

TOURIST PROFILE BY ISLAND OF STAY (2019)

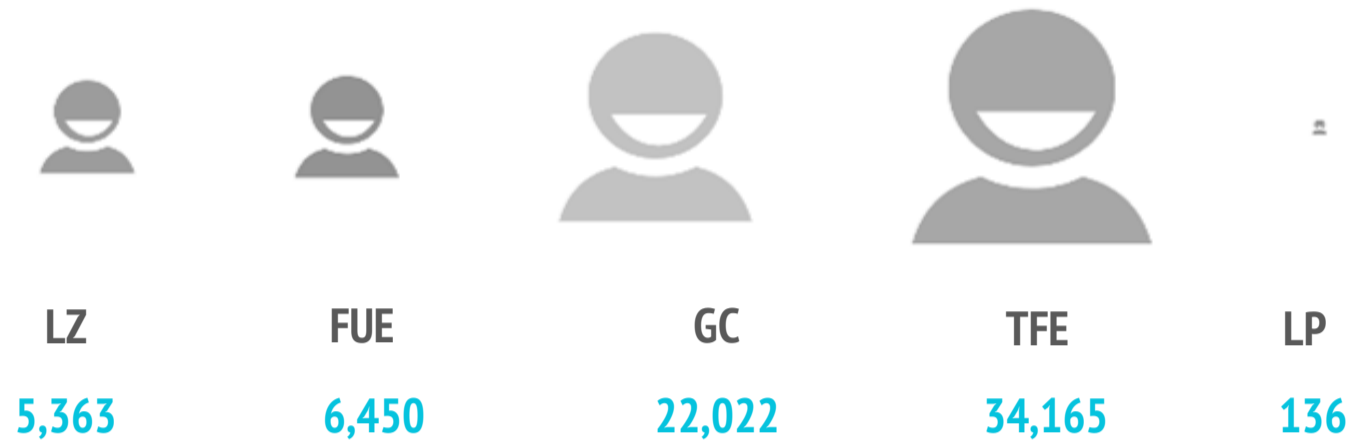
PORTUGAL

How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	5,363	6,450	22,022	34,165	136
- book holiday package	--	--	13,666	15,506	--
- do not book holiday package	--	--	8,355	18,659	--
- % tourists who book holiday package	--	--	62.1%	45.4%	--

