

How many are they and how much do they spend?

	France	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>460,424</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>400,291</b>	<b>5,827,892</b>
- book holiday package	136,769	2,549,012
- do not book holiday package	263,522	3,278,880
- % tourists who book holiday package	34.2%	43.7%
Share of total tourist	6.9%	100%

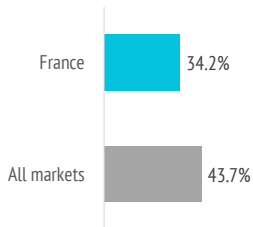
RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



% HOLIDAY PACKAGE



44% of French travel to Tenerife.

	France	All markets
<b>Expenditure per tourist (€)</b>	<b>1,154</b>	<b>1,206</b>
- book holiday package	1,266	1,415
- holiday package	1,046	1,135
- others	220	280
- do not book holiday package	1,096	1,044
- flight	253	248
- accommodation	421	369
- others	423	427
<b>Average length of stay</b>	<b>9.11</b>	<b>9.54</b>
- book holiday package	7.94	8.59
- do not book holiday package	9.72	10.28
<b>Average daily expenditure (€)</b>	<b>140.8</b>	<b>144.0</b>
- book holiday package	162.7	172.8
- do not book holiday package	129.4	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>462</b>	<b>7,028</b>
- book holiday package	173	3,606
- do not book holiday package	289	3,422

Where did they spend their main holiday last year?\*

	France	All markets
Didn't have holiday	28.2%	35.7%
Canary Islands	9.6%	17.6%
Other destination	62.2%	46.8%

What other destinations do they consider for this trip?\*

	France	All markets
None	25.3%	29.4%
Canary Islands (other island)	25.4%	25.4%
Other destination	49.4%	45.1%

\*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

	France	All markets
Climate	79.9%	76.0%
Landscapes	59.7%	39.1%
Sea	57.2%	52.0%
Tranquility	49.2%	48.5%
Safety	45.9%	49.0%
Environment	44.9%	34.7%
Beaches	44.5%	44.6%
European belonging	41.6%	40.2%
Price	38.7%	32.4%
Accommodation supply	36.9%	37.8%
Authenticity	34.9%	24.4%
Gastronomy	26.3%	27.9%
Exoticism	26.1%	14.5%
Effortless trip	24.8%	34.9%
Hiking trail network	19.5%	12.1%
Fun possibilities	17.5%	22.4%
Historical heritage	14.7%	9.1%
Shopping	12.9%	8.8%
Culture	11.9%	8.7%
Nightlife	9.1%	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 LANDSCAPES

FRANCE  
59.7%



ALL MARKETS  
39.1%

What is the main motivation for their holidays?

	France	All markets
Rest	35.2%	50.7%
Enjoy family time	8.0%	14.0%
Have fun	6.1%	7.3%
Explore the destination	45.0%	23.3%
Practice their hobbies	4.1%	2.6%
Other reasons	1.6%	2.1%

EXPLORE THE DESTINATION



France



45.0%

All markets



23.3%

How far in advance do they book their trip?

	France	All markets
The same day	1.5%	1.0%
Between 1 and 30 days	46.3%	42.5%
Between 1 and 2 months	26.8%	26.7%
Between 3 and 6 months	17.4%	18.7%
More than 6 months	8.1%	11.1%

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## FRANCE



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

	France	All markets
Previous visits to the Canary Islands	27.3%	45.7%
Friends or relatives	28.2%	30.9%
Internet or social media	58.0%	53.5%
Mass Media	3.7%	2.3%
Travel guides and magazines	13.9%	7.0%
Travel Blogs or Forums	15.8%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	18.6%	19.4%
Public administrations or similar	1.1%	1.9%
Others	2.7%	2.9%

\* Multi-choise question

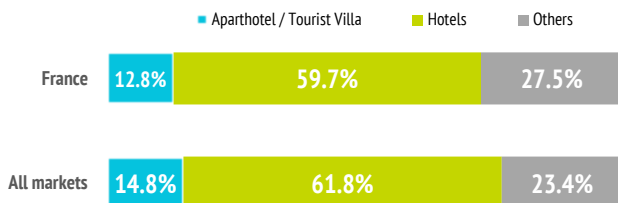
### With whom did they book their flight and accommodation?

	France	All markets
<b>Flight</b>		
- Directly with the airline	58.7%	52.8%
- Tour Operator or Travel Agency	41.3%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	45.9%	39.9%
- Tour Operator or Travel Agency	54.1%	60.1%

### Where do they stay?

	France	All markets
1-2-3* Hotel	10.7%	11.5%
4* Hotel	36.8%	39.4%
5* Hotel / 5* Luxury Hotel	12.3%	10.9%
Aparthotel / Tourist Villa	12.8%	14.8%
House/room rented in a private dwelling	11.0%	6.9%
Private accommodation (1)	6.5%	9.9%
Others (Cottage, cruise, camping,...)	10.0%	6.6%

