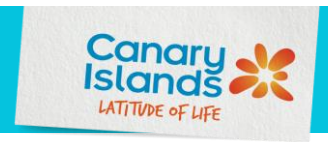


PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

UNITED KINGDOM



How many are they and how much do they spend?



	United Kingdom	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	4,939,404	15,110,866
Tourist arrivals > 15 years old (EGT)	4,307,184	13,271,035
- book holiday package	2,587,567	7,426,022
- do not book holiday package	1,719,617	5,845,014
- % tourists who book holiday package	60.1%	56.0%
Share of total tourist	32.7%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



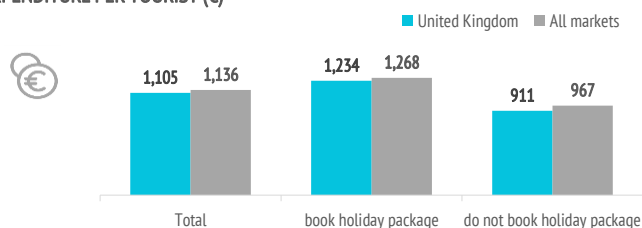
46% of British travel
to Tenerife.

Expenditure per tourist (€)	1,105	1,136
- book holiday package	1,234	1,268
- holiday package	998	1,031
- others	236	237
- do not book holiday package	911	967
- flight	237	263
- accommodation	317	321
- others	357	383
Average length of stay	8.46	9.09
- book holiday package	8.12	8.64
- do not book holiday package	8.98	9.68
Average daily expenditure (€)	141.3	138.9
- book holiday package	158.2	155.4
- do not book holiday package	115.8	117.9
Total turnover (> 15 years old) (€m)	4,760	15,070
- book holiday package	3,194	9,416
- do not book holiday package	1,566	5,655

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	United Kingdom	All markets
Climate	82.1%	78.4%
Safety	62.2%	51.9%
Accommodation supply	55.7%	42.9%
Price	50.7%	37.4%
Tranquility	46.9%	47.6%
Effortless trip	43.0%	35.2%
Environment	35.1%	33.2%
European belonging	33.6%	36.1%
Sea	33.3%	44.4%
Beaches	30.9%	37.7%
Fun possibilities	24.6%	21.1%
Gastronomy	24.0%	23.2%
Landscapes	22.1%	33.1%
Authenticity	18.8%	20.3%
Nightlife	11.2%	8.0%
Shopping	10.8%	9.4%
Exoticism	8.7%	11.4%
Culture	8.1%	8.0%
Historical heritage	6.8%	8.2%
Hiking trail network	3.9%	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.

% TOURISTS WHO CHOOSE PRICE

UNITED KINGDOM
51%



ALL MARKETS
37%

Picture: Freepik.com

What is the main motivation for their holidays?



	United Kingdom	All markets
Rest	67.3%	55.5%
Enjoy family time	13.4%	14.4%
Have fun	10.8%	8.6%
Explore the destination	6.0%	17.8%
Practice their hobbies	0.9%	1.9%
Other reasons	1.6%	1.8%

REST



United Kingdom

67.3%

All markets

55.5%

How far in advance do they book their trip?



	United Kingdom	All markets
The same day	0.4%	0.7%
Between 1 and 30 days	18.6%	23.8%
Between 1 and 2 months	19.7%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	28.6%	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? 🔍

	United Kingdom	All markets
Previous visits to the Canary Islands	61.9%	51.9%
Friends or relatives	27.9%	27.1%
Internet or social media	58.5%	54.7%
Mass Media	1.5%	1.6%
Travel guides and magazines	6.7%	8.4%
Travel Blogs or Forums	4.5%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	21.9%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.5%	2.4%

* Multi-choice question

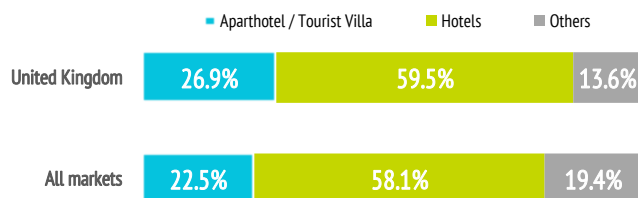
With whom did they book their flight and accommodation? 👁

	United Kingdom	All markets
Flight		
- Directly with the airline	44.2%	42.9%
- Tour Operator or Travel Agency	55.8%	57.1%
Accommodation		
- Directly with the accommodation	31.0%	31.5%
- Tour Operator or Travel Agency	69.0%	68.5%

Where do they stay? 🏠

	United Kingdom	All markets
1-2-3* Hotel	9.8%	11.5%
4* Hotel	38.6%	37.6%
5* Hotel / 5* Luxury Hotel	11.1%	9.0%
Aparthotel / Tourist Villa	26.9%	22.5%
House/room rented in a private dwelling	3.9%	5.9%
Private accommodation (1)	4.6%	7.2%
Others (Cottage, cruise, camping,...)	5.2%	6.3%

