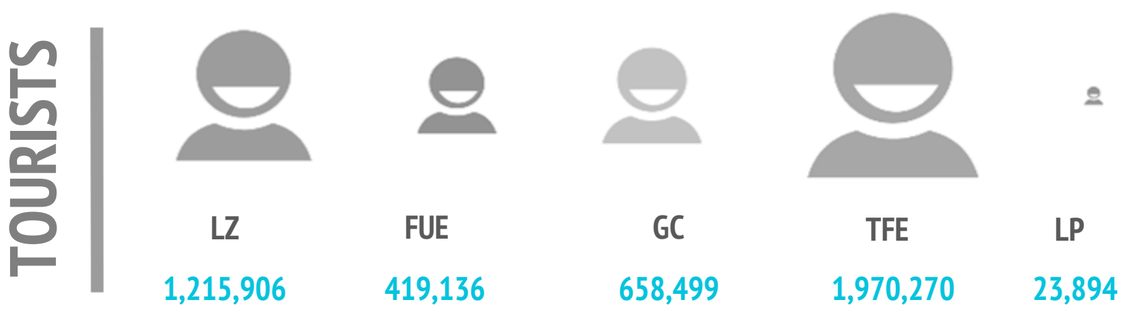
TOURIST PROFILE BY ISLAND OF STAY (2019)

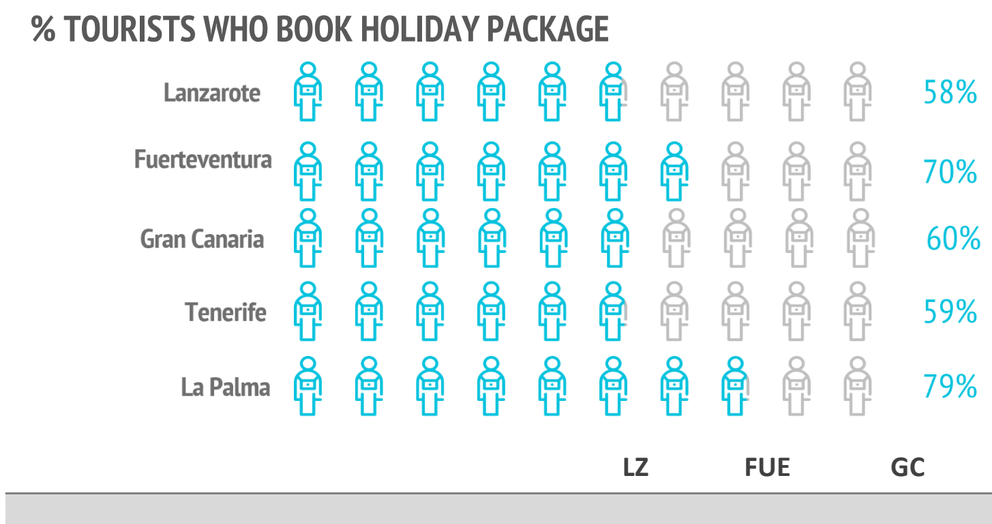
UNITED KINGDOM

How many are they and how much do they spend?

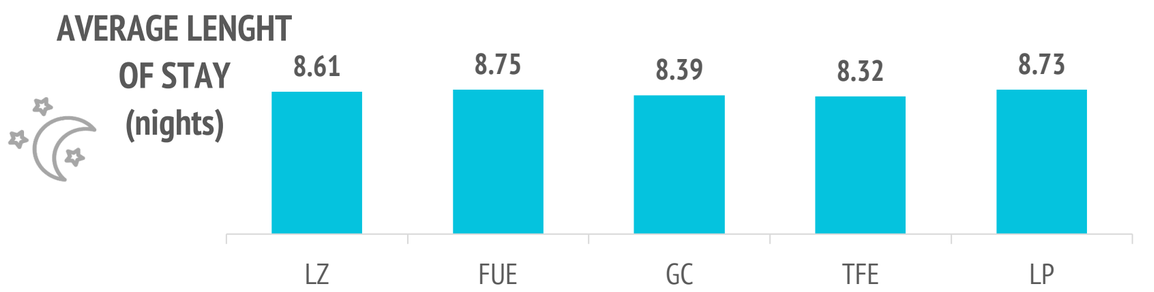
	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**1.41**	**0.48**	**0.76**	**2.24**	**0.03**
Tourist arrivals > 15 years old (EGT) *(*)*	**1.22**	**0.42**	**0.66**	**1.97**	**0.02**
- book holiday package *(*)*	0.70	0.29	0.40	1.16	0.02
- do not book holiday package *(*)*	0.51	0.12	0.26	0.81	0.01
- % tourists who book holiday package	57.9%	70.2%	60.2%	59.0%	79.0%

