How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT) (*)	90.4	67.2	76.1	59.1	292.8
- book holiday package (*)	55.1	46.5	58.7	43.9	**204.2**
- do not book holiday package (*)	35.3	20.7	17.4	15.2	**88.6**
- % tourists who book holiday package	61.0%	69.3%	77.1%	74.3%	**69.7%**

(*) Million of tourists

TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4
90,445	67,191	76,102	59,067

% TOURISTS WHO BOOK HOLIDAY PACKAGE
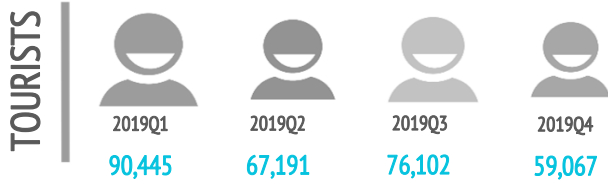
2019Q1	61%
2019Q2	69%
2019Q3	77%
2019Q4	74%
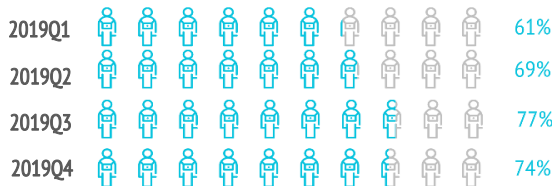
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	813	989	1,392	995	1,040
- book holiday package	940	1,035	1,489	1,042	**1,142**
- holiday package	767	841	1,275	843	**946**
- others	174	194	214	199	**195**
- do not book holiday package	613	884	1,062	861	**807**
- flight	147	236	336	221	**218**
- accommodation	185	241	325	251	**237**
- others	281	407	400	389	**352**
Average lenght of stay	8.42	8.13	9.34	7.95	8.50
- book holiday package	7.83	7.76	8.98	7.46	**8.06**
- do not book holiday package	9.34	8.98	10.55	9.39	**9.50**
Average daily expenditure (€)	108.5	126.6	151.3	130.5	128.2
- book holiday package	125.3	137.3	161.5	140.2	**141.6**
- do not book holiday package	82.3	102.5	116.6	102.8	**97.2**
Total turnover (> 15 years old) (€m)	73	66	106	59	305
- book holiday package	52	48	87	46	**233**
- do not book holiday package	22	18	18	13	**71**

AVERAGE LENGHT OF STAY (nights)

2019Q1	2019Q2	2019Q3	2019Q4
8.42	8.13	9.34	7.95

EXPENDITURE PER TOURIST (€)
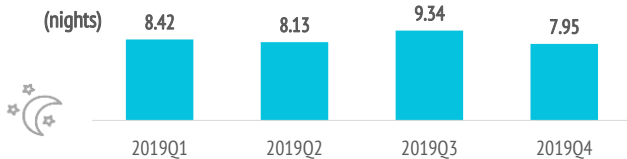
2019Q1	2019Q2	2019Q3	2019Q4
813	989	1,392	995
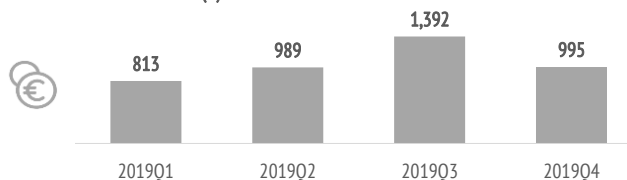
Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	87.6%	79.3%	74.6%	90.7%	**82.9%**
Safety	70.6%	71.5%	70.2%	67.3%	**70.0%**
Landscapes	67.3%	64.8%	60.2%	60.3%	**63.5%**
Sea	56.2%	58.7%	65.2%	62.3%	**60.4%**
Tranquility	54.5%	58.5%	58.5%	59.6%	**57.5%**
European belonging	48.7%	51.4%	52.6%	58.7%	**52.4%**
Beaches	48.3%	50.0%	53.4%	48.1%	**50.0%**
Environment	50.8%	48.4%	41.8%	48.2%	**47.3%**
Accommodation supply	31.0%	44.9%	54.3%	45.2%	**43.2%**
Authenticity	35.5%	39.0%	42.2%	41.7%	**39.3%**
Price	39.4%	36.2%	37.0%	41.3%	**38.4%**
Effortless trip	35.1%	35.1%	30.3%	43.3%	**35.5%**
Exoticism	23.8%	36.0%	35.2%	37.0%	**32.3%**
Gastronomy	31.9%	27.7%	35.4%	29.6%	**31.4%**
Fun possibilities	14.6%	14.9%	21.5%	14.1%	**16.4%**
Hiking trail network	8.6%	12.1%	9.6%	14.1%	**10.8%**
Culture	7.8%	8.5%	13.3%	10.0%	**9.8%**
Historical heritage	8.8%	5.7%	8.5%	7.6%	**7.8%**
Shopping	5.6%	8.0%	7.9%	5.1%	**6.7%**
Nightlife	6.7%	6.8%	7.2%	3.9%	**6.3%**