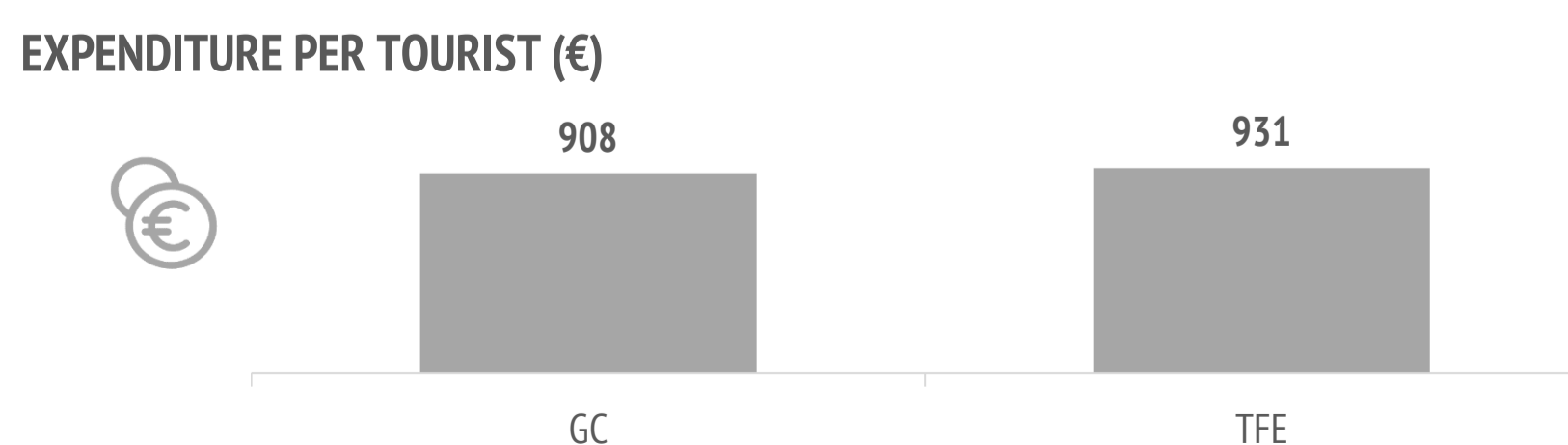
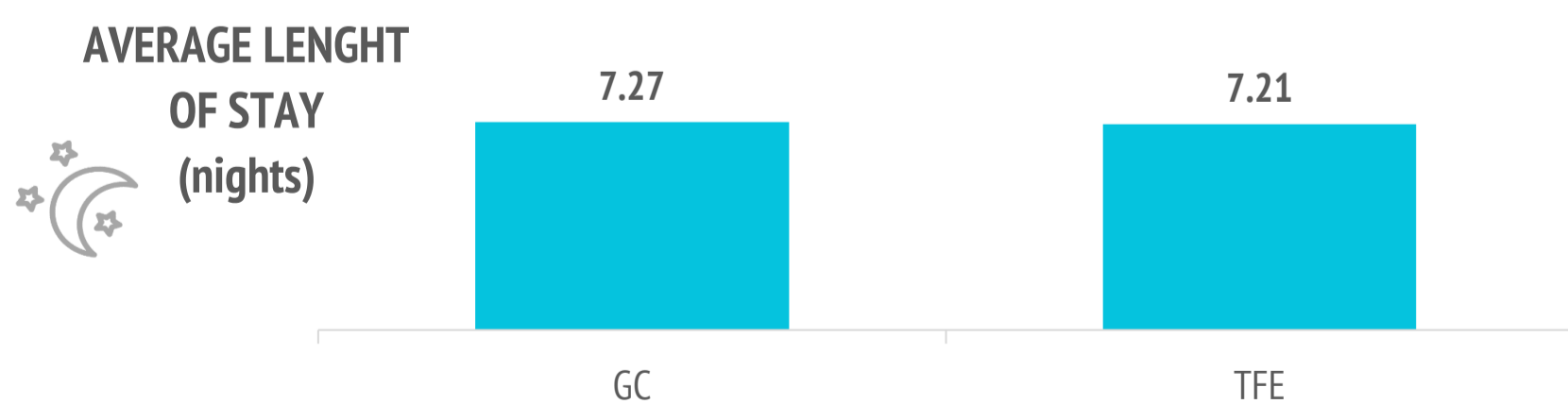
TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	--	--	908	931	--
- book holiday package	--	--	1,076	962	--
- holiday package	--	--	914	807	--
- others	--	--	162	155	--
- do not book holiday package	--	--	633	905	--
- flight	--	--	166	369	--
- accommodation	--	--	242	316	--
- others	--	--	225	220	--
Average length of stay	--	--	7.27	7.21	--
- book holiday package	--	--	7.70	6.85	--
- do not book holiday package	--	--	6.57	7.50	--
Average daily expenditure (€)	--	--	135.0	134.8	--
- book holiday package	--	--	143.7	142.9	--
- do not book holiday package	--	--	120.8	128.1	--
Total turnover (> 15 years old) (€m)	--	--	20	32	--
- book holiday package	--	--	15	15	--
- do not book holiday package	--	--	5	17	--



Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	--	--	75.1%	68.0%	--
Tranquility	--	--	52.3%	39.2%	--
Beaches	--	--	53.0%	35.2%	--
European belonging	--	--	54.0%	40.5%	--
Sea	--	--	52.2%	29.9%	--
Safety	--	--	46.4%	38.0%	--
Accommodation supply	--	--	37.7%	38.3%	--
Price	--	--	41.3%	31.7%	--
Landscapes	--	--	25.1%	32.5%	--
Environment	--	--	24.2%	32.2%	--
Fun possibilities	--	--	23.9%	22.1%	--
Effortless trip	--	--	22.8%	18.1%	--
Authenticity	--	--	16.6%	12.9%	--
Gastronomy	--	--	20.3%	12.8%	--
Shopping	--	--	15.8%	10.2%	--
Nightlife	--	--	17.8%	6.5%	--
Exoticism	--	--	9.0%	7.0%	--
Historical heritage	--	--	8.8%	7.7%	--
Hiking trail network	--	--	5.2%	9.8%	--
Culture	--	--	10.1%	6.4%	--

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 GASTRONOMY



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	--	--	60.0%	38.0%	--
Enjoy family time	--	--	19.0%	30.9%	--
Have fun	--	--	8.2%	5.2%	--
Explore the destination	--	--	9.7%	25.8%	--
Practice their hobbies	--	--	1.4%	0.0%	--
Other reasons	--	--	1.7%	0.0%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	--	--	1.0%	0.0%	--
Between 1 and 30 days	--	--	25.5%	20.2%	--
Between 1 and 2 months	--	--	22.1%	25.3%	--
Between 3 and 6 months	--	--	30.3%	46.8%	--
More than 6 months	--	--	21.2%	7.7%	--

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.

