

# TENERIFE: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)

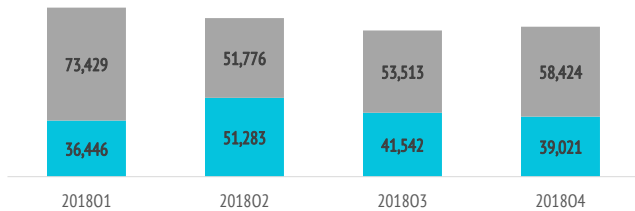
## How many are they and how much do they spend?



	More than one island	Tenerife
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>5,729,162</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>405,435</b>	<b>5,040,382</b>
- book holiday package	168,292	2,582,722
- do not book holiday package	237,142	2,457,661
- % tourists who book holiday package	41.5%	51.2%
Share of total tourist	8.0%	100%

### TOURISTS BY QUARTER: MORE THAN ONE ISLAND

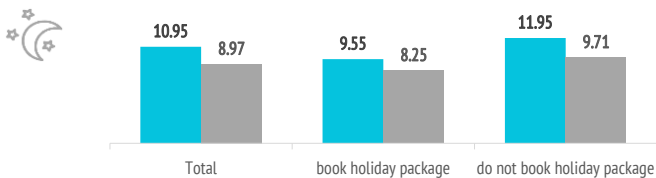
■ do not book holiday package ■ book holiday package



	More than one island	Tenerife
<b>Expenditure per tourist (€)</b>	<b>1,227</b>	<b>1,114</b>
- book holiday package	1,420	1,268
- holiday package	1,089	1,008
- others	331	260
- do not book holiday package	1,090	952
- flight	276	254
- accommodation	331	295
- others	483	404
<b>Average length of stay</b>	<b>10.95</b>	<b>8.97</b>
- book holiday package	9.55	8.25
- do not book holiday package	11.95	9.71
<b>Average daily expenditure (€)</b>	<b>131.6</b>	<b>139.8</b>
- book holiday package	155.5	162.0
- do not book holiday package	114.6	116.5
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>497</b>	<b>5,615</b>
- book holiday package	239	3,274
- do not book holiday package	258	2,341

### AVERAGE LENGTH OF STAY (nights)

■ More than one island ■ Tenerife



### EXPENDITURE PER TOURIST (€)

■ More than one island ■ Tenerife



## Importance of each factor in the destination choice



	More than one island	Tenerife
Climate	73.8%	77.4%
Safety	52.8%	52.0%
Landscapes	51.0%	36.2%
Sea	48.3%	39.5%
Tranquility	46.7%	45.3%
Environment	46.3%	35.7%
European belonging	38.4%	35.5%
Price	37.1%	38.8%
Beaches	35.9%	30.8%
Accommodation supply	34.4%	42.0%
Effortless trip	33.3%	34.3%
Authenticity	28.6%	21.0%
Gastronomy	27.7%	24.0%
Fun possibilities	27.4%	25.5%
Exoticism	18.8%	13.1%
Hiking trail network	16.4%	10.7%
Historical heritage	12.6%	9.2%
Shopping	12.0%	11.1%
Culture	11.6%	8.7%
Nightlife	10.7%	9.9%

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	Tenerife
Rest	44.5%	51.7%
Enjoy family time	13.1%	15.4%
Have fun	10.9%	12.0%
Explore the destination	28.4%	17.8%
Practice their hobbies	1.3%	1.2%
Other reasons	1.8%	1.8%

### EXPLORE THE DESTINATION



More than one island 28.4%

Tenerife 17.8%

## How far in advance do they book their trip?



	More than one island	Tenerife
The same day	1.2%	0.7%
Between 1 and 30 days	28.0%	23.6%
Between 1 and 2 months	20.3%	22.5%
Between 3 and 6 months	33.1%	32.5%
More than 6 months	17.4%	20.6%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

MORE THAN ONE ISLAND

28.0%



Picture: Freepik.com

TENERIFE

23.6%

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

	More than one island	Tenerife
Previous visits to the Canary Islands	45.3%	48.5%
Friends or relatives	32.0%	30.3%
Internet or social media	52.0%	53.4%
Mass Media	1.4%	1.7%
Travel guides and magazines	9.9%	7.4%
Travel Blogs or Forums	8.2%	6.1%
Travel TV Channels	1.6%	0.8%
Tour Operator or Travel Agency	19.7%	20.2%
Public administrations or similar	1.1%	0.4%
Others	3.6%	2.8%

