

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021) TOUR OPERATOR OR TRAVEL AGENCY



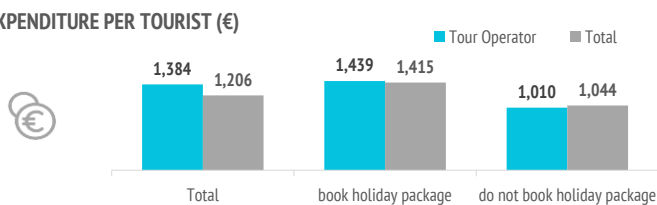
How many are they and how much do they spend?

	Tour Operator	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,132,231	5,827,892
- book holiday package	986,975	2,549,012
- do not book holiday package	145,256	3,278,880
- % tourists who book holiday package	87.2%	43.7%
Share of total tourist	19.4%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,384	1,206
- book holiday package	1,439	1,415
- holiday package	1,183	1,135
- others	256	280
- do not book holiday package	1,010	1,044
- flight	231	248
- accommodation	432	369
- others	347	427
Average length of stay	8.63	9.54
- book holiday package	8.63	8.59
- do not book holiday package	8.65	10.28
Average daily expenditure (€)	169.2	144.0
- book holiday package	174.4	172.8
- do not book holiday package	133.6	121.6
Total turnover (> 15 years old) (€m)	1,567	7,028
- book holiday package	1,420	3,606
- do not book holiday package	147	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Tour Operator	Total
Didn't have holidays	45.6%	35.7%
Canary Islands	11.6%	17.6%
Other destination	42.7%	46.8%

What other destinations do they consider for this trip?*

	Tour Operator	Total
None	20.4%	29.4%
Canary Islands (other island)	27.3%	25.4%
Other destination	52.4%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use tour operator or travel agency to plan the trip.

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

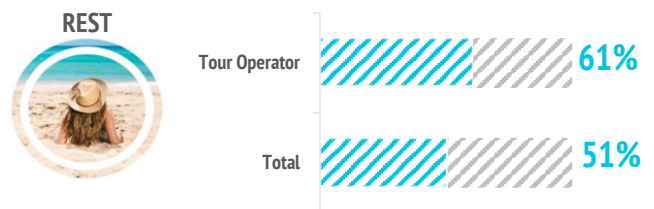
	Tour Operator	Total
Climate	79.7%	76.0%
Safety	54.6%	49.0%
Tranquility	51.4%	48.5%
Sea	51.0%	52.0%
Accommodation supply	47.2%	37.8%
Beaches	43.5%	44.6%
European belonging	40.8%	40.2%
Effortless trip	38.1%	34.9%
Price	32.6%	32.4%
Landscapes	31.2%	39.1%
Environment	29.1%	34.7%
Gastronomy	24.5%	27.9%
Authenticity	21.1%	24.4%
Fun possibilities	20.3%	22.4%
Exoticism	12.9%	14.5%
Historical heritage	7.5%	9.1%
Hiking trail network	7.3%	12.1%
Culture	7.2%	8.7%
Shopping	7.1%	8.8%
Nightlife	5.6%	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.

What is the main motivation for their holidays?

	Tour Operator	Total
Rest	60.8%	50.7%
Enjoy family time	10.4%	14.0%
Have fun	5.8%	7.3%
Explore the destination	19.9%	23.3%
Practice their hobbies	1.8%	2.6%
Other reasons	1.3%	2.1%



How far in advance do they book their trip?

	Tour Operator	Total
The same day	0.4%	1.0%
Between 1 and 30 days	42.9%	42.5%
Between 1 and 2 months	25.5%	26.7%
Between 3 and 6 months	18.9%	18.7%
More than 6 months	12.3%	11.1%

% TOURISTS BOOKING MORE THAN 2 MONTHS IN ADVANCE

TOUR OPERATOR
31.3%



TOTAL
29.9%

Picture: Freepik.com

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

	Tour Operator	Total
Previous visits to the Canary Islands	40.6%	45.7%
Friends or relatives	18.7%	30.9%
Internet or social media	44.2%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	9.6%	7.0%
Travel Blogs or Forums	6.0%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	100%	19.4%
Public administrations or similar	2.6%	1.9%
Others	0.8%	2.9%

