

# PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2019)

## ORGANIZED EXCURSIONS

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



	Organized excursions	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>2,245,361</b>	<b>13,271,035</b>
- book holiday package	1,641,016	7,426,022
- do not book holiday package	604,345	5,845,014
- % tourists who book holiday package	73.1%	56.0%
Share of total tourist	16.9%	100%

### TOURISTS BY QUARTER: ORGANIZED EXCURSIONS



	Organized excursions	Total
<b>Expenditure per tourist (€)</b>	<b>1,216</b>	<b>1,136</b>
- book holiday package	1,281	1,268
- holiday package	1,027	1,031
- others	254	237
- do not book holiday package	1,040	967
- flight	275	263
- accommodation	346	321
- others	419	383
<b>Average length of stay</b>	<b>8.89</b>	<b>9.09</b>
- book holiday package	8.60	8.64
- do not book holiday package	9.68	9.68
<b>Average daily expenditure (€)</b>	<b>146.6</b>	<b>138.9</b>
- book holiday package	156.1	155.4
- do not book holiday package	120.8	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>2,730</b>	<b>15,070</b>
- book holiday package	2,102	9,416
- do not book holiday package	628	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Organized excursions	Total
Climate	76.3%	78.4%
Safety	54.4%	51.9%
Sea	45.8%	44.4%
Tranquility	45.6%	47.6%
Accommodation supply	44.7%	42.9%
Landscapes	38.3%	33.1%
Price	38.2%	37.4%
Beaches	37.5%	37.7%
European belonging	35.7%	36.1%
Environment	35.0%	33.2%
Effortless trip	34.4%	35.2%
Fun possibilities	25.0%	21.1%
Authenticity	23.0%	20.3%
Gastronomy	21.6%	23.2%
Exoticism	14.1%	11.4%
Historical heritage	10.6%	8.2%
Culture	9.8%	8.0%
Shopping	9.6%	9.4%
Hiking trail network	8.8%	9.6%
Nightlife	7.5%	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?



	Organized excursions	Total
Rest	48.8%	55.5%
Enjoy family time	11.9%	14.4%
Have fun	11.1%	8.6%
Explore the destination	26.3%	17.8%
Practice their hobbies	0.7%	1.9%
Other reasons	1.2%	1.8%

### EXPLORE THE DESTINATION



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



	Organized excursions	Total
The same day	0.4%	0.7%
Between 1 and 30 days	21.2%	23.8%
Between 1 and 2 months	21.4%	22.8%
Between 3 and 6 months	34.8%	32.7%
More than 6 months	22.2%	20.0%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

#### ORGANIZED EXCURSIONS

22.2%



Picture: Freepik.com

#### TOTAL

20.0%

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

	Organized excursions	Total
Previous visits to the Canary Islands	40.8%	51.9%
Friends or relatives	28.5%	27.1%
Internet or social media	58.3%	54.7%
Mass Media	2.2%	1.6%
Travel guides and magazines	11.1%	8.4%
Travel Blogs or Forums	6.6%	5.7%
Travel TV Channels	1.2%	0.8%
Tour Operator or Travel Agency	36.1%	22.6%
Public administrations or similar	0.7%	0.4%
Others	2.4%	2.4%

\* Multi-choice question

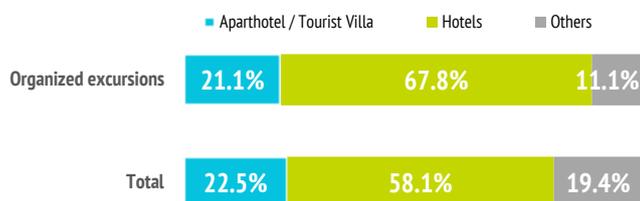
### With whom did they book their flight and accommodation?

	Organized excursions	Total
<b>Flight</b>		
- Directly with the airline	26.2%	42.9%
- Tour Operator or Travel Agency	73.8%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	19.7%	31.5%
- Tour Operator or Travel Agency	80.3%	68.5%

### Where do they stay?

	Organized excursions	Total
1-2-3* Hotel	12.8%	11.5%
4* Hotel	47.3%	37.6%
5* Hotel / 5* Luxury Hotel	7.8%	9.0%
Aparthotel / Tourist Villa	21.1%	22.5%
House/room rented in a private dwelling	3.2%	5.9%
Private accommodation (1)	1.8%	7.2%
Others (Cottage, cruise, camping,...)	6.1%	6.3%

