

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

SPANISH MAINLAND

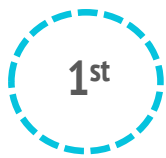


How many are they and how much do they spend?

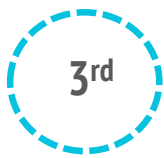


	Spanish Mainland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	1,418,435	6,697,165
Tourist arrivals > 15 years old (EGT)	1,255,458	5,827,892
- book holiday package	173,124	2,549,012
- do not book holiday package	1,082,334	3,278,880
- % tourists who book holiday package	13.8%	43.7%
Share of total tourist	21.2%	100%

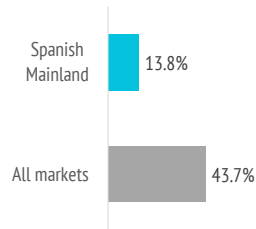
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



”

39% of Spanish Mainland tourists travel to Tenerife.

Expenditure per tourist (€)	797	1,206
- book holiday package	1,038	1,415
- holiday package	781	1,135
- others	257	280
- do not book holiday package	759	1,044
- flight	174	248
- accommodation	273	369
- others	311	427
Average length of stay	7.57	9.54
- book holiday package	6.70	8.59
- do not book holiday package	7.70	10.28
Average daily expenditure (€)	123.3	144.0
- book holiday package	165.8	172.8
- do not book holiday package	116.5	121.6
Total turnover (> 15 years old) (€m)	1,001	7,028
- book holiday package	180	3,606
- do not book holiday package	821	3,422

Where did they spend their main holiday last year?*

	Spanish Mainland	All markets
Didn't have holiday	19.5%	35.7%
Canary Islands	18.9%	17.6%
Other destination	61.6%	46.8%

What other destinations do they consider for this trip?*

	Spanish Mainland	All markets
None	36.0%	29.4%
Canary Islands (other island)	23.8%	25.4%
Other destination	40.2%	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



	Spanish Mainland	All markets
Climate	63.2%	76.0%
Landscapes	53.2%	39.1%
Tranquility	52.8%	48.5%
Sea	49.3%	52.0%
Beaches	45.1%	44.6%
Environment	43.5%	34.7%
European belonging	42.2%	40.2%
Safety	40.3%	49.0%
Authenticity	33.9%	24.4%
Gastronomy	30.1%	27.9%
Price	29.9%	32.4%
Effortless trip	27.0%	34.9%
Accommodation supply	25.7%	37.8%
Fun possibilities	24.1%	22.4%
Exoticism	19.4%	14.5%
Hiking trail network	15.5%	12.1%
Historical heritage	14.8%	9.1%
Culture	11.3%	8.7%
Nightlife	8.8%	8.4%
Shopping	7.4%	8.8%

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

SPANISH MAINLAND
53.2%



ALL MARKETS
39.1%

What is the main motivation for their holidays?



	Spanish Mainland	All markets
Rest	30.8%	50.7%
Enjoy family time	20.6%	14.0%
Have fun	7.0%	7.3%
Explore the destination	37.2%	23.3%
Practice their hobbies	1.9%	2.6%
Other reasons	2.5%	2.1%

EXPLORE THE
DESTINATION



Spanish Mainland



37.2%

All markets



23.3%

How far in advance do they book their trip?



	Spanish Mainland	All markets
The same day	1.4%	1.0%
Between 1 and 30 days	44.3%	42.5%
Between 1 and 2 months	31.1%	26.7%
Between 3 and 6 months	18.6%	18.7%
More than 6 months	4.6%	11.1%

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SPANISH MAINLAND



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

	Spanish Mainland	All markets
Previous visits to the Canary Islands	34.3%	45.7%
Friends or relatives	40.5%	30.9%
Internet or social media	52.1%	53.5%
Mass Media	2.3%	2.3%
Travel guides and magazines	4.3%	7.0%
Travel Blogs or Forums	11.7%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	8.8%	19.4%
Public administrations or similar	1.7%	1.9%
Others	4.9%	2.9%

* Multi-choise question

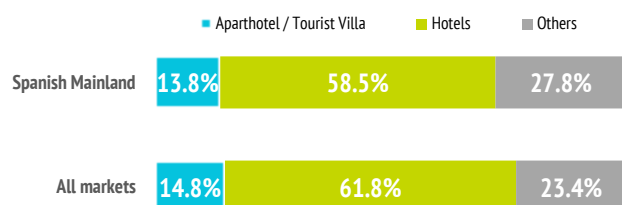
With whom did they book their flight and accommodation?

	Spanish Mainland	All markets
Flight		
- Directly with the airline	73.2%	52.8%
- Tour Operator or Travel Agency	26.8%	47.2%
Accommodation		
- Directly with the accommodation	58.6%	39.9%
- Tour Operator or Travel Agency	41.4%	60.1%

Where do they stay?

	Spanish Mainland	All markets
1-2-3* Hotel	10.0%	11.5%
4* Hotel	37.9%	39.4%
5* Hotel / 5* Luxury Hotel	10.6%	10.9%
Aparthotel / Tourist Villa	13.8%	14.8%
House/room rented in a private dwelling	7.2%	6.9%
Private accommodation (1)	17.0%	9.9%
Others (Cottage, cruise, camping,...)	3.6%	6.6%

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



What do they book?

	Spanish Mainland	All markets
Room only	34.7%	28.1%
Bed and Breakfast	21.3%	15.3%
Half board	20.9%	19.5%
Full board	3.4%	3.2%
All inclusive	19.7%	33.8%

34.7% of Spanish Mainland tourists book room only.