\* Multi-choice question

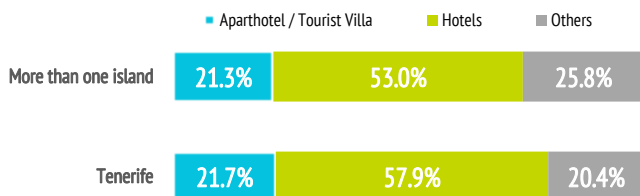
## With whom did they book their flight and accommodation?

	More than one island	Tenerife
<b>Flight</b>		
- Directly with the airline	51.6%	47.1%
- Tour Operator or Travel Agency	48.4%	52.9%
<b>Accommodation</b>		
- Directly with the accommodation	38.5%	34.1%
- Tour Operator or Travel Agency	61.5%	65.9%

## Where do they stay?

	More than one island	Tenerife
1-2-3* Hotel	10.2%	9.7%
4* Hotel	34.1%	36.6%
5* Hotel / 5* Luxury Hotel	8.7%	11.6%
Aparthotel / Tourist Villa	21.3%	21.7%
House/room rented in a private dwelling	9.7%	6.2%
Private accommodation (1)	9.0%	8.5%
Others (Cottage, cruise, camping,...)	7.1%	5.7%

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



## What do they book?

	More than one island	Tenerife
Room only	32.3%	27.9%
Bed and Breakfast	17.0%	14.9%
Half board	24.6%	23.4%
Full board	4.2%	3.4%
All inclusive	21.8%	30.3%

**32.3%** of tourists book room only.  
(Tenerife: 27.9%) (Canary Islands: 27.9%)

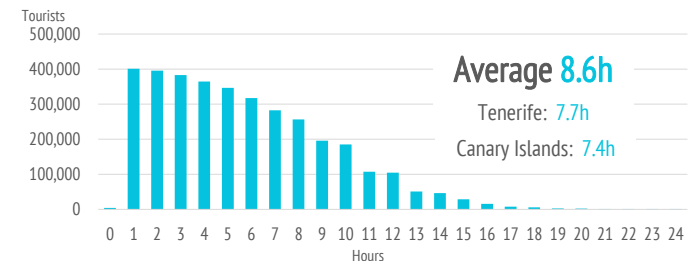
## Other expenses

	More than one island	Tenerife
Restaurants or cafes	54.5%	58.4%
Supermarkets	58.4%	48.2%
Car rental	23.6%	24.1%
Organized excursions	37.9%	20.1%
Taxi, transfer, chauffeur service	36.8%	43.4%
Theme Parks	9.8%	11.3%
Sport activities	5.6%	4.6%
Museums	3.7%	2.2%
Flights between islands	46.6%	3.7%

## Activities in the Canary Islands

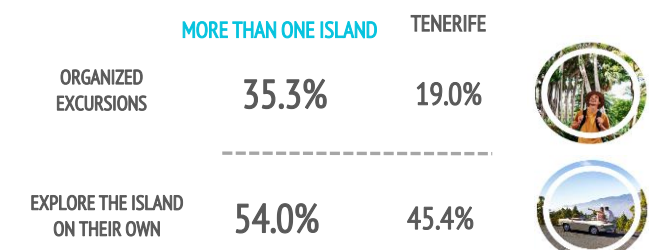
Outdoor time per day	More than one island	Tenerife
0 hours	1.1%	1.7%
1 - 2 hours	4.5%	8.5%
3 - 6 hours	24.7%	30.6%
7 - 12 hours	57.2%	49.8%
More than 12 hours	12.5%	9.3%

## TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

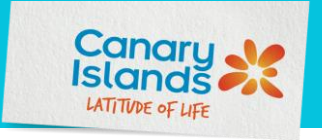


Activities in the Canary Islands	More than one island	Tenerife
Walk, wander	74.3%	71.6%
Beach	67.7%	60.5%
Explore the island on their own	54.0%	45.4%
Swimming pool, hotel facilities	53.6%	59.9%
Organized excursions	35.3%	19.0%
Taste Canarian gastronomy	32.5%	24.8%
Sea excursions / whale watching	23.4%	14.9%
Theme parks	22.8%	23.1%
Nature activities	18.2%	11.6%
Nightlife / concerts / shows	17.2%	17.8%
Sport activities	15.6%	12.4%
Wineries / markets / popular festivals	13.3%	9.2%
Activities at sea	12.6%	9.4%
Museums / exhibitions	10.8%	7.2%
Beauty and health treatments	6.3%	5.6%
Astronomical observation	6.2%	4.4%

\* Multi-choice question



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## 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)	405,435	43,173	17,614	6,657	3,389	3,035

## Islands visited during the trip to Tenerife

	More than one island	La Gomera	Gran Canaria	La Palma	Lanzarote	Fuerteventura	El Hierro
Tourists (> 15 years old)	405,435	264,801	96,130	37,617	33,259	27,283	20,213
Share of tourist	100%	65.3%	23.7%	9.3%	8.2%	6.7%	5.0%

\* Multi-choice question

## Internet usage during their trip

	More than one island	Tenerife
<b>Research</b>		
- Tourist package	17.1%	15.6%
- Flights	12.4%	13.9%
- Accommodation	17.1%	17.5%
- Transport	19.5%	16.9%
- Restaurants	31.6%	30.2%
- Excursions	30.2%	26.8%
- Activities	32.9%	30.4%
<b>Book or purchase</b>		
- Tourist package	30.3%	36.9%
- Flights	65.7%	67.0%
- Accommodation	54.5%	57.0%
- Transport	44.5%	46.9%
- Restaurants	15.2%	13.5%
- Excursions	21.6%	15.9%
- Activities	19.2%	18.3%

\* Multi-choice question

Internet usage in the Canary Islands	More than one island	Tenerife
<b>Did not use the Internet</b>	<b>7.2%</b>	<b>8.5%</b>
<b>Used the Internet</b>	<b>92.8%</b>	<b>91.5%</b>
- Own Internet connection	44.6%	39.7%
- Free Wifi connection	30.2%	35.6%
<b>Applications*</b>		
- Search for locations or maps	70.9%	64.6%
- Search for destination info	46.8%	45.6%
- Share pictures or trip videos	57.3%	56.7%
- Download tourist apps	7.9%	6.7%
- Others	17.4%	19.2%

\* Multi-choice question



**70.9%** of tourists search for locations or maps during their stay in the Canary Islands

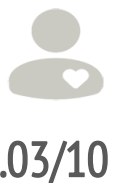
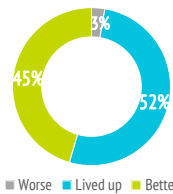
(Tenerife: 64.6%)  
(Canary Islands: 61.7%)



Picture: Freepik.com

## How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than one island	Tenerife
Average rating	8.72	8.66
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	2.7%	2.8%
Lived up to expectations	51.8%	54.1%
Better or much better than expected	45.5%	43.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.77	8.68
Recommend visiting the Canary Islands	9.03	8.92



Experience in the Canary

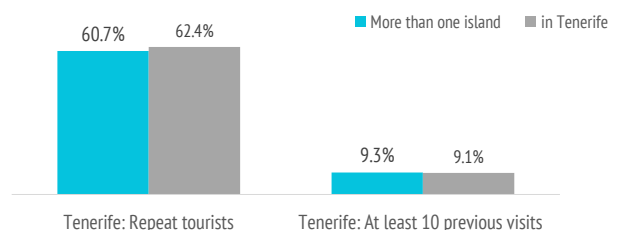
Return to the Canary Islands

Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?

	More than one island	in Tenerife
<b>Tenerife: Repeat tourists</b>	<b>60.7%</b>	<b>62.4%</b>
<b>Tenerife: At least 10 previous visits</b>	<b>9.3%</b>	<b>9.1%</b>

### LOYALTY TO TENERIFE

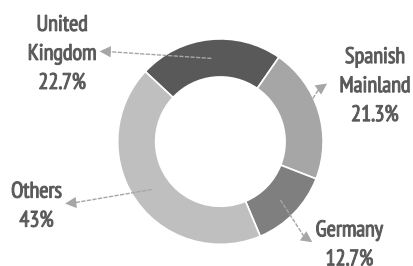


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## Where are they from?