* Multi-choise question

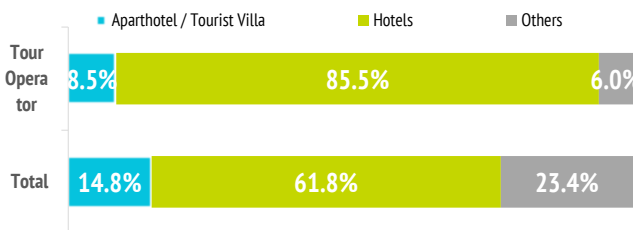
With whom did they book their flight and accommodation?

	Tour Operator	Total
Flight		
- Directly with the airline	9.8%	52.8%
- Tour Operator or Travel Agency	90.2%	47.2%
Accommodation		
- Directly with the accommodation	7.4%	39.9%
- Tour Operator or Travel Agency	92.6%	60.1%

Where do they stay?

	Tour Operator	Total
1-2-3* Hotel	13.5%	11.5%
4* Hotel	58.1%	39.4%
5* Hotel / 5* Luxury Hotel	13.9%	10.9%
Aparthotel / Tourist Villa	8.5%	14.8%
House/room rented in a private dwelling	0.6%	6.9%
Private accommodation (1)	0.6%	9.9%
Others (Cottage, cruise, camping,...)	4.8%	6.6%

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



What do they book?

	Tour Operator	Total
Room only	9.0%	28.1%
Bed and Breakfast	11.0%	15.3%
Half board	24.2%	19.5%
Full board	4.2%	3.2%
All inclusive	51.6%	33.8%

51.6% of tourists book all inclusive.

(Canary Islands: 33.8%)

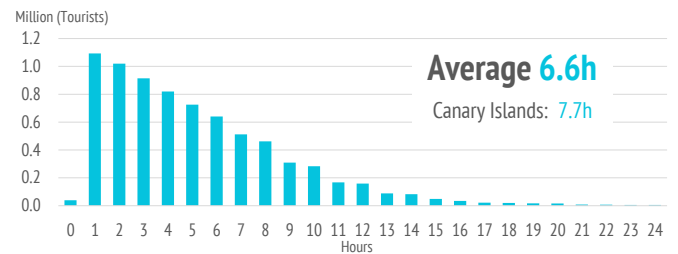
Other expenses

	Tour Operator	Total
Restaurants or cafes	54.9%	66.9%
Supermarkets	43.9%	55.6%
Car rental	28.5%	37.3%
Organized excursions	29.2%	23.7%
Taxi, transfer, chauffeur service	71.9%	46.0%
Theme Parks	9.5%	8.6%
Sport activities	7.7%	9.3%
Museums	3.7%	4.7%
Flights between islands	4.1%	6.3%

Activities in the Canary Islands

Outdoor time per day	Tour Operator	Total
0 hours	3.4%	2.4%
1 - 2 hours	15.8%	10.0%
3 - 6 hours	35.5%	30.1%
7 - 12 hours	37.4%	47.1%
More than 12 hours	7.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tour Operator	Total
Beach	73.9%	75.1%
Walk, wander	69.8%	72.2%
Swimming pool, hotel facilities	69.5%	57.5%
Explore the island on their own	44.9%	52.5%
Swim	39.9%	38.8%
Organized excursions	24.9%	16.0%
Taste Canarian gastronomy	24.5%	30.2%
Hiking	16.5%	22.5%
Sea excursions / whale watching	16.3%	13.5%
Theme parks	13.7%	12.2%
Nightlife / concerts / shows	9.9%	12.3%
Museums / exhibitions	8.6%	10.7%
Wineries / markets / popular festivals	8.4%	10.0%
Beauty and health treatments	6.3%	5.6%
Other Nature Activities	6.1%	9.5%
Practice other sports	5.7%	5.9%
Running	5.7%	7.6%
Astronomical observation	3.7%	4.2%
Cycling / Mountain bike	3.6%	4.2%
Scuba Diving	3.5%	4.2%
Golf	2.4%	2.3%
Surf	1.8%	4.8%
Windsurf / Kitesurf	1.2%	1.5%

* Multi-choise question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tour operator / Travel agency	1,132,231	160,717	240,154	293,906	409,051	13,372
- Share by islands	100%	14.2%	21.2%	26.0%	36.1%	1.2%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tour operator / Travel agency	19.4%	16.7%	28.5%	19.0%	17.6%	13.0%

How many islands do they visit during their trip?

