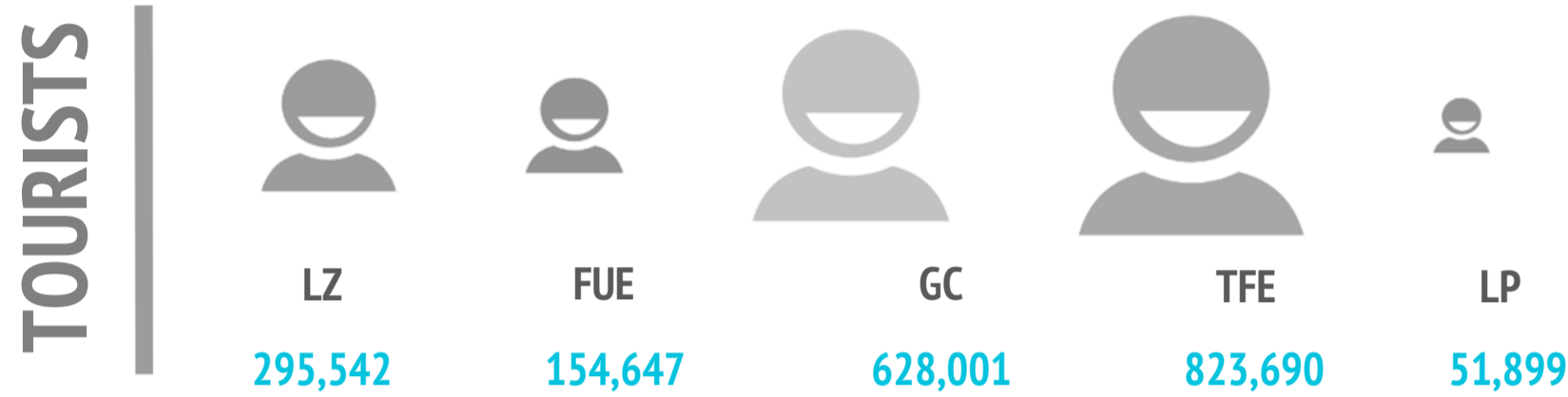
SPANISH MAINLAND



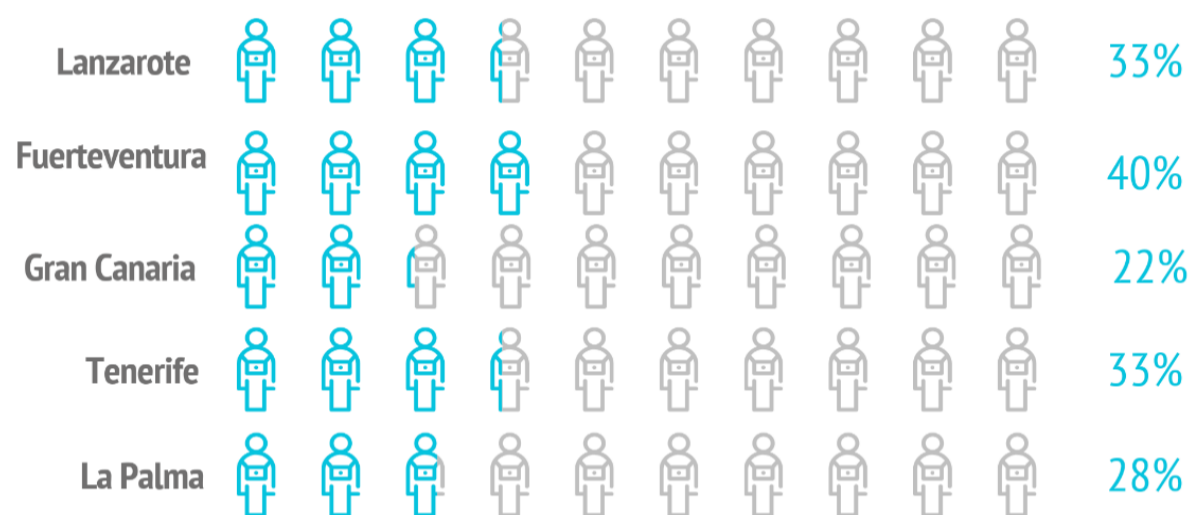
How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	296	155	628	824	52
Tourist arrivals > 15 years old (EGT) (*)	260	140	578	728	47
- book holiday package (*)	86	56	125	242	13
- do not book holiday package (*)	174	85	453	486	34
- % tourists who book holiday package	33.1%	39.6%	21.5%	33.3%	27.8%

