How many are they and how much do they spend? 👤€

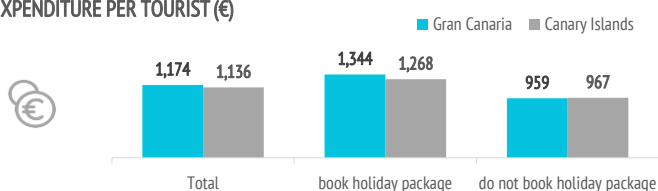|	Gran Canaria	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	**4,189,013**	**15,110,866**
Tourist arrivals > 15 years old (EGT)	**3,698,127**	**13,271,035**
- book holiday package	2,064,480	7,426,022
- do not book holiday package	1,633,647	5,845,014
- % tourists who book holiday package	55.8%	56.0%
Share of total tourist	27.7%	100%

% TOURISTS

■ book holiday package   ■ do not book holiday package

Month	do not book	book
Jan-19	45%	55%
Feb-19	37%	63%
Mar-19	42%	58%
Apr-19	44%	56%
May-19	49%	51%
Jun-19	43%	57%
Jul-19	44%	56%
Aug-19	42%	58%
Sep-19	39%	61%
Oct-19	42%	58%
Nov-19	42%	58%
Dec-19	39%	61%

Source: Frontur (ISTAC)
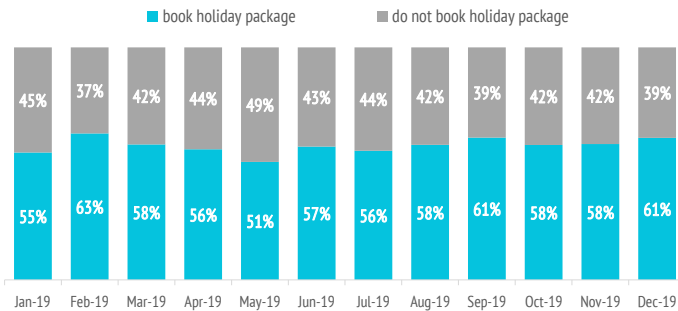
	Gran Canaria	Canary Islands
Expenditure per tourist (€)	**1,174**	**1,136**
- book holiday package	1,344	1,268
- holiday package	1,076	1,031
- others	268	237
- do not book holiday package	959	967
- flight	268	263
- accommodation	313	321
- others	377	383
Average lenght of stay	**9.30**	**9.09**
- book holiday package	8.98	8.64
- do not book holiday package	9.70	9.68
Average daily expenditure (€)	**141.5**	**138.9**
- book holiday package	159.7	155.4
- do not book holiday package	118.6	117.9
Total turnover (> 15 years old) (€m)	**4,340**	**15,070**
- book holiday package	2,774	9,416
- do not book holiday package	1,566	5,655

AVERAGE LENGHT OF STAY (nights)

■ Gran Canaria   ■ Canary Islands

	Gran Canaria	Canary Islands
Total	9.30	9.09
book holiday package	8.98	8.64
do not book holiday package	9.70	9.68

EXPENDITURE PER TOURIST (€)

■ Gran Canaria   ■ Canary Islands

	Gran Canaria	Canary Islands
Total	1,174	1,136
book holiday package	1,344	1,268
do not book holiday package	959	967

Importance of each factor in the destination choice 👤?

	Gran Canaria	Canary Islands
Climate	81.1%	78.4%
Safety	48.2%	51.9%
Sea	48.0%	44.4%
Tranquility	44.9%	47.6%
Beaches	44.0%	37.7%
Accommodation supply	40.8%	42.9%
European belonging	36.6%	36.1%
Price	33.8%	37.4%
Effortless trip	33.7%	35.2%
Landscapes	29.4%	33.1%
Environment	28.4%	33.2%
Gastronomy	22.8%	23.2%
Fun possibilities	19.9%	21.1%
Authenticity	16.8%	20.3%
Exoticism	10.4%	11.4%
Shopping	9.5%	9.4%
Nightlife	9.2%	8.0%
Hiking trail network	9.1%	9.6%
Culture	7.4%	8.0%
Historical heritage	7.2%	8.2%

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.