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

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

% TOURISTS WHO CHOOSE LANDSCAPES

2019Q1	67%
2019Q2	65%
2019Q3	60%
2019Q4	60%

What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	48.2%	53.1%	62.4%	61.4%	**55.7%**
Enjoy family time	5.0%	6.8%	8.7%	10.2%	**7.4%**
Have fun	4.4%	6.1%	2.2%	2.0%	**3.7%**
Explore the destination	39.4%	32.9%	25.5%	23.3%	**31.0%**
Practice their hobbies	1.9%	0.5%	0.9%	2.3%	**1.4%**
Other reasons	1.2%	0.6%	0.3%	0.7%	**0.7%**

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	2.3%	0.8%	0.4%	0.6%	**1.1%**
Between 1 and 30 days	45.4%	32.4%	34.6%	43.5%	**39.2%**
Between 1 and 2 months	26.1%	20.5%	16.1%	22.8%	**21.5%**
Between 3 and 6 months	20.5%	32.5%	26.3%	23.4%	**25.3%**
More than 6 months	5.8%	13.8%	22.6%	9.7%	**12.8%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2019Q1	5.8%
2019Q2	13.8%
2019Q3	22.6%
2019Q4	9.7%

Picture: Freepik.com

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.

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	41.4%	39.9%	35.8%	41.0%	**39.6%**
Friends or relatives	30.2%	30.0%	28.7%	28.5%	**29.4%**
Internet or social media	67.1%	62.5%	63.5%	56.5%	**63.0%**
Mass Media	2.1%	4.8%	4.9%	3.5%	**3.7%**
Travel guides and magazines	15.5%	12.5%	15.5%	6.4%	**13.0%**
Travel Blogs or Forums	26.8%	11.9%	16.2%	11.1%	**17.5%**
Travel TV Channels	1.4%	1.2%	1.6%	0.0%	**1.1%**
Tour Operator or Travel Agency	21.1%	36.5%	42.7%	34.5%	**32.9%**
Public administrations or similar	0.4%	0.0%	0.0%	0.0%	**0.1%**
Others	1.7%	0.7%	1.4%	3.0%	**1.7%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	37.0%	26.0%	19.5%	23.4%	**27.1%**
- Tour Operator or Travel Agency	63.0%	74.0%	80.5%	76.6%	**72.9%**
Accommodation					
- Directly with the accommodation	25.8%	16.5%	14.3%	14.7%	**18.3%**
- Tour Operator or Travel Agency	74.2%	83.5%	85.7%	85.3%	**81.7%**

Where do they stay? 🛏

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	18.6%	16.8%	8.5%	15.4%	**14.9%**
4* Hotel	36.6%	46.5%	60.9%	52.3%	**48.4%**
5* Hotel / 5* Luxury Hotel	0.8%	3.6%	2.9%	2.8%	**2.4%**
Aparthotel / Tourist Villa	19.9%	16.1%	15.8%	12.8%	**16.5%**
House/room rented in a private dwelling	12.0%	4.5%	3.9%	4.4%	**6.6%**
Private accommodation [(1)]	3.4%	4.5%	2.4%	4.0%	**3.5%**
Others (Cottage, cruise, camping,..)	8.6%	8.1%	5.7%	8.3%	**7.7%**