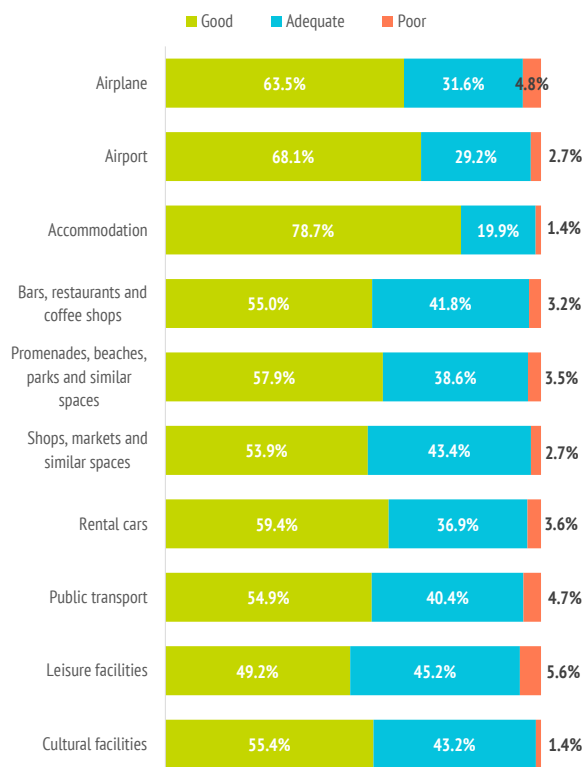
	Tour Operator	Total
One island	92.2%	90.9%
Two islands	6.3%	7.8%
Three or more islands	1.5%	1.3%

Health safety

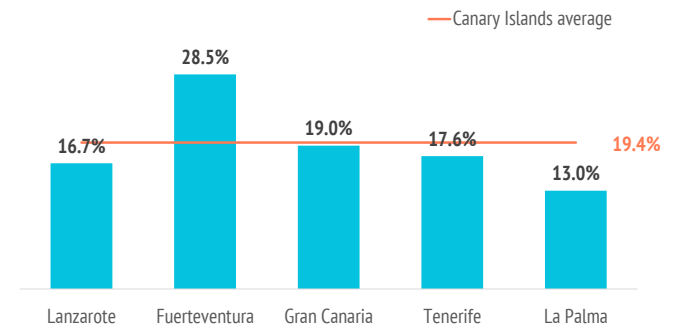
Planning the trip: Importance	Tour Operator	Total
Average rating (scale 0-10)	8.30	7.99

During the stay: Rate	Tour Operator	Total
Average rating (scale 0-10)	8.59	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

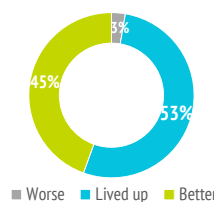


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tour Operator	Total
Average rating	8.79	8.86

Experience in the Canary Islands	Tour Operator	Total
Worse or much worse than expected	2.7%	2.7%
Lived up to expectations	52.8%	51.4%
Better or much better than expected	44.5%	45.9%

Future intentions (scale 1-10)	Tour Operator	Total
Return to the Canary Islands	8.67	8.86
Recommend visiting the Canary Islands	8.97	9.10



Experience in the Canary Islands



Return to the Canary Islands



8.97/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

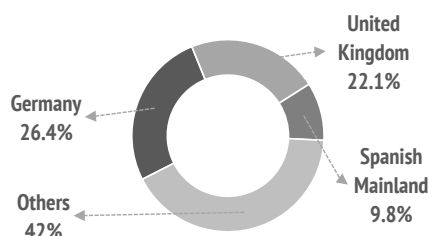
	Tour Operator	Total
Repeat tourists	64.6%	68.0%
Repeat tourists (last 5 years)	56.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	8.0%	15.0%
At least 10 previous visits	12.4%	18.3%

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Where are they from?



