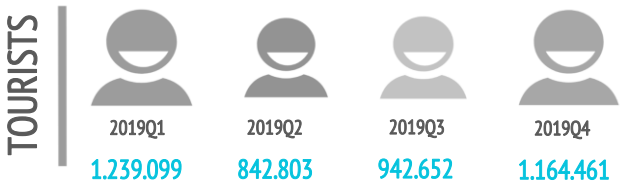
TOURIST PROFILE BY QUARTER OF TRIP (2019)
GRAN CANARIA

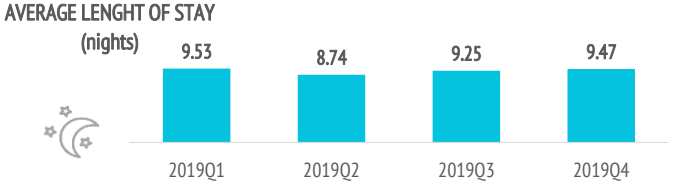
How many are they and how much do they spend?

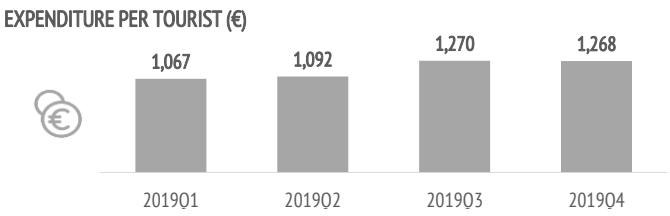
	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**1.24**	**0.84**	**0.94**	**1.16**	**4.19**
Tourist arrivals > 15 years old (EGT) *(*)*	**1.09**	**0.74**	**0.80**	**1.06**	**3.70**
- book holiday package *(*)*	0.58	0.41	0.48	0.60	**2.06**
- do not book holiday package *(*)*	0.51	0.33	0.32	0.47	**1.63**
- % tourists who book holiday package	52.9%	55.2%	60.2%	55.9%	**55.8%**

(*) Million of tourists



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	**1,067**	**1,092**	**1,270**	**1,268**	**1,174**
- book holiday package	1,276	1,252	1,371	1,450	**1,344**
- holiday package	997	1,008	1,095	1,184	**1,076**
- others	279	244	277	266	**268**
- do not book holiday package	831	893	1,118	1,037	**959**
- flight	198	269	299	323	**268**
- accommodation	296	277	348	335	**313**
- others	337	347	470	379	**377**
Average lenght of stay	**9.53**	**8.74**	**9.25**	**9.47**	**9.30**
- book holiday package	9.12	8.62	8.88	9.16	**8.98**
- do not book holiday package	10.00	8.89	9.80	9.87	**9.70**
Average daily expenditure (€)	**127.7**	**141.4**	**147.5**	**151.3**	**141.5**
- book holiday package	149.8	157.5	158.7	171.5	**159.7**
- do not book holiday package	102.9	121.6	130.5	125.6	**118.6**
Total turnover (> 15 years old) (€m)	**1,164**	**811**	**1,015**	**1,350**	**4,340**
- book holiday package	737	514	659	864	**2,774**
- do not book holiday package	427	297	356	486	**1,566**





Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	84.8%	77.3%	74.4%	84.8%	**81.1%**
Safety	46.6%	50.6%	50.0%	47.0%	**48.2%**
Sea	45.0%	46.0%	50.9%	50.5%	**48.0%**
Tranquility	42.5%	45.6%	47.7%	44.9%	**44.9%**
Beaches	40.4%	42.7%	48.4%	45.3%	**44.0%**
Accommodation supply	35.9%	42.1%	46.4%	40.6%	**40.8%**
European belonging	37.0%	37.9%	36.2%	35.6%	**36.6%**
Price	33.2%	35.1%	38.7%	30.0%	**33.8%**
Effortless trip	33.8%	33.6%	33.4%	33.7%	**33.7%**
Landscapes	31.9%	28.2%	30.0%	27.1%	**29.4%**
Environment	27.8%	28.6%	31.2%	26.9%	**28.4%**
Gastronomy	22.7%	22.3%	24.6%	22.1%	**22.8%**
Fun possibilities	17.0%	20.8%	28.2%	16.2%	**19.9%**
Authenticity	16.3%	17.2%	20.1%	14.5%	**16.8%**
Exoticism	9.6%	10.7%	14.0%	8.2%	**10.4%**
Shopping	8.2%	10.3%	13.0%	7.6%	**9.5%**
Nightlife	8.4%	10.6%	11.7%	7.1%	**9.2%**
Hiking trail network	12.3%	7.3%	5.6%	9.8%	**9.1%**
Culture	7.9%	7.1%	8.8%	6.0%	**7.4%**
Historical heritage	7.2%	7.6%	8.4%	5.9%	**7.2%**