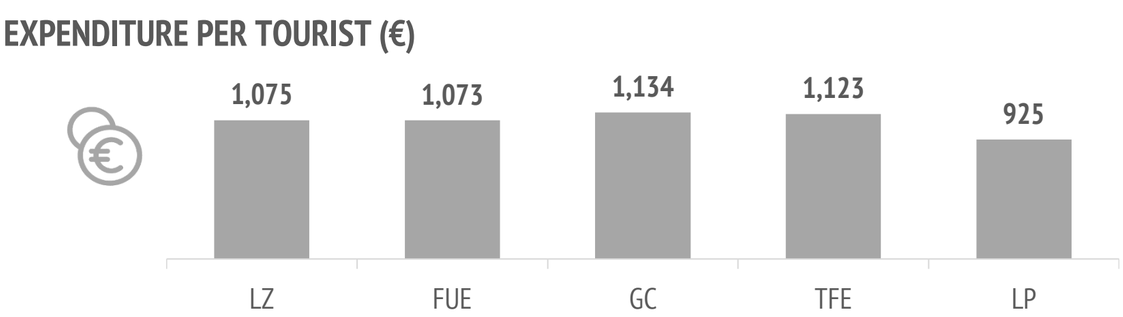
(*) Million of tourists





	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,075**	**1,073**	**1,134**	**1,123**	**925**
- book holiday package	1,181	1,126	1,281	1,281	939
- holiday package	975	946	1,024	1,017	817
- others	206	180	257	264	122
- do not book holiday package	929	948	911	896	875
- flight	246	251	247	227	212
- accommodation	344	362	330	290	309
- others	339	335	334	379	354
Average lenght of stay	**8.61**	**8.75**	**8.39**	**8.32**	**8.73**
- book holiday package	8.23	8.20	8.39	7.93	8.68
- do not book holiday package	9.15	10.06	8.39	8.89	8.90
Average daily expenditure (€)	**134.3**	**134.1**	**144.0**	**146.7**	**107.2**
- book holiday package	149.4	141.7	158.7	168.3	107.8
- do not book holiday package	113.6	116.3	121.8	115.6	104.9
Total turnover (> 15 years old) (€m)	**1,307**	**450**	**747**	**2,212**	**22**
- book holiday package	831	331	508	1,489	18
- do not book holiday package	476	118	239	723	4





Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	80.4%	82.4%	84.7%	82.4%	74.7%
Safety	63.1%	60.3%	62.7%	62.2%	57.7%
Accommodation supply	56.5%	55.9%	55.4%	55.4%	57.6%
Price	49.3%	51.8%	54.1%	50.2%	54.9%
Tranquility	48.3%	51.4%	47.2%	45.0%	55.9%
Effortless trip	43.8%	45.7%	43.0%	42.2%	36.9%
Environment	35.2%	34.0%	35.6%	35.0%	45.3%
European belonging	32.7%	34.4%	34.4%	33.8%	28.4%
Sea	32.4%	38.9%	38.0%	31.2%	19.4%
Beaches	27.8%	39.7%	37.1%	29.3%	7.8%
Fun possibilities	19.1%	18.3%	24.8%	29.7%	9.9%
Gastronomy	25.1%	22.1%	23.7%	23.9%	16.4%
Landscapes	21.9%	18.8%	24.3%	21.8%	41.8%
Authenticity	19.7%	16.6%	19.2%	18.4%	23.7%
Nightlife	6.7%	7.0%	13.3%	14.4%	0.2%
Shopping	7.9%	8.4%	11.0%	13.2%	2.6%
Exoticism	6.9%	7.3%	10.0%	9.7%	5.2%
Culture	8.8%	6.6%	9.4%	7.6%	8.9%
Historical heritage	7.4%	4.9%	8.4%	6.4%	6.1%
Hiking trail network	3.2%	3.4%	4.0%	4.2%	15.2%

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

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

What is the main motimation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	69.6%	73.6%	69.0%	64.1%	66.4%
Enjoy family time	13.6%	12.7%	13.2%	13.7%	9.4%
Have fun	5.8%	5.8%	9.4%	15.7%	2.2%
Explore the destination	8.2%	5.6%	6.5%	4.2%	20.2%
Practice their hobbies	1.4%	0.8%	0.6%	0.6%	0.6%
Other reasons	1.4%	1.4%	1.3%	1.8%	1.2%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.2%	0.5%	0.4%	0.5%	0.0%
Between 1 and 30 days	17.7%	18.9%	19.6%	18.7%	26.3%
Between 1 and 2 months	19.3%	21.6%	19.9%	19.4%	25.4%
Between 3 and 6 months	34.0%	31.7%	32.6%	32.3%	30.5%
More than 6 months	28.8%	27.3%	27.4%	29.2%	17.7%

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.

