

# TOURIST PROFILE BY QUARTER OF TRIP (2019)

## TENERIFE



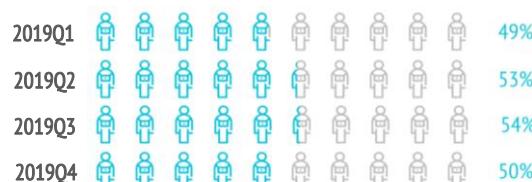
### How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	1.53	1.34	1.41	1.46	5.73
Tourist arrivals > 15 years old (EGT) (*)	1.34	1.17	1.19	1.34	5.04
- book holiday package (*)	0.66	0.62	0.64	0.66	2.58
- do not book holiday package (*)	0.69	0.55	0.55	0.68	2.46
- % tourists who book holiday package	48.9%	52.9%	54.1%	49.6%	51.2%

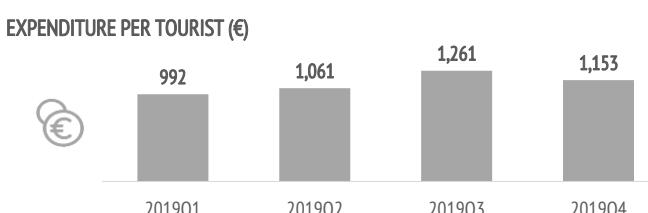
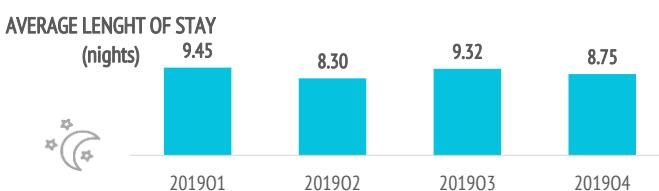
(\*) Million of tourists



### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	992	1,061	1,261	1,153	1,114
- book holiday package	1,137	1,173	1,386	1,372	1,268
- holiday package	890	921	1,106	1,111	1,008
- others	247	252	279	261	260
- do not book holiday package	853	936	1,114	937	952
- flight	209	235	311	268	254
- accommodation	262	290	342	295	295
- others	382	411	462	374	404
Average length of stay	9.45	8.30	9.32	8.75	8.97
- book holiday package	8.47	7.83	8.51	8.18	8.25
- do not book holiday package	10.38	8.82	10.28	9.31	9.71
Average daily expenditure (€)	122.5	142.3	148.8	147.1	139.8
- book holiday package	143.6	158.9	168.9	176.4	162.0
- do not book holiday package	102.4	123.6	125.1	118.3	116.5
Total turnover (> 15 years old) (€m)	1,331	1,242	1,497	1,545	5,615
- book holiday package	746	727	890	912	3,274
- do not book holiday package	585	515	607	633	2,341



### Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	80.6%	74.2%	72.4%	81.4%	<b>77.4%</b>
Safety	49.1%	53.5%	54.5%	51.4%	<b>52.0%</b>
Tranquility	43.7%	46.6%	45.4%	45.5%	<b>45.3%</b>
Accommodation supply	38.4%	43.5%	46.3%	40.3%	<b>42.0%</b>
Sea	36.8%	38.7%	40.3%	42.3%	<b>39.5%</b>
Price	37.7%	38.6%	42.9%	36.3%	<b>38.8%</b>
Landscapes	35.7%	36.5%	36.6%	36.1%	<b>36.2%</b>
Environment	34.4%	36.9%	36.5%	35.2%	<b>35.7%</b>
European belonging	36.7%	35.5%	34.6%	35.0%	<b>35.5%</b>
Effortless trip	32.9%	35.7%	34.8%	34.1%	<b>34.3%</b>
Beaches	26.8%	30.5%	35.0%	31.4%	<b>30.8%</b>
Fun possibilities	20.9%	26.6%	35.0%	20.5%	<b>25.5%</b>
Gastronomy	23.4%	24.0%	26.3%	22.5%	<b>24.0%</b>
Authenticity	19.1%	21.9%	23.8%	19.5%	<b>21.0%</b>
Exoticism	12.0%	14.0%	15.7%	11.2%	<b>13.1%</b>
Shopping	9.1%	12.4%	13.8%	9.4%	<b>11.1%</b>
Hiking trail network	13.6%	9.7%	8.1%	11.1%	<b>10.7%</b>
Nightlife	9.3%	10.8%	12.9%	7.1%	<b>9.9%</b>
Historical heritage	9.7%	8.8%	10.2%	8.1%	<b>9.2%</b>
Culture	8.8%	8.5%	10.5%	7.2%	<b>8.7%</b>