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



What do they book? 🍽

	United Kingdom	All markets
Room only	27.8%	27.9%
Bed and Breakfast	10.9%	12.4%
Half board	18.0%	21.2%
Full board	2.1%	3.6%
All inclusive	41.2%	34.9%

”
41.2% of British book all inclusive.
 (Canary Islands: 34.9%)

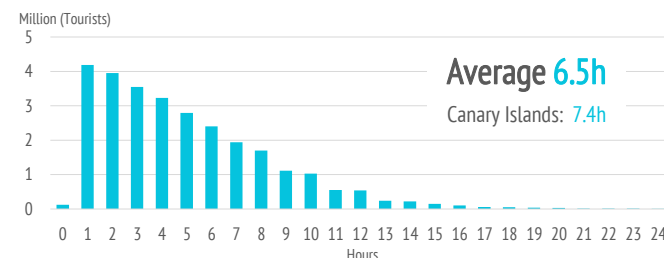
Other expenses 📍

	United Kingdom	All markets
Restaurants or cafes	58.1%	59.1%
Supermarkets	50.7%	52.1%
Car rental	12.4%	26.3%
Organized excursions	15.8%	20.6%
Taxi, transfer, chauffeur service	58.4%	50.0%
Theme Parks	6.9%	7.5%
Sport activities	5.6%	5.7%
Museums	2.6%	4.6%
Flights between islands	3.6%	4.4%

Activities in the Canary Islands 🚶

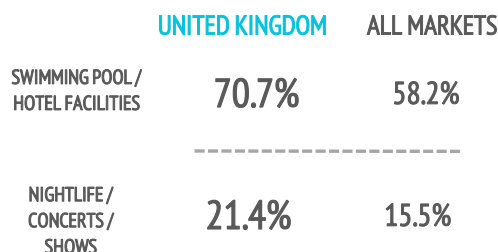
Outdoor time per day	United Kingdom	All markets
0 hours	2.9%	2.1%
1 - 2 hours	14.8%	9.8%
3 - 6 hours	37.2%	32.6%
7 - 12 hours	39.6%	47.1%
More than 12 hours	5.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	United Kingdom	All markets
Walk, wander	75.7%	69.8%
Swimming pool, hotel facilities	70.7%	58.2%
Beach	57.9%	66.3%
Explore the island on their own	33.1%	45.2%
Nightlife / concerts / shows	21.4%	15.5%
Taste Canarian gastronomy	20.4%	24.2%
Organized excursions	15.9%	16.9%
Theme parks	14.1%	14.1%
Sport activities	11.2%	13.4%
Sea excursions / whale watching	11.0%	11.1%
Wineries / markets / popular festivals	9.2%	11.6%
Activities at sea	8.5%	10.0%
Museums / exhibitions	6.6%	10.1%
Beauty and health treatments	5.5%	5.4%
Nature activities	4.6%	10.4%
Astronomical observation	2.0%	3.5%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

UNITED KINGDOM



Which island do they choose?

Tourists (> 15 years old)	United Kingdom	All markets
Lanzarote	1,215,906	2,521,668
Fuerteventura	419,136	1,659,115
Gran Canaria	658,499	3,698,127
Tenerife	1,970,270	5,040,382
La Palma	23,894	235,409

How many islands do they visit during their trip?

	United Kingdom	All markets
One island	94.3%	91.4%
Two islands	5.2%	7.2%
Three or more islands	0.5%	1.4%

Internet usage during their trip

	United Kingdom	All markets
Research		
- Tourist package	16.5%	14.8%
- Flights	17.1%	13.0%
- Accommodation	21.0%	16.9%
- Transport	17.8%	15.7%
- Restaurants	30.6%	28.4%
- Excursions	23.4%	26.2%
- Activities	28.9%	30.1%
Book or purchase		
- Tourist package	43.2%	39.4%
- Flights	67.1%	66.7%
- Accommodation	58.4%	57.3%
- Transport	47.7%	47.6%
- Restaurants	11.9%	12.1%
- Excursions	10.1%	13.0%
- Activities	13.7%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	United Kingdom	All markets
Did not use the Internet	10.2%	8.3%
Used the Internet	89.8%	91.7%
- Own Internet connection	30.2%	37.4%
- Free Wifi connection	46.1%	39.5%
Applications*		
- Search for locations or maps	52.9%	61.7%
- Search for destination info	43.2%	44.8%
- Share pictures or trip videos	56.2%	56.0%
- Download tourist apps	5.6%	7.0%
- Others	26.2%	22.6%