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PORTUGAL

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	23.5%	27.2%	--
Friends or relatives	--	--	27.9%	19.1%	--
Internet or social media	--	--	51.3%	68.7%	--
Mass Media	--	--	2.4%	1.9%	--
Travel guides and magazines	--	--	9.0%	4.7%	--
Travel Blogs or Forums	--	--	5.3%	11.9%	--
Travel TV Channels	--	--	0.0%	0.0%	--
Tour Operator or Travel Agency	--	--	38.0%	20.3%	--
Public administrations or similar	--	--	0.0%	0.0%	--
Others	--	--	0.0%	2.5%	--

* Multi-choise question

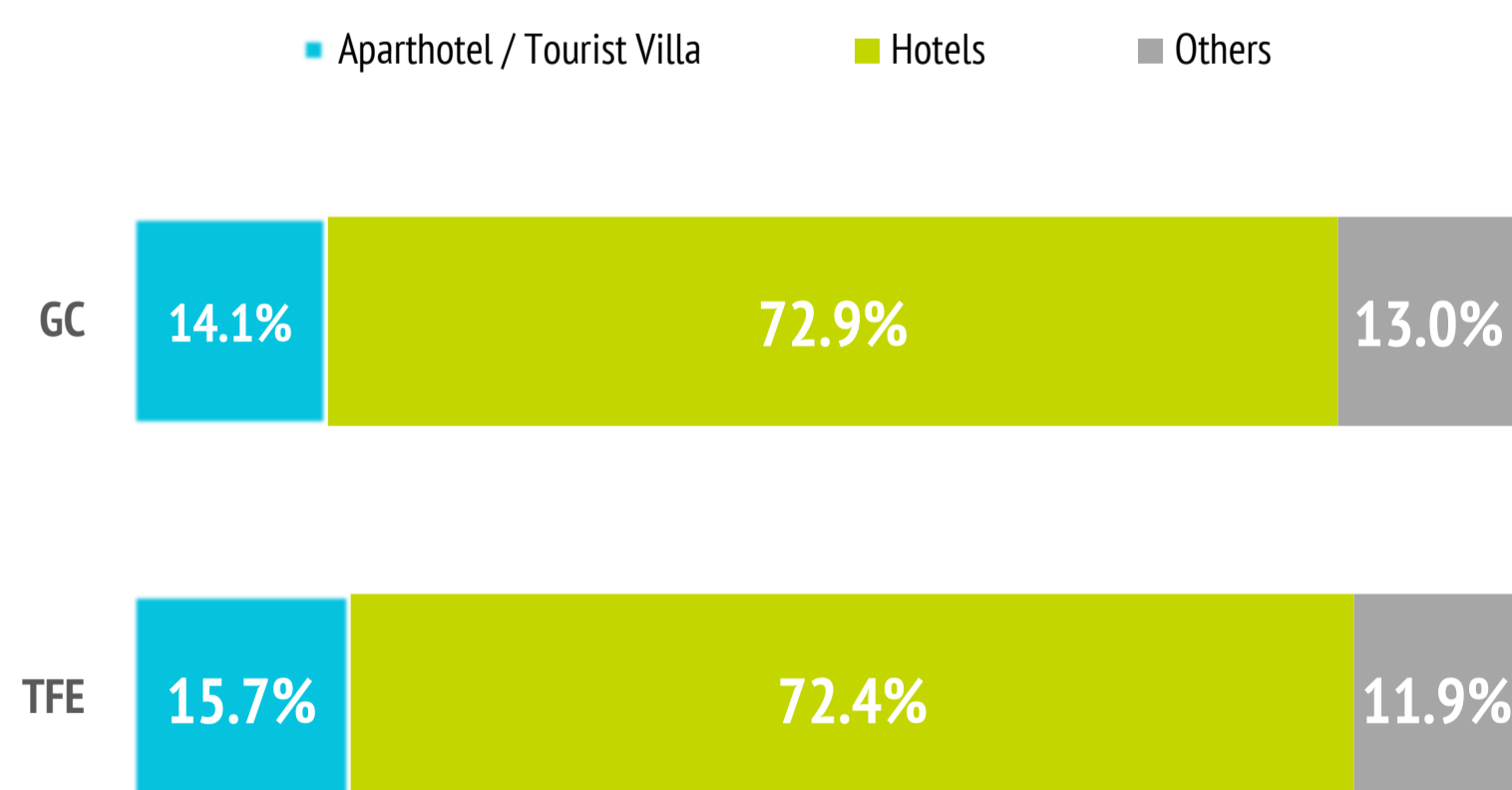
With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	--	--	30.0%	50.4%	--
- Tour Operator or Travel Agency	--	--	70.0%	49.6%	--
Accommodation					
- Directly with the accommodation	--	--	23.1%	33.6%	--
- Tour Operator or Travel Agency	--	--	76.9%	66.4%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	--	39.0%	11.2%	--
4* Hotel	--	--	33.1%	45.1%	--
5* Hotel / 5* Luxury Hotel	--	--	0.8%	16.0%	--
Aparthotel / Tourist Villa	--	--	14.1%	15.7%	--
House/room rented in a private dwelling	--	--	2.9%	4.0%	--
Private accommodation (1)	--	--	4.2%	4.9%	--
Others (Cottage, cruise, camping,...)	--	--	6.0%	3.0%	--