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 FUN POSSIBILITIES



### What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	54.8%	52.0%	44.5%	54.9%	<b>51.7%</b>
Enjoy family time	11.3%	15.3%	19.4%	16.0%	<b>15.4%</b>
Have fun	10.5%	12.6%	15.8%	9.7%	<b>12.0%</b>
Explore the destination	19.1%	17.5%	18.6%	16.2%	<b>17.8%</b>
Practice their hobbies	1.7%	1.0%	0.5%	1.4%	<b>1.2%</b>
Other reasons	2.6%	1.7%	1.2%	1.8%	<b>1.8%</b>

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	1.0%	0.7%	0.6%	0.5%	<b>0.7%</b>
Between 1 and 30 days	30.1%	20.4%	21.8%	21.5%	<b>23.6%</b>
Between 1 and 2 months	24.9%	23.3%	17.4%	24.1%	<b>22.5%</b>
Between 3 and 6 months	28.1%	36.4%	33.3%	32.9%	<b>32.5%</b>
More than 6 months	15.9%	19.3%	26.9%	21.0%	<b>20.6%</b>

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



Picture: Freepik.com

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.

## TOURIST PROFILE BY QUARTER OF TRIP (2019)

### TENERIFE



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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	51.7%	47.1%	43.3%	51.1%	<b>48.5%</b>
Friends or relatives	28.8%	29.9%	34.5%	28.6%	<b>30.3%</b>
Internet or social media	52.0%	54.5%	56.7%	50.9%	<b>53.4%</b>
Mass Media	1.8%	1.9%	1.7%	1.4%	<b>1.7%</b>
Travel guides and magazines	7.3%	8.2%	7.3%	6.7%	<b>7.4%</b>
Travel Blogs or Forums	5.6%	6.5%	7.4%	5.0%	<b>6.1%</b>
Travel TV Channels	0.6%	0.9%	1.0%	0.7%	<b>0.8%</b>
Tour Operator or Travel Agency	17.8%	23.3%	22.1%	18.3%	<b>20.2%</b>
Public administrations or similar	0.6%	0.5%	0.2%	0.3%	<b>0.4%</b>
Others	2.8%	2.6%	2.6%	3.2%	<b>2.8%</b>

\* Multi-choice question

#### Other expenses

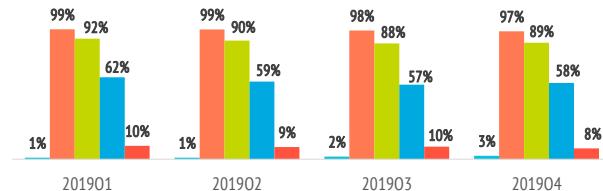
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	63.7%	57.5%	54.4%	57.7%	<b>58.4%</b>
Supermarkets	53.1%	46.9%	46.7%	45.8%	<b>48.2%</b>
Car rental	22.9%	24.7%	24.8%	24.2%	<b>24.1%</b>
Organized excursions	17.2%	20.9%	25.8%	17.5%	<b>20.1%</b>
Taxi, transfer, chauffeur service	43.7%	46.2%	43.6%	40.3%	<b>43.4%</b>
Theme Parks	7.2%	12.4%	17.5%	9.0%	<b>11.3%</b>
Sport activities	3.2%	5.2%	5.9%	4.4%	<b>4.6%</b>
Museums	2.0%	2.5%	2.2%	2.1%	<b>2.2%</b>
Flights between islands	3.9%	4.2%	3.8%	3.3%	<b>3.7%</b>

#### Activities in the Canary Islands

	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.1%	1.2%	2.0%	2.6%	<b>1.7%</b>
1 - 2 hours	7.1%	8.5%	9.9%	8.7%	<b>8.5%</b>
3 - 6 hours	29.4%	31.2%	31.4%	30.7%	<b>30.6%</b>
7 - 12 hours	52.1%	49.8%	47.2%	49.8%	<b>49.8%</b>
More than 12 hours	10.2%	9.3%	9.6%	8.2%	<b>9.3%</b>

#### 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



#### Where do they stay? 🏨

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	9.8%	10.2%	8.6%	10.2%	<b>9.7%</b>
4* Hotel	34.5%	37.5%	38.4%	36.4%	<b>36.6%</b>
5* Hotel / 5* Luxury Hotel	9.6%	12.2%	12.0%	12.7%	<b>11.6%</b>
Aparthotel / Tourist Villa	20.5%	23.7%	22.8%	20.3%	<b>21.7%</b>
House/room rented in a private dwelling	8.4%	4.8%	5.0%	6.4%	<b>6.2%</b>
Private accommodation <sup>(1)</sup>	10.4%	6.9%	8.2%	8.2%	<b>8.5%</b>
Others (Cottage, cruise, camping,..)	6.9%	4.7%	5.1%	5.9%	<b>5.7%</b>