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



### What do they book?

	France	All markets
Room only	31.5%	28.1%
Bed and Breakfast	16.8%	15.3%
Half board	15.3%	19.5%
Full board	6.3%	3.2%
All inclusive	30.1%	33.8%

”  
**31.5% of French book room only.**

(Canary Islands: 28.1%)

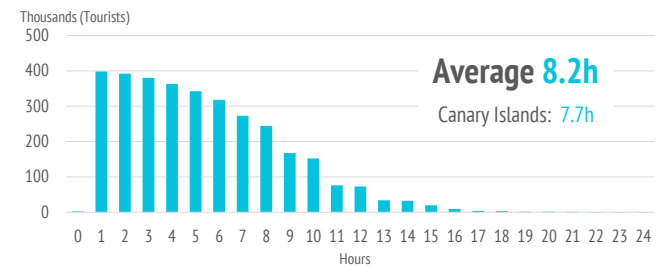
### Other expenses

	France	All markets
Restaurants or cafes	64.7%	66.9%
Supermarkets	53.7%	55.6%
Car rental	52.6%	37.3%
Organized excursions	36.1%	23.7%
Taxi, transfer, chauffeur service	36.5%	46.0%
Theme Parks	7.2%	8.6%
Sport activities	10.6%	9.3%
Museums	10.1%	4.7%
Flights between islands	9.5%	6.3%

### Activities in the Canary Islands

	France	All markets
<b>Outdoor time per day</b>		
0 hours	0.6%	2.4%
1 - 2 hours	4.4%	10.0%
3 - 6 hours	26.8%	30.1%
7 - 12 hours	59.7%	47.1%
More than 12 hours	8.4%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	France	All markets
Beach	80.7%	75.1%
Walk, wander	74.7%	72.2%
Swimming pool, hotel facilities	63.9%	57.5%
Explore the island on their own	62.2%	52.5%
Swim	38.5%	38.8%
Taste Canarian gastronomy	14.3%	30.2%
Hiking	35.4%	22.5%
Organized excursions	21.7%	16.0%
Sea excursions / whale watching	19.6%	13.5%
Nightlife / concerts / shows	11.0%	12.3%
Theme parks	11.0%	12.2%
Museums / exhibitions	18.2%	10.7%
Wineries / markets / popular festivals	12.4%	10.0%
Other Nature Activities	11.6%	9.5%
Running	8.6%	7.6%
Practice other sports	6.4%	5.9%
Beauty and health treatments	8.9%	5.6%
Surf	8.1%	4.8%
Astronomical observation	3.1%	4.2%
Cycling / Mountain bike	3.7%	4.2%
Scuba Diving	6.2%	4.2%
Golf	2.5%	2.3%
Windsurf / Kitesurf	2.8%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## FRANCE

### Which island do they choose?

Tourists (> 15 years old)	France	All markets
Lanzarote	94,145	963,331
Fuerteventura	66,526	843,805
Gran Canaria	60,838	1,545,237
Tenerife	174,045	2,320,313
La Palma	2,294	102,576

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

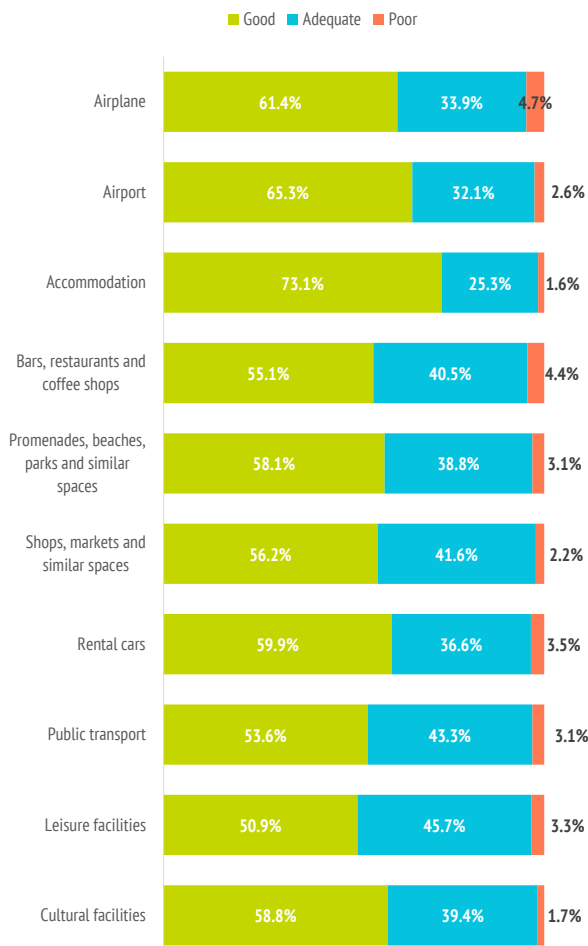
	France	All markets
One island	87.0%	90.9%
Two islands	10.7%	7.8%
Three or more islands	2.3%	1.3%

### Health safety

Planning the trip: Importance	France	All markets
Average rating (scale 0-10)	7.48	7.99