(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	--	--	16.0%	14.7%	--
Bed and Breakfast	--	--	9.3%	13.8%	--
Half board	--	--	13.2%	21.6%	--
Full board	--	--	6.5%	2.6%	--
All inclusive	--	--	55.0%	47.4%	--

Other expenses 📍

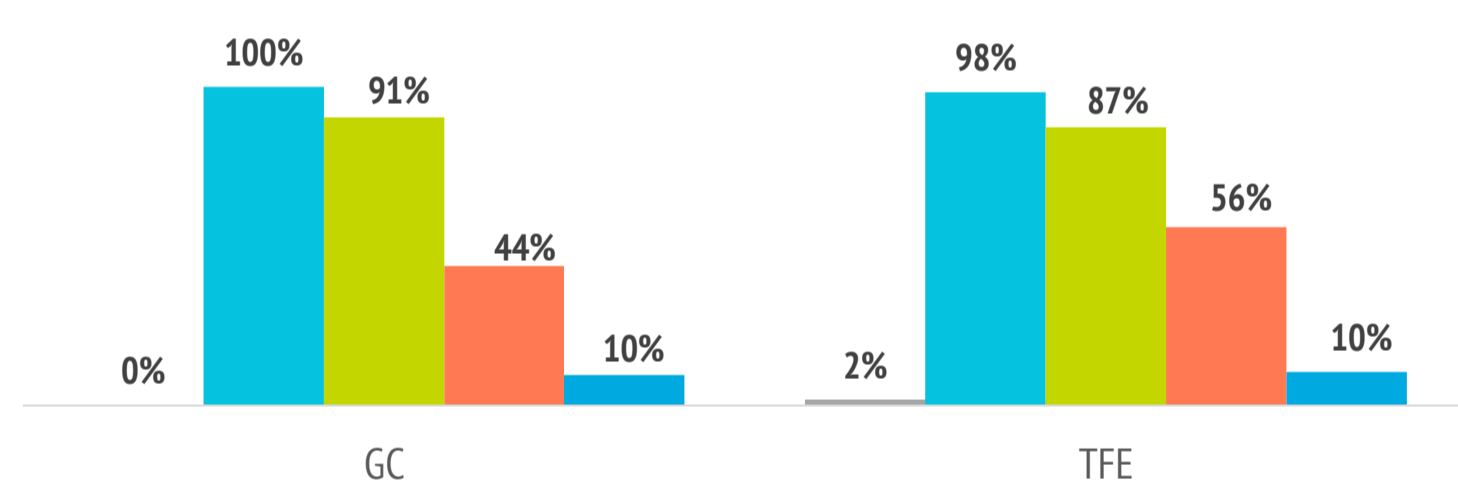
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	--	44.4%	50.0%	--
Supermarkets	--	--	43.9%	44.0%	--
Car rental	--	--	42.2%	41.9%	--
Organized excursions	--	--	16.8%	15.2%	--
Taxi, transfer, chauffeur service	--	--	54.7%	38.3%	--
Theme Parks	--	--	12.3%	16.6%	--
Sport activities	--	--	6.3%	1.2%	--
Museums	--	--	1.5%	1.9%	--
Flights between islands	--	--	0.0%	3.5%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	--	0.0%	1.6%	--
1 - 2 hours	--	--	9.5%	11.1%	--
3 - 6 hours	--	--	46.8%	31.2%	--
7 - 12 hours	--	--	34.2%	45.6%	--
More than 12 hours	--	--	9.6%	10.4%	--

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



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	--	--	77.2%	73.1%	--
Swimming pool, hotel facilities	--	--	72.0%	76.2%	--
Walk, wander	--	--	62.4%	77.3%	--
Explore the island on their own	--	--	48.5%	63.1%	--
Taste Canarian gastronomy	--	--	14.8%	26.8%	--
Theme parks	--	--	19.9%	24.8%	--
Nightlife / concerts / shows	--	--	14.6%	18.2%	--
Museums / exhibitions	--	--	12.0%	12.3%	--
Wineries / markets / popular festiv:	--	--	11.9%	11.9%	--
Organized excursions	--	--	11.3%	9.9%	--
Nature activities	--	--	6.4%	13.0%	--
Sport activities	--	--	8.2%	11.0%	--
Sea excursions / whale watching	--	--	2.2%	9.1%	--
Activities at sea	--	--	7.1%	4.7%	--
Beauty and health treatments	--	--	4.2%	5.4%	--
Astronomical observation	--	--	1.3%	3.7%	--