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

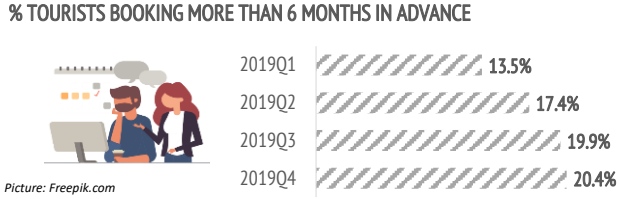
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	55.8%	61.0%	58.7%	62.1%	**59.3%**
Enjoy family time	14.6%	14.9%	17.1%	18.5%	**16.3%**
Have fun	7.6%	8.3%	9.9%	6.2%	**7.8%**
Explore the destination	17.3%	13.2%	12.4%	10.0%	**13.3%**
Practice their hobbies	2.3%	1.3%	1.0%	1.2%	**1.5%**
Other reasons	2.4%	1.4%	0.9%	1.9%	**1.7%**

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	1.1%	1.0%	1.4%	1.0%	**1.1%**
Between 1 and 30 days	32.5%	25.0%	26.3%	23.8%	**27.2%**
Between 1 and 2 months	26.1%	23.0%	20.4%	22.4%	**23.2%**
Between 3 and 6 months	26.8%	33.7%	32.0%	32.4%	**30.9%**
More than 6 months	13.5%	17.4%	19.9%	20.4%	**17.7%**



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)
GRAN CANARIA

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	55.4%	49.5%	44.2%	57.0%	**52.2%**
Friends or relatives	27.9%	25.5%	27.4%	23.5%	**26.0%**
Internet or social media	52.9%	51.7%	52.1%	50.7%	**51.8%**
Mass Media	1.5%	1.2%	1.1%	1.4%	**1.4%**
Travel guides and magazines	7.1%	7.8%	6.7%	6.9%	**7.1%**
Travel Blogs or Forums	4.0%	4.3%	5.4%	3.4%	**4.2%**
Travel TV Channels	0.6%	0.6%	0.5%	0.8%	**0.7%**
Tour Operator or Travel Agency	19.3%	21.8%	25.6%	23.4%	**22.3%**
Public administrations or similar	0.2%	0.7%	0.3%	0.5%	**0.4%**
Others	2.1%	3.1%	2.3%	2.5%	**2.5%**

** Multi-choise question*

With whom did they book their flight and accommodation?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	45.0%	40.4%	37.7%	39.3%	**40.8%**
- Tour Operator or Travel Agency	55.0%	59.6%	62.3%	60.7%	**59.2%**
Accommodation					
- Directly with the accommodation	32.4%	29.7%	27.4%	30.7%	**30.3%**
- Tour Operator or Travel Agency	67.6%	70.3%	72.6%	69.3%	**69.7%**

Where do they stay?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	14.7%	17.0%	16.3%	14.4%	**15.4%**
4* Hotel	26.8%	35.4%	33.5%	29.7%	**30.8%**
5* Hotel / 5* Luxury Hotel	6.0%	9.0%	9.7%	7.4%	**7.8%**
Aparthotel / Tourist Villa	25.7%	20.9%	25.2%	24.7%	**24.4%**
House/room rented in a private dwelli	8.5%	4.6%	3.3%	7.1%	**6.2%**
Private accommodation (1)	9.4%	7.6%	7.6%	8.7%	**8.4%**
Others (Cottage, cruise, camping,..)	8.9%	5.4%	4.4%	8.0%	**6.9%**