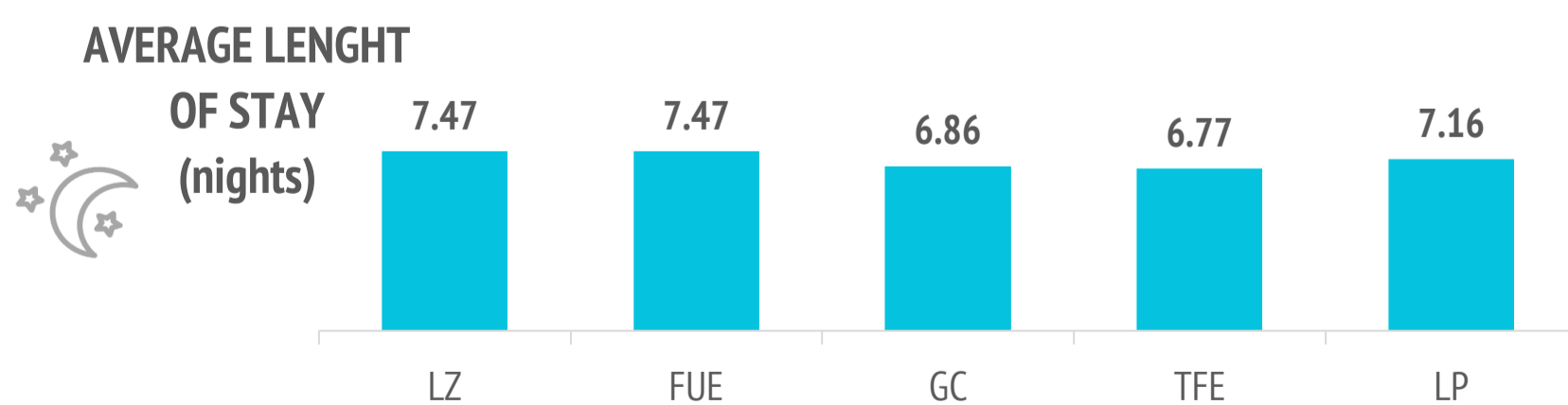
(*) Thousands of tourists



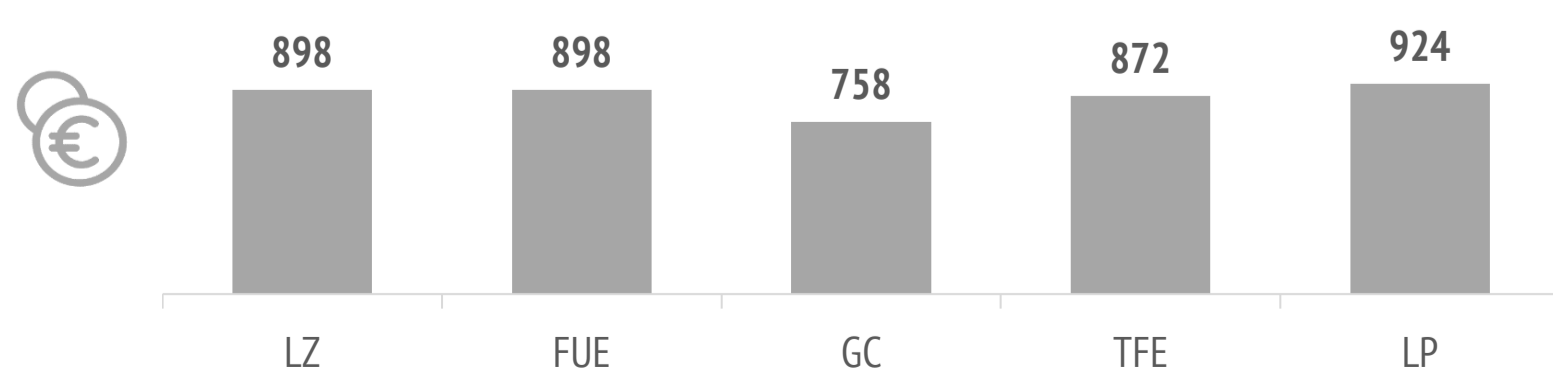
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	898	898	758	872	924
- book holiday package	1,073	987	1,052	1,085	1,067
- holiday package	868	803	805	827	827
- others	205	184	247	258	240
- do not book holiday package	811	840	677	765	869
- flight	225	227	169	197	276
- accommodation	300	326	191	248	283
- others	286	287	317	320	310
Average length of stay	7.47	7.47	6.86	6.77	7.16
- book holiday package	6.90	7.21	7.23	6.68	6.49
- do not book holiday package	7.75	7.65	6.76	6.82	7.42
Average daily expenditure (€)	133.8	132.8	128.0	142.7	138.9
- book holiday package	164.2	142.2	156.9	173.0	168.3
- do not book holiday package	118.7	126.7	120.0	127.6	127.5
Total turnover (> 15 years old) (€m)	233	126	438	635	44
- book holiday package	92	55	131	263	14
- do not book holiday package	141	71	307	372	30



EXPENDITURE PER TOURIST (€)



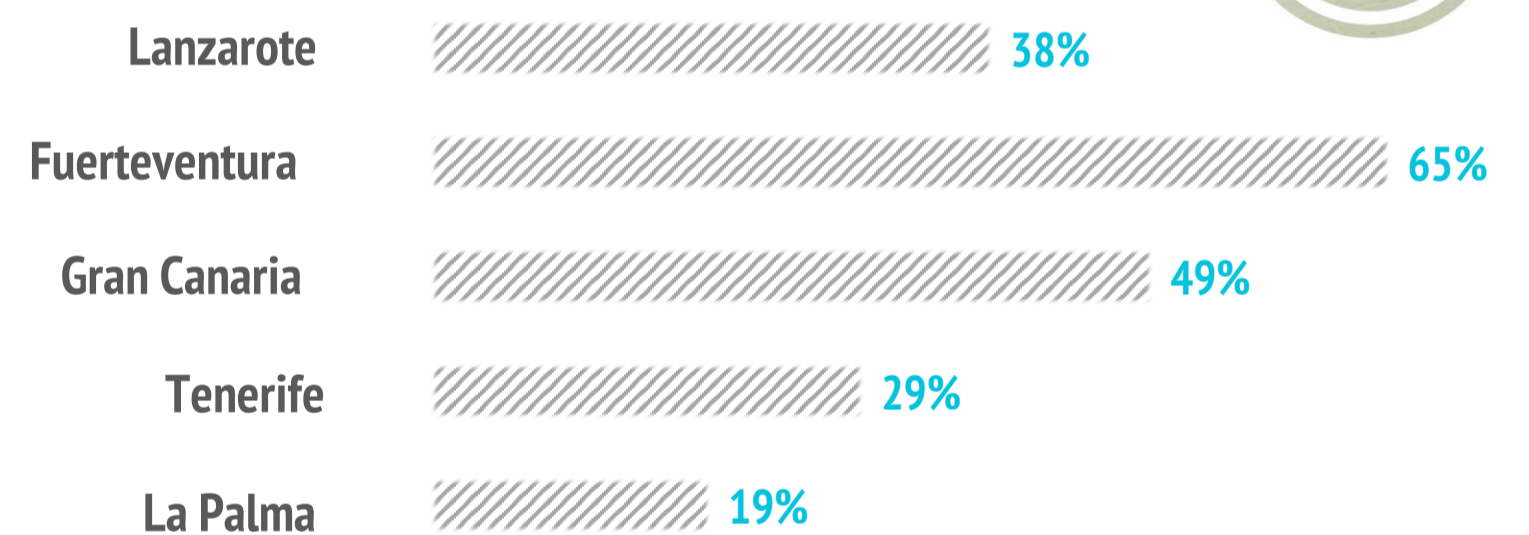
Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	64.1%	70.8%	69.3%	65.1%	53.9%
Tranquility	56.4%	61.9%	45.8%	46.3%	55.9%
Landscapes	53.4%	44.2%	39.0%	50.2%	76.5%
Sea	42.9%	60.3%	49.4%	36.8%	36.4%
Environment	42.4%	37.3%	34.2%	40.6%	70.8%
Beaches	37.9%	64.7%	48.7%	29.2%	18.9%
European belonging	33.0%	37.9%	36.3%	35.3%	27.9%
Safety	34.0%	39.2%	31.8%	33.0%	35.0%
Authenticity	34.8%	30.8%	23.1%	26.4%	38.6%
Price	25.5%	29.6%	27.8%	27.8%	20.1%
Accommodation supply	25.0%	28.6%	24.8%	25.5%	14.8%
Gastronomy	24.1%	25.0%	22.9%	25.8%	28.8%
Effortless trip	22.1%	27.3%	25.6%	24.4%	17.3%
Fun possibilities	14.7%	19.2%	24.1%	25.4%	10.9%
Exoticism	17.6%	17.3%	12.4%	15.6%	16.1%
Historical heritage	18.0%	12.8%	12.4%	14.7%	10.0%
Hiking trail network	10.5%	13.7%	10.6%	13.5%	48.6%
Culture	13.4%	9.1%	10.3%	11.1%	6.0%
Nightlife	3.7%	7.0%	13.1%	7.5%	4.1%
Shopping	5.5%	6.3%	9.4%	7.0%	1.9%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	34.1%	51.5%	40.5%	31.4%	19.0%
Enjoy family time	15.6%	12.8%	24.9%	24.9%	12.5%
Have fun	5.6%	5.2%	11.1%	9.0%	4.7%
Explore the destination	40.1%	27.1%	20.3%	32.1%	54.9%
Practice their hobbies	3.0%	2.6%	1.6%	1.1%	6.5%
Other reasons	1.6%	0.9%	1.6%	1.5%	2.4%

