

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

PREVIOUS VISITS TO THE CANARY ISLANDS

How many are they and how much do they spend?

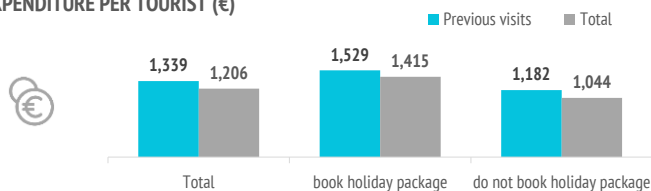


	Previous visits	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,661,011	5,827,892
- book holiday package	1,206,690	2,549,012
- do not book holiday package	1,454,321	3,278,880
- % tourists who book holiday package	45.3%	43.7%
Share of total tourist	45.7%	100%
Expenditure per tourist (€)		
- book holiday package	1,339	1,206
- holiday package	1,207	1,135
- others	322	280
- do not book holiday package	1,182	1,044
- flight	284	248
- accommodation	417	369
- others	481	427
Average length of stay		
- book holiday package	10.60	9.54
- do not book holiday package	9.12	8.59
- do not book holiday package	11.82	10.28
Average daily expenditure (€)		
- book holiday package	147.6	144.0
- do not book holiday package	177.3	172.8
- do not book holiday package	123.1	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	3,564	7,028
- do not book holiday package	1,845	3,606
- do not book holiday package	1,719	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Previous visits	Total
Didn't have holidays	35.0%	35.7%
Canary Islands	27.1%	17.6%
Other destination	37.9%	46.8%

What other destinations do they consider for this trip?*

	Previous visits	Total
None	35.4%	29.4%
Canary Islands (other island)	26.4%	25.4%
Other destination	38.2%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who has been previously in the Canary Islands.

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



	Previous visits	Total
Climate	80.5%	76.0%
Safety	53.2%	49.0%
Sea	51.7%	52.0%
Tranquility	51.0%	48.5%
Beaches	44.1%	44.6%
Accommodation supply	41.8%	37.8%
European belonging	41.5%	40.2%
Effortless trip	38.4%	34.9%
Landscapes	35.5%	39.1%
Environment	34.5%	34.7%
Price	33.3%	32.4%
Gastronomy	29.5%	27.9%
Authenticity	23.4%	24.4%
Fun possibilities	21.9%	22.4%
Exoticism	11.9%	14.5%
Hiking trail network	10.7%	12.1%
Shopping	9.6%	8.8%
Nightlife	8.5%	8.4%
Historical heritage	8.2%	9.1%
Culture	8.1%	8.7%

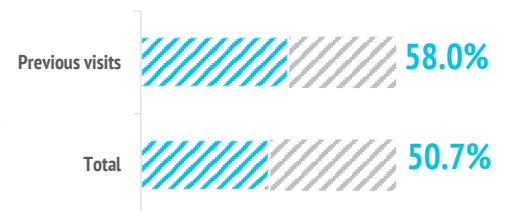
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?



	Previous visits	Total
Rest	58.0%	50.7%
Enjoy family time	15.1%	14.0%
Have fun	6.6%	7.3%
Explore the destination	15.2%	23.3%
Practice their hobbies	3.0%	2.6%
Other reasons	2.1%	2.1%



How far in advance do they book their trip?



	Previous visits	Total
The same day	0.7%	1.0%
Between 1 and 30 days	35.6%	42.5%
Between 1 and 2 months	25.7%	26.7%
Between 3 and 6 months	21.5%	18.7%
More than 6 months	16.4%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

PREVIOUS VISITS
16.4%



TOTAL
11.1%

Picture: Freepik.com

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PREVIOUS VISITS TO THE CANARY ISLANDS

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

	Previous visits	Total
Previous visits to the Canary Islands	100%	45.7%
Friends or relatives	23.8%	30.9%
Internet or social media	45.1%	53.5%
Mass Media	2.0%	2.3%
Travel guides and magazines	5.7%	7.0%
Travel Blogs or Forums	5.4%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	17.3%	19.4%
Public administrations or similar	2.4%	1.9%
Others	1.4%	2.9%