(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	31.5%	25.9%	25.4%	28.5%	<b>27.9%</b>
Bed and Breakfast	16.5%	15.2%	11.8%	15.9%	<b>14.9%</b>
Half board	24.5%	23.1%	23.0%	23.0%	<b>23.4%</b>
Full board	3.5%	4.0%	3.4%	2.9%	<b>3.4%</b>
All inclusive	24.1%	31.7%	36.4%	29.7%	<b>30.3%</b>

“

30.3% of tourists book all inclusive.



24.1%

2019Q1



36.4%

2019Q3



31.7%

2019Q2



29.7%

2019Q4

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

## TOURIST PROFILE BY QUARTER OF TRIP (2019)

### TENERIFE



#### Which places do they visit in Lanzarote?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Parque Nacional del Teide	36.7%	36.7%	39.7%	35.9%	<b>37.2%</b>
Santa Cruz (capital de la isla)	29.4%	26.0%	30.1%	26.1%	<b>27.9%</b>
La Laguna (Ciudad Patrimonio de la Humanidad)	19.0%	16.9%	18.0%	16.9%	<b>17.7%</b>
Acantilado de los Gigantes	14.8%	17.3%	20.1%	14.5%	<b>16.5%</b>
La Orotava	15.8%	14.2%	15.5%	14.4%	<b>15.0%</b>
Garachico	14.6%	14.3%	16.6%	13.6%	<b>14.7%</b>
Icod de los Vinos (Drago Milenario)	14.5%	14.1%	16.5%	12.2%	<b>14.3%</b>
Barranco de Masca	11.7%	11.7%	12.6%	11.1%	<b>11.7%</b>
Parque rural de Anaga	10.7%	9.9%	10.0%	10.4%	<b>10.3%</b>
Teno / Buenavista	7.6%	6.8%	6.3%	6.8%	<b>6.9%</b>
Barranco del Infierno	4.0%	3.5%	3.7%	3.4%	<b>3.6%</b>

“

4 in 10 tourists in Tenerife visit  
Teide National Park

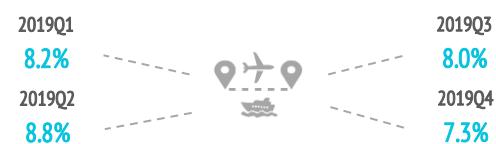


#### Internet usage during their trip

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	91.8%	91.2%	92.0%	92.7%	<b>92.0%</b>
Two islands	7.1%	7.7%	7.4%	6.7%	<b>7.2%</b>
Three or more islands	1.1%	1.1%	0.6%	0.6%	<b>0.9%</b>

#### % TOURISTS VISITING MORE THAN ONE ISLAND



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Average rating	8.63	8.61	8.75	8.66	<b>8.66</b>
Experience in the Canary Islands	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Worse or much worse than expected	2.1%	3.8%	2.9%	2.7%	<b>2.8%</b>
Lived up to expectations	55.0%	55.2%	50.6%	55.2%	<b>54.1%</b>
Better or much better than expected	42.9%	40.9%	46.5%	42.1%	<b>43.1%</b>

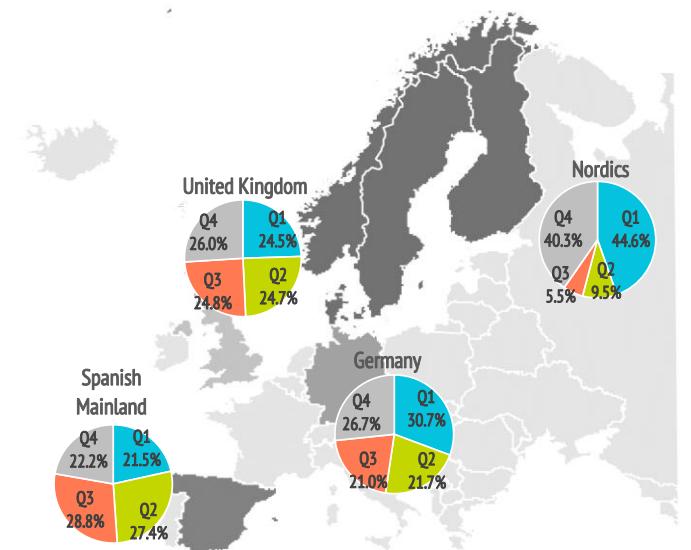
Future intentions (scale 1-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Return to the Canary Islands	8.79	8.59	8.58	8.73	<b>8.68</b>
Recommend visiting the Canary Islands	8.96	8.87	8.92	8.94	<b>8.92</b>