	%	Absolute
United Kingdom	22.7%	92,050
Spanish Mainland	21.3%	86,190
Germany	12.7%	51,688
Poland	5.7%	23,130
Italy	4.7%	18,999
France	4.6%	18,705
Belgium	4.5%	18,200
Netherlands	3.1%	12,646
Ireland	2.6%	10,478
Russia	2.4%	9,874
Sweden	1.7%	6,929
Switzerland	1.4%	5,518
Norway	1.3%	5,228
Denmark	1.2%	4,706
Finland	1.0%	4,249
Czech Republic	0.8%	3,081
Austria	0.7%	2,697
Others	7.7%	31,068



## Who do they come with?



	More than one island	Tenerife
Unaccompanied	13.1%	8.9%
Only with partner	44.7%	47.4%
Only with children (< 13 years old)	6.2%	6.3%
Partner + children (< 13 years old)	5.4%	6.8%
Other relatives	8.3%	9.7%
Friends	7.2%	6.6%
Work colleagues	0.9%	0.6%
Organized trip	0.3%	0.3%
Other combinations <sup>(1)</sup>	13.9%	13.5%

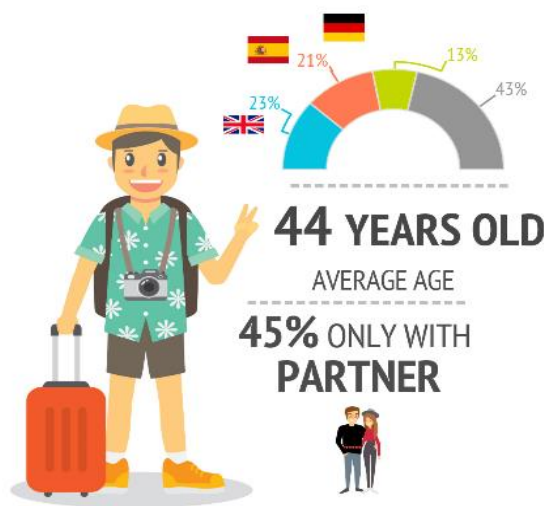
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>17.1%</b>	<b>18.9%</b>
- Between 0 and 2 years old	1.7%	1.9%
- Between 3 and 12 years old	13.8%	15.3%
- Between 0 -2 and 3-12 years	1.7%	1.7%
<b>Tourists without children</b>	<b>82.9%</b>	<b>81.1%</b>
<b>Group composition:</b>		
- 1 person	19.7%	13.7%
- 2 people	51.1%	53.9%
- 3 people	10.9%	12.0%
- 4 or 5 people	14.5%	16.8%
- 6 or more people	3.9%	3.7%
<b>Average group size:</b>	<b>2.41</b>	<b>2.54</b>

## Who are they?



	More than one island	Tenerife
<b>Gender</b>		
Men	50.8%	47.0%
Women	49.2%	53.0%
<b>Age</b>		
Average age (tourist > 15 years old)	44.3	44.9
Standard deviation	14.9	15.2
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.3%	8.4%
25 - 30 years old	14.6%	13.5%
31 - 45 years old	31.8%	30.5%
46 - 60 years old	28.3%	29.8%
Over 60 years old	16.9%	17.8%
<b>Occupation</b>		
Salaried worker	53.8%	57.0%
Self-employed	12.2%	11.9%
Unemployed	2.0%	1.4%
Business owner	11.9%	9.1%
Student	3.6%	3.7%
Retired	15.0%	15.3%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.8%	20.4%
€25,000 - €49,999	40.6%	37.9%
€50,000 - €74,999	21.2%	21.2%
More than €74,999	21.4%	20.5%
<b>Education level</b>		
No studies	4.4%	6.2%
Primary education	3.0%	2.3%
Secondary education	22.2%	22.8%
Higher education	70.4%	68.7%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in Tenerife and visited at least one more island.

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