

PROFILE OF TOURIST BY MEAL PLANS (2019)

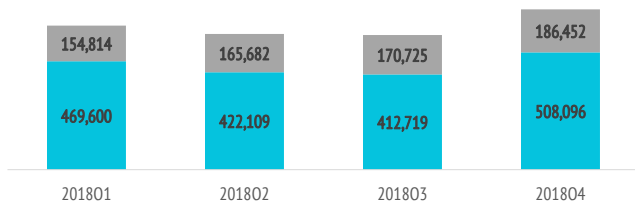
HALF BOARD

How many are they and how much do they spend?

	Half board	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,490,197	13,271,035
- book holiday package	1,812,524	7,426,022
- do not book holiday package	677,673	5,845,014
- % tourists who book holiday package	72.8%	56.0%
Share of total tourist	21.2%	100%

TOURISTS WHO BOOK HALF BOARD

■ do not book holiday package ■ book holiday package



	Half board	Total
Expenditure per tourist (€)		
- book holiday package	1,312	1,136
- holiday package	1,361	1,268
- others	1,074	1,031
- do not book holiday package	286	237
- do not book holiday package	1,183	967
- flight	1,183	967
- accommodation	272	263
- others	576	321
- others	336	383
Average length of stay		
- book holiday package	8.62	9.09
- book holiday package	8.84	8.64
- do not book holiday package	8.02	9.68
Average daily expenditure (€)		
- book holiday package	160.7	138.9
- book holiday package	162.5	155.4
- do not book holiday package	155.9	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	3,268	15,070
- book holiday package	2,466	9,416
- do not book holiday package	802	5,655

AVERAGE LENGTH OF STAY (nights)

■ Half board ■ Total



EXPENDITURE PER TOURIST (€)

■ Half board ■ Total



Importance of each factor in the destination choice

	Half board	Total
Climate	79.7%	78.4%
Safety	55.0%	51.9%
Tranquility	50.8%	47.6%
Accommodation supply	49.5%	42.9%
Sea	46.4%	44.4%
European belonging	39.7%	36.1%
Effortless trip	37.4%	35.2%
Beaches	36.7%	37.7%
Landscapes	35.2%	33.1%
Price	33.2%	37.4%
Environment	32.9%	33.2%
Gastronomy	22.5%	23.2%
Authenticity	19.1%	20.3%
Fun possibilities	17.3%	21.1%
Exoticism	9.8%	11.4%
Hiking trail network	9.7%	9.6%
Shopping	8.4%	9.4%
Historical heritage	8.4%	8.2%
Culture	7.3%	8.0%
Nightlife	5.6%	8.0%

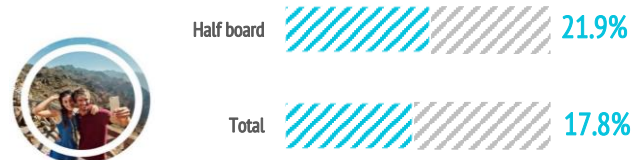
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	Half board	Total
Rest	58.6%	55.5%
Enjoy family time	9.1%	14.4%
Have fun	6.8%	8.6%
Explore the destination	21.9%	17.8%
Practice their hobbies	2.2%	1.9%
Other reasons	1.4%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Half board	Total
The same day	0.4%	0.7%
Between 1 and 30 days	23.1%	23.8%
Between 1 and 2 months	23.5%	22.8%
Between 3 and 6 months	35.0%	32.7%
More than 6 months	18.0%	20.0%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

HALF BOARD
35.0%



TOTAL
32.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who book half board.

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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HALF BOARD

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

	Half board	Total
Previous visits to the Canary Islands	52.9%	51.9%
Friends or relatives	21.2%	27.1%
Internet or social media	56.3%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	10.8%	8.4%
Travel Blogs or Forums	6.0%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	31.1%	22.6%
Public administrations or similar	0.4%	0.4%
Others	1.6%	2.4%

* Multi-choice question

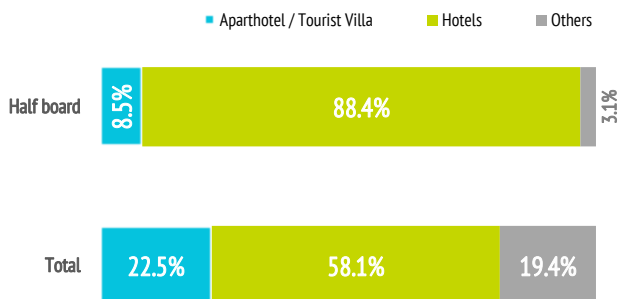
With whom did they book their flight and accommodation?

	Half board	Total
Flight		
- Directly with the airline	27.7%	42.9%
- Tour Operator or Travel Agency	72.3%	57.1%
Accommodation		
- Directly with the accommodation	23.4%	31.5%
- Tour Operator or Travel Agency	76.6%	68.5%

Where do they stay?