% TOURISTS WHO CHOOSE BEACHES

GRAN CANARIA 44%   **CANARY ISLANDS** 38%

What is the main motivation for their holidays?

	Gran Canaria	Canary Islands
Rest	59.3%	55.5%
Enjoy family time	16.3%	14.4%
Have fun	7.8%	8.6%
Explore the destination	13.3%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	1.7%	1.8%

REST

Gran Canaria 59.3%
Canary Islands 55.5%

How far in advance do they book their trip? 🗓

	Gran Canaria	Canary Islands
The same day	1.1%	0.7%
Between 1 and 30 days	27.2%	23.8%
Between 1 and 2 months	23.2%	22.8%
Between 3 and 6 months	30.9%	32.7%
More than 6 months	17.7%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Canary Islands
LATITUDE OF LIFE

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

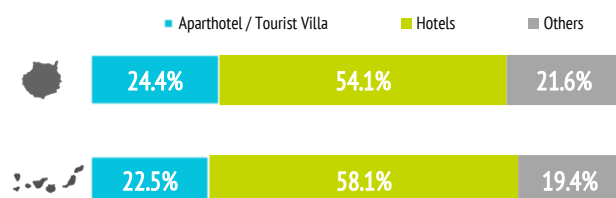|	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	52.2%	51.9%
Friends or relatives	26.0%	27.1%
Internet or social media	51.8%	54.7%
Mass Media	1.4%	1.6%
Travel guides and magazines	7.1%	8.4%
Travel Blogs or Forums	4.2%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	22.3%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.5%	2.4%

* Multi-choise question

With whom did they book their flight and accommodation?

	Gran Canaria	Canary Islands
Flight		
- Directly with the airline	40.8%	42.9%
- Tour Operator or Travel Agency	59.2%	57.1%
Accommodation		
- Directly with the accommodation	30.3%	31.5%
- Tour Operator or Travel Agency	69.7%	68.5%

Where do they stay?

	Gran Canaria	Canary Islands
1-2-3* Hotel	15.4%	11.5%
4* Hotel	30.8%	37.6%
5* Hotel / 5* Luxury Hotel	7.8%	9.0%
Aparthotel / Tourist Villa	24.4%	22.5%
House/room rented in a private dwelling	6.2%	5.9%
Private accommodation (1)	8.4%	7.2%
Others (Cottage, cruise, camping,..)	6.9%	6.3%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

| 24.4% | 54.1% | 21.6% |
| 22.5% | 58.1% | 19.4% |

What do they book?

	Gran Canaria	Canary Islands
Room only	33.9%	27.9%
Bed and Breakfast	14.1%	12.4%
Half board	20.3%	21.2%
Full board	2.4%	3.6%
All inclusive	29.3%	34.9%

"
33.9% of tourists book room only
(Canary Islands: 27.9%)

Other expenses

	Gran Canaria	Canary Islands
Restaurants or cafes	64.4%	59.1%
Supermarkets	59.3%	52.1%
Car rental	23.3%	26.3%
Organized excursions	17.9%	20.6%
Taxi, transfer, chauffeur service	54.0%	50.0%
Theme Parks	5.6%	7.5%
Sport activities	5.7%	5.7%
Museums	3.4%	4.6%
Flights between islands	3.5%	4.4%

Activities in the Canary Islands

Outdoor time per day	Gran Canaria	Canary Islands
0 hours	1.7%	2.1%
1 - 2 hours	9.9%	9.8%
3 - 6 hours	32.1%	32.6%
7 - 12 hours	46.9%	47.1%
More than 12 hours	9.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 7.6h
Canary Islands: 7.4h