TOURIST PROFILE BY ISLAND OF STAY (2019)
UNITED KINGDOM

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	66.8%	64.1%	59.0%	59.7%	60.8%
Friends or relatives	26.4%	22.3%	25.4%	30.9%	18.2%
Internet or social media	63.7%	56.8%	59.9%	54.9%	74.0%
Mass Media	1.5%	1.1%	1.2%	1.8%	3.2%
Travel guides and magazines	8.4%	7.2%	6.1%	5.6%	10.1%
Travel Blogs or Forums	4.7%	4.8%	4.0%	4.4%	10.0%
Travel TV Channels	0.7%	0.9%	0.4%	0.9%	0.0%
Tour Operator or Travel Agency	23.3%	25.4%	21.3%	20.2%	42.1%
Public administrations or similar	0.2%	0.3%	0.3%	0.3%	2.4%
Others	2.6%	1.6%	2.2%	2.7%	2.5%

** Multi-choise question*

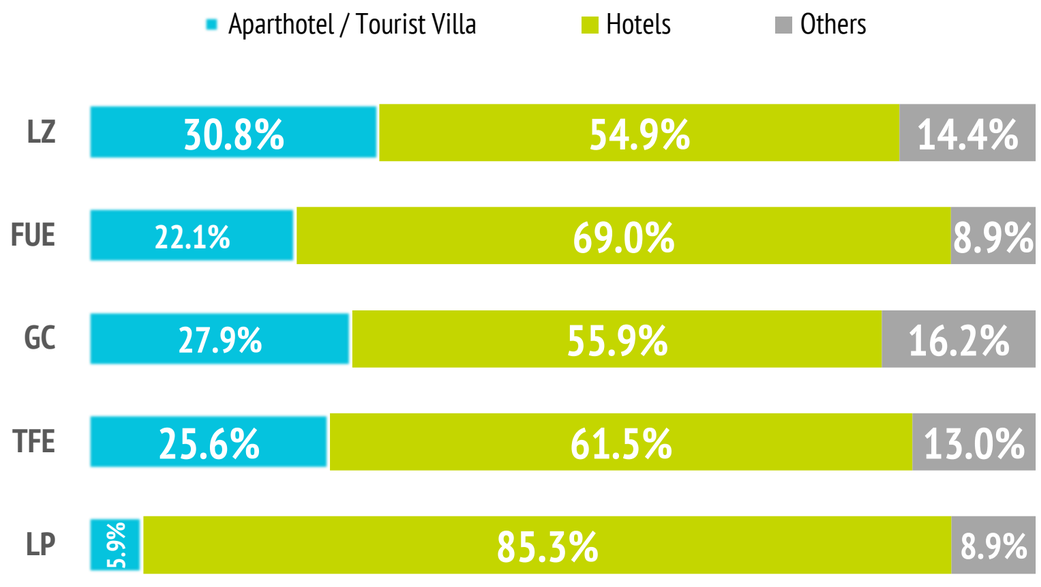
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	45.0%	37.0%	43.0%	46.1%	21.4%
- Tour Operator or Travel Agency	55.0%	63.0%	57.0%	53.9%	78.6%
Accommodation					
- Directly with the accommodation	31.2%	26.0%	29.6%	32.8%	15.5%
- Tour Operator or Travel Agency	68.8%	74.0%	70.4%	67.2%	84.5%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	5.9%	15.9%	13.7%	9.7%	4.9%
4* Hotel	38.9%	48.8%	34.5%	37.2%	80.4%
5* Hotel / 5* Luxury Hotel	10.1%	4.3%	7.7%	14.6%	0.0%
Aparthotel / Tourist Villa	30.8%	22.1%	27.9%	25.6%	5.9%
House/room rented in a private dwelling	4.8%	2.5%	4.7%	3.4%	2.8%
Private accommodation (1)	4.5%	5.0%	5.2%	4.3%	3.4%
Others (Cottage, cruise, camping,..)	5.0%	1.5%	6.4%	5.2%	2.7%

(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	29.2%	17.6%	33.4%	27.4%	13.1%
Bed and Breakfast	9.0%	5.6%	10.4%	13.4%	4.6%
Half board	16.8%	19.0%	15.7%	19.3%	13.8%
Full board	1.7%	3.2%	2.0%	2.2%	0.3%
All inclusive	43.3%	54.7%	38.5%	37.7%	68.2%