* Multi-choise question

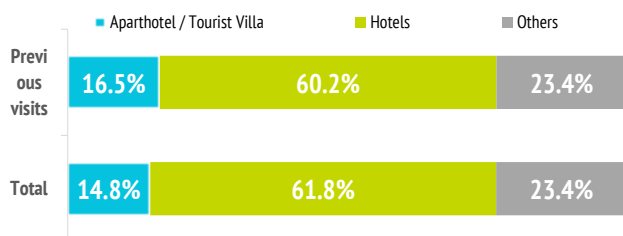
With whom did they book their flight and accommodation?

	Previous visits	Total
Flight		
- Directly with the airline	54.2%	52.8%
- Tour Operator or Travel Agency	45.8%	47.2%
Accommodation		
- Directly with the accommodation	40.3%	39.9%
- Tour Operator or Travel Agency	59.7%	60.1%

Where do they stay?

	Previous visits	Total
1-2-3* Hotel	11.3%	11.5%
4* Hotel	37.6%	39.4%
5* Hotel / 5* Luxury Hotel	11.3%	10.9%
Aparthotel / Tourist Villa	16.5%	14.8%
House/room rented in a private dwelling	6.0%	6.9%
Private accommodation (1)	10.7%	9.9%
Others (Cottage, cruise, camping,...)	6.7%	6.6%

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



What do they book?

	Previous visits	Total
Room only	29.1%	28.1%
Bed and Breakfast	13.7%	15.3%
Half board	20.5%	19.5%
Full board	3.1%	3.2%
All inclusive	33.6%	33.8%

29.1% of tourists book room only.

(Canary Islands: 28.1%)

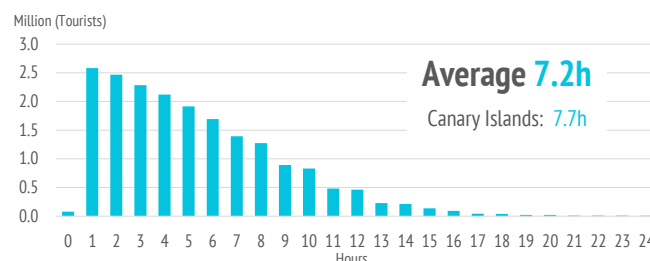
Other expenses

	Previous visits	Total
Restaurants or cafes	67.8%	66.9%
Supermarkets	57.8%	55.6%
Car rental	33.3%	37.3%
Organized excursions	18.1%	23.7%
Taxi, transfer, chauffeur service	48.9%	46.0%
Theme Parks	8.2%	8.6%
Sport activities	8.7%	9.3%
Museums	3.8%	4.7%
Flights between islands	5.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	Previous visits	Total
0 hours	3.0%	2.4%
1 - 2 hours	11.1%	10.0%
3 - 6 hours	33.5%	30.1%
7 - 12 hours	43.8%	47.1%
More than 12 hours	8.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Previous visits	Total
Walk, wander	73.7%	72.2%
Beach	73.0%	75.1%
Swimming pool, hotel facilities	59.5%	57.5%
Explore the island on their own	47.0%	52.5%
Swim	39.6%	38.8%
Taste Canarian gastronomy	29.8%	30.2%
Hiking	19.3%	22.5%
Nightlife / concerts / shows	13.4%	12.3%
Theme parks	11.2%	12.2%
Organized excursions	11.2%	16.0%
Sea excursions / whale watching	10.1%	13.5%
Wineries / markets / popular festivals	9.1%	10.0%
Museums / exhibitions	8.4%	10.7%
Running	8.0%	7.6%
Other Nature Activities	7.6%	9.5%
Beauty and health treatments	6.3%	5.6%
Practice other sports	6.2%	5.9%
Cycling / Mountain bike	4.7%	4.2%
Surf	4.1%	4.8%
Astronomical observation	3.8%	4.2%
Scuba Diving	3.3%	4.2%
Golf	2.5%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

