TOURIST PROFILE BY QUARTER OF TRIP (2019)
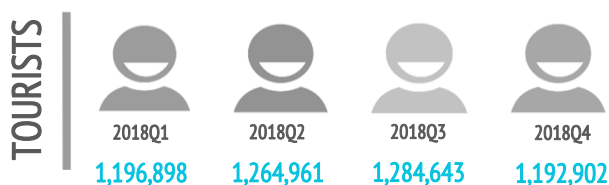# UNITED KINGOM

Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**1.20**	**1.26**	**1.28**	**1.19**	**4.94**
Tourist arrivals > 15 years old (EGT) *(**	**1.05**	**1.08**	**1.08**	**1.11**	**4.31**
- book holiday package *(*)*	0.58	0.65	0.70	0.66	**2.59**
- do not book holiday package *(*)*	0.47	0.42	0.38	0.45	**1.72**
- % tourists who book holiday package	55.2%	60.6%	64.7%	59.6%	**60.1%**

(*) Million of tourists

TOURISTS

2018Q1	2018Q2	2018Q3	2018Q4
1,196,898	1,264,961	1,284,643	1,192,902

% TOURISTS WHO BOOK HOLIDAY PACKAGE

2018Q1	55%
2018Q2	61%
2018Q3	65%
2018Q4	60%
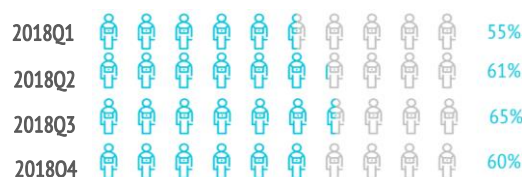
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	**897**	**1,023**	**1,305**	**1,188**	**1,105**
- book holiday package	1,010	1,140	1,425	1,323	**1,234**
- holiday package	797	914	1,153	1,093	**998**
- others	213	226	272	231	**236**
- do not book holiday package	758	842	1,085	988	**911**
- flight	147	221	317	279	**237**
- accommodation	278	292	351	351	**317**
- others	333	329	416	357	**357**
Average lenght of stay	**8.31**	**8.17**	**9.10**	**8.27**	**8.46**
- book holiday package	7.84	7.92	8.66	8.00	**8.12**
- do not book holiday package	8.89	8.57	9.90	8.66	**8.98**
Average daily expenditure (€)	**118.9**	**136.1**	**154.0**	**155.2**	**141.3**
- book holiday package	134.9	150.9	170.5	172.9	**158.2**
- do not book holiday package	99.1	113.2	123.7	129.2	**115.8**
Total turnover (> 15 years old) (€m)	**938**	**1,102**	**1,403**	**1,316**	**4,760**
- book holiday package	583	745	991	874	**3,194**
- do not book holiday package	355	358	411	442	**1,566**

AVERAGE LENGHT OF STAY (nights)
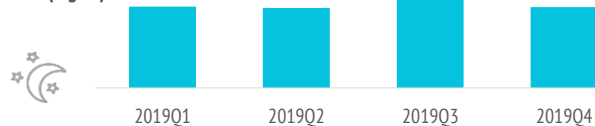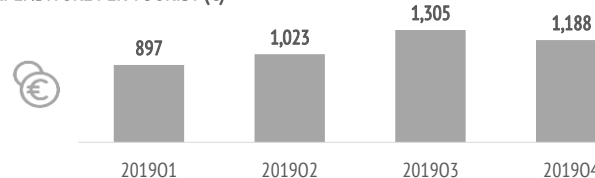
2019Q1	2019Q2	2019Q3	2019Q4
8.31	8.17	9.10	8.27

EXPENDITURE PER TOURIST (€)