How far in advance do they book their trip?

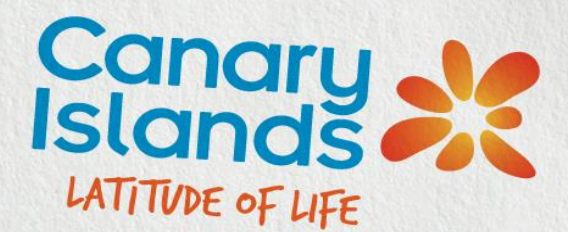
	LZ	FUE	GC	TFE	LP
The same day	0.9%	1.0%	2.1%	0.9%	0.7%
Between 1 and 30 days	26.0%	25.6%	37.5%	28.7%	29.9%
Between 1 and 2 months	32.4%	31.0%	29.3%	28.6%	27.8%
Between 3 and 6 months	31.3%	30.5%	24.4%	31.6%	34.4%
More than 6 months	9.4%	11.9%	6.7%	10.3%	7.3%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

TOURIST PROFILE BY ISLAND OF STAY (2019)

SPANISH MAINLAND



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	41.8%	40.9%	37.2%	35.5%	42.1%
Friends or relatives	35.7%	27.8%	32.6%	34.6%	34.5%
Internet or social media	56.2%	52.3%	43.5%	50.7%	63.7%
Mass Media	1.1%	1.2%	0.6%	1.2%	1.5%
Travel guides and magazines	5.6%	4.2%	2.8%	3.4%	16.5%
Travel Blogs or Forums	13.0%	10.0%	4.9%	8.7%	14.4%
Travel TV Channels	0.3%	1.1%	0.3%	0.2%	1.6%
Tour Operator or Travel Agency	14.2%	14.9%	13.7%	18.5%	16.3%
Public administrations or similar	1.9%	0.9%	0.9%	1.1%	0.7%
Others	2.2%	1.4%	3.9%	3.8%	1.4%

* Multi-choise question

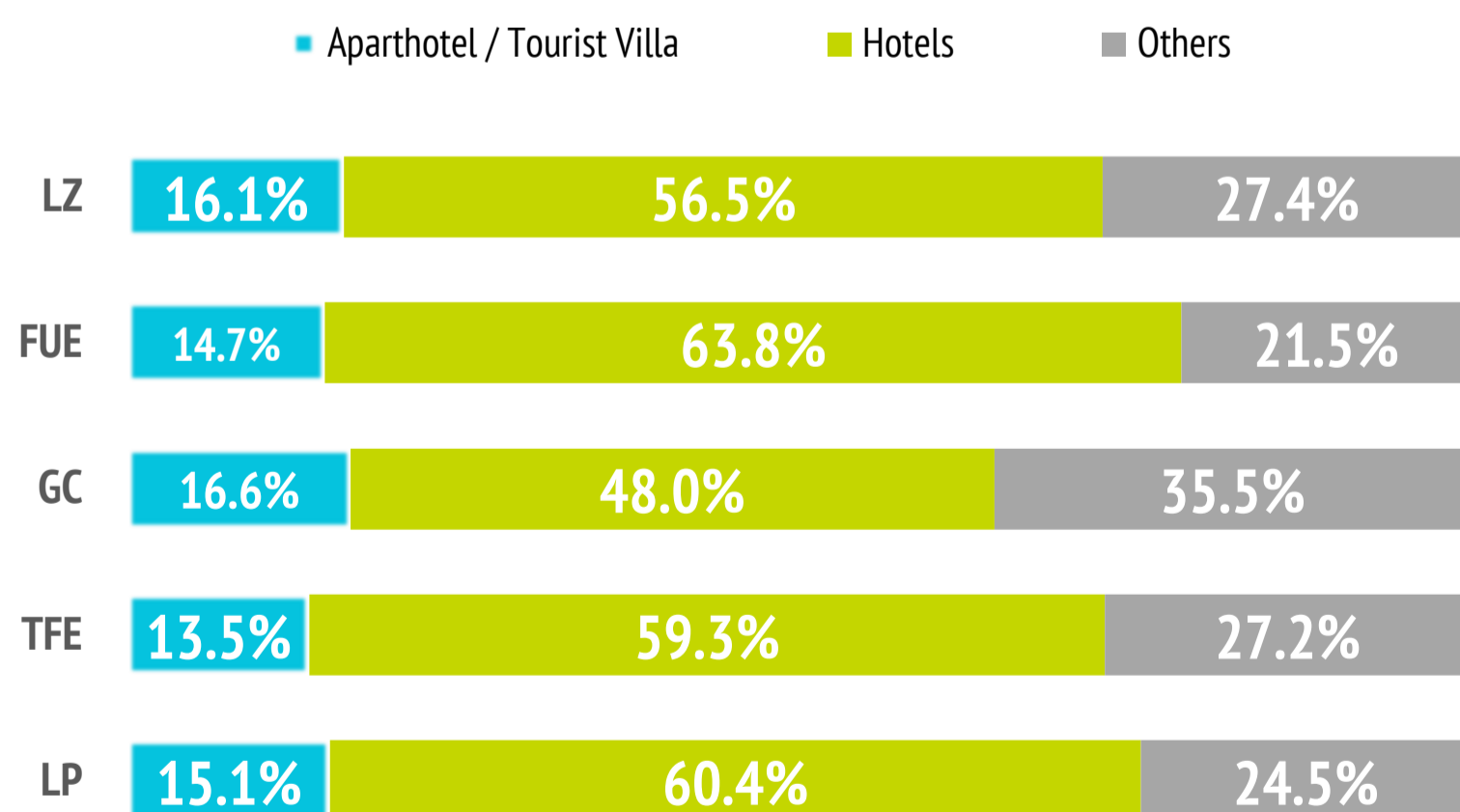
With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	61.2%	59.6%	63.2%	54.6%	62.4%
- Tour Operator or Travel Agency	38.8%	40.4%	36.8%	45.4%	37.6%
Accommodation					
- Directly with the accommodation	49.2%	49.1%	48.6%	40.1%	53.3%
- Tour Operator or Travel Agency	50.8%	50.9%	51.4%	59.9%	46.7%