* Multi-choise question

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PREVIOUS VISITS TO THE CANARY ISLANDS

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	2,661,011	473,741	392,052	726,743	1,018,039	30,279
- Share by islands	100%	17.8%	14.7%	27.3%	38.3%	1.1%
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%
% Previous visits to the Canary Islands	45.7%	49.2%	46.5%	47.0%	43.9%	29.5%

How many islands do they visit during their trip?

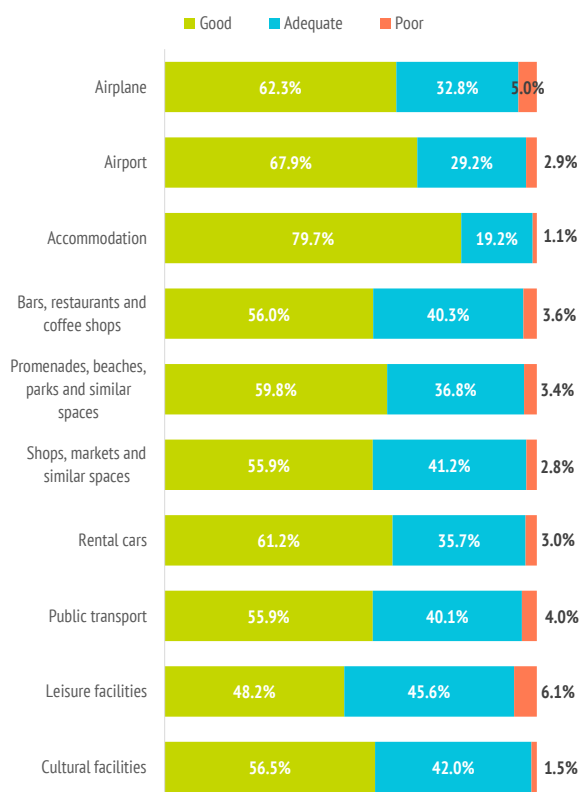
	Previous visits	Total
One island	92.6%	90.9%
Two islands	6.5%	7.8%
Three or more islands	1.0%	1.3%

Health safety

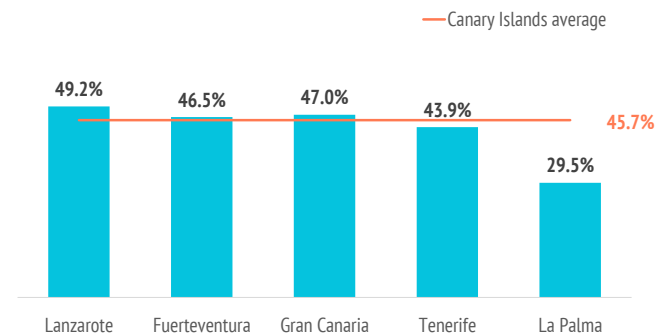
Planning the trip: Importance	Previous visits	Total
Average rating (scale 0-10)	8.24	7.99

During the stay: Rate	Previous visits	Total
Average rating (scale 0-10)	8.55	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

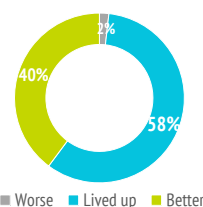


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Previous visits	Total
Average rating	9.01	8.86

Experience in the Canary Islands	Previous visits	Total
Worse or much worse than expected	1.8%	2.7%
Lived up to expectations	58.4%	51.4%
Better or much better than expected	39.8%	45.9%

Future intentions (scale 1-10)	Previous visits	Total
Return to the Canary Islands	9.28	8.86
Recommend visiting the Canary Islands	9.36	9.10



9.28/10

Experience in the Canary Islands

Return to the Canary Islands



9.36/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Previous visits	Total
Repeat tourists	100%	68.0%
Repeat tourists (last 5 years)	93.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	25.9%	15.0%
At least 10 previous visits	31.6%	18.3%

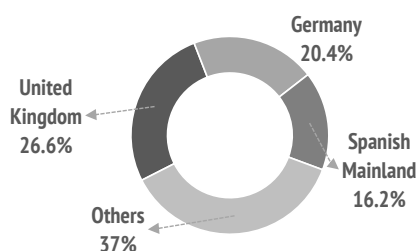
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Where are they from?