Hours: 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
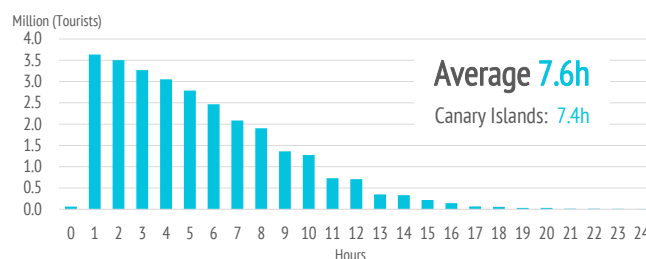
Activities in the Canary Islands	Gran Canaria	Canary Islands
Beach	71.6%	66.3%
Walk, wander	67.0%	69.8%
Swimming pool, hotel facilities	56.5%	58.2%
Explore the island on their own	42.5%	45.2%
Taste Canarian gastronomy	22.2%	24.2%
Nightlife / concerts / shows	18.0%	15.5%
Organized excursions	13.1%	16.9%
Sport activities	12.4%	13.4%
Sea excursions / whale watching	10.7%	11.1%
Wineries / markets / popular festivals	10.2%	11.6%
Theme parks	9.8%	14.1%
Activities at sea	9.4%	10.0%
Nature activities	8.6%	10.4%
Museums / exhibitions	8.5%	10.1%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	2.8%	3.5%

* Multi-choise question

	GRAN CANARIA	CANARY ISLANDS
BEACH	71.6%	66.3%
NIGHTLIFE / CONCERTS / SHOWS	18.0%	15.5%

Canary Islands
LATITUDE OF LIFE
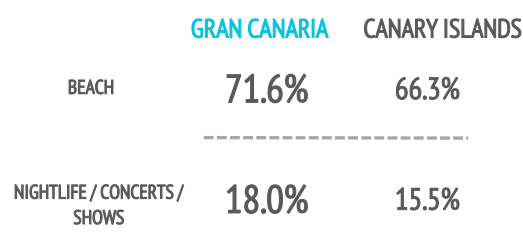
Which places do they visit in Gran Canaria?

	%	Absolute
Maspalomas Dunes	49.3%	1,841,195
Las Palmas de Gran Canaria	45.6%	1,702,959
Puerto de Mogán	40.7%	1,520,672
Island's interior	20.3%	758,950
North of the island	18.6%	693,957
Roque Nublo	13.9%	517,597
Agaete	13.4%	499,685
Teror	12.4%	462,180
Guayadeque Valley	6.8%	254,376

"

5 in 10 tourists in Gran Canaria visit
Maspalomas Dunes nature reserve

Internet usage during their trip

	Gran Canaria	Canary Islands
Research		
- Tourist package	12.6%	14.8%
- Flights	11.6%	13.0%
- Accommodation	15.1%	16.9%
- Transport	15.6%	15.7%
- Restaurants	26.2%	28.4%
- Excursions	24.4%	26.2%
- Activities	28.4%	30.1%
Book or purchase		
- Tourist package	40.6%	39.4%
- Flights	67.9%	66.7%
- Accommodation	57.2%	57.3%
- Transport	46.4%	47.6%
- Restaurants	11.6%	12.1%
- Excursions	10.2%	13.0%
- Activities	12.1%	14.7%

* Multi-choise question

Internet usage in the Canary Island	Gran Canaria	Canary Islands
Did not use the Internet	**7.6%**	**8.3%**
Used the Internet	**92.4%**	**91.7%**
- Own Internet connection	37.6%	37.4%
- Free Wifi connection	39.3%	39.5%
Applications*		
- Search for locations or maps	60.3%	61.7%
- Search for destination info	43.9%	44.8%
- Share pictures or trip videos	53.9%	56.0%
- Download tourist apps	6.5%	7.0%
- Others	25.2%	22.6%

* Multi-choise question
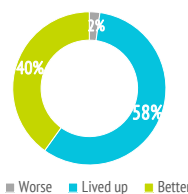
How many islands do they visit during their trip?