(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	41.7%	28.2%	29.0%	33.7%	**33.9%**
Bed and Breakfast	15.6%	14.2%	12.0%	14.1%	**14.1%**
Half board	17.1%	22.5%	21.2%	21.3%	**20.3%**
Full board	2.3%	3.2%	2.3%	2.1%	**2.4%**
All inclusive	23.4%	31.9%	35.5%	28.8%	**29.3%**

33.9% of tourists book room only.

41.7%
2019Q1

29.0%
2019Q3

28.2%
2019Q2

33.7%
2019Q4

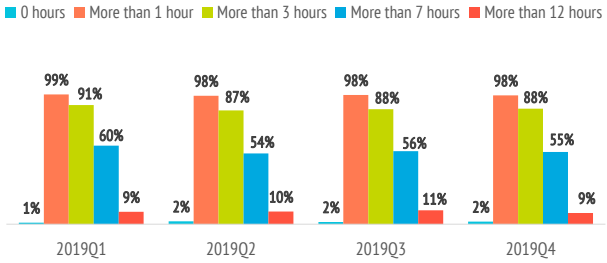
Other expenses

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	71.3%	61.6%	62.0%	61.2%	**64.4%**
Supermarkets	62.3%	55.5%	60.1%	58.4%	**59.3%**
Car rental	26.1%	22.6%	24.2%	20.1%	**23.3%**
Organized excursions	14.2%	18.9%	23.5%	16.7%	**17.9%**
Taxi, transfer, chauffeur service	50.1%	54.0%	57.1%	55.5%	**54.0%**
Theme Parks	4.5%	5.5%	7.8%	5.1%	**5.6%**
Sport activities	5.4%	5.3%	7.2%	5.3%	**5.7%**
Museums	4.0%	2.6%	3.4%	3.2%	**3.4%**
Flights between islands	3.9%	3.3%	3.5%	3.2%	**3.5%**

Activities in the Canary Islands

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.2%	2.2%	1.7%	1.9%	**1.7%**
1 - 2 hours	8.1%	11.1%	10.8%	10.1%	**9.9%**
3 - 6 hours	30.9%	32.8%	31.9%	32.9%	**32.1%**
7 - 12 hours	50.4%	44.3%	45.1%	46.4%	**46.9%**
More than 12 hours	9.4%	9.6%	10.6%	8.6%	**9.5%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Beach	66.7%	71.7%	78.7%	71.3%	**71.6%**
Walk, wander	71.6%	64.8%	64.7%	65.7%	**67.0%**
Swimming pool, hotel facilities	48.2%	59.4%	68.5%	54.1%	**56.5%**
Explore the island on their own	47.3%	37.9%	43.7%	40.0%	**42.5%**
Taste Canarian gastronomy	23.2%	21.6%	22.8%	21.2%	**22.2%**
Nightlife / concerts / shows	16.3%	19.3%	22.5%	15.3%	**18.0%**
Organized excursions	10.1%	13.6%	18.6%	11.7%	**13.1%**
Sport activities	12.3%	12.1%	12.7%	12.3%	**12.4%**
Sea excursions / whale watching	7.5%	11.2%	17.8%	8.4%	**10.7%**
Wineries/markets/popular festival	11.3%	8.2%	10.7%	10.1%	**10.2%**
Theme parks	6.9%	10.1%	14.9%	8.6%	**9.8%**
Activities at sea	7.8%	9.4%	13.4%	8.3%	**9.4%**
Nature activities	10.6%	8.4%	6.9%	8.1%	**8.6%**
Museums / exhibitions	9.3%	7.5%	8.8%	8.0%	**8.5%**
Beauty and health treatments	5.2%	5.0%	6.6%	5.5%	**5.6%**
Astronomical observation	3.1%	2.3%	2.9%	2.7%	**2.8%**

** Multi-choise question*

TOURIST PROFILE BY QUARTER OF TRIP (2019)
GRAN CANARIA

Which places do they visit in Lanzarote?

