

PROFILE OF TOURIST BY MEAL PLANS (2019)

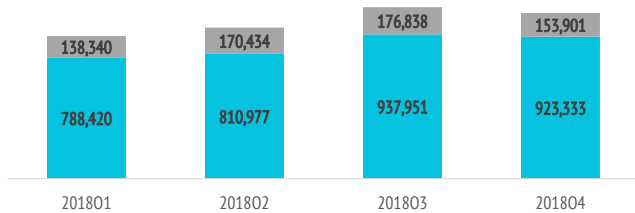
ALL INCLUSIVE

How many are they and how much do they spend?

	All inclusive	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,100,194	13,271,035
- book holiday package	3,460,681	7,426,022
- do not book holiday package	639,513	5,845,014
- % tourists who book holiday package	84.4%	56.0%
Share of total tourist	34.9%	100%

TOURISTS WHO BOOK ALL INCLUSIVE

■ do not book holiday package ■ book holiday package



	All inclusive	Total
Expenditure per tourist (€)		
- book holiday package	1,184	1,136
- holiday package	1,220	1,268
- others	1,091	1,031
- do not book holiday package	128	237
- flight	989	967
- accommodation	263	263
- others	517	321
- others	209	383
Average length of stay		
- book holiday package	8.34	9.09
- do not book holiday package	8.43	8.64
- do not book holiday package	7.89	9.68
Average daily expenditure (€)		
- book holiday package	148.3	138.9
- do not book holiday package	151.4	155.4
- do not book holiday package	131.8	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	4,853	15,070
- do not book holiday package	4,220	9,416
- do not book holiday package	632	5,655

AVERAGE LENGTH OF STAY (nights)

■ All inclusive ■ Total



EXPENDITURE PER TOURIST (€)

■ All inclusive ■ Total



Importance of each factor in the destination choice

	All inclusive	Total
Climate	80.8%	78.4%
Safety	57.1%	51.9%
Accommodation supply	51.0%	42.9%
Tranquility	49.1%	47.6%
Sea	44.0%	44.4%
Price	42.2%	37.4%
Beaches	38.9%	37.7%
Effortless trip	37.7%	35.2%
European belonging	37.6%	36.1%
Environment	30.3%	33.2%
Landscapes	27.5%	33.1%
Fun possibilities	23.4%	21.1%
Gastronomy	21.1%	23.2%
Authenticity	19.0%	20.3%
Exoticism	11.4%	11.4%
Shopping	10.0%	9.4%
Culture	7.3%	8.0%
Nightlife	7.0%	8.0%
Historical heritage	6.8%	8.2%
Hiking trail network	5.6%	9.6%

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?

	All inclusive	Total
Rest	60.1%	55.5%
Enjoy family time	15.4%	14.4%
Have fun	8.3%	8.6%
Explore the destination	14.1%	17.8%
Practice their hobbies	0.9%	1.9%
Other reasons	1.2%	1.8%

REST



All inclusive 60.1%

Total 55.5%

How far in advance do they book their trip?

	All inclusive	Total
The same day	0.5%	0.7%
Between 1 and 30 days	22.3%	23.8%
Between 1 and 2 months	21.7%	22.8%
Between 3 and 6 months	33.7%	32.7%
More than 6 months	21.8%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ALL INCLUSIVE
21.8%



TOTAL
20.0%

Picture: Freepik.com

PROFILE OF TOURIST BY MEAL PLANS (2019)

ALL INCLUSIVE

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

	All inclusive	Total
Previous visits to the Canary Islands	49.6%	51.9%
Friends or relatives	21.1%	27.1%
Internet or social media	55.8%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.2%	8.4%
Travel Blogs or Forums	4.7%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	34.2%	22.6%
Public administrations or similar	0.2%	0.4%
Others	1.5%	2.4%

* Multi-choise question

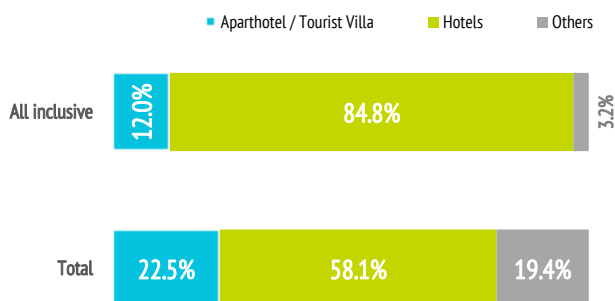
With whom did they book their flight and accommodation?

	All inclusive	Total
Flight		
- Directly with the airline	21.1%	42.9%
- Tour Operator or Travel Agency	78.9%	57.1%
Accommodation		
- Directly with the accommodation	17.6%	31.5%
- Tour Operator or Travel Agency	82.4%	68.5%

Where do they stay?

