

# PROFILE OF TOURIST BY MEAL PLANS (2019)

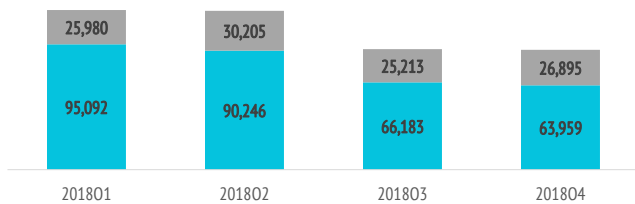
## FULL BOARD

### How many are they and how much do they spend?

	Full board	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>423,773</b>	<b>13,271,035</b>
- book holiday package	315,480	7,426,022
- do not book holiday package	108,293	5,845,014
- % tourists who book holiday package	74.4%	56.0%
Share of total tourist	3.6%	100%

### TOURISTS WHO BOOK FULL BOARD

■ do not book holiday package ■ book holiday package



	Full board	Total
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,215</b>	<b>1,136</b>
- holiday package	1,261	1,268
- others	1,107	1,031
- do not book holiday package	155	237
<b>- do not book holiday package</b>	<b>1,080</b>	<b>967</b>
- flight	292	263
- accommodation	579	321
- others	209	383
<b>Average length of stay</b>		
<b>- book holiday package</b>	<b>8.53</b>	<b>9.09</b>
- do not book holiday package	8.60	8.64
- do not book holiday package	8.33	9.68
<b>Average daily expenditure (€)</b>		
<b>- book holiday package</b>	<b>150.9</b>	<b>138.9</b>
- do not book holiday package	155.8	155.4
- do not book holiday package	136.5	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>		
<b>- book holiday package</b>	<b>515</b>	<b>15,070</b>
- do not book holiday package	398	9,416
- do not book holiday package	117	5,655

### AVERAGE LENGTH OF STAY (nights)

■ Full board ■ Total



### EXPENDITURE PER TOURIST (€)

■ Full board ■ Total



### Importance of each factor in the destination choice

	Full board	Total
Climate	75.8%	78.4%
Safety	53.6%	51.9%
Tranquility	50.0%	47.6%
Sea	47.9%	44.4%
Accommodation supply	45.7%	42.9%
Beaches	40.3%	37.7%
European belonging	39.9%	36.1%
Landscapes	37.5%	33.1%
Price	35.9%	37.4%
Environment	34.5%	33.2%
Effortless trip	33.3%	35.2%
Authenticity	23.2%	20.3%
Gastronomy	22.2%	23.2%
Fun possibilities	20.0%	21.1%
Exoticism	15.4%	11.4%
Culture	10.4%	8.0%
Historical heritage	10.4%	8.2%
Hiking trail network	9.2%	9.6%
Shopping	9.1%	9.4%
Nightlife	6.4%	8.0%

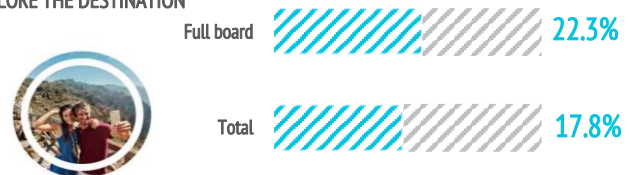
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

### What is the main motivation for their holidays?

	Full board	Total
Rest	53.9%	55.5%
Enjoy family time	12.4%	14.4%
Have fun	6.9%	8.6%
Explore the destination	22.3%	17.8%
Practice their hobbies	2.7%	1.9%
Other reasons	1.7%	1.8%

### EXPLORE THE DESTINATION



### How far in advance do they book their trip?

	Full board	Total
The same day	0.4%	0.7%
Between 1 and 30 days	22.8%	23.8%
Between 1 and 2 months	22.4%	22.8%
Between 3 and 6 months	36.6%	32.7%
More than 6 months	17.8%	20.0%

### % TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

**FULL BOARD**  
36.6%



**TOTAL**  
32.7%

Picture: Freepik.com

# PROFILE OF TOURIST BY MEAL PLANS (2019)

## FULL BOARD

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

	Full board	Total
Previous visits to the Canary Islands	43.1%	51.9%
Friends or relatives	20.4%	27.1%
Internet or social media	46.3%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	7.9%	8.4%
Travel Blogs or Forums	3.4%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	30.4%	22.6%
Public administrations or similar	2.2%	0.4%
Others	3.0%	2.4%

\* Multi-choice question

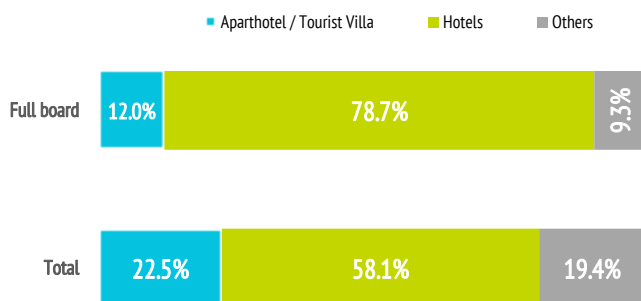
### With whom did they book their flight and accommodation?

	Full board	Total
<b>Flight</b>		
- Directly with the airline	29.4%	42.9%
- Tour Operator or Travel Agency	70.6%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	24.6%	31.5%
- Tour Operator or Travel Agency	75.4%	68.5%

### Where do they stay?

	Full board	Total
1-2-3* Hotel	17.6%	11.5%
4* Hotel	47.2%	37.6%
5* Hotel / 5* Luxury Hotel	14.0%	9.0%
Aparthotel / Tourist Villa	12.0%	22.5%
House/room rented in a private dwelling	0.0%	5.9%
Private accommodation (1)	0.0%	7.2%
Others (Cottage, cruise, camping,...)	9.3%	6.3%

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



### What do they book?

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

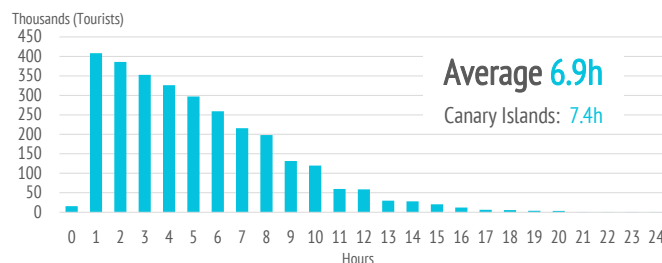
### Other expenses

	Full board	Total
Restaurants or cafes	31.5%	59.1%
Supermarkets	25.9%	52.1%
Car rental	22.7%	26.3%
Organized excursions	27.1%	20.6%
Taxi, transfer, chauffeur service	54.7%	50.0%
Theme Parks	7.1%	7.5%
Sport activities	4.9%	5.7%
Museums	3.3%	4.6%
Flights between islands	3.8%	4.4%

### Activities in the Canary Islands

Outdoor time per day	Full board	Total
0 hours	3.7%	2.1%
1 - 2 hours	13.1%	9.8%
3 - 6 hours	32.4%	32.6%
7 - 12 hours	43.9%	47.1%
More than 12 hours	7.0%	8.4%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Full board	Total
Beach	61.5%	66.3%
Walk, wander	59.9%	69.8%
Swimming pool, hotel facilities	58.4%	58.2%
Explore the island on their own	37.6%	45.2%
Organized excursions	25.1%	16.9%
Taste Canarian gastronomy	15.4%	24.2%
Sport activities	12.4%	13.4%
Theme parks	12.3%	14.1%
Museums / exhibitions	10.2%	10.1%
Sea excursions / whale watching	10.1%	11.1%
Nature activities	9.4%	10.4%
Wineries / markets / popular festivals	9.3%	11.6%
Nightlife / concerts / shows	9.1%	15.5%
Activities at sea	8.9%	10.0%
Beauty and health treatments	5.7%	5.4%
Astronomical observation	3.5%	3.5%

