

How many are they and how much do they spend?

	Portugal	All markets
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	68,395	13,271,035
- book holiday package	36,076	7,426,022
- do not book holiday package	32,320	5,845,014
- % tourists who book holiday package	52.7%	56.0%
Share of total tourist	0.5%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



50% of Portuguese  
travel to Tenerife.

	Portugal	All markets
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,047	1,268
- holiday package	887	1,031
- others	159	237
- do not book holiday package	821	967
- flight	301	263
- accommodation	296	321
- others	224	383
<b>Average length of stay</b>		
- book holiday package	7.47	8.64
- do not book holiday package	7.26	9.68
<b>Average daily expenditure (€)</b>		
- book holiday package	143.3	155.4
- do not book holiday package	125.3	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	38	9,416
- do not book holiday package	27	5,655

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Portugal	All markets
Climate	67.5%	78.4%
Tranquility	44.3%	47.6%
Beaches	42.4%	37.7%
European belonging	40.9%	36.1%
Sea	39.9%	44.4%
Safety	39.7%	51.9%
Accommodation supply	37.0%	42.9%
Price	32.7%	37.4%
Landscapes	30.7%	33.1%
Environment	28.2%	33.2%
Fun possibilities	20.8%	21.1%
Effortless trip	17.5%	35.2%
Authenticity	17.2%	20.3%
Gastronomy	15.5%	23.2%
Shopping	11.6%	9.4%
Nightlife	9.7%	8.0%
Exoticism	8.6%	11.4%
Historical heritage	8.6%	8.2%
Hiking trail network	8.0%	9.6%
Culture	7.2%	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 EUROPEAN BELONGING

PORTUGAL  
40.9%



ALL MARKETS  
36.1%

Picture: Freepik.com

What is the main motivation for their holidays?

	Portugal	All markets
Rest	47.2%	55.5%
Enjoy family time	22.6%	14.4%
Have fun	5.8%	8.6%
Explore the destination	23.0%	17.8%
Practice their hobbies	0.9%	1.9%
Other reasons	0.5%	1.8%

ENJOY  
FAMILY TIME



How far in advance do they book their trip?

	Portugal	All markets
The same day	0.9%	0.7%
Between 1 and 30 days	23.6%	23.8%
Between 1 and 2 months	23.6%	22.8%
Between 3 and 6 months	39.9%	32.7%
More than 6 months	12.0%	20.0%

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?

	Portugal	All markets
Previous visits to the Canary Islands	27.0%	51.9%
Friends or relatives	23.8%	27.1%
Internet or social media	61.3%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	7.2%	8.4%
Travel Blogs or Forums	9.9%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	26.2%	22.6%
Public administrations or similar	0.0%	0.4%
Others	2.2%	2.4%

\* Multi-choise question

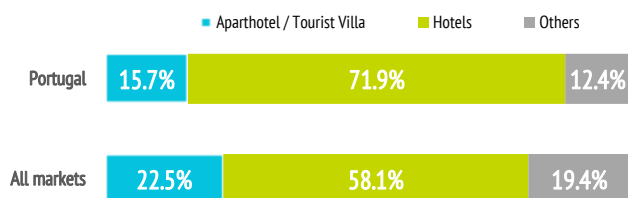
With whom did they book their flight and accommodation?

	Portugal	All markets
<b>Flight</b>		
- Directly with the airline	43.9%	42.9%
- Tour Operator or Travel Agency	56.1%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	31.1%	31.5%
- Tour Operator or Travel Agency	68.9%	68.5%

Where do they stay?

	Portugal	All markets
1-2-3* Hotel	18.6%	11.5%
4* Hotel	43.5%	37.6%
5* Hotel / 5* Luxury Hotel	9.8%	9.0%
Aparthotel / Tourist Villa	15.7%	22.5%
House/room rented in a private dwelling	4.0%	5.9%
Private accommodation (1)	4.5%	7.2%
Others (Cottage, cruise, camping...)	3.8%	6.3%

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



What do they book?