	All inclusive	Total
1-2-3* Hotel	16.3%	11.5%
4* Hotel	60.5%	37.6%
5* Hotel / 5* Luxury Hotel	7.9%	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,...)	3.2%	6.3%

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



What do they book?

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

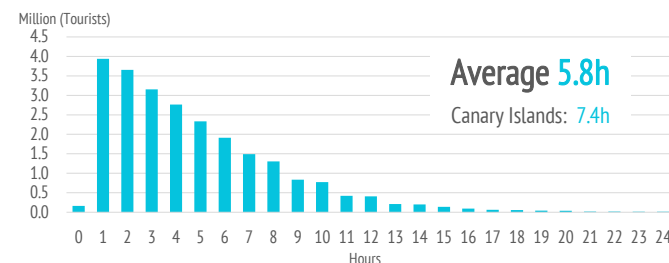
Other expenses

	All inclusive	Total
Restaurants or cafes	25.9%	59.1%
Supermarkets	25.1%	52.1%
Car rental	17.4%	26.3%
Organized excursions	22.4%	20.6%
Taxi, transfer, chauffeur service	67.7%	50.0%
Theme Parks	6.7%	7.5%
Sport activities	4.4%	5.7%
Museums	2.4%	4.6%
Flights between islands	2.5%	4.4%

Activities in the Canary Islands

Outdoor time per day	All inclusive	Total
0 hours	4.0%	2.1%
1 - 2 hours	19.1%	9.8%
3 - 6 hours	40.6%	32.6%
7 - 12 hours	31.3%	47.1%
More than 12 hours	5.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	All inclusive	Total
Swimming pool, hotel facilities	70.1%	58.2%
Beach	65.8%	66.3%
Walk, wander	64.9%	69.8%
Explore the island on their own	36.3%	45.2%
Organized excursions	22.5%	16.9%
Theme parks	15.1%	14.1%
Taste Canarian gastronomy	13.9%	24.2%
Nightlife / concerts / shows	12.5%	15.5%
Sport activities	12.4%	13.4%
Sea excursions / whale watching	12.1%	11.1%
Activities at sea	9.1%	10.0%
Wineries / markets / popular festivals	9.0%	11.6%
Nature activities	7.0%	10.4%
Museums / exhibitions	6.4%	10.1%
Beauty and health treatments	5.4%	5.4%
Astronomical observation	2.7%	3.5%

* Multi-choise question

ALL INCLUSIVE TOTAL

SWIMMING POOL / HOTEL FACILITIES 70.1% 58.2%

ORGANIZED EXCURSIONS 22.5% 16.9%



PROFILE OF TOURIST BY MEAL PLANS (2019)

ALL INCLUSIVE



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book all inclusive	4,100,194	842,663	889,074	952,244	1,332,143	50,919
- Share by islands	100%	20.6%	21.7%	23.2%	32.5%	1.2%
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 all inclusive	34.9%	37.5%	57.1%	29.3%	30.3%	24.1%

How many islands do they visit during their trip?

	All inclusive	Total
One island	93.1%	91.4%
Two islands	5.4%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	All inclusive	Total
Research		
- Tourist package	18.0%	14.8%
- Flights	17.6%	13.0%
- Accommodation	23.6%	16.9%
- Transport	16.9%	15.7%
- Restaurants	21.9%	28.4%
- Excursions	27.6%	26.2%
- Activities	30.7%	30.1%
Book or purchase		
- Tourist package	48.9%	39.4%
- Flights	51.9%	66.7%
- Accommodation	49.8%	57.3%
- Transport	42.0%	47.6%
- Restaurants	10.1%	12.1%
- Excursions	12.8%	13.0%
- Activities	13.7%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	All inclusive	Total
Did not use the Internet	9.4%	8.3%
Used the Internet	90.6%	91.7%
- Own Internet connection	31.8%	37.4%
- Free Wifi connection	43.4%	39.5%
Applications*		
- Search for locations or maps	54.0%	61.7%
- Search for destination info	40.6%	44.8%
- Share pictures or trip videos	58.0%	56.0%
- Download tourist apps	7.0%	7.0%
- Others	24.4%	22.6%

* Multi-choice question

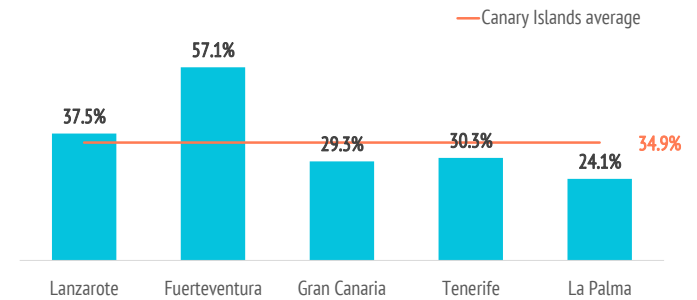


58% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

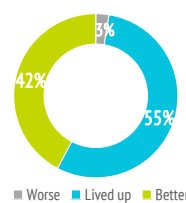


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	All inclusive	Total
Average rating	8.66	8.70