2019Q1	2019Q2	2019Q3	2019Q4
897	1,023	1,305	1,188

Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	83.7%	79.8%	80.3%	84.5%	**82.1%**
Safety	55.8%	64.7%	66.2%	62.1%	**62.2%**
Accommodation supply	52.2%	56.3%	59.1%	55.3%	**55.7%**
Price	49.3%	50.8%	53.8%	48.8%	**50.7%**
Tranquility	44.3%	49.1%	47.3%	47.1%	**46.9%**
Effortless trip	39.6%	44.6%	43.7%	44.1%	**43.0%**
Environment	31.7%	36.6%	36.4%	35.6%	**35.1%**
European belonging	34.0%	34.4%	32.7%	33.4%	**33.6%**
Sea	28.8%	32.5%	35.8%	35.6%	**33.3%**
Beaches	27.1%	31.8%	35.2%	29.3%	**30.9%**
Fun possibilities	18.1%	26.1%	34.7%	19.5%	**24.6%**
Gastronomy	22.2%	24.3%	25.2%	24.0%	**24.0%**
Landscapes	22.4%	22.2%	22.1%	21.8%	**22.1%**
Authenticity	16.2%	20.8%	21.7%	16.4%	**18.8%**
Nightlife	9.9%	13.5%	13.1%	8.3%	**11.2%**
Shopping	7.9%	11.9%	13.6%	9.8%	**10.8%**
Exoticism	7.4%	9.5%	10.9%	6.9%	**8.7%**
Culture	8.1%	8.1%	8.6%	7.6%	**8.1%**
Historical heritage	6.9%	6.5%	7.2%	6.6%	**6.8%**
Hiking trail network	6.0%	3.4%	2.5%	3.9%	**3.9%**

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very impo...

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY

2018Q1	52%
2018Q2	56%
2018Q3	59%
2018Q4	55%

What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	71.5%	66.2%	60.4%	71.1%	**67.3%**
Enjoy family time	6.9%	13.2%	20.9%	12.6%	**13.4%**
Have fun	8.8%	13.0%	12.6%	8.9%	**10.8%**
Explore the destination	8.9%	5.5%	4.7%	5.0%	**6.0%**
Practice their hobbies	1.4%	0.8%	0.4%	0.8%	**0.9%**
Other reasons	2.5%	1.4%	1.0%	1.6%	**1.6%**

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.7%	0.2%	0.4%	0.2%	**0.4%**
Between 1 and 30 days	24.8%	17.2%	16.8%	16.0%	**18.6%**
Between 1 and 2 months	24.9%	20.1%	14.8%	19.2%	**19.7%**
Between 3 and 6 months	29.1%	35.0%	31.9%	34.9%	**32.8%**
More than 6 months	20.6%	27.4%	36.2%	29.7%	**28.6%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2019Q1	20.6%
2019Q2	27.4%
2019Q3	36.2%
2019Q4	29.7%

Picture: Freepik.com

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	62.9%	60.9%	58.3%	65.6%	**61.9%**
Friends or relatives	26.7%	28.5%	31.3%	24.8%	**27.9%**
Internet or social media	59.5%	59.2%	58.4%	56.8%	**58.5%**
Mass Media	1.5%	1.7%	1.7%	1.3%	**1.5%**
Travel guides and magazines	6.4%	7.5%	6.9%	5.9%	**6.7%**
Travel Blogs or Forums	4.6%	4.8%	5.1%	3.3%	**4.5%**
Travel TV Channels	0.6%	0.9%	0.8%	0.8%	**0.8%**
Tour Operator or Travel Agency	21.0%	22.1%	21.7%	22.9%	**21.9%**
Public administrations or similar	0.5%	0.3%	0.2%	0.2%	**0.3%**
Others	2.1%	2.5%	3.1%	2.3%	**2.5%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	49.4%	42.8%	40.0%	44.8%	**44.2%**
- Tour Operator or Travel Agency	50.6%	57.2%	60.0%	55.2%	**55.8%**
Accommodation					
- Directly with the accommodation	33.8%	30.2%	27.4%	32.7%	**31.0%**
- Tour Operator or Travel Agency	66.2%	69.8%	72.6%	67.3%	**69.0%**

Where do they stay? 🛏

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	10.6%	8.7%	10.5%	9.5%	**9.8%**
4* Hotel	37.0%	41.0%	36.7%	39.5%	**38.6%**
5* Hotel / 5* Luxury Hotel	10.2%	10.6%	11.5%	12.1%	**11.1%**
Aparthotel / Tourist Villa	25.7%	27.5%	28.9%	25.3%	**26.9%**
House/room rented in a private dwell	6.0%	3.4%	2.2%	4.1%	**3.9%**
Private accommodation [(1)]	5.8%	4.3%	4.3%	4.0%	**4.6%**
Others (Cottage, cruise, camping,..)	4.8%	4.5%	6.0%	5.5%	**5.2%**

(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	30.6%	26.1%	27.5%	27.0%	**27.8%**
Bed and Breakfast	11.1%	11.2%	9.5%	11.6%	**10.9%**
Half board	20.5%	17.7%	14.7%	19.4%	**18.0%**
Full board	2.2%	2.5%	2.0%	1.7%	**2.1%**
All inclusive	35.7%	42.5%	46.3%	40.3%	**41.2%**

❞

41.2% of British book all inclusive.

