GRAN CANARIA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)
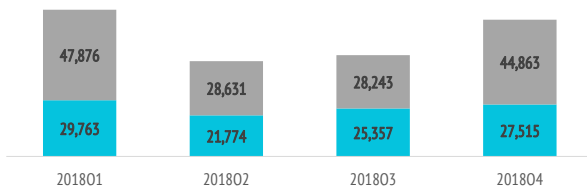
Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	More than one island	Gran Canaria
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**4,189,013**
Tourist arrivals > 15 years old (EGT)	**254,022**	**3,698,127**
- book holiday package	104,409	2,064,480
- do not book holiday package	149,613	1,633,647
- % tourists who book holiday package	41.1%	55.8%
Share of total tourist	6.9%	100%

TOURISTS BY QUARTER: MORE THAN ONE ISLAND

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	47,876	28,631	28,243	44,863
book holiday package	29,763	21,774	25,357	27,515

	More than one island	Gran Canaria
Expenditure per tourist (€)	**1,380**	**1,174**
- book holiday package	1,603	1,344
- holiday package	1,231	1,076
- others	372	268
- do not book holiday package	1,224	959
- flight	325	268
- accommodation	312	313
- others	588	377
Average lenght of stay	**12.03**	**9.30**
- book holiday package	11.35	8.98
- do not book holiday package	12.50	9.70
Average daily expenditure (€)	**136.1**	**141.5**
- book holiday package	154.6	159.7
- do not book holiday package	123.1	118.6
Total turnover (> 15 years old) (€m)	**351**	**4,340**
- book holiday package	167	2,774
- do not book holiday package	183	1,566

AVERAGE LENGHT OF STAY (nights)

■ More than one island ■ Gran Canaria

	Total	book holiday package	do not book holiday package
More than one island	12.03	11.35	12.50
Gran Canaria	9.30	8.98	9.70

EXPENDITURE PER TOURIST (€)

■ More than one island ■ Gran Canaria

	Total	book holiday package	do not book holiday package
More than one island	1,380	1,603	1,224
Gran Canaria	1,174	1,344	959
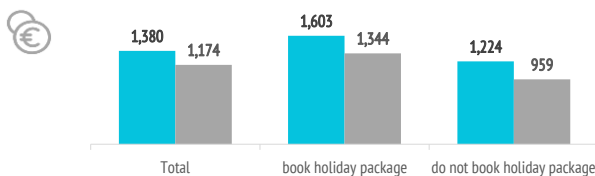
Importance of each factor in the destination choice

	More than one island	Gran Canaria
Climate	77.1%	81.1%
Sea	52.2%	48.0%
Beaches	47.6%	44.0%
Safety	46.7%	48.2%
Tranquility	42.8%	44.9%
Landscapes	37.2%	29.4%
European belonging	36.9%	36.6%
Accommodation supply	32.9%	40.8%
Price	32.7%	33.8%
Environment	31.8%	28.4%
Effortless trip	30.8%	33.7%
Gastronomy	25.7%	22.8%
Fun possibilities	23.0%	19.9%
Authenticity	20.8%	16.8%
Exoticism	13.5%	10.4%
Nightlife	12.0%	9.2%
Hiking trail network	11.7%	9.1%
Culture	10.3%	7.4%
Shopping	9.9%	9.5%
Historical heritage	9.2%	7.2%

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	Gran Canaria
Rest	49.4%	59.3%
Enjoy family time	16.4%	16.3%
Have fun	10.0%	7.8%
Explore the destination	19.8%	13.3%
Practice their hobbies	2.3%	1.5%
Other reasons	2.2%	1.7%

EXPLORE THE DESTINATION

More than one island **19.8%**

Gran Canaria **13.3%**

How far in advance do they book their trip?