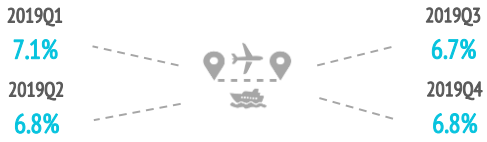
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Dunas de Maspalomas	48.2%	51.2%	52.6%	46.7%	**49.3%**
Las Palmas de Gran Canaria	45.0%	45.6%	50.8%	42.4%	**45.6%**
Puerto de Mogán	41.7%	39.1%	46.0%	36.9%	**40.7%**
El interio (cumbres)	24.6%	19.8%	16.6%	19.2%	**20.3%**
El Norte	20.6%	18.1%	19.5%	16.2%	**18.6%**
Roque Nublo	15.6%	13.6%	12.3%	13.4%	**13.9%**
Agaete	15.2%	11.6%	14.4%	11.9%	**13.4%**
Teror	13.3%	11.9%	13.3%	11.1%	**12.4%**
Barranco de Guayadeque	7.9%	6.9%	7.0%	5.5%	**6.8%**

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

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	92.9%	93.2%	93.3%	93.2%	**93.1%**
Two islands	5.6%	5.7%	5.9%	5.9%	**5.8%**
Three or more islands	1.5%	1.1%	0.8%	0.9%	**1.1%**

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Average rating	8.70	8.63	8.62	8.59	**8.64**

Experience in the Canary Islands	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Worse or much worse than expected	2.1%	2.4%	3.2%	1.5%	**2.2%**
Lived up to expectations	56.5%	58.5%	55.2%	60.2%	**57.7%**
Better or much better than expected	41.4%	39.1%	41.6%	38.3%	**40.1%**

Future intentions (scale 1-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Return to the Canary Islands	8.81	8.68	8.44	8.75	**8.69**
Recommend visiting the Canary Islands	8.98	8.86	8.76	8.92	**8.89**

Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	10.1%	12.6%	16.1%	12.3%	**12.6%**
- Flights	9.1%	12.2%	14.1%	11.8%	**11.6%**
- Accommodation	12.0%	15.0%	18.8%	15.5%	**15.1%**
- Transport	13.7%	15.8%	19.2%	14.7%	**15.6%**
- Restaurants	25.4%	23.5%	29.9%	26.1%	**26.2%**
- Excursions	23.7%	21.3%	28.4%	23.9%	**24.4%**
- Activities	26.9%	26.7%	32.6%	27.7%	**28.4%**
Book or purchase					
- Tourist package	41.8%	38.2%	39.0%	42.4%	**40.6%**
- Flights	72.2%	67.4%	62.9%	67.9%	**67.9%**
- Accommodation	60.4%	57.2%	54.7%	56.0%	**57.2%**
- Transport	49.0%	45.8%	43.4%	46.8%	**46.4%**
- Restaurants	11.5%	10.7%	11.7%	12.4%	**11.6%**
- Excursions	8.7%	9.0%	13.1%	10.2%	**10.2%**
- Activities	11.0%	11.2%	15.3%	11.4%	**12.1%**

