

TOURIST PROFILE BY QUARTER OF TRIP (2019)

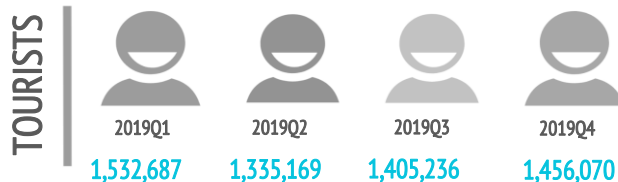
TENERIFE

How many are they and how much do they spend?

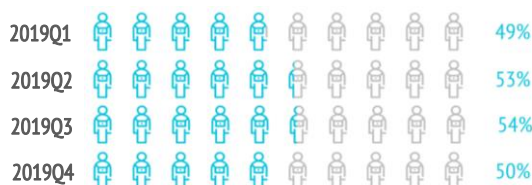


	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1.53	1.34	1.41	1.46	5.73
Tourist arrivals > 15 years old (EGT) (*)	1.34	1.17	1.19	1.34	5.04
- book holiday package (*)	0.66	0.62	0.64	0.66	2.58
- do not book holiday package (*)	0.69	0.55	0.55	0.68	2.46
- % tourists who book holiday package	48.9%	52.9%	54.1%	49.6%	51.2%

(*) Million of tourists



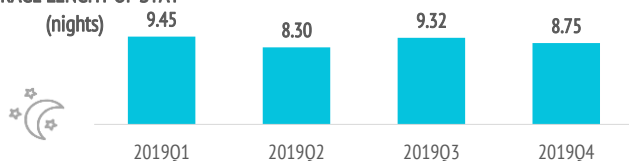
% TOURISTS WHO BOOK HOLIDAY PACKAGE



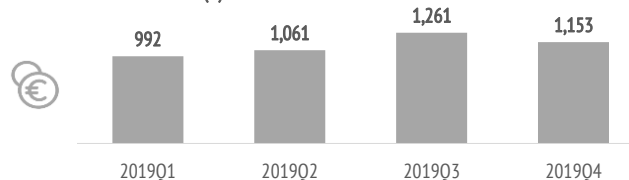
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	992	1,061	1,261	1,153	1,114
- book holiday package	1,137	1,173	1,386	1,372	1,268
- holiday package	890	921	1,106	1,111	1,008
- others	247	252	279	261	260
- do not book holiday package	853	936	1,114	937	952
- flight	209	235	311	268	254
- accommodation	262	290	342	295	295
- others	382	411	462	374	404
Average length of stay	9.45	8.30	9.32	8.75	8.97
- book holiday package	8.47	7.83	8.51	8.18	8.25
- do not book holiday package	10.38	8.82	10.28	9.31	9.71
Average daily expenditure (€)	122.5	142.3	148.8	147.1	139.8
- book holiday package	143.6	158.9	168.9	176.4	162.0
- do not book holiday package	102.4	123.6	125.1	118.3	116.5
Total turnover (> 15 years old) (€m)	1,331	1,242	1,497	1,545	5,615
- book holiday package	746	727	890	912	3,274
- do not book holiday package	585	515	607	633	2,341

AVERAGE LENGTH OF STAY

(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	80.6%	74.2%	72.4%	81.4%	77.4%
Safety	49.1%	53.5%	54.5%	51.4%	52.0%
Tranquility	43.7%	46.6%	45.4%	45.5%	45.3%
Accommodation supply	38.4%	43.5%	46.3%	40.3%	42.0%
Sea	36.8%	38.7%	40.3%	42.3%	39.5%
Price	37.7%	38.6%	42.9%	36.3%	38.8%
Landscapes	35.7%	36.5%	36.6%	36.1%	36.2%
Environment	34.4%	36.9%	36.5%	35.2%	35.7%
European belonging	36.7%	35.5%	34.6%	35.0%	35.5%
Effortless trip	32.9%	35.7%	34.8%	34.1%	34.3%
Beaches	26.8%	30.5%	35.0%	31.4%	30.8%
Fun possibilities	20.9%	26.6%	35.0%	20.5%	25.5%
Gastronomy	23.4%	24.0%	26.3%	22.5%	24.0%
Authenticity	19.1%	21.9%	23.8%	19.5%	21.0%
Exoticism	12.0%	14.0%	15.7%	11.2%	13.1%
Shopping	9.1%	12.4%	13.8%	9.4%	11.1%
Hiking trail network	13.6%	9.7%	8.1%	11.1%	10.7%
Nightlife	9.3%	10.8%	12.9%	7.1%	9.9%
Historical heritage	9.7%	8.8%	10.2%	8.1%	9.2%
Culture	8.8%	8.5%	10.5%	7.2%	8.7%