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	5.0%	13.2%	14.8%	9.6%	9.6%
4* Hotel	38.6%	46.6%	26.3%	37.5%	50.8%
5* Hotel / 5* Luxury Hotel	12.8%	4.0%	6.9%	12.2%	0.0%
Aparthotel / Tourist Villa	16.1%	14.7%	16.6%	13.5%	15.1%
House/room rented in a private dwelling	8.6%	5.1%	7.9%	7.2%	7.0%
Private accommodation (1)	11.7%	11.0%	22.0%	16.0%	11.1%
Others (Cottage, cruise, camping,...)	7.0%	5.4%	5.6%	4.0%	6.4%

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



What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	26.7%	22.8%	39.3%	24.3%	39.2%
Bed and Breakfast	10.8%	9.5%	22.1%	16.4%	11.9%
Half board	24.8%	17.3%	16.3%	28.4%	35.7%
Full board	6.5%	9.5%	4.1%	8.6%	0.7%
All inclusive	31.1%	40.8%	18.2%	22.3%	12.5%

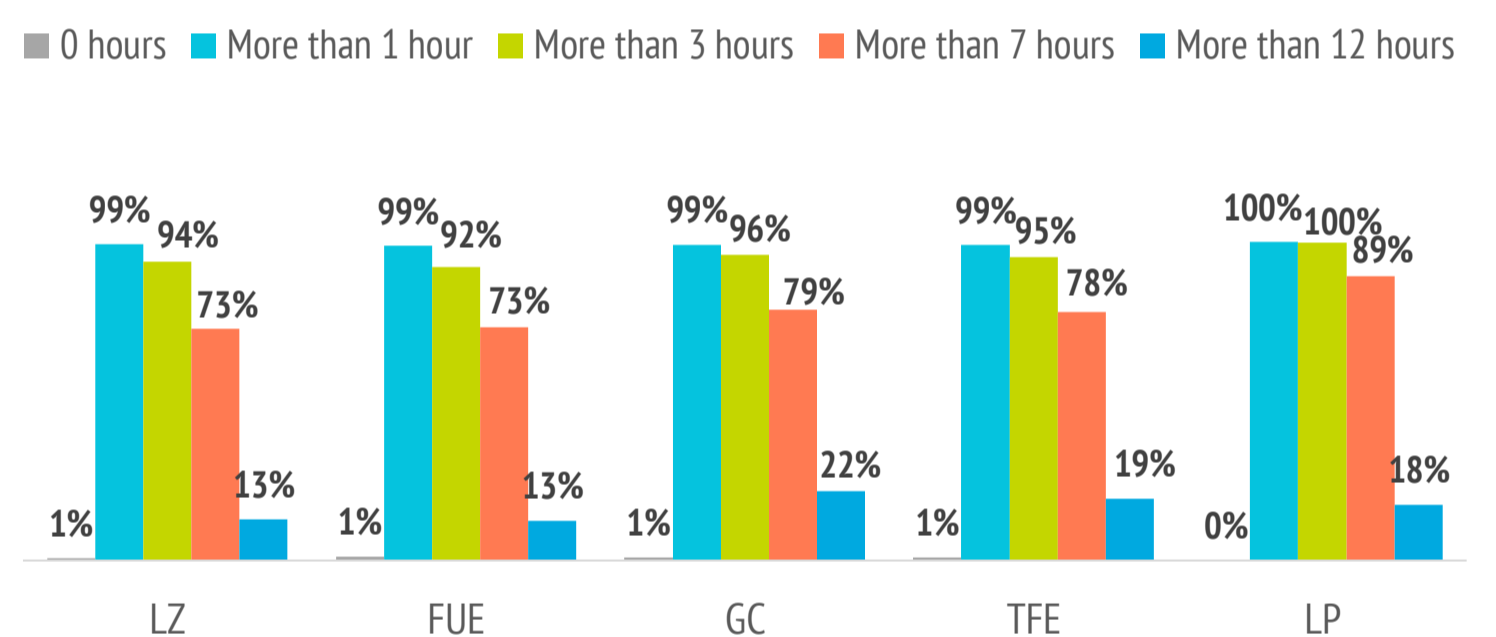
Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	64.4%	55.9%	71.0%	74.5%	83.2%
Supermarkets	50.5%	50.0%	53.4%	42.3%	64.7%
Car rental	61.2%	50.8%	34.9%	54.5%	75.6%
Organized excursions	42.9%	17.9%	11.9%	28.4%	28.9%
Taxi, transfer, chauffeur service	25.4%	24.5%	27.6%	22.3%	24.6%
Theme Parks	5.3%	2.2%	3.1%	22.0%	4.0%
Sport activities	5.4%	6.1%	3.9%	4.5%	5.3%
Museums	22.5%	4.6%	4.7%	4.4%	14.3%
Flights between islands	13.8%	7.6%	4.3%	5.7%	7.2%