35.7%
2018Q1

46.3%
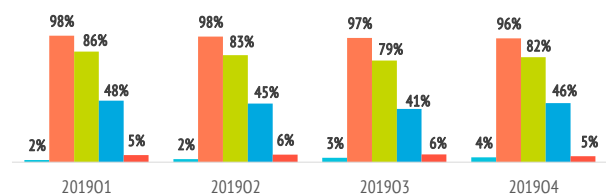2018Q3

42.5%
2018Q2

40.3%
2018Q4

Other expenses 📍

	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	63.1%	55.8%	55.8%	57.9%	**58.1%**
Supermarkets	53.7%	49.6%	51.5%	48.2%	**50.7%**
Car rental	14.7%	11.9%	11.7%	11.5%	**12.4%**
Organized excursions	14.2%	15.6%	19.0%	14.3%	**15.8%**
Taxi, transfer, chauffeur service	55.9%	59.7%	60.2%	57.8%	**58.4%**
Theme Parks	4.2%	6.1%	11.2%	6.0%	**6.9%**
Sport activities	4.5%	5.8%	7.5%	4.8%	**5.6%**
Museums	3.7%	1.8%	2.4%	2.4%	**2.6%**
Flights between islands	3.8%	3.4%	3.9%	3.4%	**3.6%**

Activities in the Canary Islands 🚶🧍

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.7%	2.4%	3.5%	3.8%	**2.9%**
1 - 2 hours	12.4%	14.5%	17.6%	14.7%	**14.8%**
3 - 6 hours	38.1%	37.6%	37.7%	35.6%	**37.2%**
7 - 12 hours	42.2%	39.6%	35.2%	41.3%	**39.6%**
More than 12 hours	5.5%	5.9%	6.1%	4.6%	**5.5%**

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

	2019Q1	2019Q2	2019Q3	2019Q4
0 hours	2%	2%	3%	4%
More than 1 hour	98%	98%	97%	96%
More than 3 hours	86%	83%	79%	82%
More than 7 hours	48%	45%	41%	46%
More than 12 hours	5%	6%	6%	5%

Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	79.5%	77.4%	71.5%	74.6%	**75.7%**
Swimming pool, hotel facilities	60.4%	74.4%	79.3%	68.5%	**70.7%**
Beach	52.0%	59.8%	64.4%	55.2%	**57.9%**
Explore the island on their own	37.6%	31.1%	32.0%	31.8%	**33.1%**
Nightlife / concerts / shows	20.0%	24.3%	24.2%	17.4%	**21.4%**
Taste Canarian gastronomy	22.8%	19.7%	20.1%	19.2%	**20.4%**
Organized excursions	12.7%	15.3%	21.0%	14.3%	**15.9%**
Theme parks	7.9%	13.5%	23.0%	11.8%	**14.1%**
Sport activities	10.5%	11.0%	12.5%	10.7%	**11.2%**
Sea excursions / whale watching	7.1%	10.7%	16.1%	10.0%	**11.0%**
Wineries/markets/popular festiva	10.5%	9.4%	8.3%	8.7%	**9.2%**
Activities at sea	6.1%	8.2%	11.7%	8.0%	**8.5%**
Museums / exhibitions	8.8%	5.3%	6.4%	5.9%	**6.6%**
Beauty and health treatments	5.0%	5.8%	5.8%	5.6%	**5.5%**
Nature activities	5.7%	4.8%	4.2%	3.9%	**4.6%**
Astronomical observation	2.4%	1.5%	2.0%	2.1%	**2.0%**

* Multi-choise question

Taste Canarian gastronomy
Beach
Beauty and health treatments
Organized excursions
Activities at sea
Sea excursions
Sport activities
Astronomical observation
Theme parks
Walk
Nightlife
Museums
Wineries/markets
Swimming pool
Explore the island
Nature activities