* Multi-choise question

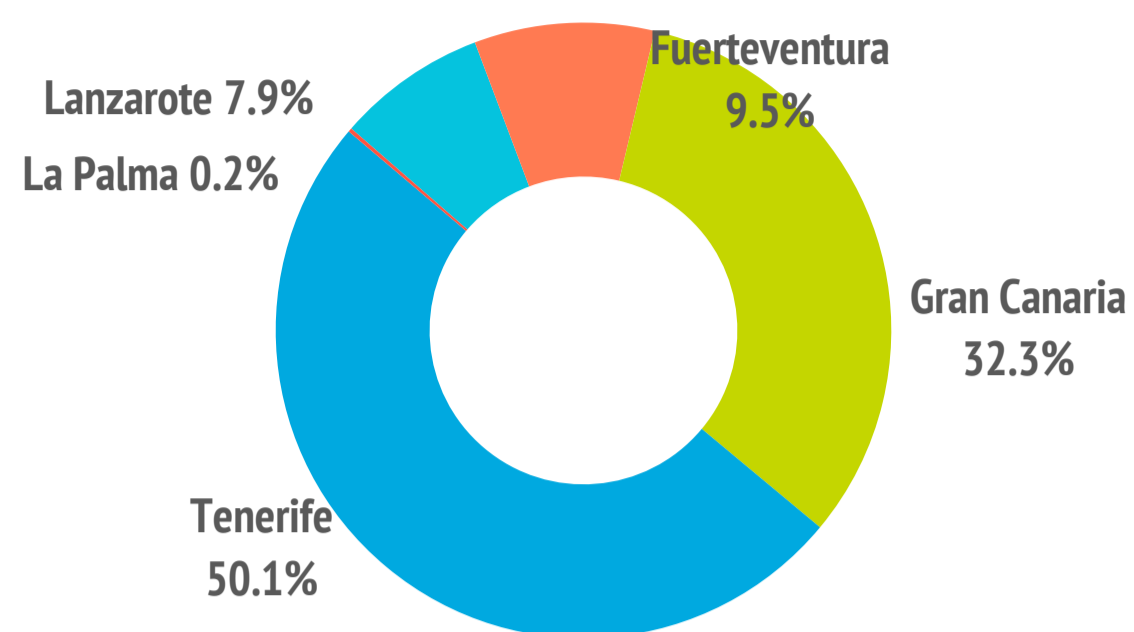
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

PORTUGAL

Which island do they choose?

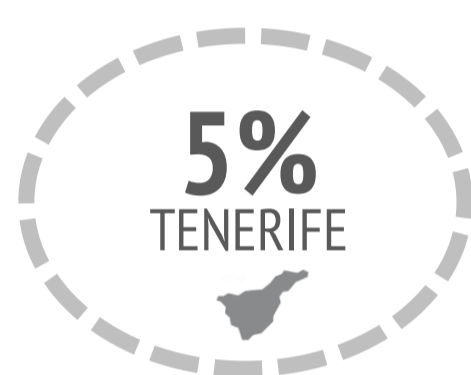
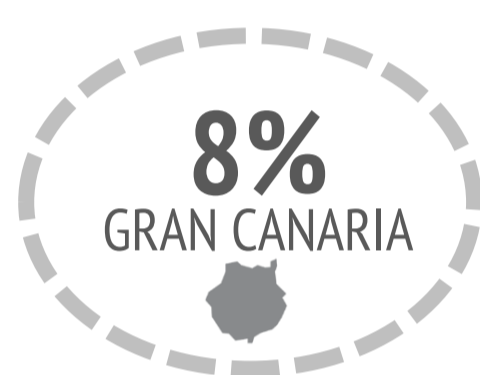


How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	--	--	91.8%	94.5%	--
Two islands	--	--	7.3%	4.5%	--
Three or more islands	--	--	0.9%	1.0%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	--	--	13.6%	15.6%	--
- Flights	--	--	11.3%	12.0%	--
- Accommodation	--	--	19.7%	14.7%	--
- Transport	--	--	12.7%	22.4%	--
- Restaurants	--	--	20.8%	28.1%	--
- Excursions	--	--	6.8%	26.3%	--
- Activities	--	--	25.4%	37.4%	--
Book or purchase					
- Tourist package	--	--	29.2%	33.9%	--
- Flights	--	--	61.1%	72.1%	--
- Accommodation	--	--	51.9%	67.0%	--
- Transport	--	--	50.1%	52.9%	--
- Restaurants	--	--	7.9%	9.4%	--
- Excursions	--	--	9.8%	10.6%	--
- Activities	--	--	15.8%	15.9%	--