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.8%	1.3%	0.9%	1.0%	0.0%
1 - 2 hours	5.4%	6.5%	3.2%	3.7%	0.3%
3 - 6 hours	21.2%	19.0%	17.3%	17.3%	10.4%
7 - 12 hours	59.7%	60.6%	56.8%	58.7%	71.7%
More than 12 hours	13.0%	12.5%	21.8%	19.4%	17.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	74.9%	63.4%	68.0%	76.3%	77.2%
Beach	72.6%	78.2%	66.6%	63.1%	62.0%
Explore the island on their own	71.6%	56.9%	46.3%	62.6%	80.9%
Swimming pool, hotel facilities	52.6%	52.3%	38.6%	51.3%	45.4%
Taste Canarian gastronomy	41.0%	33.0%	32.6%	43.8%	51.5%
Theme parks	7.0%	4.4%	5.2%	31.4%	2.5%
Wineries / markets / popular festivals	33.1%	9.8%	11.9%	14.2%	21.8%
Nightlife / concerts / shows	8.9%	10.2%	20.1%	15.3%	8.6%
Museums / exhibitions	33.4%	9.8%	11.1%	12.7%	21.7%
Nature activities	12.5%	10.8%	7.5%	19.9%	47.6%
Organized excursions	22.1%	12.0%	6.3%	17.5%	13.3%
Sport activities	11.8%	13.5%	9.6%	9.9%	19.9%
Sea excursions / whale watching	8.0%	8.9%	6.2%	14.1%	12.2%
Activities at sea	8.4%	11.8%	7.7%	9.6%	10.2%
Beauty and health treatments	5.6%	5.7%	4.3%	5.1%	1.4%
Astronomical observation	2.6%	1.8%	2.9%	5.4%	17.1%

* Multi-choise question

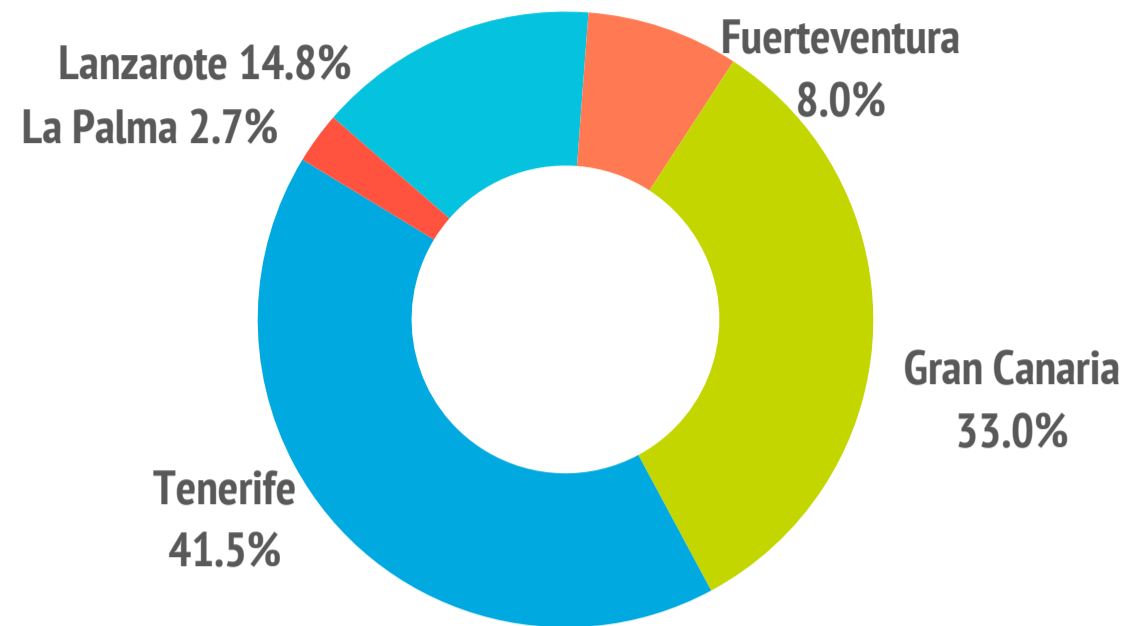
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

SPANISH MAINLAND

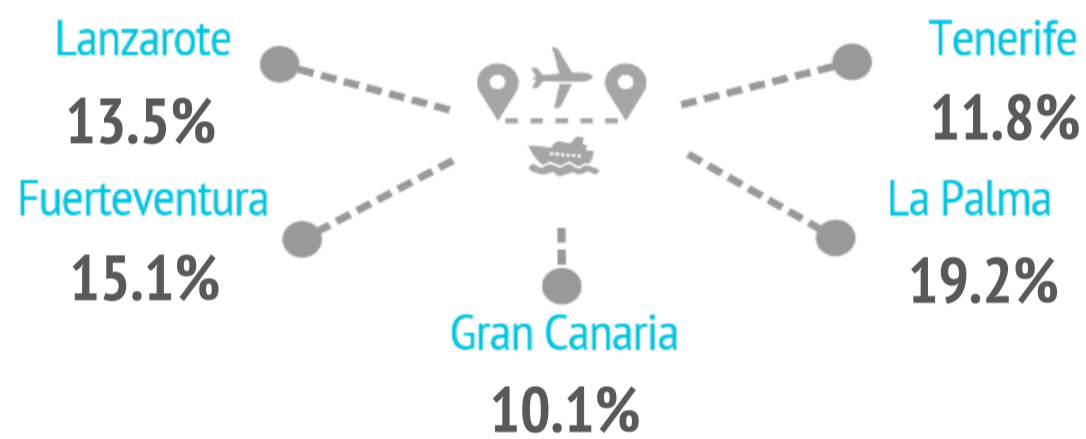
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	86.5%	84.9%	89.9%	88.2%	80.8%
Two islands	12.0%	14.0%	9.0%	10.7%	14.0%
Three or more islands	1.5%	1.1%	1.0%	1.1%	5.2%