	Half board	Total
1-2-3* Hotel	10.4%	11.5%
4* Hotel	61.1%	37.6%
5* Hotel / 5* Luxury Hotel	16.9%	9.0%
Aparthotel / Tourist Villa	8.5%	22.5%
House/room rented in a private dwelling	0.0%	5.9%
Private accommodation (1)	0.0%	7.2%
Others (Cottage, cruise, camping,...)	3.1%	6.3%

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



What do they book?

	Half board	Total
Room only	--	27.9%
Bed and Breakfast	--	12.4%
Half board	100.0%	21.2%
Full board	--	3.6%
All inclusive	--	34.9%

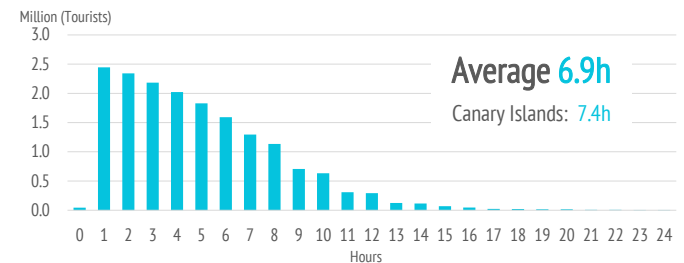
Other expenses

	Half board	Total
Restaurants or cafes	66.0%	59.1%
Supermarkets	52.9%	52.1%
Car rental	30.3%	26.3%
Organized excursions	27.1%	20.6%
Taxi, transfer, chauffeur service	58.8%	50.0%
Theme Parks	8.7%	7.5%
Sport activities	5.4%	5.7%
Museums	5.8%	4.6%
Flights between islands	3.9%	4.4%

Activities in the Canary Islands

Outdoor time per day	Half board	Total
0 hours	1.8%	2.1%
1 - 2 hours	10.6%	9.8%
3 - 6 hours	35.6%	32.6%
7 - 12 hours	47.1%	47.1%
More than 12 hours	5.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Half board	Total
Walk, wander	70.6%	69.8%
Beach	66.7%	66.3%
Swimming pool, hotel facilities	64.1%	58.2%
Explore the island on their own	48.3%	45.2%
Taste Canarian gastronomy	23.1%	24.2%
Organized excursions	20.7%	16.9%
Theme parks	15.3%	14.1%
Sport activities	13.5%	13.4%
Nightlife / concerts / shows	13.0%	15.5%
Sea excursions / whale watching	12.3%	11.1%
Nature activities	11.7%	10.4%
Wineries / markets / popular festivals	11.2%	11.6%
Museums / exhibitions	11.2%	10.1%
Activities at sea	10.6%	10.0%
Beauty and health treatments	6.2%	5.4%
Astronomical observation	3.9%	3.5%

* Multi-choice question

	HALF BOARD	TOTAL
SWIMMING POOL / HOTEL FACILITIES	64.1%	58.2%
ORGANIZED EXCURSIONS	20.7%	16.9%



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HALF BOARD

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book half board	2,490,197	435,653	292,911	660,751	1,028,145	57,445
- Share by islands	100%	17.5%	11.8%	26.5%	41.3%	2.3%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists who book half board	21.2%	19.4%	18.8%	20.3%	23.4%	27.2%

How many islands do they visit during their trip?

	Half board	Total
One island	92.3%	91.4%
Two islands	6.7%	7.2%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	Half board	Total
Research		
- Tourist package	16.8%	14.8%
- Flights	14.9%	13.0%
- Accommodation	20.7%	16.9%
- Transport	16.9%	15.7%
- Restaurants	27.3%	28.4%
- Excursions	28.9%	26.2%
- Activities	31.2%	30.1%
Book or purchase		
- Tourist package	46.0%	39.4%
- Flights	56.4%	66.7%
- Accommodation	53.7%	57.3%
- Transport	44.8%	47.6%
- Restaurants	9.3%	12.1%
- Excursions	14.5%	13.0%
- Activities	14.8%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Half board	Total
Did not use the Internet	8.7%	8.3%
Used the Internet	91.3%	91.7%
- Own Internet connection	30.2%	37.4%
- Free Wifi connection	47.4%	39.5%
Applications*		
- Search for locations or maps	62.8%	61.7%
- Search for destination info	45.9%	44.8%
- Share pictures or trip videos	54.8%	56.0%
- Download tourist apps	7.0%	7.0%
- Others	22.9%	22.6%