Experience in the Canary Islands	All inclusive	Total
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	55.1%	55.6%
Better or much better than expected	42.3%	42.1%

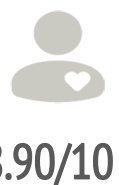
Future intentions (scale 1-10)	All inclusive	Total
Return to the Canary Islands	8.64	8.73
Recommend visiting the Canary Islands	8.90	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	All inclusive	Total
Repeat tourists	69.0%	72.2%
Repeat tourists (last 5 years)	62.8%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.7%	19.5%
At least 10 previous visits	13.0%	18.6%

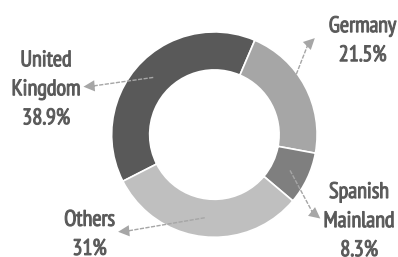
PROFILE OF TOURIST BY MEAL PLANS (2019)

ALL INCLUSIVE

Where are they from?



	%	Absolute
United Kingdom	38.9%	1,596,792
Germany	21.5%	879,860
Spanish Mainland	8.3%	338,711
France	4.7%	194,616
Poland	4.2%	171,795
Netherlands	4.0%	164,444
Sweden	3.5%	142,943
Belgium	2.6%	108,457
Italy	1.9%	79,267
Denmark	1.9%	78,765
Ireland	1.8%	74,351
Norway	1.1%	44,161
Switzerland	1.1%	43,883
Finland	0.9%	35,894
Czech Republic	0.8%	31,385
Portugal	0.8%	31,115
Austria	0.5%	22,051
Others	1.5%	61,705



Who do they come with?

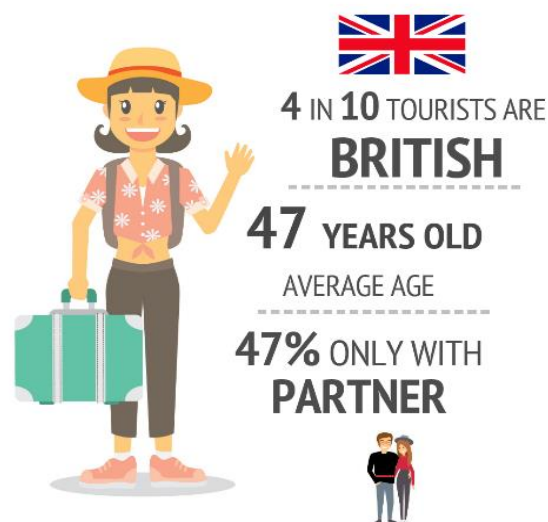


	All inclusive	Total
Unaccompanied	4.0%	9.6%
Only with partner	46.5%	48.1%
Only with children (< 13 years old)	8.0%	5.6%
Partner + children (< 13 years old)	9.4%	6.5%
Other relatives	10.7%	9.3%
Friends	5.4%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	15.7%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	25.6%	17.7%
- Between 0 and 2 years old	1.9%	1.6%
- Between 3 and 12 years old	21.5%	14.8%
- Between 0 -2 and 3-12 years	2.2%	1.4%
Tourists without children	74.4%	82.3%
Group composition:		
- 1 person	6.5%	13.2%
- 2 people	54.1%	55.1%
- 3 people	14.7%	12.0%
- 4 or 5 people	19.7%	16.3%
- 6 or more people	5.0%	3.5%
Average group size:	2.79	2.54

Who are they?



	All inclusive	Total
Gender		
Men	45.8%	48.6%
Women	54.2%	51.4%
Age		
Average age (tourist > 15 years old)	46.5	47.1
Standard deviation	15.2	15.4
Age range (> 15 years old)		
16 - 24 years old	7.3%	7.3%
25 - 30 years old	10.7%	10.9%
31 - 45 years old	30.5%	28.0%
46 - 60 years old	31.0%	31.8%
Over 60 years old	20.5%	22.1%
Occupation		
Salaried worker	57.7%	55.0%
Self-employed	10.7%	11.5%
Unemployed	1.1%	1.1%
Business owner	9.2%	9.4%
Student	2.9%	3.5%
Retired	16.8%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.0%	17.5%
€25,000 - €49,999	39.6%	37.5%
€50,000 - €74,999	22.5%	22.8%
More than €74,999	21.0%	22.2%
Education level		
No studies	6.4%	5.0%
Primary education	2.9%	2.6%
Secondary education	26.9%	23.6%
Higher education	63.7%	68.9%



Pictures: Freepik.com