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	14.9%	7.8%	8.6%	13.0%	7.9%
- Flights	6.9%	7.9%	7.5%	9.5%	9.4%
- Accommodation	9.1%	11.3%	9.7%	12.1%	11.9%
- Transport	10.2%	12.9%	13.5%	12.3%	11.9%
- Restaurants	36.1%	31.6%	27.7%	31.5%	43.1%
- Excursions	34.9%	27.7%	19.0%	24.2%	44.4%
- Activities	35.4%	31.4%	23.1%	27.6%	45.4%
Book or purchase					
- Tourist package	24.1%	32.8%	18.4%	24.3%	22.4%
- Flights	77.3%	76.4%	74.8%	72.6%	78.2%
- Accommodation	68.1%	65.5%	58.7%	60.1%	69.2%
- Transport	64.1%	63.8%	45.5%	55.6%	65.3%
- Restaurants	13.8%	15.6%	13.1%	17.6%	13.5%
- Excursions	17.3%	18.1%	9.9%	25.7%	21.8%
- Activities	17.2%	16.5%	12.2%	26.1%	15.7%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	8.1%	14.5%	9.1%	5.6%	3.4%
Used the Internet	91.9%	85.5%	90.9%	94.4%	96.6%
- Own Internet connection	54.4%	48.5%	59.7%	64.1%	61.8%
- Free Wifi connection	24.0%	23.7%	16.4%	16.4%	22.2%
Applications*					
- Search for locations or maps	79.6%	72.1%	67.6%	76.9%	82.0%
- Search for destination info	48.0%	42.5%	35.8%	42.9%	51.4%
- Share pictures or trip videos	56.4%	54.7%	48.0%	56.3%	58.2%
- Download tourist apps	10.6%	5.3%	5.1%	5.9%	5.6%
- Others	13.9%	16.1%	21.3%	13.6%	10.6%

* Multi-choice question

Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.72	8.68	8.58	8.56	8.95

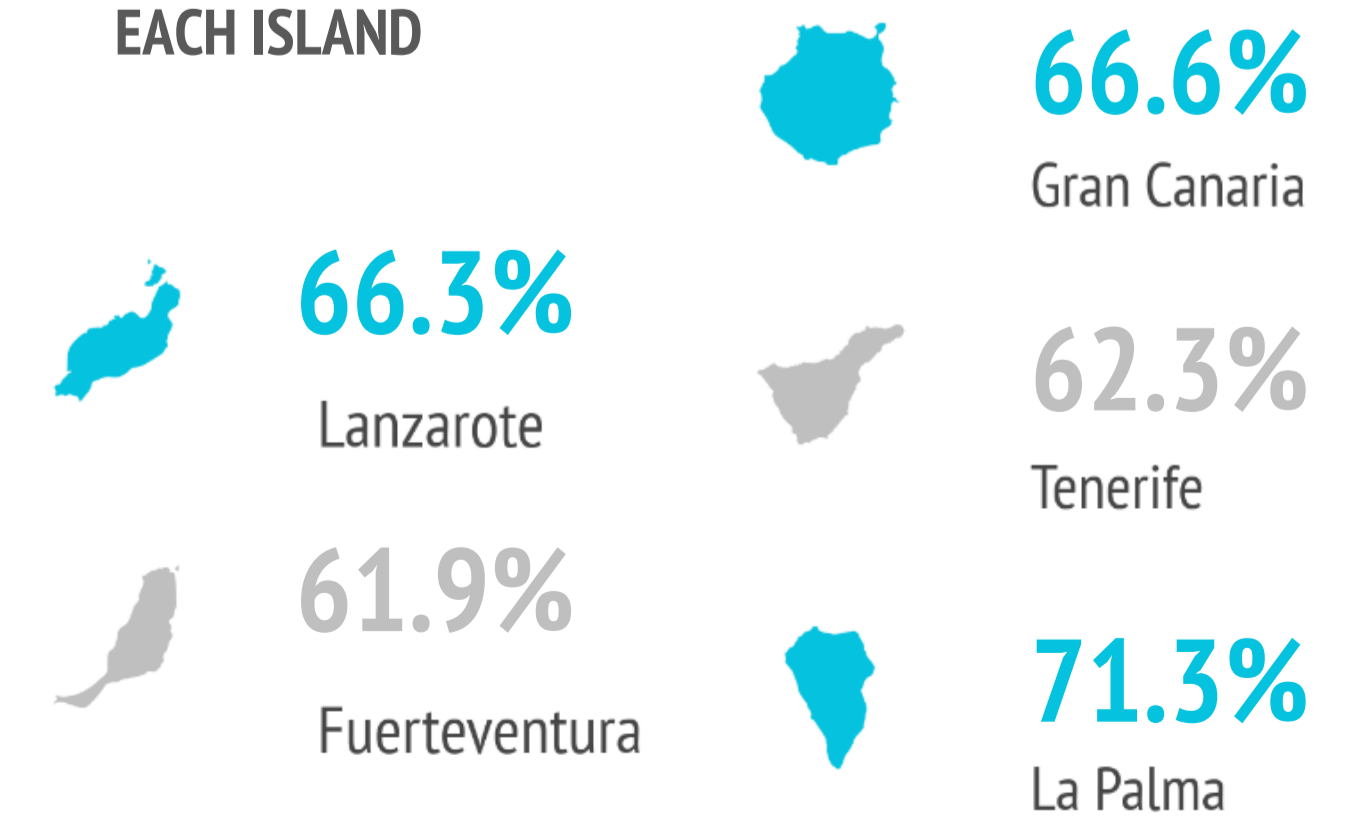
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	2.7%	3.1%	3.2%	3.6%	2.8%
Lived up to expectations	52.6%	51.7%	56.2%	51.9%	47.2%
Better or much better than expected	44.7%	45.2%	40.6%	44.5%	50.0%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.80	9.00	8.89	8.73	9.13
Recommend visiting the Canary Island:	9.08	9.11	8.99	8.95	9.34

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	66.3%	61.9%	66.6%	62.3%	71.3%
At least 10 previous visits	5.9%	3.6%	15.8%	8.9%	3.1%
Repeat tourists	73.1%	75.0%	74.3%	65.4%	84.6%
At least 10 previous visits	15.5%	12.1%	24.3%	15.9%	18.0%