* Multi-choice question

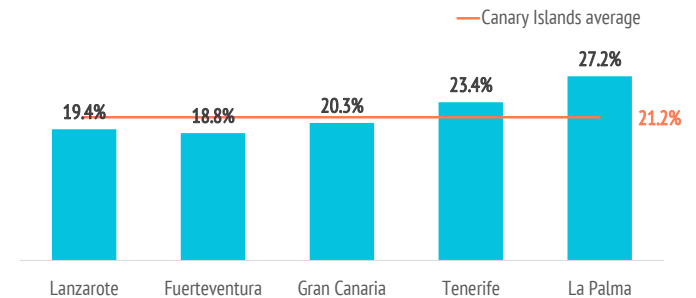
62.8% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 54%)



Imagen: Freepik.com

% TOURISTS BY ISLANDS

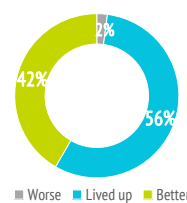


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Half board	Total
Average rating	8.70	8.70

Experience in the Canary Islands	Half board	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	56.3%	55.6%
Better or much better than expected	41.6%	42.1%

Future intentions (scale 1-10)	Half board	Total
Return to the Canary Islands	8.65	8.73
Recommend visiting the Canary Islands	8.93	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Half board	Total
Repeat tourists	74.2%	72.2%
Repeat tourists (last 5 years)	68.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	16.6%	19.5%
At least 10 previous visits	16.0%	18.6%

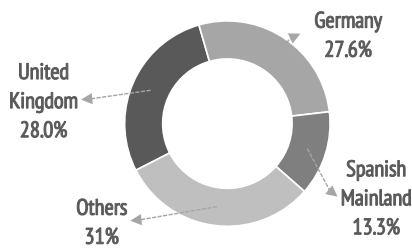
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Where are they from?



	%	Absolute
United Kingdom	28.0%	698,145
Germany	27.6%	687,682
Spanish Mainland	13.3%	332,234
Netherlands	3.9%	98,189
France	3.4%	85,830
Belgium	3.4%	84,239
Ireland	2.8%	70,242
Sweden	2.6%	65,111
Switzerland	2.4%	58,706
Italy	2.2%	54,422
Norway	1.4%	35,747
Denmark	1.4%	35,233
Poland	1.4%	34,199
Finland	1.2%	29,939
Austria	0.8%	21,018
Russia	0.6%	15,763
Portugal	0.5%	12,980
Others	2.8%	70,520



Who do they come with?



	Half board	Total
Unaccompanied	6.2%	9.6%
Only with partner	58.5%	48.1%
Only with children (< 13 years old)	4.8%	5.6%
Partner + children (< 13 years old)	6.0%	6.5%
Other relatives	8.0%	9.3%
Friends	4.4%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	11.3%	13.7%

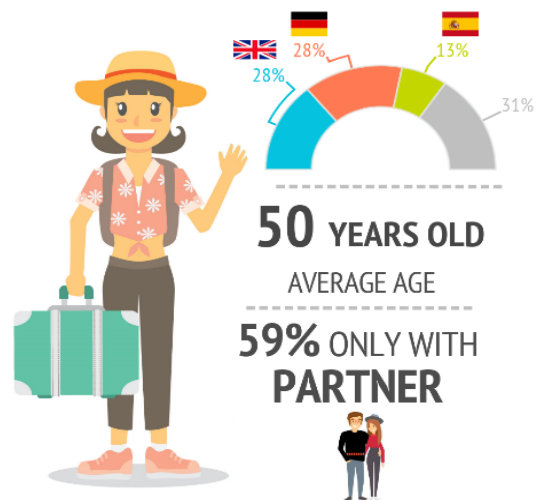
(1) Different situations have been isolated

Tourists with children	14.8%	17.7%
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	12.3%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
Tourists without children	85.2%	82.3%
Group composition:		
- 1 person	9.3%	13.2%
- 2 people	64.8%	55.1%
- 3 people	10.9%	12.0%
- 4 or 5 people	12.7%	16.3%
- 6 or more people	2.4%	3.5%
Average group size:	2.43	2.54

Who are they?



	Half board	Total
Gender		
Men	49.1%	48.6%
Women	50.9%	51.4%
Age		
Average age (tourist > 15 years old)	49.8	47.1
Standard deviation	15.5	15.4
Age range (> 15 years old)		
16 - 24 years old	5.6%	7.3%
25 - 30 years old	8.5%	10.9%
31 - 45 years old	24.6%	28.0%
46 - 60 years old	34.0%	31.8%
Over 60 years old	27.2%	22.1%
Occupation		
Salaried worker	53.6%	55.0%
Self-employed	10.7%	11.5%
Unemployed	0.8%	1.1%
Business owner	9.5%	9.4%
Student	2.5%	3.5%
Retired	21.5%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	14.9%	17.5%
€25,000 - €49,999	37.4%	37.5%
€50,000 - €74,999	23.5%	22.8%
More than €74,999	24.2%	22.2%
Education level		
No studies	3.7%	5.0%
Primary education	2.7%	2.6%
Secondary education	24.8%	23.6%
Higher education	68.8%	68.9%



Pictures: Freepik.com

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