	Gran Canaria	Canary Islands
One island	93.1%	91.4%
Two islands	5.8%	7.2%
Three or more islands	1.1%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Gran Canaria	Canary Islands
Average rating	8.64	8.70

Experience in the Canary Islands	Gran Canaria	Canary Islands
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	57.7%	55.6%
Better or much better than expected	40.1%	42.1%

Future intentions (scale 1-10)	Gran Canaria	Canary Islands
Return to the Canary Islands	8.69	8.73
Recommend visiting the Canary Island	8.89	8.95

40% 2% 58%

■ Worse ■ Lived up ■ Better

8.6910
Experience in the Canary Islands

8.6910
Return to the Canary Islands

8.89/10
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	on Gran Canaria	in the Canary Islands
Gran Canaria: Repeat tourists	67.3%	44.4%
Gran Canaria: At least 10 previous visits	14.5%	5.2%
Canary Islands: Repeat tourists	74.4%	72.2%
Canary Islands: At least 10 previous visits	22.2%	18.6%

TOP 5: % REPEAT TOURISTS BY MARKETS

Nordics	81%
Ireland	71%
Germany	68%
Spain	67%
UK	65%

Canary Islands — LATITUDE of LIFE

Where are they from? 🌐

	%	Absolute
Germany	21.1%	778,717
United Kingdom	17.8%	658,499
Spanish Mainland	15.6%	577,987
Sweden	7.9%	292,346
Norway	7.5%	275,582
Netherlands	5.6%	208,898
Denmark	3.1%	113,644
Finland	2.9%	108,769
Belgium	2.5%	91,305
Italy	2.4%	89,764
Switzerland	2.3%	83,826
France	2.2%	81,909
Poland	2.0%	75,233
Ireland	1.7%	62,805
Austria	0.7%	25,835
Portugal	0.6%	22,022
Czech Republic	0.5%	16,941
Others	3.6%	134,046

United Kingdom 17.8%
Germany 21.1%
Spanish Mainland 15.6%
Others 46%
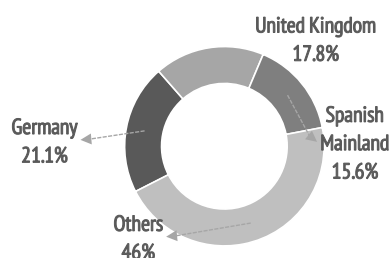
Who do they come with? 👪

	Gran Canaria	Canary Islands
Unaccompanied	14.0%	9.6%
Only with partner	46.1%	48.1%
Only with children (< 13 years old)	5.2%	5.6%
Partner + children (< 13 years old)	5.4%	6.5%
Other relatives	7.9%	9.3%
Friends	7.3%	6.4%
Work colleagues	0.9%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	12.9%	13.7%
(1) Different situations have been isolated		
Tourists with children	**15.3%**	**17.7%**
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	12.9%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
Tourists without children	**84.7%**	**82.3%**
Group composition:		
- 1 person	16.7%	13.2%
- 2 people	54.1%	55.1%
- 3 people	11.6%	12.0%
- 4 or 5 people	14.5%	16.3%
- 6 or more people	3.1%	3.5%
Average group size:	**2.43**	**2.54**

Who are they? 🧍

	Gran Canaria	Canary Islands
Gender		
Men	51.4%	48.6%
Women	48.6%	51.4%
Age		
Average age (tourist > 15 years old)	47.2	47.1
Standard deviation	15.5	15.4
Age range (> 15 years old)		
16 - 24 years old	8.0%	7.3%
25 - 30 years old	10.2%	10.9%
31 - 45 years old	27.4%	28.0%
46 - 60 years old	32.1%	31.8%
Over 60 years old	22.3%	22.1%
Occupation		
Salaried worker	53.9%	55.0%
Self-employed	11.2%	11.5%
Unemployed	1.2%	1.1%
Business owner	10.7%	9.4%
Student	3.8%	3.5%
Retired	17.8%	17.9%
Unpaid domestic work	0.5%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	16.2%	17.5%
€25,000 - €49,999	35.8%	37.5%
€50,000 - €74,999	24.3%	22.8%
More than €74,999	23.7%	22.2%
Education level		
No studies	3.3%	5.0%
Primary education	3.2%	2.6%
Secondary education	26.0%	23.6%
Higher education	67.5%	68.9%

2 IN 10 TOURISTS ARE **GERMAN**

47 YEARS OLD AVERAGE AGE

46% ONLY WITH **PARTNER**

Pictures: Freepik.com