	More than one island	Gran Canaria
The same day	1.4%	1.1%
Between 1 and 30 days	34.6%	27.2%
Between 1 and 2 months	25.6%	23.2%
Between 3 and 6 months	25.2%	30.9%
More than 6 months	13.3%	17.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

MORE THAN ONE ISLAND **34.6%**   GRAN CANARIA **27.2%**

Picture: Freepik.com

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

	More than one island	Gran Canaria
Previous visits to the Canary Islands	45.9%	52.2%
Friends or relatives	29.0%	26.0%
Internet or social media	51.5%	51.8%
Mass Media	1.7%	1.4%
Travel guides and magazines	8.7%	7.1%
Travel Blogs or Forums	5.7%	4.2%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	15.9%	22.3%
Public administrations or similar	0.5%	0.4%
Others	4.0%	2.5%

* Multi-choise question

With whom did they book their flight and accommodation?

	More than one island	Gran Canaria
Flight		
- Directly with the airline	53.7%	40.8%
- Tour Operator or Travel Agency	46.3%	59.2%
Accommodation		
- Directly with the accommodation	39.0%	30.3%
- Tour Operator or Travel Agency	61.0%	69.7%

Where do they stay?

	More than one island	Gran Canaria
1-2-3* Hotel	14.8%	15.4%
4* Hotel	30.5%	30.8%
5* Hotel / 5* Luxury Hotel	5.2%	7.8%
Aparthotel / Tourist Villa	19.8%	24.4%
House/room rented in a private dwelling	10.7%	6.2%
Private accommodation (1)	11.8%	8.4%
Others (Cottage, cruise, camping,..)	7.3%	6.9%

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

	Aparthotel / Tourist Villa	Hotels	Others
More than one island	19.8%	50.5%	29.7%
Gran Canaria	24.4%	54.1%	21.6%
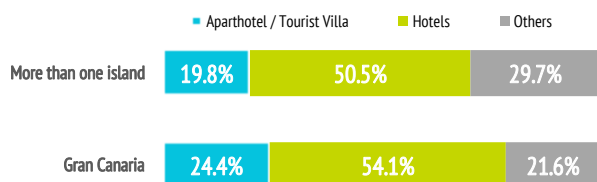
What do they book?

	More than one island	Gran Canaria
Room only	37.9%	33.9%
Bed and Breakfast	19.0%	14.1%
Half board	16.3%	20.3%
Full board	4.1%	2.4%
All inclusive	22.8%	29.3%

37.9% of tourists book room only.
(Gran Canaria: 33.9%) (Canary Islands: 27.9%)

Other expenses

	More than one island	Gran Canaria
Restaurants or cafes	58.9%	64.4%
Supermarkets	64.5%	59.3%
Car rental	20.6%	23.3%
Organized excursions	28.0%	17.9%
Taxi, transfer, chauffeur service	43.1%	54.0%
Theme Parks	6.3%	5.6%
Sport activities	5.4%	5.7%
Museums	3.8%	3.4%
Flights between islands	50.5%	3.5%

Activities in the Canary Islands

Outdoor time per day	More than one island	Gran Canaria
0 hours	0.8%	1.7%
1 - 2 hours	5.9%	9.9%
3 - 6 hours	23.9%	32.1%
7 - 12 hours	54.3%	46.9%
More than 12 hours	15.1%	9.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Average **8.9h**
Gran Canaria: 7.6h
Canary Islands: 7.4h
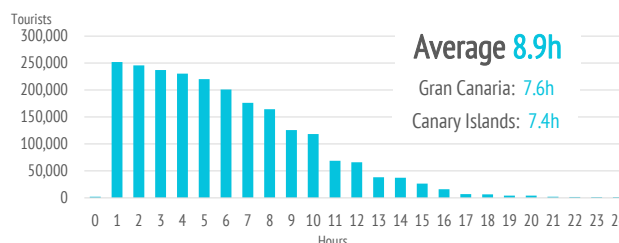
Activities in the Canary Islands	More than one island	Gran Canaria
Beach	74.2%	71.6%
Walk, wander	65.7%	67.0%
Explore the island on their own	49.2%	42.5%
Swimming pool, hotel facilities	45.3%	56.5%
Taste Canarian gastronomy	28.3%	22.2%
Nightlife / concerts / shows	20.7%	18.0%
Sport activities	14.4%	12.4%
Organized excursions	14.3%	13.1%
Nature activities	12.9%	8.6%
Sea excursions / whale watching	12.8%	10.7%
Activities at sea	12.6%	9.4%
Theme parks	12.4%	9.8%
Wineries / markets / popular festivals	12.4%	10.2%
Museums / exhibitions	11.4%	8.5%
Beauty and health treatments	5.9%	5.6%
Astronomical observation	4.0%	2.8%