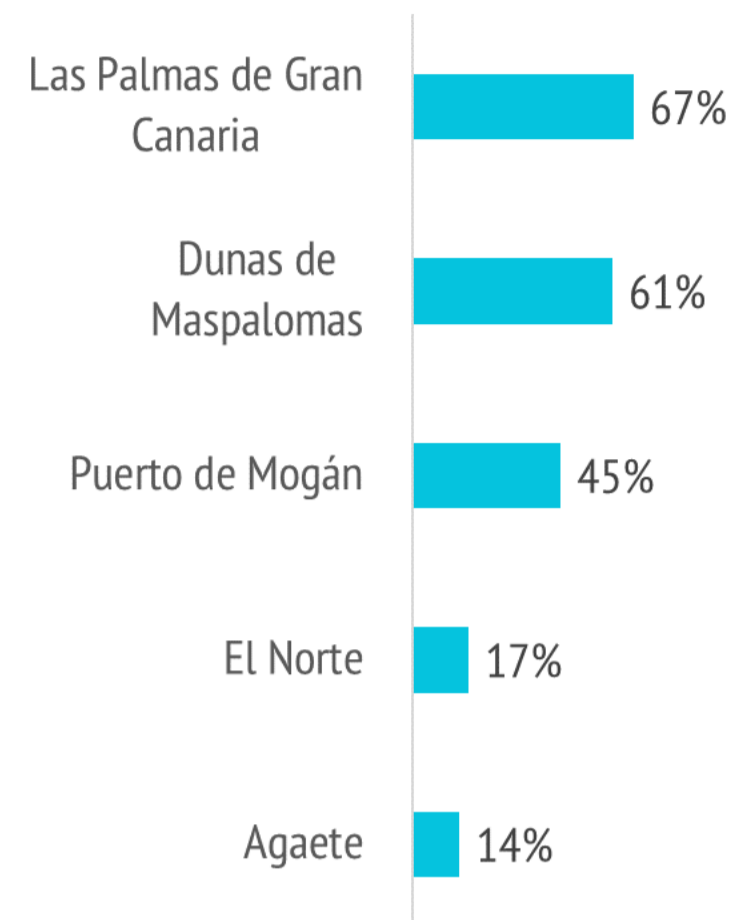
* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	--	--	7.1%	8.9%	--
Used the Internet	--	--	92.9%	91.1%	--
- Own Internet connection	--	--	34.4%	43.0%	--
- Free Wifi connection	--	--	39.7%	37.4%	--
Applications*					
- Search for locations or maps	--	--	71.4%	76.0%	--
- Search for destination info	--	--	27.7%	44.9%	--
- Share pictures or trip videos	--	--	51.3%	60.0%	--
- Download tourist apps	--	--	0.0%	7.1%	--
- Others	--	--	12.3%	13.7%	--