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	297,962	308,204	294,234	315,506	**1,215,906**
Fuerteventura	113,747	107,052	97,464	100,873	**419,136**
Gran Canaria	135,826	166,839	188,112	167,722	**658,499**
Tenerife	482,874	487,222	488,049	512,125	**1,970,270**
La Palma	8,108	4,356	4,531	6,899	**23,894**

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	28.7%	28.7%	27.4%	28.6%	**28.4%**
Fuerteventura	11.0%	10.0%	9.1%	9.1%	**9.8%**
Gran Canaria	13.1%	15.5%	17.5%	15.2%	**15.4%**
Tenerife	46.5%	45.4%	45.5%	46.4%	**46.0%**
La Palma	0.8%	0.4%	0.4%	0.6%	**0.6%**

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	93.9%	94.2%	95.0%	94.3%	**94.3%**
Two islands	5.6%	5.1%	4.7%	5.3%	**5.2%**
Three or more islands	0.6%	0.7%	0.3%	0.4%	**0.5%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

■ 2019Q1 ■ 2019Q2 ■ 2019Q3 ■ 2019Q4

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2019Q1	25%	27%	21%	25%	34%
2019Q2	25%	26%	25%	25%	18%
2019Q3	24%	23%	29%	25%	19%
2019Q4	26%	24%	25%	26%	29%
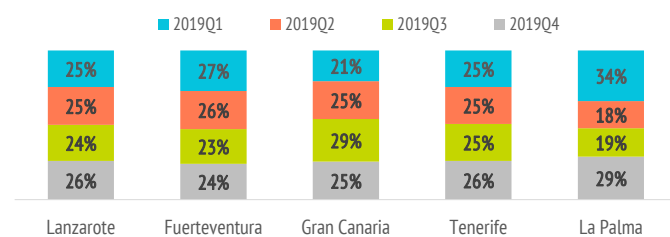
Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	16.3%	15.8%	17.4%	16.4%	**16.5%**
- Flights	15.3%	16.9%	17.8%	18.6%	**17.1%**
- Accommodation	19.6%	20.0%	21.7%	22.5%	**21.0%**
- Transport	16.6%	17.8%	18.6%	18.1%	**17.8%**
- Restaurants	30.4%	30.3%	32.9%	28.8%	**30.6%**
- Excursions	22.4%	22.1%	28.7%	20.2%	**23.4%**
- Activities	26.3%	28.3%	33.9%	26.3%	**28.9%**
Book or purchase					
- Tourist package	41.6%	43.4%	43.4%	44.2%	**43.2%**
- Flights	69.9%	66.8%	66.6%	65.3%	**67.1%**
- Accommodation	59.9%	58.5%	58.7%	56.5%	**58.4%**
- Transport	49.0%	47.9%	49.1%	44.9%	**47.7%**
- Restaurants	11.1%	12.2%	11.6%	12.7%	**11.9%**
- Excursions	8.7%	10.4%	11.0%	10.2%	**10.1%**
- Activities	11.2%	12.8%	16.9%	13.4%	**13.7%**

* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**11.7%**	**10.8%**	**7.8%**	**10.7%**	**10.2%**
Used the Internet	**88.3%**	**89.2%**	**92.2%**	**89.3%**	**89.8%**
- Own Internet connection	29.5%	30.6%	31.4%	29.2%	**30.2%**
- Free Wifi connection	47.0%	45.4%	45.8%	46.4%	**46.1%**
Applications*					
- Search for locations or maps	53.3%	51.8%	54.0%	52.4%	**52.9%**
- Search for destination info	42.1%	42.0%	45.7%	42.9%	**43.2%**
- Share pictures or trip videos	55.0%	55.5%	57.5%	56.8%	**56.2%**
- Download tourist apps	5.2%	5.9%	5.5%	5.9%	**5.6%**
- Others	27.3%	27.5%	24.6%	25.4%	**26.2%**