	Portugal	All markets
Room only	16.1%	27.9%
Bed and Breakfast	10.8%	12.4%
Half board	20.2%	21.2%
Full board	4.3%	3.6%
All inclusive	48.5%	34.9%

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48.5% of Portuguese book all inclusive.  
(Canary Islands: 34.9%)

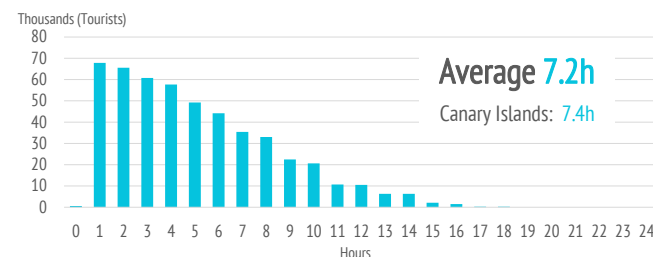
Other expenses

	Portugal	All markets
Restaurants or cafes	46.5%	59.1%
Supermarkets	43.7%	52.1%
Car rental	41.4%	26.3%
Organized excursions	15.8%	20.6%
Taxi, transfer, chauffeur service	44.8%	50.0%
Theme Parks	13.6%	7.5%
Sport activities	3.1%	5.7%
Museums	3.8%	4.6%
Flights between islands	3.2%	4.4%

Activities in the Canary Islands

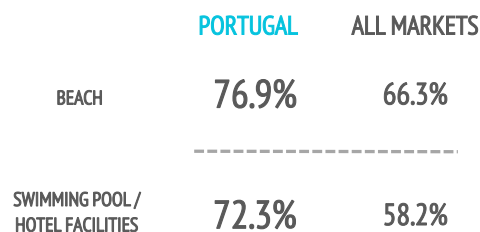
Outdoor time per day	Portugal	All markets
0 hours	0.8%	2.1%
1 - 2 hours	10.4%	9.8%
3 - 6 hours	37.0%	32.6%
7 - 12 hours	42.5%	47.1%
More than 12 hours	9.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Portugal	All markets
Beach	76.9%	66.3%
Swimming pool, hotel facilities	72.3%	58.2%
Walk, wander	68.8%	69.8%
Explore the island on their own	59.1%	45.2%
Taste Canarian gastronomy	22.2%	24.2%
Theme parks	21.1%	14.1%
Nightlife / concerts / shows	15.6%	15.5%
Museums / exhibitions	14.5%	10.1%
Wineries / markets / popular festivals	12.4%	11.6%
Organized excursions	10.8%	16.9%
Nature activities	10.8%	10.4%
Sport activities	9.7%	13.4%
Sea excursions / whale watching	5.7%	11.1%
Activities at sea	5.3%	10.0%
Beauty and health treatments	4.8%	5.4%
Astronomical observation	2.9%	3.5%

\* Multi-choise question



### Which island do they choose?

Tourists (> 15 years old)	Portugal	All markets
Lanzarote	5,363	2,521,668
Fuerteventura	6,450	1,659,115
Gran Canaria	22,022	3,698,127
Tenerife	34,165	5,040,382
La Palma	136	235,409

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

	Portugal	All markets
One island	90.2%	91.4%
Two islands	8.4%	7.2%
Three or more islands	1.5%	1.4%

### Internet usage during their trip

	Portugal	All markets
<b>Research</b>		
- Tourist package	14.4%	14.8%
- Flights	11.7%	13.0%
- Accommodation	16.2%	16.9%
- Transport	18.1%	15.7%
- Restaurants	26.2%	28.4%
- Excursions	19.3%	26.2%
- Activities	32.9%	30.1%
<b>Book or purchase</b>		
- Tourist package	29.4%	39.4%
- Flights	66.9%	66.7%
- Accommodation	61.1%	57.3%
- Transport	51.4%	47.6%
- Restaurants	8.3%	12.1%
- Excursions	10.1%	13.0%
- Activities	15.4%	14.7%

\* Multi-choice question

Internet usage in the Canary Island	Portugal	All markets
<b>Did not use the Internet</b>	<b>8.3%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>91.7%</b>	<b>91.7%</b>
- Own Internet connection	40.3%	37.4%
- Free Wifi connection	38.4%	39.5%
<b>Applications*</b>		
- Search for locations or maps	71.7%	61.7%
- Search for destination info	38.1%	44.8%
- Share pictures or trip videos	55.8%	56.0%
- Download tourist apps	4.6%	7.0%
- Others	15.6%	22.6%

\* Multi-choice question

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**71.7%** of Portuguese search for locations or maps during their stay in the Canary Islands

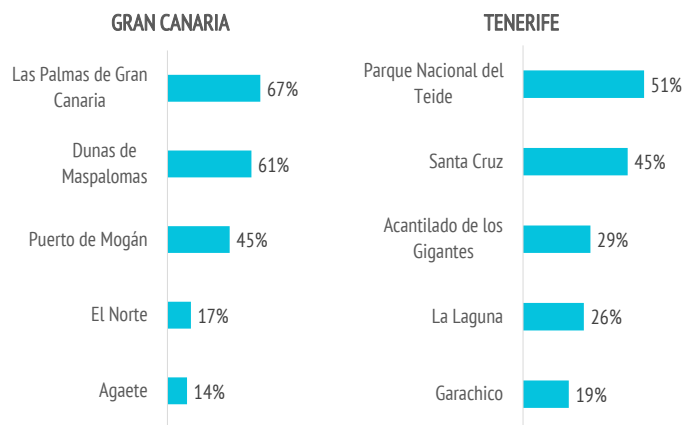
(Canary Islands: 61.7%)