** Multi-choise question*

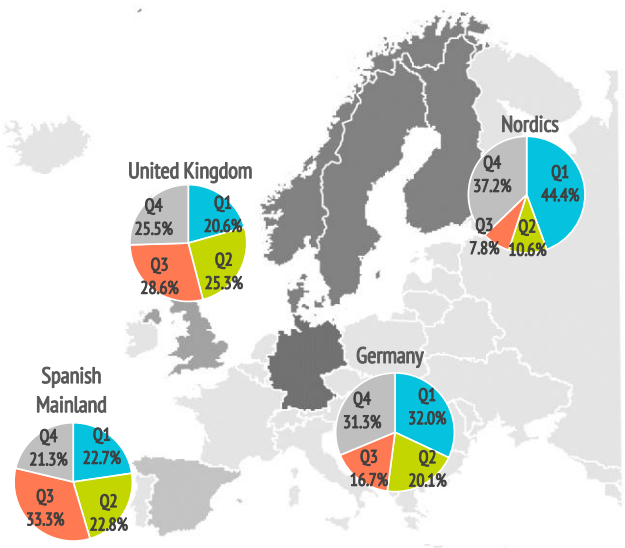
Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**8.8%**	**7.8%**	**6.2%**	**7.2%**	**7.6%**
Used the Internet	**91.2%**	**92.2%**	**93.8%**	**92.8%**	**92.4%**
- Own Internet connection	38.4%	37.8%	39.1%	35.7%	**37.6%**
- Free Wifi connection	37.6%	39.1%	38.2%	41.9%	**39.3%**
Applications*					
- Search for locations or maps	61.5%	57.5%	63.0%	59.1%	**60.3%**
- Search for destination info	45.6%	40.6%	45.9%	43.0%	**43.9%**
- Share pictures or trip videos	53.3%	53.7%	56.5%	52.6%	**53.9%**
- Download tourist apps	6.8%	6.2%	5.9%	6.8%	**6.5%**
- Others	25.7%	25.8%	21.5%	27.2%	**25.2%**

** Multi-choise question*

How many are loyal to the Canary Islands?

	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Repeat tourists	**70.6%**	**65.1%**	**57.2%**	**73.2%**	**67.3%**
Repeat tourists (last 5 years)	14.5%	13.9%	10.4%	17.9%	**14.5%**
Repeat tourists (last 5 years)(5 or more visits)	77.7%	72.4%	64.9%	79.6%	**74.4%**
At least 10 previous visits	**22.7%**	**22.3%**	**15.3%**	**26.6%**	**22.2%**

GRAN CANARIA: MAIN MARKETS
% TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2019)
GRAN CANARIA

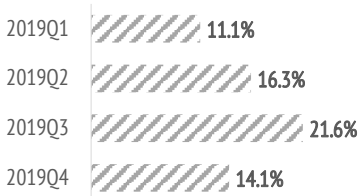
Where are they from?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Germany	22.8%	21.0%	16.2%	22.9%	**21.1%**
United Kingdom	12.4%	22.4%	23.5%	15.8%	**17.8%**
Spanish Mainland	12.0%	17.7%	24.1%	11.5%	**15.6%**
Sweden	11.4%	4.1%	2.5%	11.0%	**7.9%**
Norway	11.1%	4.2%	3.4%	9.0%	**7.5%**
Netherlands	4.5%	6.5%	6.6%	5.5%	**5.6%**
Denmark	4.9%	2.0%	1.7%	3.0%	**3.1%**
Finland	4.8%	1.0%	0.1%	4.6%	**2.9%**
Belgium	1.7%	3.5%	3.2%	2.0%	**2.5%**
Italy	2.5%	2.4%	2.7%	2.1%	**2.4%**
Switzerland	1.6%	2.3%	2.6%	2.7%	**2.3%**
France	1.6%	2.9%	3.0%	1.8%	**2.2%**
Poland	2.4%	2.3%	2.5%	1.1%	**2.0%**
Ireland	1.4%	1.9%	2.1%	1.5%	**1.7%**
Austria	0.5%	0.9%	0.8%	0.7%	**0.7%**
Portugal	0.2%	0.8%	1.3%	0.4%	**0.6%**
Czech Republic	0.6%	0.4%	0.5%	0.3%	**0.5%**
Others	3.7%	3.7%	3.2%	3.9%	**3.6%**

Who do they come with?