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



### What do they book?

	Organized excursions	Total
Room only	18.0%	27.9%
Bed and Breakfast	10.1%	12.4%
Half board	24.0%	21.2%
Full board	4.9%	3.6%
All inclusive	43.0%	34.9%

“  
**43% of tourists book all inclusive.**

(Canary Islands: 34.9%)

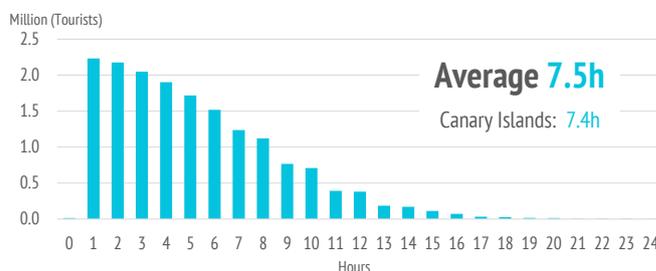
### Other expenses

	Organized excursions	Total
Restaurants or cafes	51.9%	59.1%
Supermarkets	46.7%	52.1%
Car rental	19.1%	26.3%
Organized excursions	58.5%	20.6%
Taxi, transfer, chauffeur service	63.5%	50.0%
Theme Parks	10.6%	7.5%
Sport activities	6.0%	5.7%
Museums	4.8%	4.6%
Flights between islands	5.7%	4.4%

### Activities in the Canary Islands

Outdoor time per day	Organized excursions	Total
0 hours	0.6%	2.1%
1 - 2 hours	8.2%	9.8%
3 - 6 hours	36.1%	32.6%
7 - 12 hours	46.9%	47.1%
More than 12 hours	8.2%	8.4%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Organized excursions	Total
Organized excursions	100%	16.9%
Walk, wander	78.3%	69.8%
Beach	76.4%	66.3%
Swimming pool, hotel facilities	72.0%	58.2%
Explore the island on their own	47.1%	45.2%
Sea excursions / whale watching	30.2%	11.1%
Taste Canarian gastronomy	29.1%	24.2%
Theme parks	24.2%	14.1%
Wineries / markets / popular festivals	19.2%	11.6%
Nightlife / concerts / shows	17.6%	15.5%
Activities at sea	15.2%	10.0%
Sport activities	14.2%	13.4%
Nature activities	13.9%	10.4%
Museums / exhibitions	13.9%	10.1%
Beauty and health treatments	8.2%	5.4%
Astronomical observation	6.7%	3.5%

\* Multi-choice question

### ORGANIZED EXCURSIONS TOTAL

SWIMMING POOL / HOTEL FACILITIES **72.0%** 58.2%

SEA EXCURSIONS / WHALE WATCHING **30.2%** 11.1%



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## ORGANIZED EXCURSIONS



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Organized excursions	2,245,361	483,182	243,609	484,535	958,832	41,248
- Share by islands	100%	21.5%	10.8%	21.6%	42.7%	0.8%
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%
% Organized excursions	16.9%	19.2%	14.7%	13.1%	19.0%	17.5%

### How many islands do they visit during their trip?

	Organized excursions	Total
One island	85.9%	91.4%
Two islands	11.7%	7.2%
Three or more islands	2.4%	1.4%

### Internet usage during their trip

	Organized excursions	Total
<b>Research</b>		
- Tourist package	18.4%	14.8%
- Flights	15.4%	13.0%
- Accommodation	22.2%	16.9%
- Transport	18.9%	15.7%
- Restaurants	27.6%	28.4%
- Excursions	33.3%	26.2%
- Activities	36.0%	30.1%
<b>Book or purchase</b>		
- Tourist package	42.7%	39.4%
- Flights	55.3%	66.7%
- Accommodation	49.7%	57.3%
- Transport	40.8%	47.6%
- Restaurants	11.8%	12.1%
- Excursions	24.0%	13.0%
- Activities	19.5%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Organized excursions	Total
<b>Did not use the Internet</b>	<b>7.9%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>92.1%</b>	<b>91.7%</b>
- Own Internet connection	37.2%	37.4%
- Free Wifi connection	40.7%	39.5%
<b>Applications*</b>		
- Search for locations or maps	66.4%	61.7%
- Search for destination info	51.9%	44.8%
- Share pictures or trip videos	63.4%	56.0%
- Download tourist apps	9.2%	7.0%
- Others	18.7%	22.6%