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

	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Repeat tourists	65.8%	62.5%	56.9%	63.9%	<b>62.4%</b>
Repeat tourists (last 5 years)	9.7%	10.3%	6.2%	10.0%	<b>9.1%</b>
Repeat tourists (last 5 years)(5 or more visits)	71.7%	67.5%	62.2%	70.3%	<b>68.1%</b>
At least 10 previous visits	18.3%	16.7%	10.8%	17.0%	<b>15.8%</b>

#### TENERIFE: MAIN MARKETS

#### % TOURISTS BY QUARTER OF TRIP



\* Multi-choice question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Did not use the Internet</b>	<b>10.5%</b>	<b>8.6%</b>	<b>6.1%</b>	<b>8.4%</b>	<b>8.5%</b>
<b>Used the Internet</b>	<b>89.5%</b>	<b>91.4%</b>	<b>93.9%</b>	<b>91.6%</b>	<b>91.5%</b>
- Own Internet connection	38.1%	39.5%	42.7%	38.7%	39.7%
- Free Wifi connection	35.8%	36.1%	34.2%	36.4%	35.6%
<b>Applications*</b>					
- Search for locations or maps	63.0%	64.3%	67.2%	64.1%	<b>64.6%</b>
- Search for destination info	44.2%	45.1%	47.9%	45.5%	<b>45.6%</b>
- Share pictures or trip videos	53.5%	57.2%	59.8%	56.3%	<b>56.7%</b>
- Download tourist apps	7.0%	5.5%	7.1%	7.1%	<b>6.7%</b>
- Others	21.7%	19.1%	17.8%	18.1%	<b>19.2%</b>

\* Multi-choice question

## Where are they from?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
United Kingdom	36.0%	41.6%	41.1%	38.2%	<b>39.1%</b>
Spanish Mainland	11.7%	17.0%	17.7%	12.1%	<b>14.4%</b>
Germany	13.2%	10.7%	10.2%	11.5%	<b>11.5%</b>
Belgium	3.7%	4.0%	3.8%	4.1%	<b>3.9%</b>
France	3.7%	4.0%	3.8%	3.7%	<b>3.8%</b>
Italy	4.5%	3.0%	3.5%	3.6%	<b>3.7%</b>
Netherlands	3.1%	3.2%	3.5%	3.1%	<b>3.2%</b>
Ireland	2.2%	2.9%	3.3%	2.5%	<b>2.7%</b>
Poland	2.6%	2.4%	2.6%	1.8%	<b>2.3%</b>
Sweden	3.5%	0.9%	0.4%	3.0%	<b>2.0%</b>
Finland	3.1%	0.5%	0.0%	2.5%	<b>1.6%</b>
Denmark	2.4%	0.7%	0.4%	2.2%	<b>1.5%</b>
Norway	2.0%	0.7%	0.7%	2.2%	<b>1.4%</b>
Switzerland	1.6%	1.1%	0.9%	1.6%	<b>1.3%</b>
Russia	0.9%	1.2%	1.3%	1.4%	<b>1.2%</b>
Portugal	0.3%	1.1%	1.0%	0.5%	<b>0.7%</b>
Austria	0.6%	0.4%	0.5%	0.9%	<b>0.6%</b>
Others	4.8%	4.6%	5.2%	5.3%	<b>5.0%</b>

