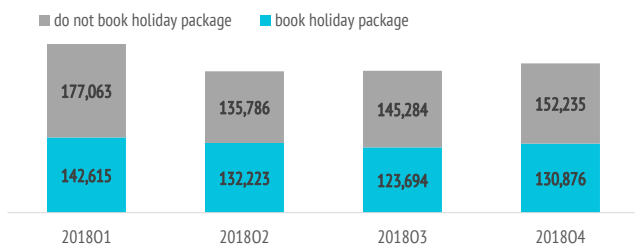


PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP CANARY ISLANDS (2019)

How many are they and how much do they spend?

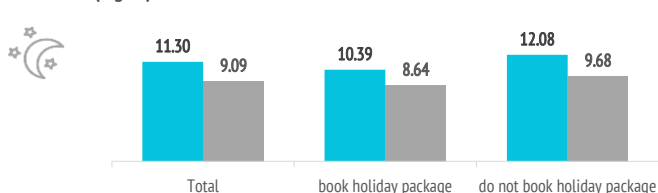
	More than one island	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,139,776	13,271,035
- book holiday package	529,408	7,426,022
- do not book holiday package	610,368	5,845,014
- % tourists who book holiday package	46.4%	56.0%
Share of total tourist	8.6%	100%

TOURISTS BY QUARTER: MORE THAN ONE ISLAND

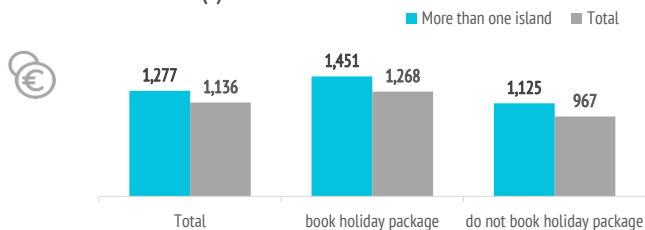


	More than one island	Total
Expenditure per tourist (€)		
- book holiday package	1,277	1,136
- holiday package	1,451	1,268
- others	1,162	1,031
- do not book holiday package	290	237
- flight	1,125	967
- accommodation	294	263
- others	345	321
- others	486	383
Average length of stay		
- book holiday package	11.30	9.09
- do not book holiday package	10.39	8.64
- do not book holiday package	12.08	9.68
Average daily expenditure (€)		
- book holiday package	131.0	138.9
- do not book holiday package	151.4	155.4
- do not book holiday package	113.3	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,455	15,070
- do not book holiday package	768	9,416
- do not book holiday package	687	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	More than one island	Total
Climate	74.2%	78.4%
Safety	50.1%	51.9%
Sea	49.7%	44.4%
Tranquility	47.5%	47.6%
Landscapes	45.7%	33.1%
Environment	40.7%	33.2%
Beaches	40.5%	37.7%
European belonging	36.0%	36.1%
Accommodation supply	35.6%	42.9%
Price	34.7%	37.4%
Effortless trip	33.2%	35.2%
Authenticity	26.3%	20.3%
Gastronomy	25.9%	23.2%
Fun possibilities	22.6%	21.1%
Exoticism	15.3%	11.4%
Hiking trail network	14.5%	9.6%
Historical heritage	11.4%	8.2%
Culture	10.9%	8.0%
Shopping	10.1%	9.4%
Nightlife	9.3%	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?

	More than one island	Total
Rest	46.6%	55.5%
Enjoy family time	12.1%	14.4%
Have fun	8.6%	8.6%
Explore the destination	28.2%	17.8%
Practice their hobbies	2.1%	1.9%
Other reasons	2.5%	1.8%

EXPLORE THE DESTINATION



More than one island 28.2%

Total 17.8%

How far in advance do they book their trip?