\* Multi-choice question

	FULL BOARD	TOTAL
SWIMMING POOL / HOTEL FACILITIES	58.4%	58.2%
ORGANIZED EXCURSIONS	25.1%	16.9%



# PROFILE OF TOURIST BY MEAL PLANS (2019)

## FULL BOARD



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book full board	423,773	69,041	104,622	78,043	151,122	1,429
- Share by islands	100%	16.3%	24.7%	18.4%	35.7%	0.3%
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 full board	3.6%	3.1%	6.7%	2.4%	3.4%	0.7%

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

	Full board	Total
One island	85.5%	91.4%
Two islands	8.9%	7.2%
Three or more islands	5.6%	1.4%

### Internet usage during their trip

	Full board	Total
<b>Research</b>		
- Tourist package	16.3%	14.8%
- Flights	15.2%	13.0%
- Accommodation	17.4%	16.9%
- Transport	16.2%	15.7%
- Restaurants	19.0%	28.4%
- Excursions	23.8%	26.2%
- Activities	27.2%	30.1%
<b>Book or purchase</b>		
- Tourist package	43.2%	39.4%
- Flights	53.8%	66.7%
- Accommodation	52.3%	57.3%
- Transport	41.4%	47.6%
- Restaurants	13.6%	12.1%
- Excursions	13.7%	13.0%
- Activities	13.9%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Full board	Total
<b>Did not use the Internet</b>	<b>13.2%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>86.8%</b>	<b>91.7%</b>
- Own Internet connection	32.6%	37.4%
- Free Wifi connection	35.6%	39.5%
<b>Applications*</b>		
- Search for locations or maps	56.7%	61.7%
- Search for destination info	37.4%	44.8%
- Share pictures or trip videos	54.0%	56.0%
- Download tourist apps	8.4%	7.0%
- Others	21.9%	22.6%

\* Multi-choice question

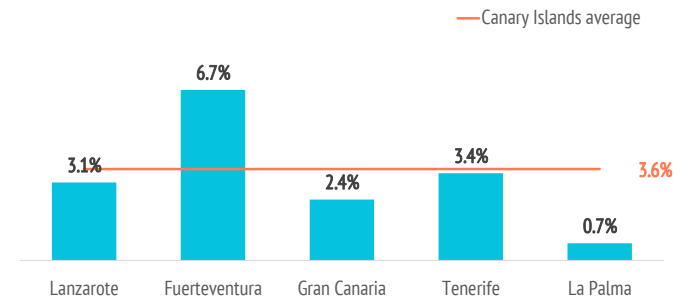


**54% of tourists share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 56%)



### % TOURISTS BY ISLANDS

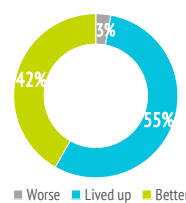


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Full board	Total
Average rating	8.55	8.70

Experience in the Canary Islands	Full board	Total
Worse or much worse than expected	3.0%	2.3%
Lived up to expectations	55.3%	55.6%
Better or much better than expected	41.8%	42.1%

Future intentions (scale 1-10)	Full board	Total
Return to the Canary Islands	8.55	8.73
Recommend visiting the Canary Islands	8.80	8.95



Experience in the Canary

8.55/10

Return to the Canary Islands



8.80/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Full board	Total
<b>Repeat tourists</b>	<b>66.4%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	59.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	10.7%	19.5%
<b>At least 10 previous visits</b>	<b>10.3%</b>	<b>18.6%</b>