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

What do they book? 🍴

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	26.9%	13.2%	14.1%	13.3%	**17.6%**
Bed and Breakfast	7.6%	6.9%	3.2%	4.1%	**5.6%**
Half board	6.7%	14.1%	15.0%	15.8%	**12.4%**
Full board	1.4%	3.1%	1.3%	2.5%	**2.0%**
All inclusive	57.4%	62.8%	66.4%	64.3%	**62.4%**

❞

62.4% of Polish book all inclusive.

57.4% 2019Q1

66.4% 2019Q3

62.8% 2019Q2

64.3% 2019Q4

Other expenses 📍

	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	45.1%	38.6%	39.6%	39.0%	**40.9%**
Supermarkets	47.8%	41.0%	48.1%	39.6%	**44.7%**
Car rental	31.2%	36.1%	31.4%	26.0%	**31.3%**
Organized excursions	35.5%	35.6%	43.6%	29.4%	**36.4%**
Taxi, transfer, chauffeur service	52.8%	62.6%	63.1%	55.2%	**58.2%**
Theme Parks	9.3%	17.6%	15.7%	9.7%	**13.0%**
Sport activities	4.8%	1.8%	3.5%	4.4%	**3.7%**
Museums	4.9%	3.6%	3.3%	3.5%	**3.9%**
Flights between islands	6.2%	9.2%	6.9%	6.3%	**7.1%**

Activities in the Canary Islands 🚶✝

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.0%	0.7%	1.8%	0.6%	**1.0%**
1 - 2 hours	3.4%	6.7%	5.3%	6.4%	**5.3%**
3 - 6 hours	27.0%	36.7%	43.8%	38.0%	**35.8%**
7 - 12 hours	59.8%	44.6%	40.0%	51.8%	**49.5%**
More than 12 hours	8.8%	11.3%	9.1%	3.2%	**8.3%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

	2019Q1	2019Q2	2019Q3	2019Q4
0 hours	1%	1%	2%	1%
More than 1 hour	99%	99%	98%	99%
More than 3 hours	96%	93%	93%	93%
More than 7 hours	69%	56%	49%	55%
More than 12 hours	9%	11%	9%	3%
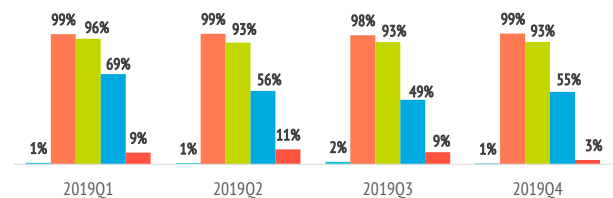
Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Beach	73.7%	82.7%	85.8%	78.2%	**79.8%**
Walk, wander	74.8%	77.5%	75.7%	68.3%	**74.3%**
Explore the island on their own	64.7%	67.0%	62.3%	61.2%	**63.9%**
Swimming pool, hotel facilities	46.4%	63.1%	71.2%	52.1%	**57.8%**
Organized excursions	30.7%	39.1%	42.1%	27.6%	**34.9%**
Theme parks	20.9%	29.5%	33.9%	18.1%	**25.7%**
Taste Canarian gastronomy	22.5%	19.5%	29.2%	18.2%	**22.7%**
Sea excursions / whale watching	12.5%	21.3%	22.6%	15.9%	**17.8%**
Sport activities	12.6%	12.9%	17.5%	13.5%	**14.1%**
Nature activities	14.1%	11.7%	10.7%	10.3%	**11.9%**
Museums / exhibitions	13.6%	13.0%	10.2%	9.4%	**11.7%**
Wineries / markets / popular festiv	11.9%	6.8%	12.2%	7.9%	**10.0%**
Nightlife / concerts / shows	9.6%	15.4%	6.0%	6.4%	**9.4%**
Activities at sea	7.0%	9.1%	7.7%	6.6%	**7.6%**
Astronomical observation	3.8%	2.7%	4.4%	4.1%	**3.7%**
Beauty and health treatments	1.4%	1.4%	2.2%	2.1%	**1.7%**