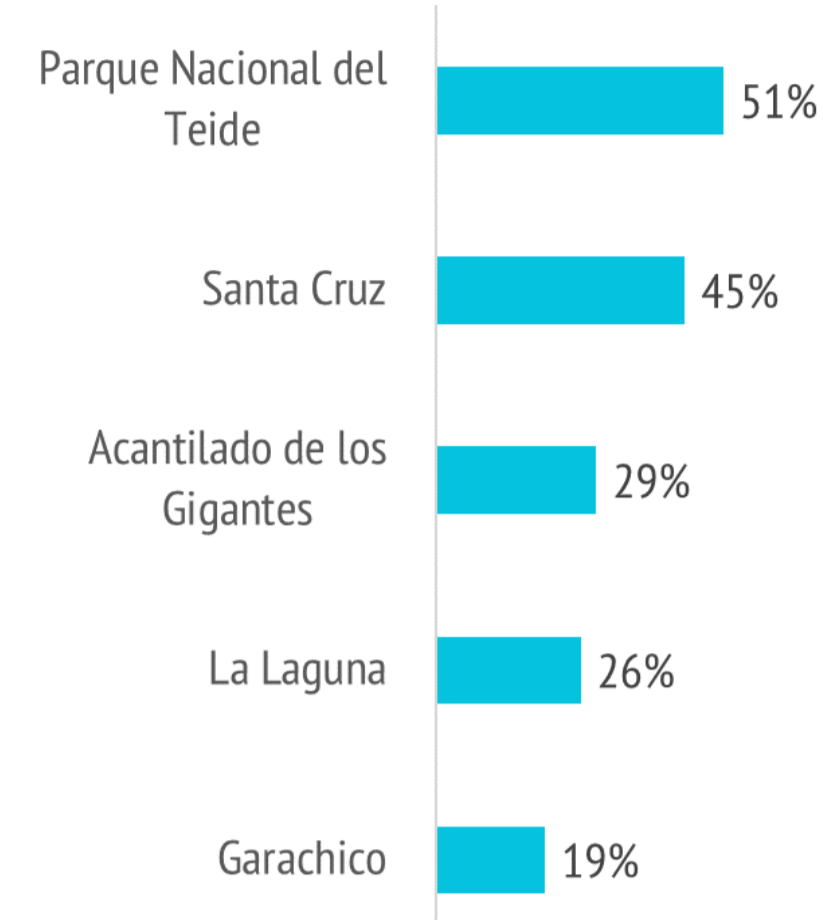
* Multi-choice question

Which is the most visited place in each island?

GRAN CANARIA



TENERIFE



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	--	--	8.32	8.19	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	--	--	5.3%	4.8%	--
Lived up to expectations	--	--	50.6%	51.5%	--
Better or much better than expected	--	--	44.0%	43.7%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	--	--	7.89	7.76	--
Recommend visiting the Canary Island:	--	--	8.23	8.43	--

How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	--	32.5%	36.6%	--
At least 10 previous visits	--	--	2.8%	0.0%	--
Repeat tourists	--	--	33.4%	44.5%	--
At least 10 previous visits	--	--	4.3%	2.3%	--

REPEAT TOURIST OF EACH ISLAND



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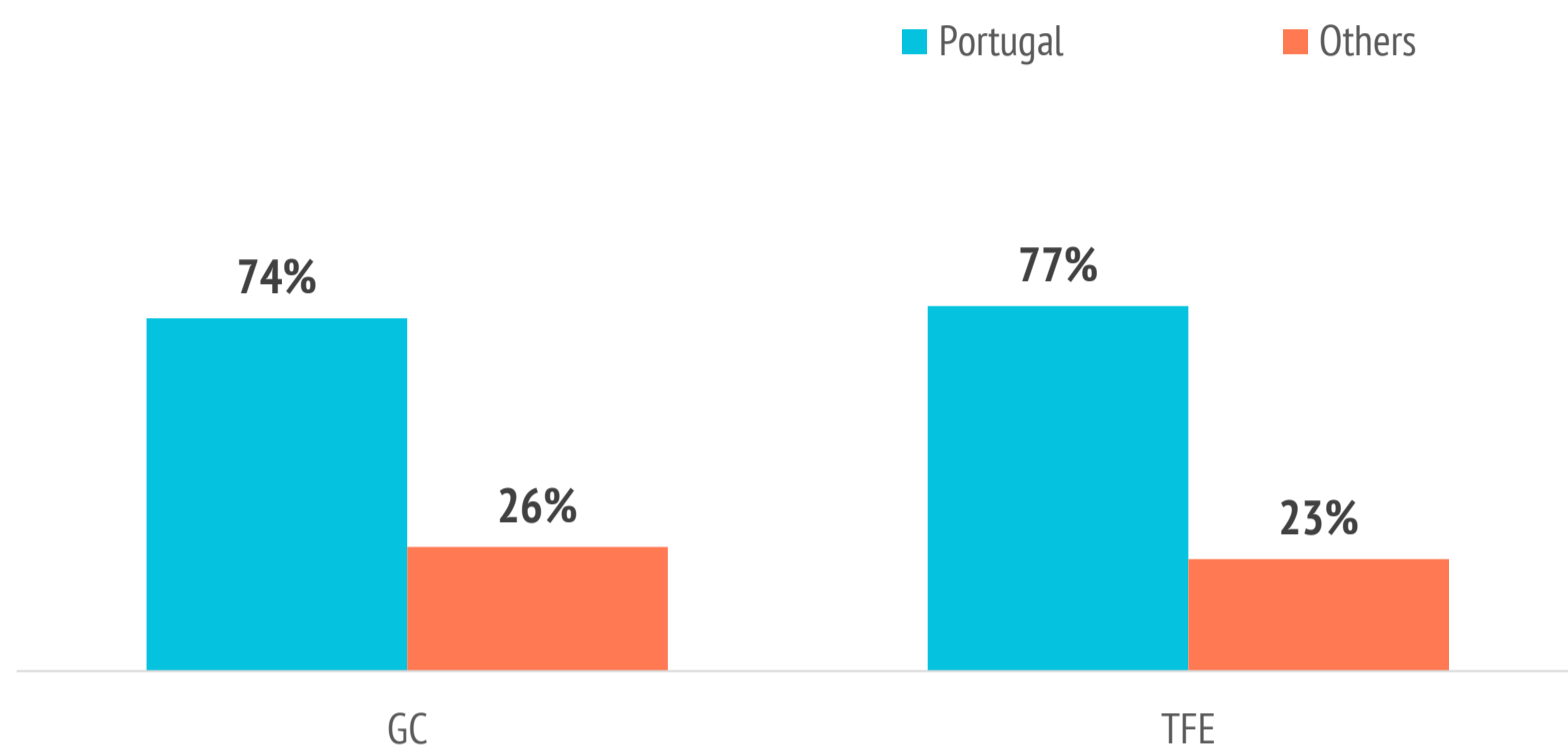
PORTUGAL