Imagen: Freepik.com

Share by islands	Portugal	All markets
Lanzarote	7.9%	19.2%
Fuerteventura	9.5%	12.6%
Gran Canaria	32.3%	28.1%
Tenerife	50.1%	38.3%
La Palma	0.2%	1.8%

### MOST VISITED PLACES IN EACH ISLAND

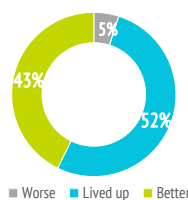


The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Portugal	All markets
Average rating	8.22	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	4.9%	2.3%
Lived up to expectations	52.3%	55.6%
Better or much better than expected	42.7%	42.1%

Future intentions (scale 1-10)	Portugal	All markets
Return to the Canary Islands	7.78	8.73
Recommend visiting the Canary Island	8.31	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?

	Portugal	All markets
<b>Repeat tourists</b>	<b>43.0%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	35.1%	66.7%
Repeat tourists (last 5 years) (5 or mor	4.7%	19.5%
<b>At least 10 previous visits</b>	<b>3.2%</b>	<b>18.6%</b>

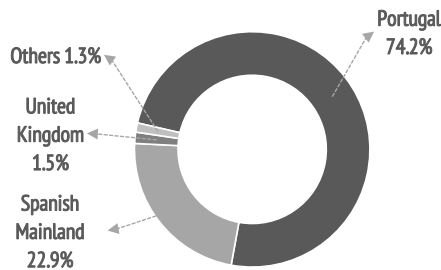
# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## PORTUGAL

### Where does the flight come from?



	%	Absolute
Portugal	74.2%	50,783
Spanish Mainland	22.9%	15,697
United Kingdom	1.5%	1,053
France	0.4%	306
Germany	0.4%	293
Belgium	0.4%	263



### Who do they come with?



	Portugal	All markets
Unaccompanied	6.4%	9.6%
Only with partner	36.2%	48.1%
Only with children (< 13 years old)	13.1%	5.6%
Partner + children (< 13 years old)	7.9%	6.5%
Other relatives	11.3%	9.3%
Friends	2.8%	6.4%
Work colleagues	2.1%	0.5%
Organized trip	0.5%	0.3%
Other combinations (1)	19.6%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>31.5%</b>	<b>17.7%</b>
- Between 0 and 2 years old	5.3%	1.6%
- Between 3 and 12 years old	24.3%	14.8%
- Between 0 -2 and 3-12 years	1.9%	1.4%
<b>Tourists without children</b>	<b>68.5%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	10.2%	13.2%
- 2 people	43.9%	55.1%
- 3 people	17.7%	12.0%
- 4 or 5 people	19.9%	16.3%
- 6 or more people	8.3%	3.5%
<b>Average group size:</b>	<b>2.95</b>	<b>2.54</b>



(Under the age of 13)

31.5% of Portuguese travel with children.

(Canary Islands: 17.7%)

### Who are they?



	Portugal	All markets
<b>Gender</b>		
Men	52.8%	48.6%
Women	47.2%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	39.7	47.1
Standard deviation	11.6	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.8%	7.3%
25 - 30 years old	15.7%	10.9%
31 - 45 years old	46.2%	28.0%
46 - 60 years old	24.9%	31.8%
Over 60 years old	5.3%	22.1%
<b>Occupation</b>		
Salaried worker	53.3%	55.0%
Self-employed	22.8%	11.5%
Unemployed	1.3%	1.1%
Business owner	14.7%	9.4%
Student	6.4%	3.5%
Retired	1.0%	17.9%
Unpaid domestic work	0.0%	0.8%
Others	0.6%	0.8%
<b>Annual household income level</b>		
Less than €25,000	44.9%	17.5%
€25,000 - €49,999	34.7%	37.5%
€50,000 - €74,999	12.3%	22.8%
More than €74,999	8.0%	22.2%
<b>Education level</b>		
No studies	0.0%	5.0%
Primary education	0.8%	2.6%
Secondary education	26.8%	23.6%
Higher education	72.4%	68.9%



4 IN 10 TOURISTS ARE  
**REPEATERS**

**40 YEARS OLD**

AVERAGE AGE

**36% ONLY WITH  
PARTNER**



Pictures: Freepik.com