* Multi-choise question

• MOST VISITED PLACES IN EACH ISLAND •

LANZAROTE — 21% MONTAÑA DEL FUEGO

FUERTEVENTURA — 24% DUNAS DE CORRALEJO

GRAN CANARIA — 39% DUNAS DE MASPALOMAS

TENERIFE — 16% PARQUE NACIONAL

LA PALMA — 51% SANTA CRUZ DE LA PALMA
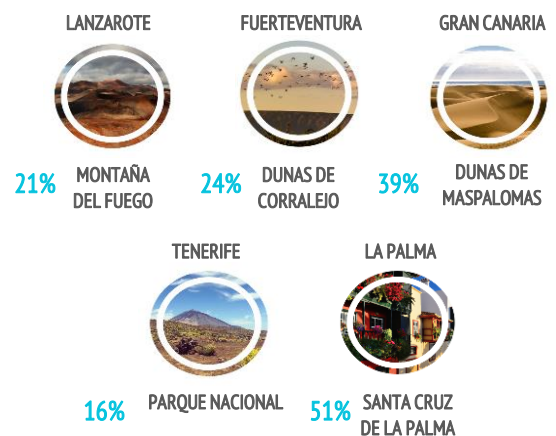
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.91	8.84	8.88	8.84	**8.87**

Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	1.5%	2.7%	1.9%	2.4%	**2.1%**
Lived up to expectations	52.1%	55.7%	51.6%	56.5%	**54.0%**
Better or much better than expected	46.3%	41.6%	46.5%	41.1%	**43.8%**

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	9.08	8.94	8.81	9.01	**8.96**
Recommend visiting the Canary Islands	9.20	9.07	9.02	9.11	**9.10**

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	**80.1%**	**78.0%**	**75.8%**	**81.8%**	**78.9%**
Repeat tourists (last 5 years)	73.5%	70.3%	66.3%	76.5%	**71.7%**
Repeat tourists (last 5 years)(5 or more visits)	22.7%	23.5%	15.8%	24.8%	**21.7%**
At least 10 previous visits	**21.8%**	**21.6%**	**17.2%**	**21.9%**	**20.6%**

REPEAT TOURISTS

2019Q1	2019Q2	2019Q3	2019Q4
80.1%	78.0%	75.8%	81.8%

Average 78.9%

Where does the flight come from? 🌐
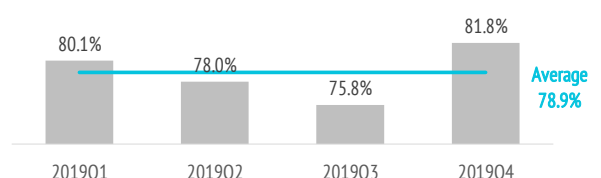
	2019Q1	2019Q2	2019Q3	2019Q4	2019
United Kingdom	98.1%	98.6%	98.0%	98.3%	**98.3%**
Spanish Mainland	0.6%	0.8%	0.7%	1.1%	**0.8%**
Ireland	0.8%	0.3%	0.5%	0.3%	**0.4%**
Others	0.5%	0.4%	0.9%	0.3%	**0.5%**

% TOURISTS BY QUARTER OF TRIP

■ United Kingdom ■ Others

	2019Q1	2019Q2	2019Q3	2019Q4
United Kingdom	98%	99%	98%	98%
Others	2%	1%	2%	2%
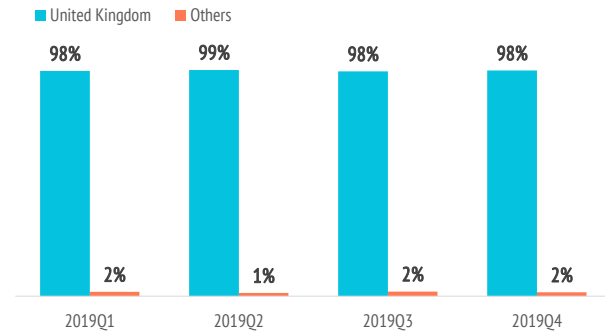
Who do they come with? 👫