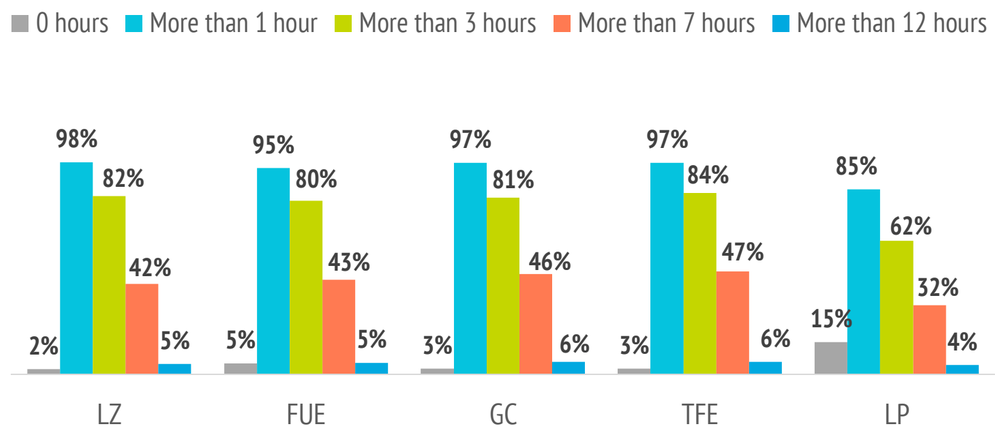
Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	62.6%	49.1%	63.0%	55.6%	57.0%
Supermarkets	55.5%	46.1%	59.1%	46.1%	43.8%
Car rental	19.8%	16.6%	11.0%	7.2%	28.3%
Organized excursions	19.7%	9.9%	17.3%	14.0%	27.0%
Taxi, transfer, chauffeur service	62.2%	61.5%	61.7%	54.3%	59.2%
Theme Parks	5.1%	4.0%	7.2%	8.6%	1.7%
Sport activities	5.9%	6.5%	7.1%	4.8%	4.1%
Museums	6.1%	1.1%	2.5%	0.6%	9.1%
Flights between islands	4.5%	4.6%	3.2%	2.8%	3.4%

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	2.3%	5.1%	2.7%	2.6%	14.9%
1 - 2 hours	15.6%	14.9%	16.0%	13.8%	23.6%
3 - 6 hours	40.3%	36.5%	35.0%	36.3%	29.7%
7 - 12 hours	36.8%	38.1%	40.4%	41.5%	27.6%
More than 12 hours	4.9%	5.3%	5.8%	5.8%	4.2%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



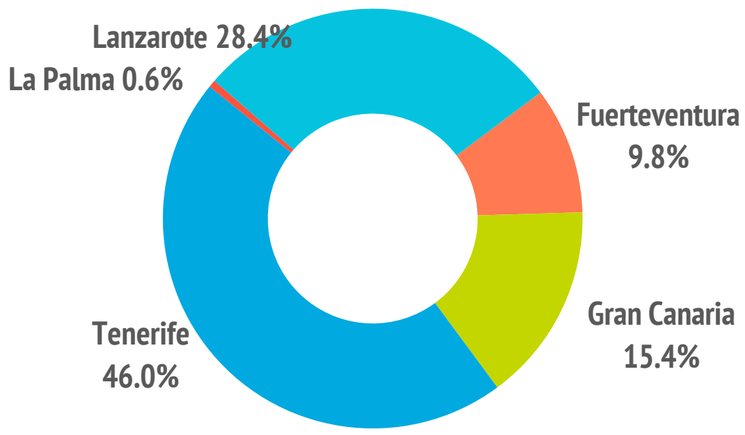
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	81.9%	73.6%	72.5%	73.6%	69.5%
Swimming pool, hotel facilities	71.2%	64.7%	72.9%	71.3%	69.0%
Beach	56.6%	67.5%	69.1%	53.4%	37.2%
Explore the island on their own	37.2%	33.0%	33.1%	30.1%	49.8%
Nightlife / concerts / shows	16.5%	14.5%	25.8%	24.8%	8.0%
Taste Canarian gastronomy	26.8%	18.1%	17.5%	18.0%	18.0%
Organized excursions	16.7%	9.9%	13.7%	17.1%	20.3%
Theme parks	8.8%	5.6%	12.5%	19.9%	0.5%
Sport activities	12.2%	11.0%	10.9%	10.7%	7.0%
Sea excursions / whale watching	5.8%	4.9%	15.1%	14.1%	14.6%
Wineries / markets / popular festivals	15.1%	8.7%	7.7%	6.1%	11.9%
Activities at sea	9.0%	7.4%	9.7%	8.2%	3.7%
Museums / exhibitions	11.3%	4.1%	7.6%	3.6%	19.2%
Beauty and health treatments	5.4%	4.7%	6.1%	5.6%	6.6%
Nature activities	4.6%	5.0%	4.5%	4.5%	12.3%
Astronomical observation	1.4%	1.2%	1.3%	2.6%	12.7%