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Portugal	--	--	74.0%	76.6%	--
Spanish Mainland	--	--	26.0%	21.5%	--
United Kingdom	--	--	0.0%	1.1%	--
Germany	--	--	0.0%	0.9%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	9.8%	4.3%	--
Only with partner	--	--	29.0%	35.9%	--
Only with children (< 13 years old)	--	--	16.2%	12.8%	--
Partner + children (< 13 years old)	--	--	9.3%	7.9%	--
Other relatives	--	--	13.6%	10.1%	--
Friends	--	--	2.5%	2.6%	--
Work colleagues	--	--	3.4%	2.1%	--
Organized trip	--	--	0.0%	1.0%	--
Other combinations ⁽¹⁾	--	--	16.2%	23.3%	--

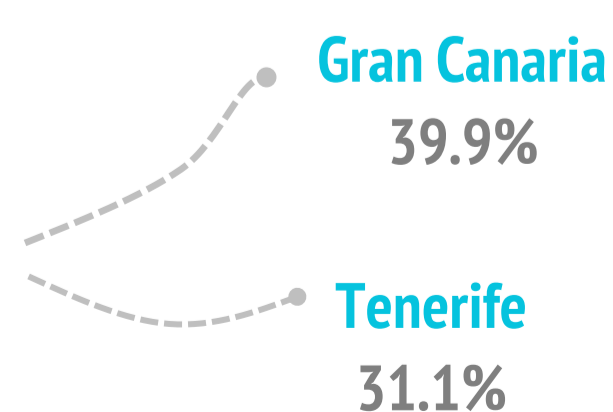
(1) Different situations have been isolated

Tourists with children	--	--	39.9%	31.1%	--
- Between 0 and 2 years old	--	--	5.3%	5.4%	--
- Between 3 and 12 years old	--	--	28.8%	25.7%	--
- Between 0 -2 and 3-12 years c	--	--	5.8%	0.0%	--
Tourists without children	--	--	60.1%	68.9%	--
Group composition:					
- 1 person	--	--	14.5%	7.7%	--
- 2 people	--	--	31.5%	46.2%	--
- 3 people	--	--	21.0%	16.9%	--
- 4 or 5 people	--	--	25.4%	18.2%	--
- 6 or more people	--	--	7.6%	11.0%	--
Average group size:	--	--	3.02	3.06	--

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	--	--	55.8%	51.0%	--
Women	--	--	44.2%	49.0%	--
Age					
Average age (tourist > 15 years old)	--	--	38.9	39.6	--
Standard deviation	--	--	11.0	11.6	--
Age range (> 15 years old)					
16 - 24 years old	--	--	9.7%	7.3%	--
25 - 30 years old	--	--	10.3%	19.9%	--
31 - 45 years old	--	--	56.7%	41.1%	--
46 - 60 years old	--	--	19.3%	26.2%	--
Over 60 years old	--	--	4.1%	5.4%	--
Occupation					
Salaried worker	--	--	53.6%	56.7%	--
Self-employed	--	--	21.5%	20.8%	--
Unemployed	--	--	1.2%	1.4%	--
Business owner	--	--	12.5%	14.1%	--
Student	--	--	10.7%	5.1%	--
Retired	--	--	0.0%	2.0%	--
Unpaid domestic work	--	--	0.0%	0.0%	--
Others	--	--	0.6%	0.0%	--
Annual household income level					
Less than €25,000	--	--	46.6%	42.4%	--
€25,000 - €49,999	--	--	32.0%	35.5%	--
€50,000 - €74,999	--	--	10.7%	14.9%	--
More than €74,999	--	--	10.7%	7.2%	--
Education level					
No studies	--	--	0.0%	0.0%	--
Primary education	--	--	2.6%	0.0%	--
Secondary education	--	--	29.3%	22.6%	--
Higher education	--	--	68.1%	77.4%	--



AVERAGE AGE (> 15 years old)

Gran Canaria

38.9

Tenerife

39.6

% OF TOURISTS WITH INCOMES OVER €74,999



10,7%



7,2%

● Gran Canaria
● Tenerife

% OF TOURISTS TRAVELLING ONLY WITH PARTNER