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 FUN POSSIBILITIES



What is the main motivation for their holidays?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	54.8%	52.0%	44.5%	54.9%	51.7%
Enjoy family time	11.3%	15.3%	19.4%	16.0%	15.4%
Have fun	10.5%	12.6%	15.8%	9.7%	12.0%
Explore the destination	19.1%	17.5%	18.6%	16.2%	17.8%
Practice their hobbies	1.7%	1.0%	0.5%	1.4%	1.2%
Other reasons	2.6%	1.7%	1.2%	1.8%	1.8%

How far in advance do they book their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	1.0%	0.7%	0.6%	0.5%	0.7%
Between 1 and 30 days	30.1%	20.4%	21.8%	21.5%	23.6%
Between 1 and 2 months	24.9%	23.3%	17.4%	24.1%	22.5%
Between 3 and 6 months	28.1%	36.4%	33.3%	32.9%	32.5%
More than 6 months	15.9%	19.3%	26.9%	21.0%	20.6%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: 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.

TOURIST PROFILE BY QUARTER OF TRIP (2019)

TENERIFE



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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	51.7%	47.1%	43.3%	51.1%	48.5%
Friends or relatives	28.8%	29.9%	34.5%	28.6%	30.3%
Internet or social media	52.0%	54.5%	56.7%	50.9%	53.4%
Mass Media	1.8%	1.9%	1.7%	1.4%	1.7%
Travel guides and magazines	7.3%	8.2%	7.3%	6.7%	7.4%
Travel Blogs or Forums	5.6%	6.5%	7.4%	5.0%	6.1%
Travel TV Channels	0.6%	0.9%	1.0%	0.7%	0.8%
Tour Operator or Travel Agency	17.8%	23.3%	22.1%	18.3%	20.2%
Public administrations or similar	0.6%	0.5%	0.2%	0.3%	0.4%
Others	2.8%	2.6%	2.6%	3.2%	2.8%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	51.6%	43.9%	41.9%	50.2%	47.1%
- Tour Operator or Travel Agency	48.4%	56.1%	58.1%	49.8%	52.9%
Accommodation					
- Directly with the accommodation	36.7%	31.1%	30.5%	37.5%	34.1%
- Tour Operator or Travel Agency	63.3%	68.9%	69.5%	62.5%	65.9%

Where do they stay? 🏠

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	9.8%	10.2%	8.6%	10.2%	9.7%
4* Hotel	34.5%	37.5%	38.4%	36.4%	36.6%
5* Hotel / 5* Luxury Hotel	9.6%	12.2%	12.0%	12.7%	11.6%
Aparthotel / Tourist Villa	20.5%	23.7%	22.8%	20.3%	21.7%
House/room rented in a private dwelling	8.4%	4.8%	5.0%	6.4%	6.2%
Private accommodation ⁽¹⁾	10.4%	6.9%	8.2%	8.2%	8.5%
Others (Cottage, cruise, camping,...)	6.9%	4.7%	5.1%	5.9%	5.7%

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

What do they book? 🍽

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	31.5%	25.9%	25.4%	28.5%	27.9%
Bed and Breakfast	16.5%	15.2%	11.8%	15.9%	14.9%
Half board	24.5%	23.1%	23.0%	23.0%	23.4%
Full board	3.5%	4.0%	3.4%	2.9%	3.4%
All inclusive	24.1%	31.7%	36.4%	29.7%	30.3%

30.3% of tourists book all inclusive.



24.1%
2019Q1



36.4%
2019Q3



31.7%
2019Q2



29.7%
2019Q4

Other expenses 📍

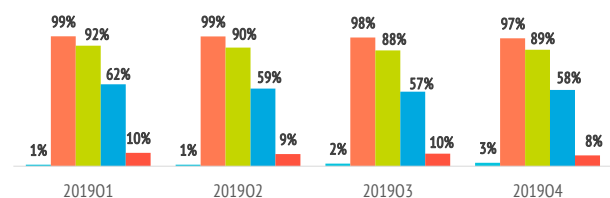
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	63.7%	57.5%	54.4%	57.7%	58.4%
Supermarkets	53.1%	46.9%	46.7%	45.8%	48.2%
Car rental	22.9%	24.7%	24.8%	24.2%	24.1%
Organized excursions	17.2%	20.9%	25.8%	17.5%	20.1%
Taxi, transfer, chauffeur service	43.7%	46.2%	43.6%	40.3%	43.4%
Theme Parks	7.2%	12.4%	17.5%	9.0%	11.3%
Sport activities	3.2%	5.2%	5.9%	4.4%	4.6%
Museums	2.0%	2.5%	2.2%	2.1%	2.2%
Flights between islands	3.9%	4.2%	3.8%	3.3%	3.7%

