

PROFILE OF TOURIST VISITING GRAN CANARIA 2022

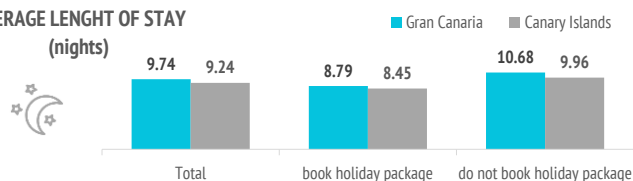


How many are they and how much do they spend?

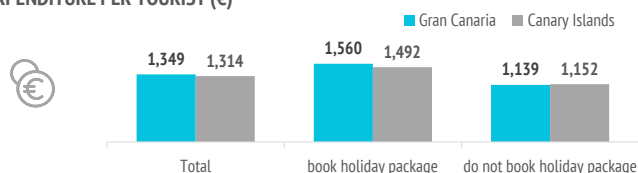


	Gran Canaria	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	3,788,611	14,617,383
Tourist arrivals > 15 years old (EGT)	3,352,820	12,832,078
- book holiday package	1,674,202	6,128,916
- do not book holiday package	1,678,618	6,703,162
- % tourists who book holiday package	49.9%	47.8%
Share of total tourist	25.9%	100%
Children <= 15 years old (FRONTUR - EGT)	435,791	1,785,305
Expenditure per tourist (€)		
- book holiday package	1,560	1,492
- holiday package	1,282	1,236
- others	278	256
- do not book holiday package	1,139	1,152
- flight	323	311
- accommodation	375	405
- others	441	436
Average lenght of stay	9.74	9.24
- book holiday package	8.79	8.45
- do not book holiday package	10.68	9.96
Average daily expenditure (€)	159.1	160.5
- book holiday package	187.4	186.1
- do not book holiday package	130.9	137.1
Total turnover (> 15 years old) (€m)	4,523	16,863
- book holiday package	2,611	9,143
- do not book holiday package	1,911	7,720

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Gran Canaria	Canary Islands
Didn't have holidays	32.4%	31.7%
Canary Islands	23.0%	20.4%
Other destination	44.5%	48.0%

What other destinations do they consider for this trip?*

	Gran Canaria	Canary Islands
None	31.0%	28.3%
Canary Islands (other island)	27.3%	24.6%
Other destination	41.7%	47.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Gran Canaria	Canary Islands
Climate	77.8%	75.0%
Safety	49.9%	51.3%
Sea	49.7%	46.0%
Tranquility	45.8%	46.5%
Beaches	45.3%	39.3%
Accommodation supply	41.5%	41.8%
European belonging	38.7%	36.5%
Effortless trip	36.7%	37.5%
Price	33.7%	35.8%
Landscapes	31.2%	34.1%
Environment	29.3%	33.3%
Gastronomy	28.0%	26.6%
Fun possibilities	24.6%	23.3%
Authenticity	21.6%	22.3%
Exoticism	12.5%	11.8%
Nightlife	11.5%	7.9%
Shopping	11.2%	9.1%
Hiking trail network	10.2%	10.1%
Culture	9.4%	9.0%
Historical heritage	8.5%	8.4%

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



What is the main motivation for their holidays?



	Gran Canaria	Canary Islands
Rest	55.2%	51.1%
Enjoy family time	17.9%	16.1%
Have fun	9.0%	8.5%
Explore the destination	14.7%	20.3%
Practice their hobbies	1.1%	1.9%
Other reasons	2.2%	2.1%



How far in advance do they book their trip?