	More than one island	Total
The same day	1.0%	0.7%
Between 1 and 30 days	27.6%	23.8%
Between 1 and 2 months	21.8%	22.8%
Between 3 and 6 months	31.9%	32.7%
More than 6 months	17.6%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

MORE THAN ONE ISLAND

27.6%



TOTAL

23.8%

Picture: Freepik.com

PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP CANARY ISLANDS (2019)

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

	More than one island	Total
Previous visits to the Canary Islands	46.9%	51.9%
Friends or relatives	27.9%	27.1%
Internet or social media	54.8%	54.7%
Mass Media	1.5%	1.6%
Travel guides and magazines	11.3%	8.4%
Travel Blogs or Forums	7.3%	5.7%
Travel TV Channels	1.1%	0.8%
Tour Operator or Travel Agency	20.9%	22.6%
Public administrations or similar	0.9%	0.4%
Others	3.1%	2.4%

* Multi-choice question

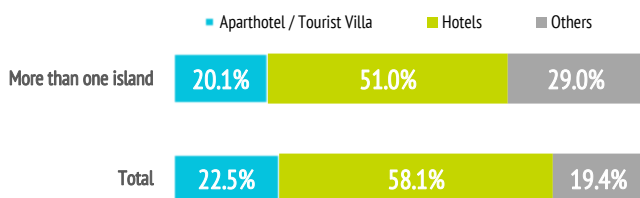
With whom did they book their flight and accommodation?

	More than one island	Total
Flight		
- Directly with the airline	49.5%	42.9%
- Tour Operator or Travel Agency	50.5%	57.1%
Accommodation		
- Directly with the accommodation	37.5%	31.5%
- Tour Operator or Travel Agency	62.5%	68.5%

Where do they stay?

	More than one island	Total
1-2-3* Hotel	10.7%	11.5%
4* Hotel	33.8%	37.6%
5* Hotel / 5* Luxury Hotel	6.4%	9.0%
Aparthotel / Tourist Villa	20.1%	22.5%
House/room rented in a private dwelling	8.7%	5.9%
Private accommodation (1)	8.6%	7.2%
Others (Cottage, cruise, camping,...)	11.7%	6.3%

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



What do they book?

	More than one island	Total
Room only	30.9%	27.9%
Bed and Breakfast	14.6%	12.4%
Half board	19.6%	21.2%
Full board	6.3%	3.6%
All inclusive	28.7%	34.9%

”
30.9% of tourists book room only.
(Canary Islands: 27.9%)

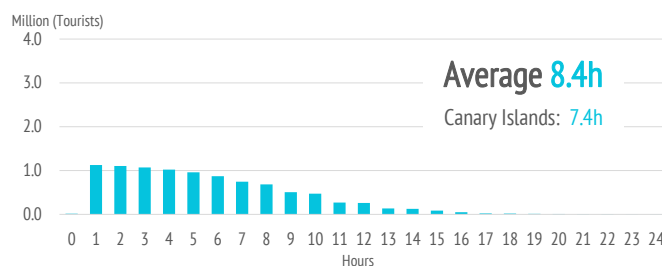
Other expenses

	More than one island	Total
Restaurants or cafes	56.4%	59.1%
Supermarkets	57.7%	52.1%
Car rental	26.3%	26.3%
Organized excursions	32.8%	20.6%
Taxi, transfer, chauffeur service	42.9%	50.0%
Theme Parks	7.1%	7.5%
Sport activities	5.9%	5.7%
Museums	6.0%	4.6%
Flights between islands	44.0%	4.4%