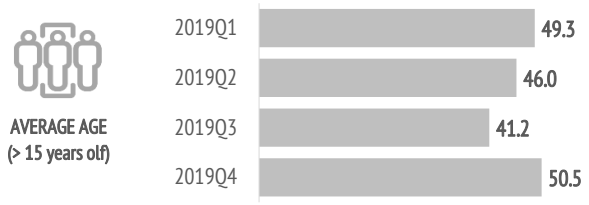
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	13.6%	15.9%	12.5%	14.1%	**14.0%**
Only with partner	50.9%	43.7%	39.8%	47.7%	**46.1%**
Only with children (< 13 years old)	3.5%	5.5%	7.9%	4.7%	**5.2%**
Partner + children (< 13 years old)	4.4%	5.1%	7.9%	4.8%	**5.4%**
Other relatives	6.3%	7.9%	9.8%	8.1%	**7.9%**
Friends	9.3%	6.7%	7.0%	5.8%	**7.3%**
Work colleagues	0.8%	1.4%	0.5%	1.0%	**0.9%**
Organized trip	0.2%	0.6%	0.0%	0.3%	**0.3%**
Other combinations [1]	11.0%	13.1%	14.6%	13.5%	**12.9%**
(1) Different situations have been isolated					
Tourists with children	**11.1%**	**16.3%**	**21.6%**	**14.1%**	**15.3%**
- Between 0 and 2 years old	1.6%	1.7%	1.3%	0.8%	**1.3%**
- Between 3 and 12 years old	8.7%	13.3%	19.0%	12.3%	**12.9%**
- Between 0 -2 and 3-12 years	0.9%	1.4%	1.2%	1.1%	**1.1%**
Tourists without children	**88.9%**	**83.7%**	**78.4%**	**85.9%**	**84.7%**
Group composition:					
- 1 person	16.8%	19.2%	14.2%	16.7%	**16.7%**
- 2 people	59.3%	51.9%	47.9%	55.1%	**54.1%**
- 3 people	9.5%	12.0%	15.7%	10.4%	**11.6%**
- 4 or 5 people	12.1%	13.5%	18.6%	14.4%	**14.5%**
- 6 or more people	2.2%	3.4%	3.4%	3.4%	**3.1%**
Average group size:	**2.30**	**2.41**	**2.61**	**2.45**	**2.43**

15.3% of tourists travel with children.



Who are they?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	49.7%	52.8%	51.3%	52.2%	**51.4%**
Women	50.3%	47.2%	48.7%	47.8%	**48.6%**
Age					
Average age (tourist > 15 years old)	49.3	46.0	41.2	50.5	**47.2**
Standard deviation	15.7	15.4	14.2	14.9	**15.5**
Age range (> 15 years old)					
16 - 24 years old	6.5%	7.8%	15.1%	4.5%	**8.0%**
25 - 30 years old	9.0%	12.4%	13.4%	7.3%	**10.2%**
31 - 45 years old	25.5%	28.7%	32.2%	24.8%	**27.4%**
46 - 60 years old	31.5%	30.3%	29.7%	35.5%	**32.1%**
Over 60 years old	27.5%	20.8%	9.5%	27.8%	**22.3%**
Occupation					
Salaried worker	46.4%	57.3%	62.7%	52.6%	**53.9%**
Self-employed	11.2%	11.8%	10.8%	11.2%	**11.2%**
Unemployed	1.3%	1.5%	1.5%	0.6%	**1.2%**
Business owner	11.9%	9.2%	10.5%	10.7%	**10.7%**
Student	3.6%	3.6%	6.4%	2.1%	**3.8%**
Retired	24.1%	15.4%	6.6%	21.3%	**17.8%**
Unpaid domestic work	0.5%	0.6%	0.6%	0.5%	**0.5%**
Others	1.0%	0.6%	1.1%	0.9%	**0.9%**
Annual household income level					
Less than €25,000	15.4%	17.5%	19.4%	13.8%	**16.2%**
€25,000 - €49,999	36.4%	36.9%	40.3%	31.0%	**35.8%**
€50,000 - €74,999	24.0%	23.1%	21.6%	27.5%	**24.3%**
More than €74,999	24.2%	22.5%	18.8%	27.7%	**23.7%**
Education level					
No studies	2.4%	3.4%	5.6%	2.5%	**3.3%**
Primary education	3.3%	2.8%	2.9%	3.5%	**3.2%**
Secondary education	27.1%	25.4%	23.9%	26.8%	**26.0%**
Higher education	67.2%	68.4%	67.5%	67.2%	**67.5%**



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.