* Multi-choise question

Taste Canarian gastronomy
Explore the island
Museums
Sport activities Beach Theme parks
Sea excursions Nature activities
Organized excursions Walk Wineries / markets
Nightlife
Swimming pool
Activities at sea Beauty and health treatments

Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	12,560	6,361	5,771	6,515	**31,207**
Fuerteventura	17,593	13,872	15,605	15,895	**62,964**
Gran Canaria	26,050	17,175	19,801	12,208	**75,233**
Tenerife	34,243	28,493	30,665	23,920	**117,321**
La Palma	0	761	4,261	161	**5,183**

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	13.9%	9.5%	7.6%	11.1%	**10.7%**
Fuerteventura	19.5%	20.8%	20.5%	27.1%	**21.6%**
Gran Canaria	28.8%	25.8%	26.0%	20.8%	**25.8%**
Tenerife	37.9%	42.7%	40.3%	40.8%	**40.2%**
La Palma	0.0%	1.1%	5.6%	0.3%	**1.8%**

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	87.2%	81.2%	80.7%	88.3%	**84.4%**
Two islands	10.2%	16.9%	17.3%	10.0%	**13.6%**
Three or more islands	2.6%	1.9%	1.9%	1.7%	**2.1%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

Legend: ■ 2019Q1 ■ 2019Q2 ■ 2019Q3 ■ 2019Q4

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2019Q1	40%	28%	35%	29%	15%
2019Q2	20%	22%	23%	24%	82%
2019Q3	18%	25%	26%	26%	3%
2019Q4	21%	25%	16%	20%	

Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	19.1%	14.9%	20.2%	22.5%	**19.2%**
- Flights	14.1%	8.1%	11.6%	15.2%	**12.3%**
- Accommodation	24.9%	14.5%	23.0%	22.7%	**21.6%**
- Transport	28.9%	12.2%	20.7%	20.1%	**21.2%**
- Restaurants	47.6%	26.6%	30.4%	21.3%	**32.8%**
- Excursions	47.7%	34.5%	38.1%	37.4%	**40.0%**
- Activities	54.3%	43.5%	44.9%	49.2%	**48.2%**
Book or purchase					
- Tourist package	35.5%	41.3%	42.7%	42.2%	**40.2%**
- Flights	60.0%	57.9%	51.5%	55.5%	**56.3%**
- Accommodation	51.3%	54.3%	46.7%	49.4%	**50.3%**
- Transport	46.7%	54.0%	42.8%	42.5%	**46.5%**
- Restaurants	9.1%	15.3%	13.4%	19.6%	**13.8%**
- Excursions	17.0%	17.1%	24.1%	21.4%	**19.9%**
- Activities	18.8%	22.5%	22.2%	20.4%	**20.9%**

* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**9.0%**	**8.0%**	**5.4%**	**2.6%**	**6.5%**
Used the Internet	**91.0%**	**92.0%**	**94.6%**	**97.4%**	**93.5%**
- Own Internet connection	43.4%	47.1%	50.0%	60.3%	**49.4%**
- Free Wifi connection	25.7%	27.4%	25.1%	21.8%	**25.1%**
Applications*					
- Search for locations or maps	79.5%	76.7%	81.3%	82.8%	**80.0%**
- Search for destination info	61.0%	61.8%	58.0%	57.0%	**59.6%**
- Share pictures or trip videos	42.9%	52.2%	60.5%	53.5%	**51.9%**
- Download tourist apps	7.9%	8.3%	7.8%	9.8%	**8.3%**
- Others	12.5%	9.6%	11.6%	15.2%	**12.2%**