** Multi-choise question*

CANARY ISLANDS

TOURIST PROFILE BY ISLAND OF STAY (2019)
UNITED KINGDOM

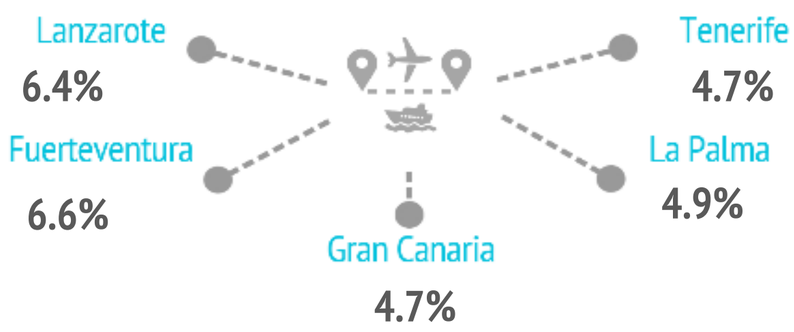
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	93.6%	93.4%	95.3%	95.3%	95.1%
Two islands	6.2%	6.1%	4.2%	4.4%	4.6%
Three or more islands	0.2%	0.4%	0.5%	0.3%	0.3%

% TOURISTS VISITNG MORE THAN ONE ISLAND



Internet usage during their trip

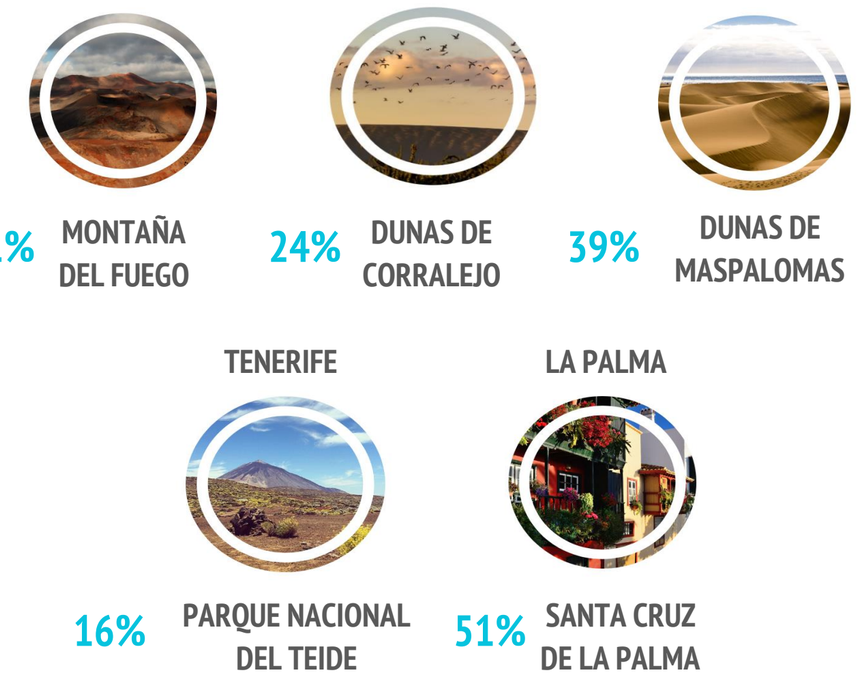
	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	15.6%	19.3%	15.3%	16.8%	18.2%
- Flights	15.3%	17.8%	17.7%	18.0%	20.8%
- Accommodation	19.9%	22.7%	21.3%	21.3%	24.5%
- Transport	16.3%	16.1%	18.2%	18.9%	21.5%
- Restaurants	32.4%	29.3%	29.5%	30.3%	34.0%
- Excursions	22.5%	22.3%	23.7%	24.2%	30.9%
- Activities	29.2%	27.1%	30.8%	28.3%	40.0%
Book or purchase					
- Tourist package	43.3%	46.9%	43.9%	41.9%	60.5%
- Flights	71.7%	61.9%	67.7%	65.4%	54.7%
- Accommodation	61.8%	55.4%	59.6%	56.6%	50.6%
- Transport	51.8%	48.1%	51.7%	43.8%	41.1%
- Restaurants	11.1%	10.1%	11.7%	13.0%	7.0%
- Excursions	9.6%	6.5%	9.5%	11.2%	12.1%
- Activities	11.6%	10.3%	12.7%	16.0%	12.6%