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2019)

SPANISH MAINLAND

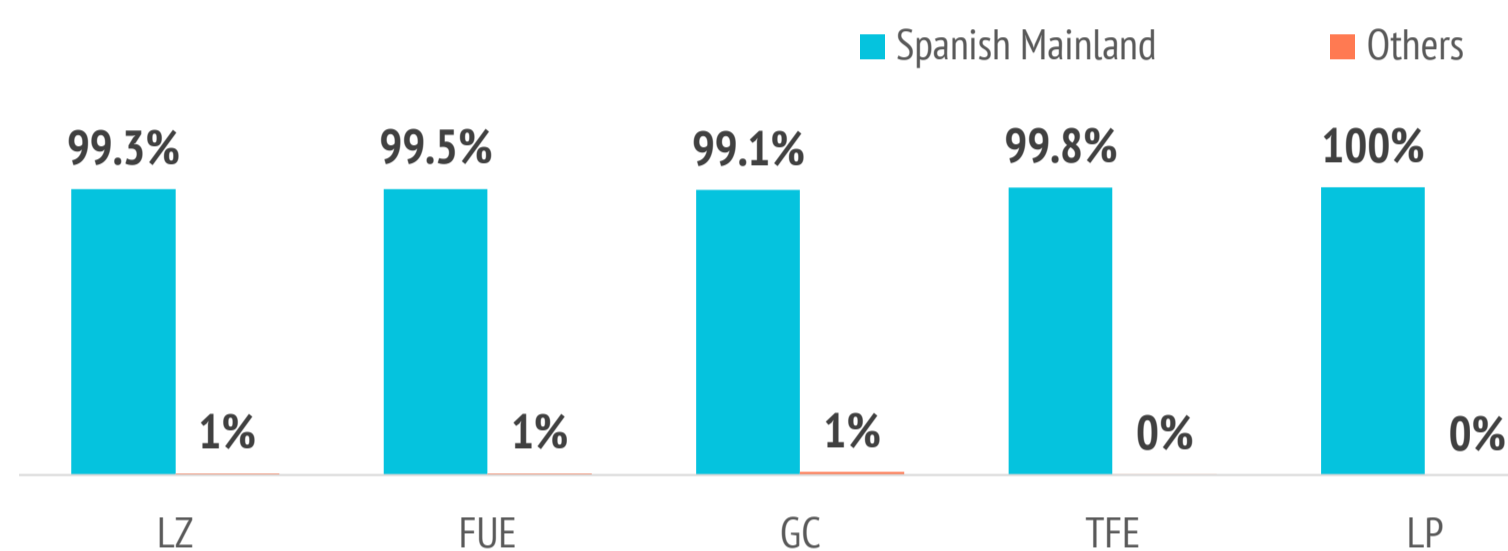


Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Spanish Mainland	99.3%	99.5%	99.1%	99.8%	100.0%
United Kingdom	0.2%	0.2%	0.2%	0.0%	0.0%
Germany	0.2%	0.1%	0.2%	0.0%	0.0%
Portugal	0.0%	0.0%	0.2%	0.0%	0.0%
Italy	0.0%	0.2%	0.0%	0.1%	0.0%
Belgium	0.1%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.0%	0.3%	0.1%	0.0%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	10.1%	14.6%	28.8%	13.4%	11.2%
Only with partner	44.4%	48.6%	34.0%	37.4%	52.5%
Only with children (< 13 years old)	6.9%	4.5%	4.2%	9.1%	4.8%
Partner + children (< 13 years old)	10.5%	6.2%	4.7%	13.1%	7.8%
Other relatives	7.6%	6.7%	6.7%	6.3%	4.8%
Friends	7.1%	6.7%	9.4%	6.5%	6.9%
Work colleagues	0.7%	0.3%	3.4%	1.5%	0.8%
Organized trip	0.0%	0.0%	0.2%	0.1%	0.3%
Other combinations ⁽¹⁾	12.8%	12.4%	8.6%	12.4%	11.0%

(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
- Between 0 and 2 years old	2.1%	1.5%	1.3%	2.1%	1.3%
- Between 3 and 12 years old	18.4%	11.1%	9.1%	23.4%	13.8%
- Between 0 -2 and 3-12 years c	1.4%	0.9%	0.8%	2.1%	0.3%

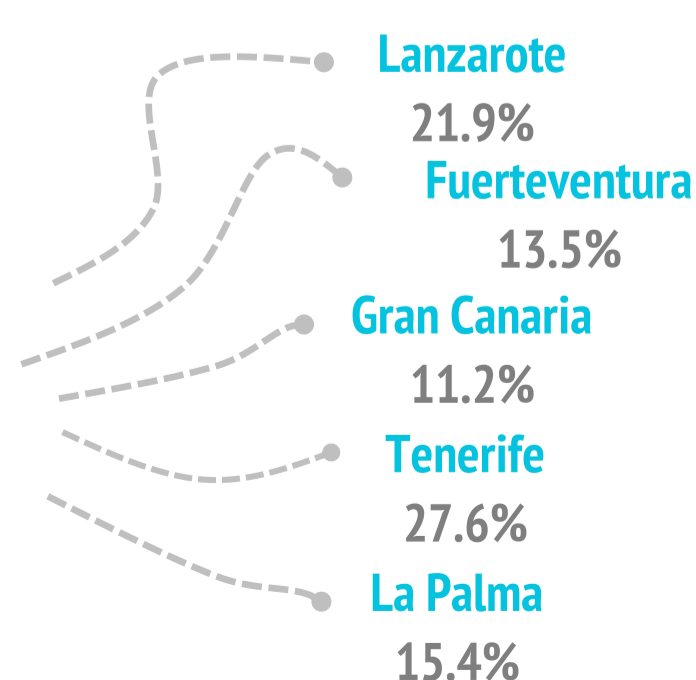
Tourists without children	LZ	FUE	GC	TFE	LP
	78.1%	86.5%	88.8%	72.4%	84.6%