* Multi-choise question
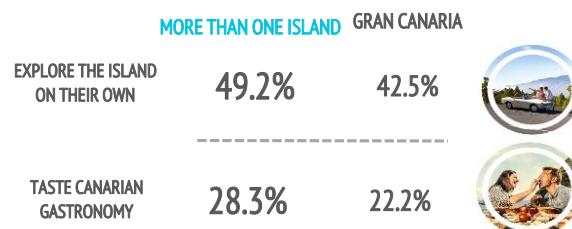
	MORE THAN ONE ISLAND	GRAN CANARIA
EXPLORE THE ISLAND ON THEIR OWN	49.2%	42.5%
TASTE CANARIAN GASTRONOMY	28.3%	22.2%

Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 15 years old)	254,022	40,720	20,470	8,866	4,557	3,524

Islands visited during the trip to Gran Canaria

	More than one island	Tenerife	Fuerteventura	La Palma	Lanzarote	La Gomera	El Hierro
Tourists (> 15 years old)	**254,022**	138,374	73,193	50,225	44,133	15,385	10,847
Share of tourist	**100%**	54.5%	28.8%	19.8%	17.4%	6.1%	4.3%

* Multi-choise question

Internet usage during their trip

	More than one island	Gran Canaria
Research		
- Tourist package	15.7%	12.6%
- Flights	13.5%	11.6%
- Accommodation	17.2%	15.1%
- Transport	18.8%	15.6%
- Restaurants	32.8%	26.2%
- Excursions	26.0%	24.4%
- Activities	32.1%	28.4%
Book or purchase		
- Tourist package	33.2%	40.6%
- Flights	68.9%	67.9%
- Accommodation	57.6%	57.2%
- Transport	46.2%	46.4%
- Restaurants	14.4%	11.6%
- Excursions	12.4%	10.2%
- Activities	15.3%	12.1%

* Multi-choise question

Internet usage in the Canary Islands	More than one island	Gran Canaria
Did not use the Internet	**5.6%**	**7.6%**
Used the Internet	**94.4%**	**92.4%**
- Own Internet connection	44.7%	37.6%
- Free Wifi connection	30.7%	39.3%
Applications*		
- Search for locations or maps	66.0%	60.3%
- Search for destination info	44.8%	43.9%
- Share pictures or trip videos	51.8%	53.9%
- Download tourist apps	9.1%	6.5%
- Others	23.7%	25.2%

* Multi-choise question

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66% of tourists search for locations or maps during their stay in the Canary Islands
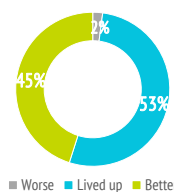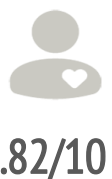
(Gran Canaria: 60.3%)
(Canary Islands: 61.7%)

Picture: Freepik.com

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than one island	Gran Canaria
Average rating	8.58	8.64

Experience in the Canary Islands	More than one island	Gran Canaria
Worse or much worse than expected	2.1%	2.2%
Lived up to expectations	52.9%	57.7%
Better or much better than expected	45.1%	40.1%

Future intentions (scale 1-10)	More than one island	Gran Canaria
Return to the Canary Islands	8.60	8.69
Recommend visiting the Canary Islands	8.82	8.89