** Multi-choise question*

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**9.1%**	**11.8%**	**9.0%**	**11.0%**	**12.1%**
Used the Internet	**90.9%**	**88.2%**	**91.0%**	**89.0%**	**87.9%**
- Own Internet connection	28.0%	28.4%	31.2%	31.6%	36.5%
- Free Wifi connection	52.3%	46.6%	44.9%	42.7%	42.6%
Applications*					
- Search for locations or maps	51.6%	47.8%	53.4%	54.7%	45.5%
- Search for destination info	44.9%	36.6%	42.9%	43.9%	41.3%
- Share pictures or trip videos	57.3%	54.6%	54.8%	56.4%	64.3%
- Download tourist apps	6.7%	4.6%	5.3%	5.3%	2.9%
- Others	29.6%	28.6%	25.6%	23.6%	32.2%

** Multi-choise question*

Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.98	8.84	8.85	8.80	9.05

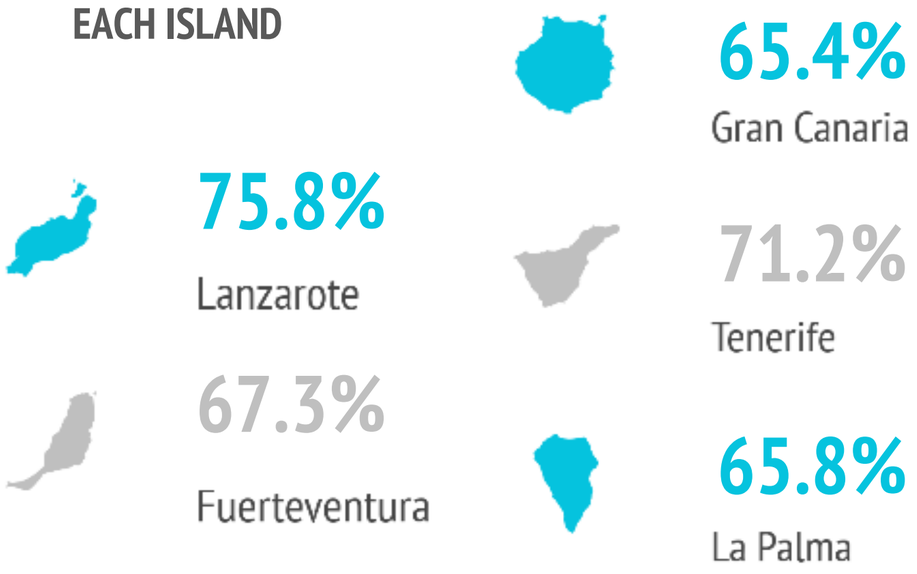
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	1.7%	2.2%	2.0%	2.5%	0.8%
Lived up to expectations	56.3%	55.5%	53.4%	52.6%	51.2%
Better or much better than expected	41.9%	42.3%	44.7%	44.9%	48.0%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.04	9.02	8.88	8.93	9.18
Recommend visiting the Canary Islands	9.18	9.12	9.04	9.06	9.37

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	75.8%	67.3%	65.4%	71.2%	65.8%
At least 10 previous visits	14.0%	7.4%	11.1%	11.2%	4.2%
Repeat tourists	82.6%	80.8%	76.0%	77.3%	80.3%
At least 10 previous visits	25.0%	21.9%	19.3%	18.2%	21.1%

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2019)

UNITED KINGDOM

Where does the flight come from?