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	12.7%	17.8%	32.9%	16.5%	15.6%
- 2 people	49.6%	52.9%	42.8%	43.1%	56.5%
- 3 people	14.9%	13.7%	11.1%	15.2%	11.0%
- 4 or 5 people	18.6%	14.0%	11.3%	21.4%	14.1%
- 6 or more people	4.1%	1.7%	1.9%	3.8%	2.8%
Average group size:	2.66	2.36	2.13	2.69	2.40

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	48.7%	51.7%	56.7%	54.2%	53.1%
Women	51.3%	48.3%	43.3%	45.8%	46.9%
Age					
Average age (tourist > 15 years old)	43.9	44.7	42.5	40.9	47.0
Standard deviation	13.6	14.0	13.3	12.1	12.9
Age range (> 15 years old)					
16 - 24 years old	6.1%	4.9%	7.8%	7.4%	6.2%
25 - 30 years old	13.5%	13.7%	14.9%	15.2%	6.4%
31 - 45 years old	37.5%	37.5%	37.0%	45.8%	29.7%
46 - 60 years old	28.9%	27.9%	29.8%	24.5%	42.4%
Over 60 years old	14.0%	16.1%	10.4%	7.1%	15.4%
Occupation					
Salaried worker	58.3%	58.2%	61.2%	62.1%	64.7%
Self-employed	11.3%	14.0%	12.8%	12.6%	11.5%
Unemployed	2.1%	1.4%	2.6%	2.7%	2.0%
Business owner	10.6%	8.1%	8.9%	10.5%	6.5%
Student	4.5%	3.6%	5.0%	4.6%	4.9%
Retired	11.2%	13.4%	8.2%	6.2%	9.5%
Unpaid domestic work	1.1%	0.9%	0.5%	0.8%	0.9%
Others	1.1%	0.3%	0.8%	0.6%	0.0%

Annual household income level	LZ	FUE	GC	TFE	LP
Less than €25,000	24.0%	22.8%	26.9%	27.2%	17.4%
€25,000 - €49,999	45.9%	50.4%	43.5%	45.5%	40.3%
€50,000 - €74,999	18.5%	16.1%	17.4%	16.5%	23.2%
More than €74,999	11.7%	10.8%	12.2%	10.8%	19.1%

Education level	LZ	FUE	GC	TFE	LP
No studies	0.7%	0.2%	0.2%	0.2%	0.5%
Primary education	4.3%	5.9%	3.6%	3.5%	2.4%
Secondary education	22.4%	22.0%	18.7%	20.2%	18.8%
Higher education	72.6%	71.9%	77.5%	76.1%	78.3%

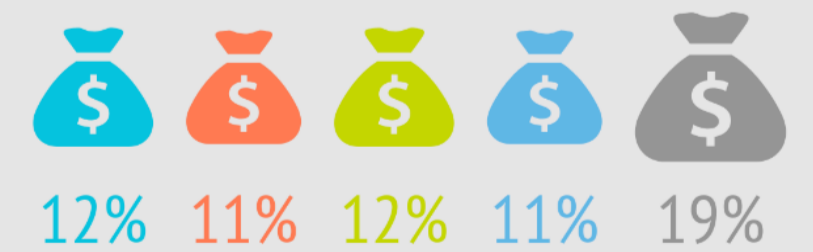


% MEN

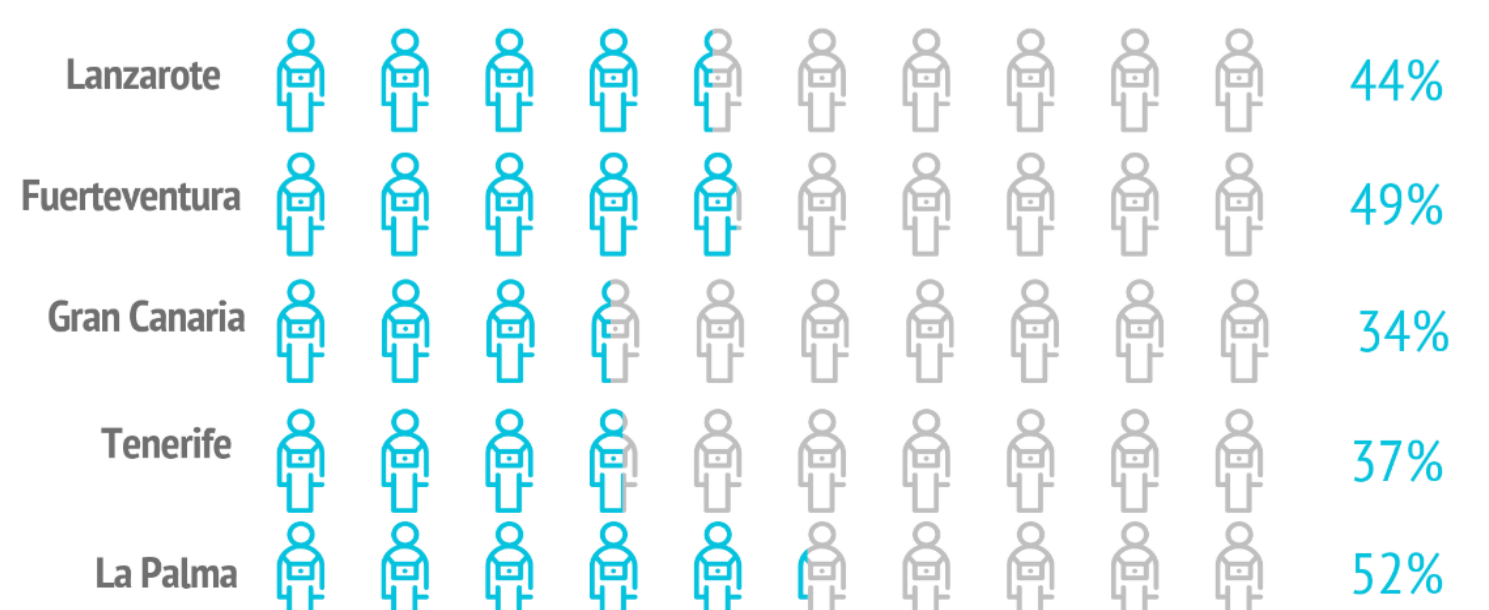


% OF TOURISTS WITH INCOMES OVER €74,999

Legend: Lanzarote (red), Fuerteventura (orange), Gran Canaria (green), Tenerife (blue), La Palma (grey)



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.