Activities in the Canary Islands

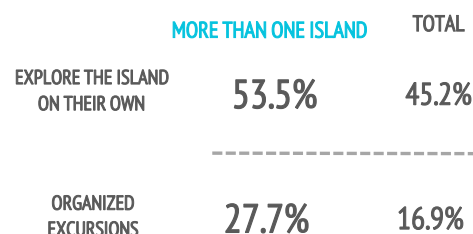
Outdoor time per day	More than one island	Total
0 hours	1.2%	2.1%
1 - 2 hours	5.0%	9.8%
3 - 6 hours	28.5%	32.6%
7 - 12 hours	53.4%	47.1%
More than 12 hours	11.9%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	More than one island	Total
Walk, wander	70.0%	69.8%
Beach	68.8%	66.3%
Explore the island on their own	53.5%	45.2%
Swimming pool, hotel facilities	47.8%	58.2%
Taste Canarian gastronomy	30.1%	24.2%
Organized excursions	27.7%	16.9%
Sea excursions / whale watching	16.9%	11.1%
Wineries / markets / popular festivals	16.0%	11.6%
Nature activities	15.1%	10.4%
Nightlife / concerts / shows	15.1%	15.5%
Sport activities	14.7%	13.4%
Theme parks	14.1%	14.1%
Museums / exhibitions	13.9%	10.1%
Activities at sea	12.3%	10.0%
Beauty and health treatments	5.4%	5.4%
Astronomical observation	4.8%	3.5%

* Multi-choice question



PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP CANARY ISLANDS (2019)



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
More than one island	1,139,776	206,804	162,008	254,022	405,435	22,902
- Share by islands	100%	18.1%	14.2%	22.3%	35.6%	2.0%
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%
% More than one island	8.6%	8.2%	9.8%	6.9%	8.0%	9.7%

How many islands do they visit during their trip?

	More than one island	Total
One island	--	91.4%
Two islands	84.2%	7.2%
Three or more islands	15.8%	1.4%

Internet usage during their trip

	More than one island	Total
Research		
- Tourist package	15.8%	14.8%
- Flights	12.6%	13.0%
- Accommodation	16.9%	16.9%
- Transport	17.9%	15.7%
- Restaurants	31.2%	28.4%
- Excursions	28.9%	26.2%
- Activities	32.2%	30.1%
Book or purchase		
- Tourist package	32.5%	39.4%
- Flights	67.0%	66.7%
- Accommodation	57.0%	57.3%
- Transport	47.2%	47.6%
- Restaurants	12.9%	12.1%
- Excursions	17.9%	13.0%
- Activities	17.0%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	More than one island	Total
Did not use the Internet	7.8%	8.3%
Used the Internet	92.2%	91.7%
- Own Internet connection	43.0%	37.4%
- Free Wifi connection	33.3%	39.5%
Applications*		
- Search for locations or maps	67.4%	61.7%
- Search for destination info	46.5%	44.8%
- Share pictures or trip videos	55.6%	56.0%
- Download tourist apps	8.8%	7.0%
- Others	20.2%	22.6%

* Multi-choice question



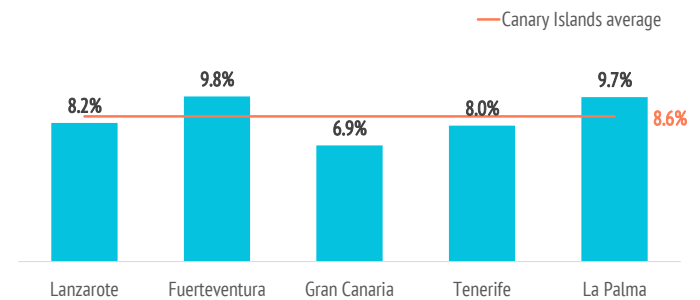
67.4% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

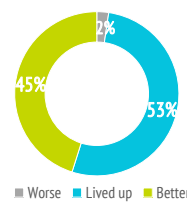


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than one island	Total
Average rating	8.70	8.70

Experience in the Canary Islands	More than one island	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	52.5%	55.6%
Better or much better than expected	45.1%	42.1%

Future intentions (scale 1-10)	More than one island	Total
Return to the Canary Islands	8.70	8.73
Recommend visiting the Canary Islands	8.96	8.95



Experience in the Canary



Return to the Canary Islands

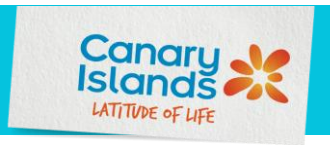


Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	More than one island	Total
Repeat tourists	68.7%	72.2%
Repeat tourists (last 5 years)	64.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.8%	19.5%
At least 10 previous visits	17.7%	18.6%

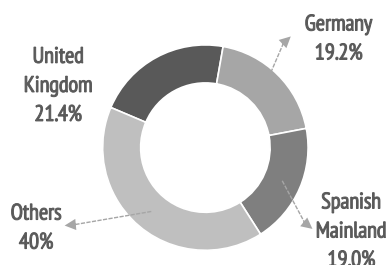
PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP CANARY ISLANDS (2019)



Where are they from?