* Multi-choise question

• MOST VISITED PLACES IN EACH ISLAND •

LANZAROTE — 66% MONTAÑA DEL FUEGO

FUERTEVENTURA — 53% PLAYAS DE JANDÍA

TENERIFE — 68% PARQUE NACIONAL DEL TEIDE

GRAN CANARIA — 73% DUNAS DE MASPALOMAS

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)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	9.15	8.99	8.93	8.91	**9.01**

Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	1.2%	1.8%	4.1%	0.0%	**1.8%**
Lived up to expectations	47.2%	60.8%	54.3%	55.0%	**53.7%**
Better or much better than expected	51.6%	37.4%	41.6%	45.0%	**44.4%**

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	9.08	8.43	8.33	8.83	**8.68**
Recommend visiting the Canary Islands	9.43	9.19	9.06	9.34	**9.26**

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	**56.4%**	**52.6%**	**46.7%**	**55.9%**	**52.9%**
Repeat tourists (last 5 years)	53.0%	50.1%	41.4%	55.9%	**49.9%**
Repeat tourists (last 5 years)(5 or more visits)	7.8%	10.7%	3.4%	8.2%	**7.4%**
At least 10 previous visits	**1.7%**	**2.5%**	**1.2%**	**2.7%**	**2.0%**

REPEAT TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4	
56.4%	52.6%	46.7%	55.9%	Average 52.9%
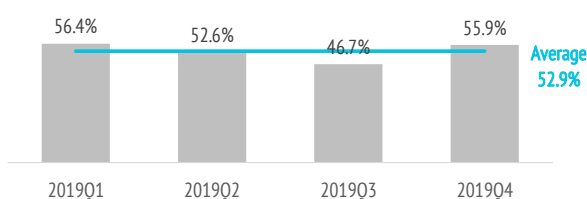
TOURIST PROFILE BY QUARTER OF TRIP (2019)
POLAND

Canary Islands
LATITUDE OF LIFE

Where does the flight come from? 🌐

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Poland	79.9%	90.0%	94.2%	84.4%	**86.8%**
Germany	11.0%	7.5%	4.0%	5.1%	**7.2%**
United Kingdom	2.7%	1.2%	0.6%	1.6%	**1.6%**
Others	6.5%	1.4%	1.2%	8.8%	**4.4%**

% TOURISTS BY QUARTER OF TRIP

■ Poland ■ Others

- 2019Q1: 80% / 20%
- 2019Q2: 90% / 10%
- 2019Q3: 94% / 6%
- 2019Q4: 84% / 16%
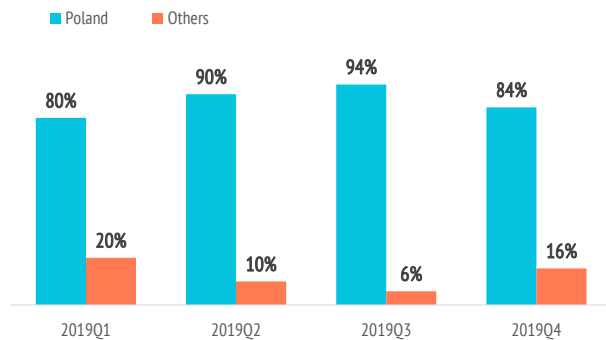
Who do they come with? 👪

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	6.4%	4.7%	3.3%	7.1%	**5.3%**
Only with partner	40.0%	48.4%	48.8%	44.4%	**45.1%**
Only with children (< 13 years old)	5.5%	4.8%	5.0%	7.6%	**5.6%**
Partner + children (< 13 years old)	11.9%	10.2%	11.2%	7.8%	**10.5%**
Other relatives	13.1%	11.3%	10.7%	14.0%	**12.3%**
Friends	8.8%	2.8%	4.1%	4.5%	**5.3%**
Work colleagues	0.6%	0.0%	0.0%	0.3%	**0.3%**
Organized trip	0.0%	0.8%	0.0%	0.0%	**0.2%**
Other combinations [1]	13.7%	17.0%	17.0%	14.4%	**15.4%**