	Gran Canaria	Canary Islands
The same day	1.0%	0.7%
Between 1 and 30 days	32.1%	27.8%
Between 1 and 2 months	25.4%	25.3%
Between 3 and 6 months	26.7%	28.8%
More than 6 months	14.8%	17.4%

PROFILE OF TOURIST VISITING GRAN CANARIA 2022



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

	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	48.7%	49.8%
Friends or relatives	28.7%	30.4%
Internet or social media	48.3%	54.2%
Mass Media	1.6%	2.0%
Travel guides and magazines	5.8%	7.0%
Travel Blogs or Forums	4.6%	6.9%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	19.9%	20.7%
Public administrations or similar	0.8%	1.3%
Others	3.7%	3.2%

* Multi-choise question

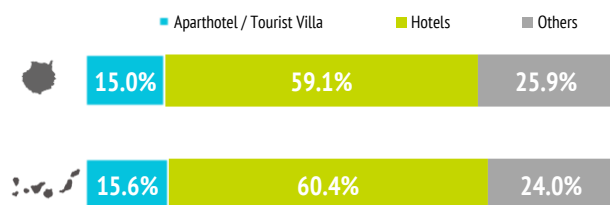
With whom did they book their flight and accommodation?

	Gran Canaria	Canary Islands
Flight		
- Directly with the airline	46.3%	50.0%
- Tour Operator or Travel Agency	53.7%	50.0%
Accommodation		
- Directly with the accommodation	33.6%	36.6%
- Tour Operator or Travel Agency	66.4%	63.4%

Where do they stay?

	Gran Canaria	Canary Islands
1-2-3* Hotel	14.3%	10.9%
4* Hotel	35.3%	39.0%
5* Hotel / 5* Luxury Hotel	9.5%	10.5%
Aparthotel / Tourist Villa	15.0%	15.6%
House/room rented in a private dwelling	5.9%	7.2%
Private accommodation (1)	10.8%	8.7%
Others (Cottage, cruise, camping,...)	9.1%	8.1%

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



What do they book?

	Gran Canaria	Canary Islands
Room only	31.1%	28.5%
Bed and Breakfast	15.6%	13.9%
Half board	18.2%	19.1%
Full board	3.4%	3.5%
All inclusive	31.7%	34.9%

31.1% of tourists book room only.

(Canary Islands: 28.5%)

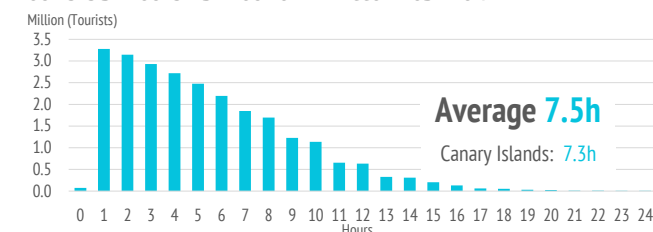
Other expenses

	Gran Canaria	Canary Islands
Restaurants or cafes	65.9%	66.4%
Supermarkets	56.2%	55.9%
Car rental	21.6%	32.0%
Organized excursions	15.9%	23.6%
Taxi, transfer, chauffeur service	54.3%	51.8%
Theme Parks	5.6%	10.9%
Sport activities	5.8%	7.9%
Museums	3.8%	5.2%
Flights between islands	3.3%	5.0%

Activities in the Canary Islands

Outdoor time per day	Gran Canaria	Canary Islands
0 hours	2.2%	2.5%
1 - 2 hours	10.4%	10.7%
3 - 6 hours	32.3%	32.7%
7 - 12 hours	45.3%	45.1%
More than 12 hours	9.8%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Gran Canaria	Canary Islands
Beach	72.6%	71.3%
Walk, wander	67.4%	73.8%
Swimming pool, hotel facilities	56.6%	61.1%
Explore the island on their own	44.8%	48.7%
Taste Canarian gastronomy	23.3%	27.0%
Nightlife / concerts / shows	18.0%	15.3%
Hiking	17.2%	18.5%
Organized excursions	11.4%	17.4%
Swim	10.7%	10.1%
Sea excursions / whale watching	9.9%	12.7%
Museums / exhibitions	9.6%	10.0%
Theme parks	9.4%	14.4%
Wineries / markets / popular festivals	9.2%	10.6%
Other Nature Activities	6.8%	8.1%
Running	6.4%	5.9%
Beauty and health treatments	6.2%	5.9%
Practice other sports	4.4%	4.7%
Astronomical observation	3.2%	3.7%
Surf	2.7%	3.1%
Scuba Diving	2.5%	3.0%
Cycling / Mountain bike	2.5%	3.3%
Golf	2.1%	2.1%
Windsurf / Kitesurf	0.7%	1.2%