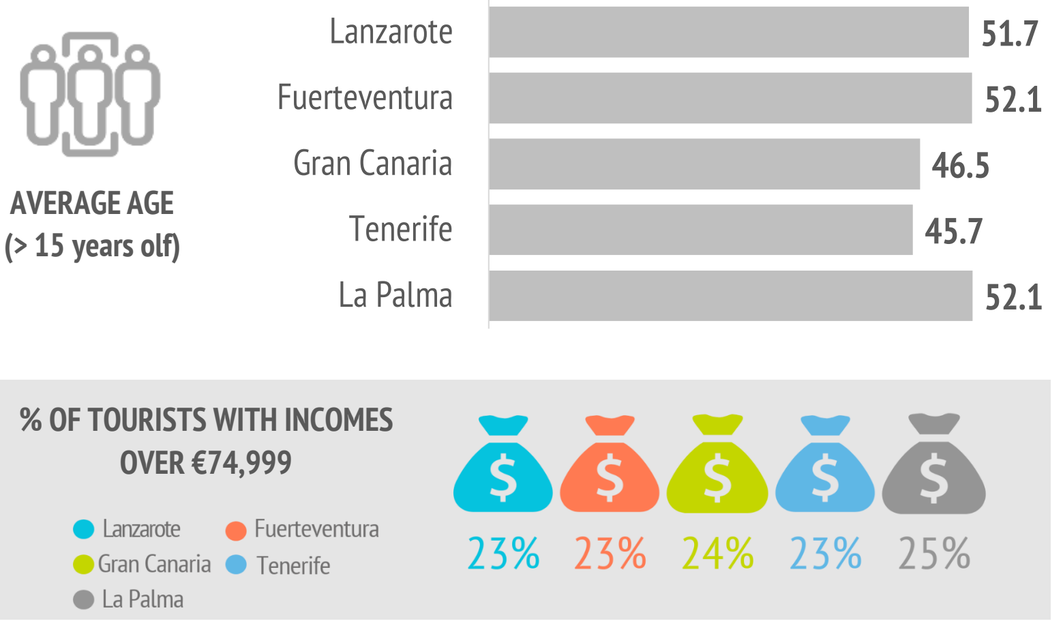
	LZ	FUE	GC	TFE	LP
United Kingdom	99.1%	98.4%	97.0%	98.2%	97.4%
Spanish Mainland	0.1%	0.3%	1.4%	1.0%	2.6%
Ireland	0.6%	0.5%	0.7%	0.2%	0.0%
Germany	0.0%	0.3%	0.2%	0.3%	0.0%
Norway	0.0%	0.0%	0.3%	0.0%	0.0%
Poland	0.0%	0.2%	0.0%	0.0%	0.0%
Portugal	0.0%	0.0%	0.2%	0.0%	0.0%
Belgium	0.0%	0.1%	0.0%	0.0%	0.0%
Italy	0.0%	0.1%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.1%	0.1%	0.0%	0.0%
Denmark	0.0%	0.1%	0.0%	0.0%	0.0%
Estonia	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.1%	0.1%	0.0%

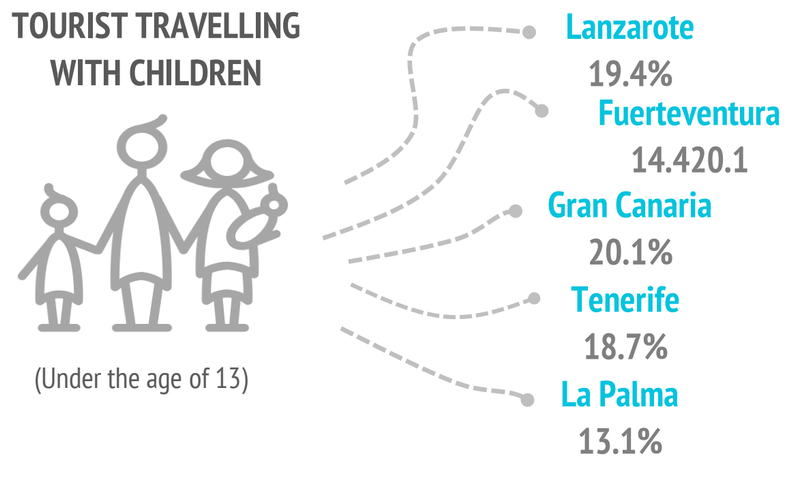
Who do they come with?