Activities in the Canary Islands 🏖

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.1%	1.2%	2.0%	2.6%	1.7%
1 - 2 hours	7.1%	8.5%	9.9%	8.7%	8.5%
3 - 6 hours	29.4%	31.2%	31.4%	30.7%	30.6%
7 - 12 hours	52.1%	49.8%	47.2%	49.8%	49.8%
More than 12 hours	10.2%	9.3%	9.6%	8.2%	9.3%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	73.6%	72.8%	70.5%	69.7%	71.6%
Beach	52.6%	60.7%	72.6%	57.7%	60.5%
Swimming pool, hotel facilities	49.3%	62.6%	72.2%	57.5%	59.9%
Explore the island on their own	45.7%	44.3%	47.8%	43.8%	45.4%
Taste Canarian gastronomy	25.2%	24.2%	26.8%	23.3%	24.8%
Theme parks	15.1%	23.7%	36.4%	18.9%	23.1%
Organized excursions	15.0%	19.1%	27.1%	15.9%	19.0%
Nightlife / concerts / shows	16.9%	19.7%	20.7%	14.4%	17.8%
Sea excursions / whale watching	9.2%	15.0%	23.3%	13.3%	14.9%
Sport activities	11.4%	12.4%	13.5%	12.4%	12.4%
Nature activities	12.4%	11.5%	10.8%	11.5%	11.6%
Activities at sea	6.8%	8.7%	13.0%	9.3%	9.4%
Wineries/markets/popular festival	10.7%	8.1%	9.7%	8.3%	9.2%
Museums / exhibitions	6.9%	7.4%	7.8%	6.8%	7.2%
Beauty and health treatments	4.8%	5.5%	6.2%	6.1%	5.6%
Astronomical observation	4.0%	3.4%	5.6%	4.4%	4.4%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2019)

TENERIFE



Which places do they visit in Lanzarote?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Parque Nacional del Teide	36.7%	36.7%	39.7%	35.9%	37.2%
Santa Cruz (capital de la isla)	29.4%	26.0%	30.1%	26.1%	27.9%
La Laguna (Ciudad Patrimonio de la	19.0%	16.9%	18.0%	16.9%	17.7%
Acantilado de los Gigantes	14.8%	17.3%	20.1%	14.5%	16.5%
La Orotava	15.8%	14.2%	15.5%	14.4%	15.0%
Garachico	14.6%	14.3%	16.6%	13.6%	14.7%
Icod de los Vinos (Drago Milenario)	14.5%	14.1%	16.5%	12.2%	14.3%
Barranco de Masca	11.7%	11.7%	12.6%	11.1%	11.7%
Parque rural de Anaga	10.7%	9.9%	10.0%	10.4%	10.3%
Teno / Buenavista	7.6%	6.8%	6.3%	6.8%	6.9%
Barranco del Infierno	4.0%	3.5%	3.7%	3.4%	3.6%

”

4 in 10 tourists in Tenerife visit
Teide National Park



2019Q1	36.7%
2019Q2	36.7%
2019Q3	39.7%
2019Q4	35.9%

Internet usage during their trip



Research	2019Q1	2019Q2	2019Q3	2019Q4	2019
- Tourist package	13.9%	15.3%	17.5%	15.8%	15.6%
- Flights	12.3%	14.2%	15.3%	13.8%	13.9%
- Accommodation	16.4%	17.8%	19.2%	16.7%	17.5%
- Transport	15.9%	16.8%	18.4%	16.3%	16.9%
- Restaurants	31.4%	29.1%	32.3%	28.0%	30.2%
- Excursions	26.8%	25.0%	29.9%	25.4%	26.8%
- Activities	30.8%	29.8%	33.3%	27.8%	30.4%

Book or purchase

- Tourist package	37.9%	37.1%	36.9%	35.7%	36.9%
- Flights	70.3%	64.9%	65.7%	66.8%	67.0%
- Accommodation	58.2%	55.8%	56.7%	57.1%	57.0%
- Transport	47.3%	46.1%	48.1%	46.1%	46.9%
- Restaurants	12.5%	13.7%	14.5%	13.3%	13.5%
- Excursions	13.5%	15.5%	20.1%	14.3%	15.9%
- Activities	14.1%	17.9%	23.9%	17.0%	18.3%

* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	10.5%	8.6%	6.1%	8.4%	8.5%
Used the Internet	89.5%	91.4%	93.9%	91.6%	91.5%
- Own Internet connection	38.1%	39.5%	42.7%	38.7%	39.7%
- Free Wifi connection	35.8%	36.1%	34.2%	36.4%	35.6%
Applications*					
- Search for locations or maps	63.0%	64.3%	67.2%	64.1%	64.6%
- Search for destination info	44.2%	45.1%	47.9%	45.5%	45.6%
- Share pictures or trip videos	53.5%	57.2%	59.8%	56.3%	56.7%
- Download tourist apps	7.0%	5.5%	7.1%	7.1%	6.7%
- Others	21.7%	19.1%	17.8%	18.1%	19.2%

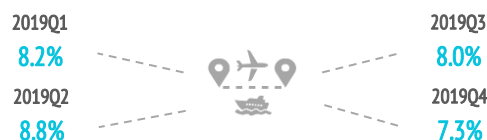
* Multi-choise question

How many islands do they visit during their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	91.8%	91.2%	92.0%	92.7%	92.0%
Two islands	7.1%	7.7%	7.4%	6.7%	7.2%
Three or more islands	1.1%	1.1%	0.6%	0.6%	0.9%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Average rating	8.63	8.61	8.75	8.66	8.66

Experience in the Canary Islands	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Worse or much worse than expected	2.1%	3.8%	2.9%	2.7%	2.8%
Lived up to expectations	55.0%	55.2%	50.6%	55.2%	54.1%
Better or much better than expected	42.9%	40.9%	46.5%	42.1%	43.1%

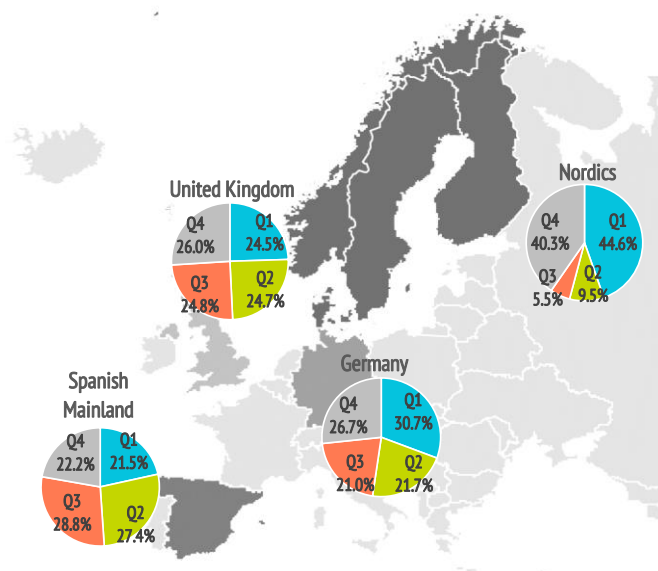
Future intentions (scale 1-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Return to the Canary Islands	8.79	8.59	8.58	8.73	8.68
Recommend visiting the Canary Islands	8.96	8.87	8.92	8.94	8.92

How many are loyal to the Canary Islands?



	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Repeat tourists	65.8%	62.5%	56.9%	63.9%	62.4%
Repeat tourists (last 5 years)	9.7%	10.3%	6.2%	10.0%	9.1%
Repeat tourists (last 5 years)(5 or more visits)	71.7%	67.5%	62.2%	70.3%	68.1%
At least 10 previous visits	18.3%	16.7%	10.8%	17.0%	15.8%

TENERIFE: MAIN MARKETS % TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2019)

TENERIFE

Where are they from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
United Kingdom	36.0%	41.6%	41.1%	38.2%	39.1%
Spanish Mainland	11.7%	17.0%	17.7%	12.1%	14.4%
Germany	13.2%	10.7%	10.2%	11.5%	11.5%
Belgium	3.7%	4.0%	3.8%	4.1%	3.9%
France	3.7%	4.0%	3.8%	3.7%	3.8%
Italy	4.5%	3.0%	3.5%	3.6%	3.7%
Netherlands	3.1%	3.2%	3.5%	3.1%	3.2%
Ireland	2.2%	2.9%	3.3%	2.5%	2.7%
Poland	2.6%	2.4%	2.6%	1.8%	2.3%
Sweden	3.5%	0.9%	0.4%	3.0%	2.0%
Finland	3.1%	0.5%	0.0%	2.5%	1.6%
Denmark	2.4%	0.7%	0.4%	2.2%	1.5%
Norway	2.0%	0.7%	0.7%	2.2%	1.4%
Switzerland	1.6%	1.1%	0.9%	1.6%	1.3%
Russia	0.9%	1.2%	1.3%	1.4%	1.2%
Portugal	0.3%	1.1%	1.0%	0.5%	0.7%
Austria	0.6%	0.4%	0.5%	0.9%	0.6%
Others	4.8%	4.6%	5.2%	5.3%	5.0%

Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	11.7%	8.4%	6.2%	8.9%	8.9%
Only with partner	53.5%	48.6%	38.6%	48.1%	47.4%
Only with children (< 13 years old)	4.1%	6.7%	8.5%	6.1%	6.3%
Partner + children (< 13 years old)	3.8%	7.2%	10.5%	6.2%	6.8%
Other relatives	6.8%	9.5%	12.0%	10.7%	9.7%
Friends	8.4%	6.8%	6.1%	5.2%	6.6%
Work colleagues	0.7%	0.7%	0.3%	0.6%	0.6%
Organized trip	0.3%	0.4%	0.1%	0.2%	0.3%
Other combinations ⁽¹⁾	10.8%	11.6%	17.7%	14.0%	13.5%

(1) Different situations have been isolated

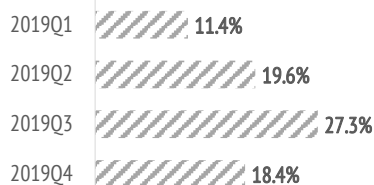
Tourists with children	11.4%	19.6%	27.3%	18.4%	18.9%
- Between 0 and 2 years old	2.6%	2.1%	1.2%	1.5%	1.9%
- Between 3 and 12 years old	7.3%	15.6%	24.2%	15.3%	15.3%
- Between 0 - 2 and 3-12 years	1.5%	1.8%	1.8%	1.6%	1.7%
Tourists without children	88.6%	80.4%	72.7%	81.6%	81.1%
Group composition:					
- 1 person	17.8%	13.5%	9.1%	13.8%	13.7%
- 2 people	59.4%	55.6%	46.4%	53.7%	53.9%
- 3 people	8.5%	12.2%	15.7%	11.8%	12.0%
- 4 or 5 people	11.3%	15.3%	24.6%	16.6%	16.8%
- 6 or more people	3.0%	3.3%	4.2%	4.1%	3.7%
Average group size:	2.31	2.50	2.82	2.57	2.54



18.9% of tourists travel with children.



(under the age of 13)



Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	47.2%	46.9%	45.9%	47.7%	47.0%
Women	52.8%	53.1%	54.1%	52.3%	53.0%
Age					
Average age (tourist > 15 years old)	47.9	44.3	39.8	47.1	44.9
Standard deviation	15.9	15.2	13.3	14.7	15.2
Age range (> 15 years old)					
16 - 24 years old	6.3%	8.4%	14.4%	5.3%	8.4%
25 - 30 years old	12.1%	15.0%	15.6%	11.7%	13.5%
31 - 45 years old	26.8%	31.4%	36.0%	28.6%	30.5%
46 - 60 years old	29.4%	27.8%	27.3%	34.1%	29.8%
Over 60 years old	25.5%	17.4%	6.6%	20.3%	17.8%
Occupation					
Salaried worker	47.5%	59.5%	64.7%	57.5%	57.0%
Self-employed	12.0%	11.3%	10.6%	13.3%	11.9%
Unemployed	1.7%	1.6%	1.5%	1.1%	1.4%
Business owner	10.4%	7.9%	8.8%	9.1%	9.1%
Student	2.8%	3.5%	6.9%	2.1%	3.7%
Retired	24.3%	14.5%	5.9%	15.4%	15.3%
Unpaid domestic work	0.6%	1.0%	1.3%	0.5%	0.8%
Others	0.8%	0.8%	0.3%	1.0%	0.8%
Annual household income level					
Less than €25,000	20.1%	21.6%	22.0%	18.2%	20.4%
€25,000 - €49,999	41.3%	37.2%	39.7%	33.5%	37.9%
€50,000 - €74,999	20.3%	21.5%	19.9%	23.1%	21.2%
More than €74,999	18.4%	19.7%	18.3%	25.1%	20.5%
Education level					
No studies	4.9%	5.8%	8.4%	6.0%	6.2%
Primary education	2.8%	1.9%	1.9%	2.4%	2.3%
Secondary education	26.2%	22.2%	21.0%	21.5%	22.8%
Higher education	66.1%	70.0%	68.7%	70.1%	68.7%



AVERAGE AGE
(> 15 years old)



% OF TOURISTS WITH INCOMES OVER
€74,999



% SALARIED WORKED TOURISTS