* Multi-choise question

GRAN CANARIA

NIGHTLIFE /
CONCERTS / SHOWS

18.0%

CANARY ISLANDS

15.3%



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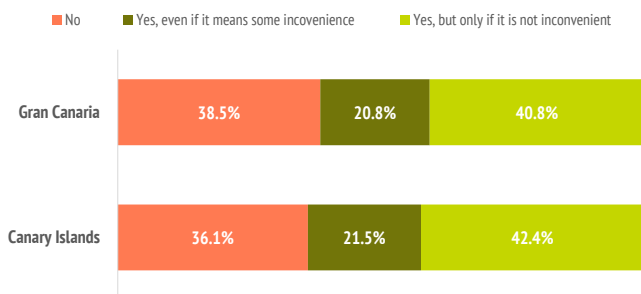


Which places do they visit in Gran Canaria?

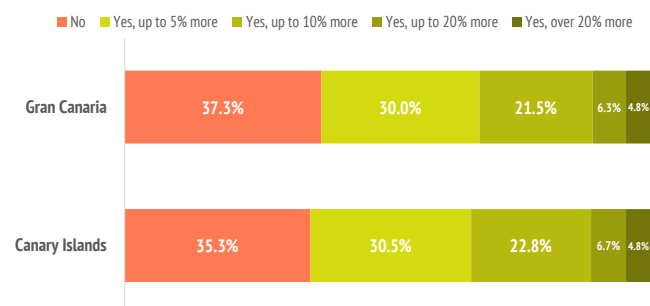
	%	Absolute
Maspalomas Dunes	47.8%	1,614,663
Las Palmas de Gran Canaria	47.2%	1,593,014
Puerto de Mogán	38.3%	1,295,086
Island's interior	20.4%	690,132
North of the island	19.7%	666,878
Roque Nublo	13.7%	463,793
Agate	13.2%	447,444
Teror	13.2%	446,645
Guayadeque Valley	7.0%	236,724

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	Gran Canaria	Canary Islands
Quality of life on the island	8.05	8.08
Tolerance towards tourism	8.58	8.58
Cleanliness of the island	8.05	8.30
Air quality	8.31	8.49
Rational water consumption	7.38	7.46
Energy saving	6.91	6.93
Use of renewable energy	7.21	7.03
Recycling	7.04	7.14
Easy to get around by public transport	7.58	7.36
Overcrowding in tourist areas	6.65	6.65
Supply of local products	7.08	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

How many islands do they visit during their trip?

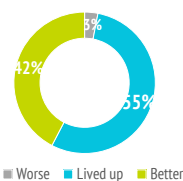
	Gran Canaria	Canary Islands
One island	93.5%	92.6%
Two islands	5.5%	6.3%
Three or more islands	1.0%	1.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Gran Canaria	Canary Islands
Average rating	8.79	8.85

Experience in the Canary Islands	Gran Canaria	Canary Islands
Worse or much worse than expected	3.0%	2.8%
Lived up to expectations	54.6%	53.5%
Better or much better than expected	42.4%	43.7%

Future intentions (scale 1-10)	Gran Canaria	Canary Islands
Return to the Canary Islands	8.77	8.82
Recommend visiting the Canary Island	8.99	9.06



Experience in the
Canary Islands



Return to the Canary
Islands



8.99/10

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	in Gran Canaria	in the Canary Islands
Gran Canaria: Repeat tourists	65.3%	41.7%
Gran Canaria: At least 10 previous visits	14.8%	5.0%
Canary Islands: Repeat tourists	72.1%	70.1%
Canary Islands: At least 10 previous visits	22.8%	19.1%

MAIN SOURCE MARKETS: % REPEAT TOURISTS

Nordics 80%
S. Mainland 69%
UK 66%
Germany 65%



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Where are they from?