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	7.7%	6.2%	5.2%	6.1%	**6.3%**
Only with partner	62.6%	51.2%	36.1%	51.4%	**50.3%**
Only with children (< 13 years old)	2.1%	4.2%	8.1%	4.4%	**4.7%**
Partner + children (< 13 years old)	3.1%	6.5%	10.1%	6.7%	**6.6%**
Other relatives	7.0%	12.2%	17.2%	13.4%	**12.5%**
Friends	8.5%	7.4%	4.9%	4.8%	**6.4%**
Work colleagues	0.0%	0.3%	0.1%	0.2%	**0.1%**
Organized trip	0.2%	0.3%	0.1%	0.2%	**0.2%**
Other combinations [1]	8.7%	11.7%	18.3%	13.0%	**12.9%**
(1) Different situations have been isolated					
Tourists with children	**8.5%**	**18.4%**	**30.6%**	**18.9%**	**19.2%**
- Between 0 and 2 years old	1.8%	2.1%	1.0%	1.3%	**1.6%**
- Between 3 and 12 years old	5.6%	14.4%	27.3%	15.9%	**15.9%**
- Between 0 -2 and 3-12 years	1.0%	1.9%	2.3%	1.7%	**1.7%**
Tourists without children	**91.5%**	**81.6%**	**69.4%**	**81.1%**	**80.8%**
Group composition:					
- 1 person	11.9%	10.4%	7.5%	9.0%	**9.7%**
- 2 people	67.4%	57.6%	43.8%	56.8%	**56.3%**
- 3 people	7.5%	11.7%	14.1%	11.7%	**11.3%**
- 4 or 5 people	10.0%	15.9%	27.4%	17.9%	**17.8%**
- 6 or more people	3.1%	4.5%	7.1%	4.6%	**4.8%**
Average group size:	**2.33**	**2.60**	**3.04**	**2.67**	**2.66**

❞
19.2% of British travel with children.

👪 (under the age of 13)

2019Q1	8.5%
2019Q2	18.4%
2019Q3	30.6%
2019Q4	18.9%
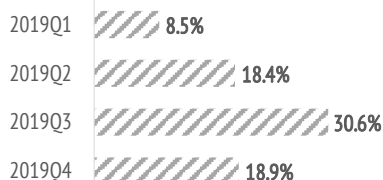
Who are they? 🧍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	43.7%	42.0%	41.3%	44.5%	**42.9%**
Women	56.3%	58.0%	58.7%	55.5%	**57.1%**
Age					
Average age (tourist > 15 years old)	50.7	47.1	43.8	51.3	**48.2**
Standard deviation	15.7	16.7	14.6	14.7	**15.7**
Age range (> 15 years old)					
16 - 24 years old	5.1%	8.8%	11.0%	4.1%	**7.2%**
25 - 30 years old	9.4%	12.8%	11.0%	6.9%	**10.0%**
31 - 45 years old	21.2%	25.2%	32.4%	22.5%	**25.3%**
46 - 60 years old	33.3%	27.7%	31.5%	37.0%	**32.4%**
Over 60 years old	30.9%	25.6%	14.2%	29.5%	**25.0%**
Occupation					
Salaried worker	46.6%	57.5%	64.9%	56.3%	**56.4%**
Self-employed	11.9%	10.4%	10.9%	12.9%	**11.5%**
Unemployed	1.0%	1.7%	0.7%	0.4%	**0.9%**
Business owner	5.1%	4.8%	4.9%	4.6%	**4.9%**
Student	1.3%	2.7%	4.8%	1.0%	**2.4%**
Retired	32.9%	21.2%	12.2%	23.4%	**22.4%**
Unpaid domestic work	0.7%	0.7%	1.3%	0.6%	**0.8%**
Others	0.5%	0.9%	0.3%	0.7%	**0.6%**
Annual household income level					
Less than €25,000	19.1%	21.4%	18.4%	16.1%	**18.7%**
€25,000 - €49,999	43.2%	34.2%	38.9%	31.6%	**36.9%**
€50,000 - €74,999	18.3%	22.4%	21.1%	22.7%	**21.2%**
More than €74,999	19.4%	22.0%	21.7%	29.6%	**23.3%**
Education level					
No studies	11.6%	12.7%	18.2%	11.3%	**13.5%**
Primary education	0.7%	0.8%	1.1%	0.9%	**0.9%**
Secondary education	22.3%	20.3%	17.2%	16.7%	**19.1%**
Higher education	65.4%	66.2%	63.4%	71.1%	**66.6%**

AVERAGE AGE (> 15 years olf)

2019Q1	50.7
2019Q2	47.1
2019Q3	43.8
2019Q4	51.3

% OF TOURISTS WITH INCOMES OVER €74,999

● 2018Q1 ● 2018Q3
● 2018Q2 ● 2018Q4

19%	22%	22%	30%

% SALARIED WORKED TOURISTS

2018Q1	47%
2018Q2	57%
2018Q3	65%
2018Q4	56%