## Who are they?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<u>Gender</u>					
Men	47.2%	46.9%	45.9%	47.7%	<b>47.0%</b>
Women	52.8%	53.1%	54.1%	52.3%	<b>53.0%</b>
<u>Age</u>					
Average age (tourist > 15 years old)	47.9	44.3	39.8	47.1	<b>44.9</b>
Standard deviation	15.9	15.2	13.3	14.7	<b>15.2</b>
<u>Age range (&gt; 15 years old)</u>					
16 - 24 years old	6.3%	8.4%	14.4%	5.3%	<b>8.4%</b>
25 - 30 years old	12.1%	15.0%	15.6%	11.7%	<b>13.5%</b>
31 - 45 years old	26.8%	31.4%	36.0%	28.6%	<b>30.5%</b>
46 - 60 years old	29.4%	27.8%	27.3%	34.1%	<b>29.8%</b>
Over 60 years old	25.5%	17.4%	6.6%	20.3%	<b>17.8%</b>
<u>Occupation</u>					
Salaried worker	47.5%	59.5%	64.7%	57.5%	<b>57.0%</b>
Self-employed	12.0%	11.3%	10.6%	13.3%	<b>11.9%</b>
Unemployed	1.7%	1.6%	1.5%	1.1%	<b>1.4%</b>
Business owner	10.4%	7.9%	8.8%	9.1%	<b>9.1%</b>
Student	2.8%	3.5%	6.9%	2.1%	<b>3.7%</b>
Retired	24.3%	14.5%	5.9%	15.4%	<b>15.3%</b>
Unpaid domestic work	0.6%	1.0%	1.3%	0.5%	<b>0.8%</b>
Others	0.8%	0.8%	0.3%	1.0%	<b>0.8%</b>
<u>Annual household income level</u>					
Less than €25,000	20.1%	21.6%	22.0%	18.2%	<b>20.4%</b>
€25,000 - €49,999	41.3%	37.2%	39.7%	33.5%	<b>37.9%</b>
€50,000 - €74,999	20.3%	21.5%	19.9%	23.1%	<b>21.2%</b>
More than €74,999	18.4%	19.7%	18.3%	25.1%	<b>20.5%</b>
<u>Education level</u>					
No studies	4.9%	5.8%	8.4%	6.0%	<b>6.2%</b>
Primary education	2.8%	1.9%	1.9%	2.4%	<b>2.3%</b>
Secondary education	26.2%	22.2%	21.0%	21.5%	<b>22.8%</b>
Higher education	66.1%	70.0%	68.7%	70.1%	<b>68.7%</b>

## Who do they come with?

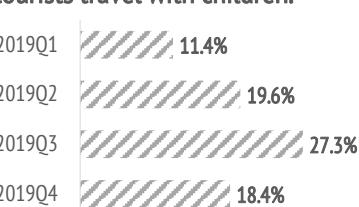
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	11.7%	8.4%	6.2%	8.9%	<b>8.9%</b>
Only with partner	53.5%	48.6%	38.6%	48.1%	<b>47.4%</b>
Only with children (< 13 years old)	4.1%	6.7%	8.5%	6.1%	<b>6.3%</b>
Partner + children (< 13 years old)	3.8%	7.2%	10.5%	6.2%	<b>6.8%</b>
Other relatives	6.8%	9.5%	12.0%	10.7%	<b>9.7%</b>
Friends	8.4%	6.8%	6.1%	5.2%	<b>6.6%</b>
Work colleagues	0.7%	0.7%	0.3%	0.6%	<b>0.6%</b>
Organized trip	0.3%	0.4%	0.1%	0.2%	<b>0.3%</b>
Other combinations <sup>(1)</sup>	10.8%	11.6%	17.7%	14.0%	<b>13.5%</b>

(1) Different situations have been isolated

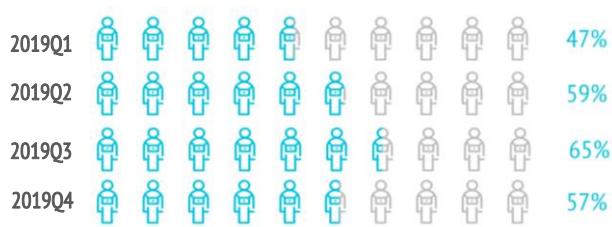
Tourists with children	11.4%	19.6%	27.3%	18.4%	18.9%
- Between 0 and 2 years old	2.6%	2.1%	1.2%	1.5%	1.9%
- Between 3 and 12 years old	7.3%	15.6%	24.2%	15.3%	15.3%
- Between 0 -2 and 3-12 years	1.5%	1.8%	1.8%	1.6%	1.7%
Tourists without children	88.6%	80.4%	72.7%	81.6%	81.1%
Group composition:					
- 1 person	17.8%	13.5%	9.1%	13.8%	<b>13.7%</b>
- 2 people	59.4%	55.6%	46.4%	53.7%	<b>53.9%</b>
- 3 people	8.5%	12.2%	15.7%	11.8%	<b>12.0%</b>
- 4 or 5 people	11.3%	15.3%	24.6%	16.6%	<b>16.8%</b>
- 6 or more people	3.0%	3.3%	4.2%	4.1%	<b>3.7%</b>
Average group size:	2.31	2.50	2.82	2.57	2.54

“

18.9% of tourists travel with children.



## % SALARIED WORKED TOURISTS



## % OF TOURISTS WITH INCOMES OVER €74,999