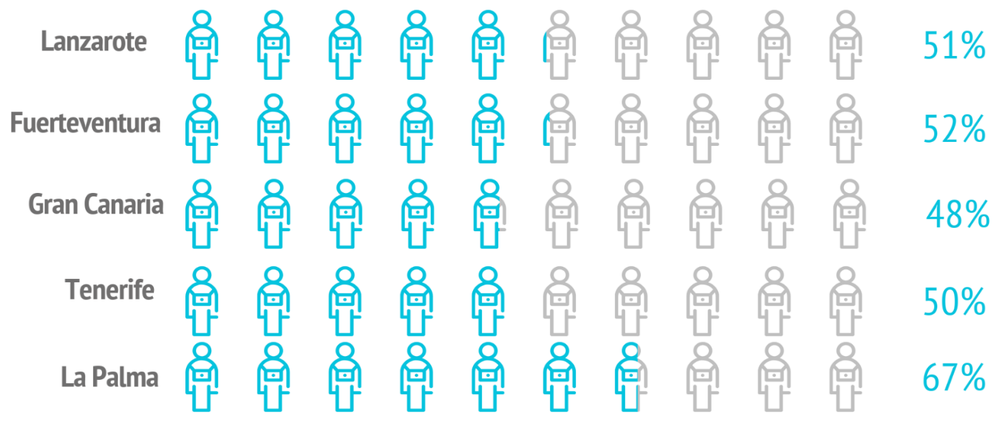
	LZ	FUE	GC	TFE	LP
Unaccompanied	4.0%	6.8%	9.9%	6.3%	3.7%
Only with partner	50.6%	51.8%	48.2%	50.2%	66.7%
Only with children (< 13 years old)	3.8%	3.9%	5.6%	5.2%	2.4%
Partner + children (< 13 years old)	7.0%	7.1%	7.1%	6.2%	6.9%
Other relatives	14.0%	12.2%	11.2%	12.1%	8.2%
Friends	6.0%	5.1%	5.6%	7.1%	2.9%
Work colleagues	0.0%	0.0%	0.2%	0.2%	0.0%
Organized trip	0.2%	0.0%	0.1%	0.2%	0.7%
Other combinations [1]	14.4%	13.0%	12.1%	12.4%	8.5%
(1) Different situations have been isolated					
Tourists with children	**19.4%**	**20.1%**	**20.1%**	**18.7%**	**13.1%**
- Between 0 and 2 years old	1.5%	1.2%	1.1%	1.8%	1.6%
- Between 3 and 12 years old	16.4%	17.3%	17.6%	14.8%	11.0%
- Between 0 -2 and 3-12 years c	1.5%	1.6%	1.5%	2.0%	0.5%
Tourists without children	**80.6%**	**79.9%**	**79.9%**	**81.3%**	**86.9%**
Group composition:					
- 1 person	6.6%	9.8%	12.5%	10.5%	5.3%
- 2 people	57.0%	57.0%	52.7%	56.8%	71.9%
- 3 people	11.7%	10.0%	12.4%	11.0%	9.6%
- 4 or 5 people	19.1%	17.6%	18.3%	17.1%	10.9%
- 6 or more people	5.6%	5.4%	4.1%	4.6%	2.3%
Average group size:	**2.76**	**2.70**	**2.61**	**2.61**	**2.43**

Who are they?

	LZ	FUE	GC	TFE	LP
Gender					
Men	43.6%	43.5%	46.6%	41.1%	47.2%
Women	56.4%	56.5%	53.4%	58.9%	52.8%
Age					
Average age (tourist > 15 years old)	51.7	52.1	46.5	45.7	52.1
Standard deviation	15.5	14.6	15.0	15.7	14.9
Age range (> 15 years old)					
16 - 24 years old	4.8%	4.0%	8.2%	9.1%	3.4%
25 - 30 years old	6.7%	5.7%	10.0%	13.0%	7.0%
31 - 45 years old	22.7%	22.0%	28.9%	26.7%	20.0%
46 - 60 years old	32.5%	35.4%	32.9%	31.4%	34.6%
Over 60 years old	33.2%	32.9%	20.0%	19.8%	35.0%
Occupation					
Salaried worker	53.0%	52.6%	59.3%	58.6%	45.8%
Self-employed	11.2%	10.9%	11.8%	11.8%	12.0%
Unemployed	0.5%	0.5%	1.2%	1.3%	0.9%
Business owner	4.6%	3.5%	5.2%	5.2%	3.3%
Student	2.0%	1.9%	2.4%	2.8%	2.1%
Retired	27.3%	29.4%	18.5%	18.9%	34.2%
Unpaid domestic work	0.7%	1.0%	0.7%	0.9%	1.0%
Others	0.7%	0.3%	0.9%	0.5%	0.6%
Annual household income level					
Less than €25,000	17.5%	18.6%	17.8%	19.9%	15.5%
€25,000 - €49,999	37.4%	37.5%	37.4%	36.1%	40.1%
€50,000 - €74,999	21.7%	20.7%	20.8%	21.1%	19.4%
More than €74,999	23.4%	23.1%	24.1%	22.9%	25.1%
Education level					
No studies	11.6%	11.9%	14.7%	14.6%	6.9%
Primary education	1.1%	0.8%	0.9%	0.7%	0.2%
Secondary education	19.3%	22.4%	17.0%	19.0%	17.7%
Higher education	68.0%	64.9%	67.3%	65.7%	75.1%







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.