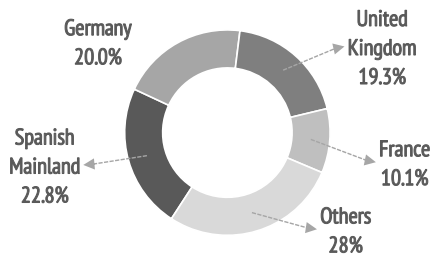
# PROFILE OF TOURIST BY MEAL PLANS (2019)

## FULL BOARD

### Where are they from?



	%	Absolute
Spanish Mainland	22.8%	96,544
Germany	20.0%	84,807
United Kingdom	19.3%	81,680
France	10.1%	42,890
Italy	5.0%	21,325
Finland	3.6%	15,297
Ireland	3.1%	13,128
Sweden	2.7%	11,356
Netherlands	2.1%	8,978
Belgium	2.1%	8,862
Switzerland	1.7%	7,027
Denmark	1.4%	6,036
Poland	1.3%	5,369
Norway	0.7%	3,123
Portugal	0.6%	2,752
Austria	0.6%	2,615
Luxembourg	0.5%	2,198
Others	2.3%	9,785



### Who do they come with?



	Full board	Total
Unaccompanied	6.3%	9.6%
Only with partner	44.6%	48.1%
Only with children (< 13 years old)	9.3%	5.6%
Partner + children (< 13 years old)	7.5%	6.5%
Other relatives	9.1%	9.3%
Friends	6.3%	6.4%
Work colleagues	1.0%	0.5%
Organized trip	0.8%	0.3%
Other combinations <sup>(1)</sup>	15.2%	13.7%

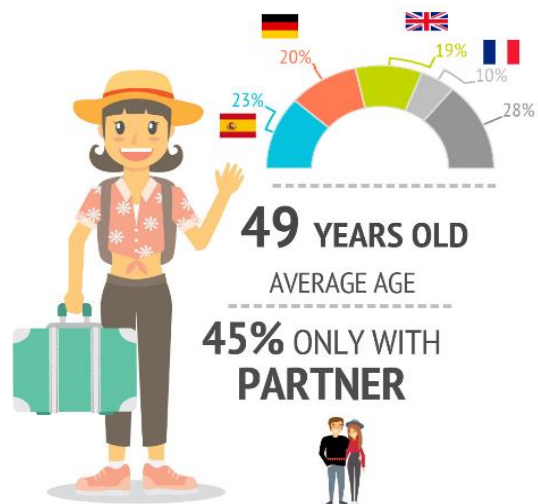
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>23.2%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	19.5%	14.8%
- Between 0 -2 and 3-12 years	2.1%	1.4%
<b>Tourists without children</b>	<b>76.8%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	11.2%	13.2%
- 2 people	53.0%	55.1%
- 3 people	13.9%	12.0%
- 4 or 5 people	18.5%	16.3%
- 6 or more people	3.3%	3.5%
<b>Average group size:</b>	<b>2.61</b>	<b>2.54</b>

### Who are they?



	Full board	Total
<b>Gender</b>		
Men	49.6%	48.6%
Women	50.4%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	49.0	47.1
Standard deviation	15.0	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.1%	7.3%
25 - 30 years old	7.9%	10.9%
31 - 45 years old	30.2%	28.0%
46 - 60 years old	30.5%	31.8%
Over 60 years old	26.2%	22.1%
<b>Occupation</b>		
Salaried worker	49.1%	55.0%
Self-employed	11.4%	11.5%
Unemployed	0.7%	1.1%
Business owner	12.0%	9.4%
Student	3.0%	3.5%
Retired	21.9%	17.9%
Unpaid domestic work	1.0%	0.8%
Others	0.9%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.4%	17.5%
€25,000 - €49,999	39.9%	37.5%
€50,000 - €74,999	20.2%	22.8%
More than €74,999	23.5%	22.2%
<b>Education level</b>		
No studies	3.1%	5.0%
Primary education	4.2%	2.6%
Secondary education	26.3%	23.6%
Higher education	66.4%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who book full board.

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