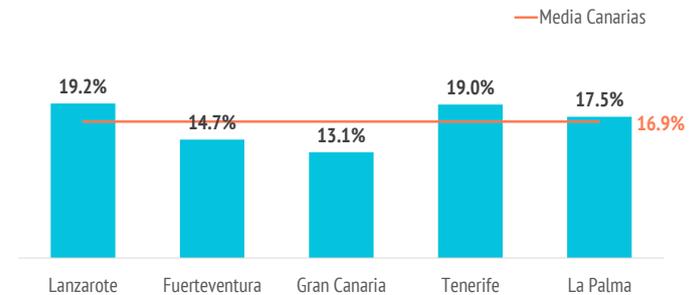
\* Multi-choice question

63,4% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



### % TOURISTS BY ISLAND OF STAY

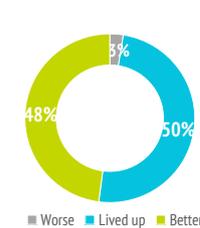


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Organized excursions	Total
Average rating	8.67	8.70

Experience in the Canary Islands	Organized excursions	Total
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	49.5%	55.6%
Better or much better than expected	47.9%	42.1%

Future intentions (scale 1-10)	Organized excursions	Total
Return to the Canary Islands	8.45	8.73
Recommend visiting the Canary Islands	8.87	8.95



Experience in the Canary Islands

8.45/10

Return to the Canary Islands

8.87/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Organized excursions	Total
<b>Repeat tourists</b>	<b>61.2%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	55.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	9.1%	19.5%
<b>At least 10 previous visits</b>	<b>8.0%</b>	<b>18.6%</b>

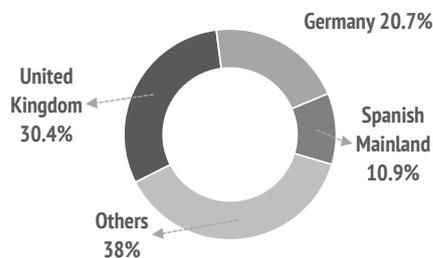
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## ORGANIZED EXCURSIONS

### Where are they from?



	%	Absolute
United Kingdom	30.4%	683,161
Germany	20.7%	465,823
Spanish Mainland	10.9%	245,563
France	5.7%	129,026
Netherlands	5.0%	112,552
Poland	4.6%	102,297
Ireland	3.5%	78,122
Italy	3.1%	69,811
Belgium	2.6%	57,912
Sweden	2.3%	50,912
Finland	1.9%	41,993
Switzerland	1.6%	35,929
Denmark	1.3%	29,322
Norway	1.3%	28,343
Czech Republic	0.8%	17,669
Russia	0.7%	16,158
Austria	0.7%	14,791
Others	2.9%	65,977



### Who do they come with?



	Organized excursions	Total
Unaccompanied	4.7%	9.6%
Only with partner	49.9%	48.1%
Only with children (< 13 years old)	5.9%	5.6%
Partner + children (< 13 years old)	6.4%	6.5%
Other relatives	10.6%	9.3%
Friends	6.9%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.3%	0.3%
Other combinations <sup>(1)</sup>	14.9%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>17.9%</b>	<b>17.7%</b>
- Between 0 and 2 years old	0.9%	1.6%
- Between 3 and 12 years old	15.8%	14.8%
- Between 0 - 2 and 3-12 years	1.2%	1.4%
<b>Tourists without children</b>	<b>82.1%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	8.2%	13.2%
- 2 people	59.1%	55.1%
- 3 people	12.5%	12.0%
- 4 or 5 people	16.3%	16.3%
- 6 or more people	3.9%	3.5%
<b>Average group size:</b>	<b>2.60</b>	<b>2.54</b>

### Who are they?



	Organized excursions	Total
<b>Gender</b>		
Men	45.4%	48.6%
Women	54.6%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	45.2	47.1
Standard deviation	16.0	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.6%	7.3%
25 - 30 years old	13.6%	10.9%
31 - 45 years old	26.7%	28.0%
46 - 60 years old	28.9%	31.8%
Over 60 years old	20.1%	22.1%
<b>Occupation</b>		
Salaried worker	57.6%	55.0%
Self-employed	10.6%	11.5%
Unemployed	1.2%	1.1%
Business owner	8.2%	9.4%
Student	4.2%	3.5%
Retired	16.5%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	19.1%	17.5%
€25,000 - €49,999	40%	37.5%
€50,000 - €74,999	22.2%	22.8%
More than €74,999	18.4%	22.2%
<b>Education level</b>		
No studies	4.7%	5.0%
Primary education	3.2%	2.6%
Secondary education	26.4%	23.6%
Higher education	65.8%	68.9%



Pictures: Freepik.com