(1) Different situations have been isolated

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	**26.3%**	**24.5%**	**28.5%**	**25.0%**	**26.2%**
- Between 0 and 2 years old	5.0%	0.9%	0.3%	3.9%	**2.6%**
- Between 3 and 12 years old	20.0%	21.5%	26.4%	19.1%	**21.8%**
- Between 0 -2 and 3-12 years	1.2%	2.2%	1.8%	2.1%	**1.8%**
Tourists without children	**73.7%**	**75.5%**	**71.5%**	**75.0%**	**73.8%**
Group composition:					
- 1 person	12.9%	7.5%	5.9%	13.3%	**9.9%**
- 2 people	45.1%	50.5%	52.8%	43.7%	**48.1%**
- 3 people	16.6%	18.1%	17.5%	20.2%	**17.9%**
- 4 or 5 people	22.2%	21.4%	20.0%	17.3%	**20.5%**
- 6 or more people	3.2%	2.5%	3.8%	5.5%	**3.6%**
Average group size:	**2.70**	**2.72**	**2.72**	**2.71**	**2.71**

”
26.2% of Polish travel with children.

(under the age of 13)

- 2019Q1: 26.3%
- 2019Q2: 24.5%
- 2019Q3: 28.5%
- 2019Q4: 25.0%

Who are they? 🧍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	47.6%	51.0%	52.0%	56.2%	**51.2%**
Women	52.4%	49.0%	48.0%	43.8%	**48.8%**
Age					
Average age (tourist > 15 years old)	38.4	41.0	37.2	40.6	**39.1**
Standard deviation	11.9	13.4	11.7	13.4	**12.6**
Age range (> 15 years old)					
16 - 24 years old	9.1%	5.9%	12.1%	7.7%	**8.9%**
25 - 30 years old	21.9%	17.0%	22.8%	20.9%	**20.8%**
31 - 45 years old	44.1%	47.6%	45.8%	38.1%	**44.1%**
46 - 60 years old	18.9%	16.5%	15.2%	22.0%	**18.0%**
Over 60 years old	6.0%	13.1%	4.1%	11.2%	**8.2%**
Occupation					
Salaried worker	39.4%	43.0%	40.1%	37.7%	**40.1%**
Self-employed	23.2%	19.7%	21.2%	18.4%	**20.9%**
Unemployed	1.6%	0.0%	15.1%	2.2%	**4.9%**
Business owner	22.4%	19.9%	18.0%	32.8%	**22.8%**
Student	5.6%	8.2%	3.2%	4.2%	**5.3%**
Retired	6.9%	7.6%	1.7%	4.8%	**5.3%**
Unpaid domestic work	0.8%	0.9%	0.0%	0.0%	**0.5%**
Others	0.0%	0.8%	0.8%	0.0%	**0.4%**
Annual household income level					
Less than €25,000	35.3%	30.0%	40.8%	32.9%	**35.0%**
€25,000 - €49,999	43.0%	54.0%	44.1%	51.7%	**47.6%**
€50,000 - €74,999	14.8%	10.3%	8.0%	11.0%	**11.2%**
More than €74,999	6.8%	5.7%	7.1%	4.5%	**6.2%**
Education level					
No studies	0.3%	0.0%	4.0%	0.7%	**1.3%**
Primary education	0.8%	1.5%	1.3%	1.3%	**1.2%**
Secondary education	22.3%	15.0%	19.5%	20.5%	**19.5%**
Higher education	76.6%	83.5%	75.2%	77.5%	**78.0%**

AVERAGE AGE (> 15 years olf)

- 2019Q1: 38.4
- 2019Q2: 41.0
- 2019Q3: 37.2
- 2019Q4: 40.6

% OF TOURISTS WITH INCOMES BETWEEN €50,000 AND €74,999

● 2019Q1   ● 2019Q3
● 2019Q2   ● 2019Q4

- 15%
- 10%
- 8%
- 11%

% SALARIED WORKED TOURISTS

- 2019Q1: 39%
- 2019Q2: 43%
- 2019Q3: 40%
- 2019Q4: 38%

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.