	%	Absolute
United Kingdom	26.6%	708,295
Germany	20.4%	541,923
Spanish Mainland	16.2%	430,589
Netherlands	4.3%	114,015
France	4.1%	109,240
Belgium	4.1%	108,847
Ireland	3.7%	99,589
Italy	3.3%	88,348
Poland	3.1%	82,154
Sweden	2.6%	70,509
Denmark	2.4%	65,035
Norway	1.9%	51,220
Switzerland	1.3%	34,634
Finland	1.1%	30,458
Luxembourg	0.7%	19,458
Czech Republic	0.7%	19,092
Portugal	0.6%	15,827
Others	2.7%	71,778



Who do they come with?



	Previous visits	Total
Unaccompanied	13.6%	13.5%
Only with partner	49.4%	48.2%
Only with children (< 13 years old)	3.8%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	9.0%	8.4%
Friends	5.9%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	12.3%	11.5%

(1) Different situations have been isolated

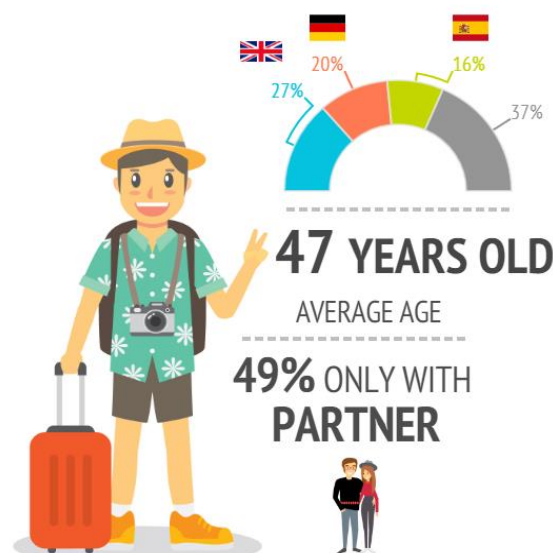
Tourists with children	13.4%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	11.3%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	86.6%	87.5%
Group composition:		
- 1 person	16.1%	16.5%
- 2 people	56.1%	56.7%
- 3 people	10.9%	10.7%
- 4 or 5 people	14.0%	13.6%
- 6 or more people	2.9%	2.5%
Average group size:	2.40	2.37

*People who share the main expenses of the trip

Who are they?



	Previous visits	Total
Gender		
Men	51.1%	49.6%
Women	48.9%	50.4%
Age		
Average age (tourist > 15 years old)	47.4	43.3
Standard deviation	15.6	15.6
Age range (> 15 years old)		
16 - 24 years old	8.2%	11.9%
25 - 30 years old	9.7%	14.8%
31 - 45 years old	27.6%	30.2%
46 - 60 years old	31.2%	26.6%
Over 60 years old	23.2%	16.4%
Occupation		
Salaried worker	54.0%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.3%	1.7%
Business owner	10.3%	10.0%
Student	4.7%	5.9%
Retired	17.4%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	13.0%	16.1%
€25,000 - €49,999	35.4%	37.0%
€50,000 - €74,999	25.1%	23.4%
More than €74,999	26.5%	23.5%
Education level		
No studies	2.8%	2.2%
Primary education	2.1%	2.2%
Secondary education	19.7%	18.8%
Higher education	75.3%	76.9%



Pictures: Freepik.com