	%	Absolute
Germany	26.4%	298,691
United Kingdom	22.1%	250,456
Spanish Mainland	9.8%	110,622
France	6.6%	74,579
Poland	6.5%	73,763
Netherlands	5.6%	63,420
Belgium	4.7%	52,907
Denmark	3.4%	38,152
Italy	3.4%	38,078
Sweden	2.1%	24,100
Switzerland	1.4%	15,854
Luxembourg	1.4%	15,822
Norway	1.3%	14,926
Ireland	1.2%	13,983
Finland	0.9%	10,460
Portugal	0.7%	7,526
Austria	0.6%	7,093
Others	1.9%	21,797



Who are they?



	Tour Operator	Total
Gender		
Men	45.7%	49.6%
Women	54.3%	50.4%
Age		
Average age (tourist > 15 years old)	45.8	43.3
Standard deviation	15.9	15.6
Age range (> 15 years old)		
16 - 24 years old	11.0%	11.9%
25 - 30 years old	11.6%	14.8%
31 - 45 years old	26.9%	30.2%
46 - 60 years old	30.3%	26.6%
Over 60 years old	20.1%	16.4%
Occupation		
Salaried worker	57.8%	57.8%
Self-employed	9.8%	11.1%
Unemployed	1.0%	1.7%
Business owner	10.6%	10.0%
Student	4.0%	5.9%
Retired	15.4%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	12.9%	16.1%
€25,000 - €49,999	36.8%	37.0%
€50,000 - €74,999	25.0%	23.4%
More than €74,999	25.3%	23.5%
Education level		
No studies	2.2%	2.2%
Primary education	2.3%	2.2%
Secondary education	22.0%	18.8%
Higher education	73.6%	76.9%

Who do they come with?

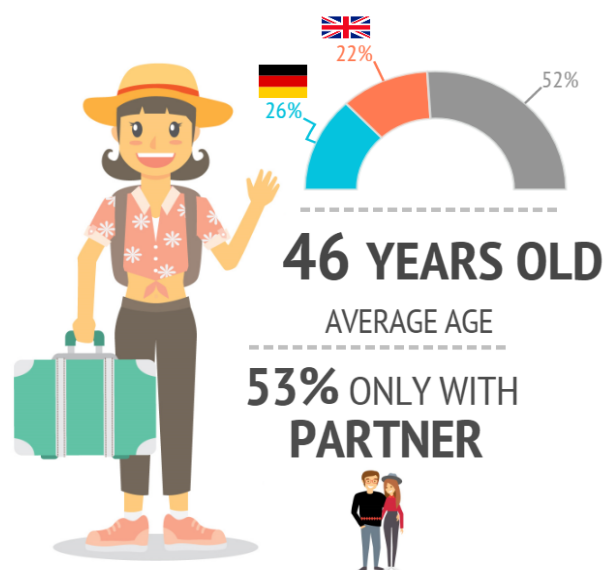


	Tour Operator	Total
Unaccompanied	7.2%	13.5%
Only with partner	52.8%	48.2%
Only with children (< 13 years old)	4.6%	3.9%
Partner + children (< 13 years old)	6.3%	4.9%
Other relatives	9.0%	8.4%
Friends	5.9%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.5%	0.2%
Other combinations (1)	13.1%	11.5%

(1) Different situations have been isolated

Tourists with children	14.9%	12.5%
- Between 0 and 2 years old	1.6%	1.2%
- Between 3 and 12 years old	12.4%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
Tourists without children	85.1%	87.5%
Group composition:		
- 1 person	8.9%	16.5%
- 2 people	63.0%	56.7%
- 3 people	11.4%	10.7%
- 4 or 5 people	14.3%	13.6%
- 6 or more people	2.3%	2.5%
Average group size:	2.47	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com