	%	Absolute
United Kingdom	21.4%	243,632
Germany	19.2%	219,273
Spanish Mainland	19.0%	216,221
France	5.0%	57,216
Italy	4.9%	55,690
Poland	4.0%	45,758
Netherlands	3.5%	40,263
Ireland	3.5%	39,755
Belgium	3.0%	33,898
Switzerland	2.1%	24,275
Sweden	1.8%	21,065
Norway	1.6%	17,848
Russia	1.1%	12,849
Denmark	1.1%	12,624
Czech Republic	1.0%	11,150
Austria	0.9%	10,490
Finland	0.9%	10,241
Others	5.9%	67,529



Who do they come with?



	More than one island	Total
Unaccompanied	13.7%	9.6%
Only with partner	45.8%	48.1%
Only with children (< 13 years old)	5.3%	5.6%
Partner + children (< 13 years old)	5.1%	6.5%
Other relatives	8.2%	9.3%
Friends	7.4%	6.4%
Work colleagues	0.9%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	13.3%	13.7%

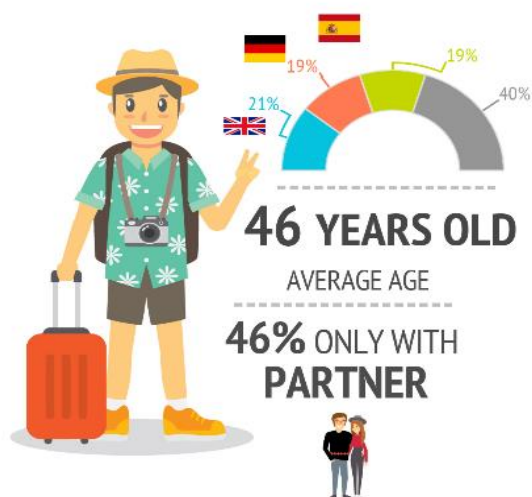
⁽¹⁾ Different situations have been isolated

Tourists with children	1.3%	17.7%
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	12.6%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
Tourists without children	98.7%	82.3%
Group composition:		
- 1 person	18.8%	13.2%
- 2 people	52.1%	55.1%
- 3 people	11.3%	12.0%
- 4 or 5 people	14.5%	16.3%
- 6 or more people	3.3%	3.5%
Average group size:	2.41	2.54

Who are they?



	More than one island	Total
Gender		
Men	51.2%	48.6%
Women	48.8%	51.4%
Age		
Average age (tourist > 15 years old)	45.6	47.1
Standard deviation	15.2	15.4
Age range (> 15 years old)		
16 - 24 years old	7.5%	7.3%
25 - 30 years old	13.5%	10.9%
31 - 45 years old	29.9%	28.0%
46 - 60 years old	29.8%	31.8%
Over 60 years old	19.3%	22.1%
Occupation		
Salaried worker	53.3%	55.0%
Self-employed	12.0%	11.5%
Unemployed	1.7%	1.1%
Business owner	11.3%	9.4%
Student	4.2%	3.5%
Retired	15.4%	17.9%
Unpaid domestic work	1.0%	0.8%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	18.3%	22.2%
€25,000 - €49,999	39.6%	37.5%
€50,000 - €74,999	22.3%	22.8%
More than €74,999	19.8%	17.5%
Education level		
No studies	3.8%	5.0%
Primary education	3.1%	2.6%
Secondary education	22.8%	23.6%
Higher education	70.4%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited at least two islands during his trip.

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