* Multi-choise question



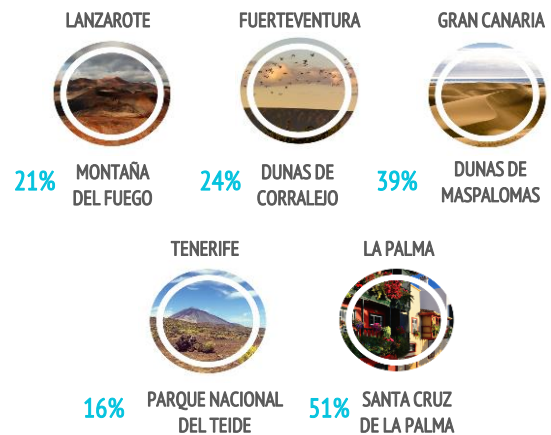
56.2% of British share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	United Kingdom	All markets
Lanzarote	28.4%	19.2%
Fuerteventura	9.8%	12.6%
Gran Canaria	15.4%	28.1%
Tenerife	46.0%	38.3%
La Palma	0.6%	1.8%

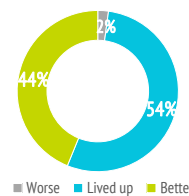
MOST VISITED PLACES IN EACH ISLAND



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)	United Kingdom	All markets
Average rating	8.87	8.70
Experience in the Canary Islands		
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	54.0%	55.6%
Better or much better than expected	43.8%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.96	8.73
Recommend visiting the Canary Islanc	9.10	8.95



Experience in the Canary Islands



Return to the Canary Islands



9.10/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	United Kingdom	All markets
Repeat tourists	78.9%	72.2%
Repeat tourists (last 5 years)	71.7%	66.7%
Repeat tourists (last 5 years) (5 or mc)	21.7%	19.5%
At least 10 previous visits	20.6%	18.6%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

UNITED KINGDOM



Where does the flight come from?



	%	Absolute
United Kingdom	98.3%	4,232,504
Spanish Mainland	0.8%	33,533
Ireland	0.4%	19,053
Germany	0.2%	7,506
Norway	0.1%	2,788
Poland	0.0%	1,942
Others	0.2%	9,857

Who do they come with?



	United Kingdom	All markets
Unaccompanied	6.3%	9.6%
Only with partner	50.3%	48.1%
Only with children (< 13 years old)	4.7%	5.6%
Partner + children (< 13 years old)	6.6%	6.5%
Other relatives	12.5%	9.3%
Friends	6.4%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations (1)	12.9%	13.7%

(1) Different situations have been isolated

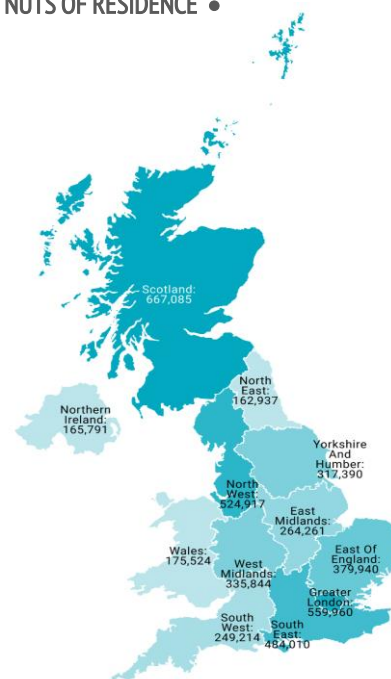
Tourists with children	19.2%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	15.9%	14.8%
- Between 0 -2 and 3-12 years	1.7%	1.4%
Tourists without children	80.8%	82.3%
Group composition:		
- 1 person	9.7%	13.2%
- 2 people	56.3%	55.1%
- 3 people	11.3%	12.0%
- 4 or 5 people	17.8%	16.3%
- 6 or more people	4.8%	3.5%
Average group size:	2.66	2.54

Who are they?



	United Kingdom	All markets
Gender		
Men	42.9%	48.6%
Women	57.1%	51.4%
Age		
Average age (tourist > 15 years old)	48.2	47.1
Standard deviation	15.7	15.4
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.3%
25 - 30 years old	10.0%	10.9%
31 - 45 years old	25.3%	28.0%
46 - 60 years old	32.4%	31.8%
Over 60 years old	25.0%	22.1%
Occupation		
Salaried worker	56.4%	55.0%
Self-employed	11.5%	11.5%
Unemployed	0.9%	1.1%
Business owner	4.9%	9.4%
Student	2.4%	3.5%
Retired	22.4%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	18.7%	17.5%
€25,000 - €49,999	36.9%	37.5%
€50,000 - €74,999	21.2%	22.8%
More than €74,999	23.3%	22.2%
Education level		
No studies	13.5%	5.0%
Primary education	0.9%	2.6%
Secondary education	19.1%	23.6%
Higher education	66.6%	68.9%

TOURISTS BY NUTS OF RESIDENCE



8 IN 10 TOURISTS ARE
REPEATERS

48 YEARS OLD
AVERAGE AGE

**50% ONLY WITH
PARTNER**



Pictures: Freepik.com

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.