2%
45%
53%
■ Worse ■ Lived up ■ Better

8.60/10

8.82/10

Experience in the Canary

Return to the Canary Islands
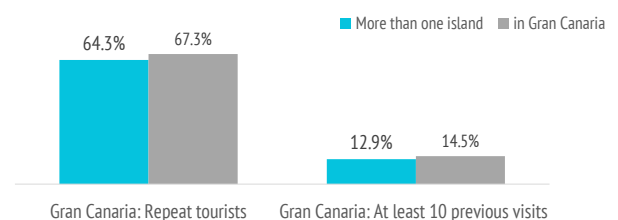
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	More than one island	in Gran Canaria
Gran Canaria: Repeat tourists	**64.3%**	**67.3%**
Gran Canaria: At least 10 previous visit	**12.9%**	**14.5%**

LOYALITY TO THE GRAN CANARIA

■ More than one island ■ in Gran Canaria

64.3%   67.3%

12.9%   14.5%

Gran Canaria: Repeat tourists   Gran Canaria: At least 10 previous visits

GRAN CANARIA: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)

Canary Islands
LATITUDE OF LIFE

Where are they from? 🌐

	%	Absolute
Spanish Mainland	22.9%	58,166
Germany	20.0%	50,700
United Kingdom	12.3%	31,266
Italy	4.2%	10,643
Netherlands	4.1%	10,424
Norway	3.9%	9,948
Sweden	3.8%	9,771
Belgium	3.7%	9,406
Poland	3.0%	7,731
Ireland	2.6%	6,669
Switzerland	2.3%	5,779
France	2.2%	5,479
Denmark	1.4%	3,640
Austria	1.4%	3,482
United States	0.9%	2,307
Finland	0.9%	2,295
Czech Republic	0.7%	1,872
Others	9.6%	24,444

Spanish Mainland 22.9%
Germany 20.0%
Others 45%
United Kingdom 12.3%

Who are they? 👤

	More than one island	Gran Canaria
Gender		
Men	56.2%	51.4%
Women	43.8%	48.6%
Age		
Average age (tourist > 15 years old)	43.6	47.2
Standard deviation	14.6	15.5
Age range (> 15 years old)		
16 - 24 years old	8.7%	8.0%
25 - 30 years old	14.6%	10.2%
31 - 45 years old	35.1%	27.4%
46 - 60 years old	27.9%	32.1%
Over 60 years old	13.7%	22.3%
Occupation		
Salaried worker	55.9%	53.9%
Self-employed	12.4%	11.2%
Unemployed	2.0%	1.2%
Business owner	12.1%	10.7%
Student	4.9%	3.8%
Retired	10.9%	17.8%
Unpaid domestic work	0.8%	0.5%
Others	1.2%	0.9%
Annual household income level		
Less than €25,000	20.0%	16.2%
€25,000 - €49,999	37.7%	35.8%
€50,000 - €74,999	22.1%	24.3%
More than €74,999	20.3%	23.7%
Education level		
No studies	3.4%	3.3%
Primary education	2.7%	3.2%
Secondary education	24.3%	26.0%
Higher education	69.6%	67.5%

Who do they come with? 👪

	More than one island	Gran Canaria
Unaccompanied	22.5%	14.0%
Only with partner	38.3%	46.1%
Only with children (< 13 years old)	6.4%	5.2%
Partner + children (< 13 years old)	3.8%	5.4%
Other relatives	7.4%	7.9%
Friends	9.6%	7.3%
Work colleagues	1.9%	0.9%
Organized trip	0.3%	0.3%
Other combinations [1]	9.9%	12.9%
(1) Different situations have been isolated		
Tourists with children	**13.8%**	**15.3%**
- Between 0 and 2 years old	1.4%	1.3%
- Between 3 and 12 years old	11.8%	12.9%
- Between 0 -2 and 3-12 years	0.7%	1.1%
Tourists without children	**86.2%**	**84.7%**
Group composition:		
- 1 person	27.2%	16.7%
- 2 people	43.1%	54.1%
- 3 people	11.8%	11.6%
- 4 or 5 people	14.3%	14.5%
- 6 or more people	3.7%	3.1%
Average group size:	**2.34**	**2.43**

12%
20%
23%
45%

44 YEARS OLD
AVERAGE AGE
38% ONLY WITH PARTNER

Pictures: Freepik.com