	%	Absolute
United Kingdom	20.3%	678,992
Germany	18.9%	635,157
Spanish Mainland	14.6%	488,286
Netherlands	7.1%	239,499
Norway	6.9%	231,208
Sweden	5.7%	190,800
Denmark	3.7%	122,481
France	3.6%	119,126
Italy	3.1%	102,885
Belgium	2.8%	94,584
Finland	2.4%	80,633
Ireland	2.1%	69,789
Poland	1.8%	58,857
Switzerland	1.3%	45,216
Austria	1.2%	40,906
Portugal	0.7%	23,522
Czech Republic	0.7%	22,933
Others	3.2%	107,945

Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	15.2%	10.0%
Only with partner	44.0%	46.1%
Only with children (< 13 years old)	4.3%	4.9%
Partner + children (< 13 years old)	5.3%	7.3%
Other relatives	9.1%	9.9%
Friends	8.2%	7.3%
Work colleagues	0.9%	0.6%
Organized trip	0.3%	0.3%
Other combinations (1)	12.7%	13.7%

(1) Different situations have been isolated

Tourists with children	14.5%	18.0%
- Between 0 and 2 years old	1.1%	1.3%
- Between 3 and 12 years old	12.2%	15.5%
- Between 0 -2 and 3-12 years	1.2%	1.2%
Tourists without children	85.5%	82.0%
Group composition:		
- 1 person	18.3%	12.6%
- 2 people	53.0%	53.9%
- 3 people	10.9%	12.1%
- 4 or 5 people	13.9%	17.3%
- 6 or more people	3.9%	4.1%
Average group size:	2.45	2.60

*People who share the main expenses of the trip

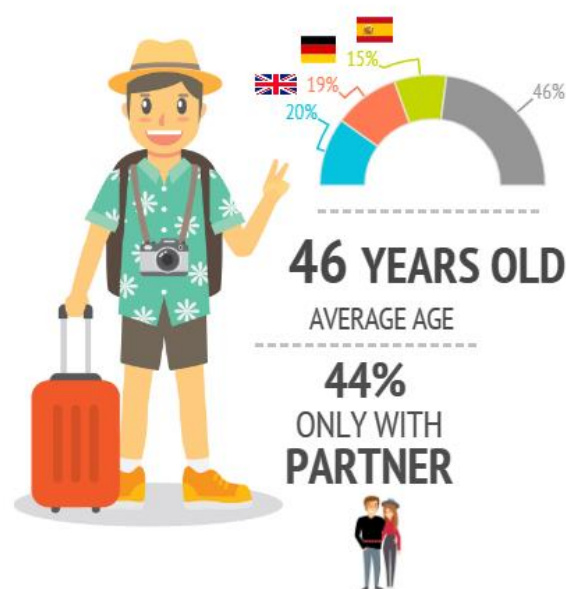
% TOURISTS WHO TRAVEL WITH CHILDREN



Who are they?



	Gran Canaria	Canary Islands
Gender		
Men	51.6%	48.4%
Women	48.4%	51.6%
Age		
Average age (tourist > 15 years old)	46.0	45.7
Standard deviation	16.6	16.0
Age range (> 15 years old)		
16 - 24 years old	12.1%	10.4%
25 - 30 years old	10.7%	11.5%
31 - 45 years old	27.6%	29.4%
46 - 60 years old	26.6%	27.2%
Over 60 years old	23.0%	21.5%
Occupation		
Salaried worker	55.8%	57.4%
Self-employed	10.9%	10.8%
Unemployed	1.0%	1.0%
Business owner	9.0%	8.3%
Student	5.3%	4.6%
Retired	16.6%	16.5%
Unpaid domestic work	0.4%	0.6%
Others	1.1%	0.8%
Annual household income level		
Less than €25,000	13.9%	14.3%
€25,000 - €49,999	34.0%	34.3%
€50,000 - €74,999	26.1%	25.4%
More than €74,999	26.0%	26.0%
Education level		
No studies	2.5%	3.6%
Primary education	2.4%	1.7%
Secondary education	23.4%	20.2%
Higher education	71.6%	74.5%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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