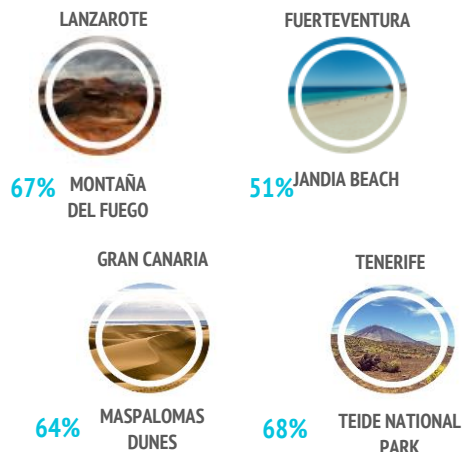
During the stay: Rate	France	All markets
Average rating (scale 0-10)	8.47	8.42

### HEALTH SAFETY MEASURES (RATE)



Share by islands	France	All markets
Lanzarote	23.7%	16.7%
Fuerteventura	16.7%	14.6%
Gran Canaria	15.3%	26.8%
Tenerife	43.7%	40.2%
La Palma	0.6%	1.8%

### MOST VISITED PLACES IN EACH ISLAND



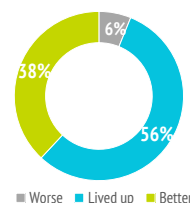
The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	France	All markets
Average rating	8.67	8.86

Experience in the Canary Islands	France	All markets
Worse or much worse than expected	6.1%	2.7%
Lived up to expectations	55.8%	51.4%
Better or much better than expected	38.0%	45.9%

Future intentions (scale 1-10)	France	All markets
Return to the Canary Islands	8.15	8.86
Recommend visiting the Canary Island	8.68	9.10



Experience in the Canary Islands

8.15/10

Return to the Canary Islands



8.68/10

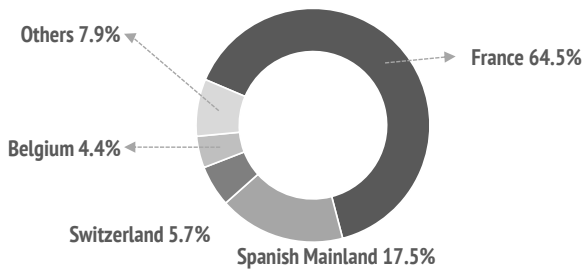
Recommend visiting the Canary Islands

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

	France	All markets
<b>Repeat tourists</b>	<b>42.9%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	40.4%	61.9%
Repeat tourists (last 5 years) (5 or more)	6.8%	15.0%
<b>At least 10 previous visits</b>	<b>6.6%</b>	<b>18.3%</b>

Where does the flight come from?

	%	Absolute
France	64.5%	258,283
Spanish Mainland	17.5%	70,063
Switzerland	5.7%	22,797
Belgium	4.4%	17,534
Luxembourg	3.7%	14,927
Portugal	2.1%	8,551
Others	2.0%	8,136



Who do they come with?

	France	All markets
Unaccompanied	10.4%	13.5%
Only with partner	49.4%	48.2%
Only with children (< 13 years old)	4.3%	3.9%
Partner + children (< 13 years old)	4.0%	4.9%
Other relatives	8.8%	8.4%
Friends	10.5%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.1%	11.5%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>12.1%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.7%	1.2%
- Between 3 and 12 years old	9.4%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
<b>Tourists without children</b>	<b>87.9%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	13.1%	16.5%
- 2 people	59.2%	56.7%
- 3 people	10.6%	10.7%
- 4 or 5 people	14.7%	13.6%
- 6 or more people	2.3%	2.5%
<b>Average group size:</b>	<b>2.43</b>	<b>2.37</b>

\*People who share the main expenses of the trip



(Under the age of 13)

12.1% of French travel with children.

(Canary Islands: 12.5%)

Who are they?

	France	All markets
<b>Gender</b>		
Men	51.2%	49.6%
Women	48.8%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	41.9	43.3
Standard deviation	15.0	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	11.7%	11.9%
25 - 30 years old	18.6%	14.8%
31 - 45 years old	30.0%	30.2%
46 - 60 years old	26.7%	26.6%
Over 60 years old	13.0%	16.4%
<b>Occupation</b>		
Salaried worker	65.1%	57.8%
Self-employed	9.6%	11.1%
Unemployed	1.1%	1.7%
Business owner	7.3%	10.0%
Student	5.1%	5.9%
Retired	10.4%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	1.0%	0.9%
<b>Annual household income level</b>		
Less than €25,000	14.8%	16.1%
€25,000 - €49,999	42.1%	37.0%
€50,000 - €74,999	22.4%	23.4%
More than €74,999	20.7%	23.5%
<b>Education level</b>		
No studies	0.9%	2.2%
Primary education	2.4%	2.2%
Secondary education	16.8%	18.8%
Higher education	80.0%	76.9%



4 IN 10 TOURISTS ARE REPEATERS

42 YEARS OLD

AVERAGE AGE

49% ONLY WITH PARTNER



Pictures: Freepik.com