(Canary Islands: 28.1%)

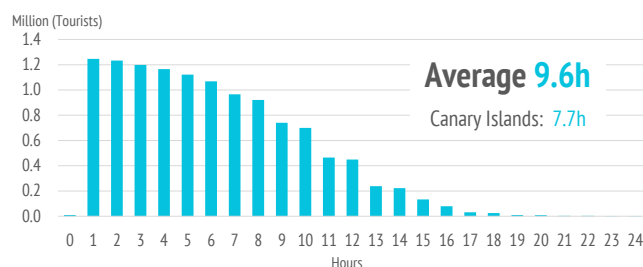
Other expenses

	Spanish Mainland	All markets
Restaurants or cafes	76.1%	66.9%
Supermarkets	53.9%	55.6%
Car rental	52.6%	37.3%
Organized excursions	26.8%	23.7%
Taxi, transfer, chauffeur service	20.3%	46.0%
Theme Parks	8.5%	8.6%
Sport activities	7.0%	9.3%
Museums	7.3%	4.7%
Flights between islands	10.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Spanish Mainland	All markets
0 hours	0.7%	2.4%
1 - 2 hours	3.8%	10.0%
3 - 6 hours	18.6%	30.1%
7 - 12 hours	58.0%	47.1%
More than 12 hours	19.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Spanish Mainland	All markets
Beach	75.1%	75.1%
Walk, wander	76.2%	72.2%
Swimming pool, hotel facilities	48.8%	57.5%
Explore the island on their own	65.5%	52.5%
Swim	26.2%	38.8%
Taste Canarian gastronomy	45.6%	30.2%
Hiking	27.9%	22.5%
Organized excursions	16.1%	16.0%
Sea excursions / whale watching	12.1%	13.5%
Nightlife / concerts / shows	11.5%	12.3%
Theme parks	12.8%	12.2%
Museums / exhibitions	16.9%	10.7%
Wineries / markets / popular festivals	15.8%	10.0%
Other Nature Activities	13.8%	9.5%
Running	7.4%	7.6%
Practice other sports	6.3%	5.9%
Beauty and health treatments	3.8%	5.6%
Surf	4.9%	4.8%
Astronomical observation	5.0%	4.2%
Cycling / Mountain bike	2.5%	4.2%
Scuba Diving	4.4%	4.2%
Golf	1.1%	2.3%
Windsurf / Kitesurf	0.9%	1.5%

* Multi-choise question

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Which island do they choose?

Tourists (> 15 years old)	Spanish Mainland	All markets
Lanzarote	237,618	963,331
Fuerteventura	117,343	843,805
Gran Canaria	339,140	1,545,237
Tenerife	486,868	2,320,313
La Palma	67,151	102,576

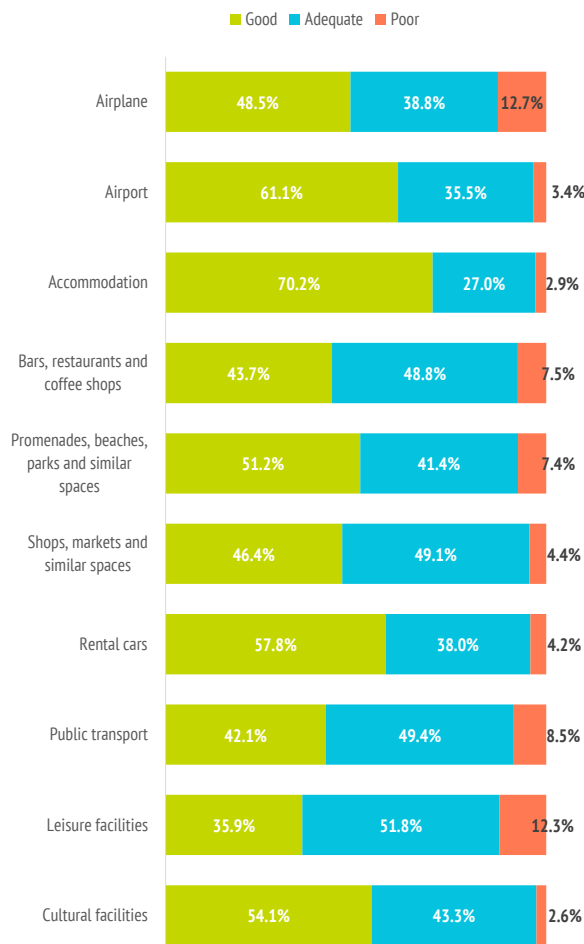
How many islands do they visit during their trip?

	Spanish Mainland	All markets
One island	86.0%	90.9%
Two islands	12.3%	7.8%
Three or more islands	1.7%	1.3%

Health safety

Planning the trip: Importance	Spanish Mainland	All markets
Average rating (scale 0-10)	7.58	7.99
During the stay: Rate	Spanish Mainland	All markets
Average rating (scale 0-10)	7.87	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Spanish Mainland	All markets
Lanzarote	19.0%	16.7%
Fuerteventura	9.4%	14.6%
Gran Canaria	27.2%	26.8%
Tenerife	39.0%	40.2%
La Palma	5.4%	1.8%

• MOST VISITED PLACES IN EACH ISLAND •



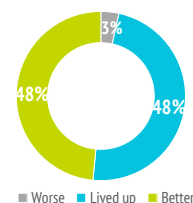
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Spanish Mainland	All markets
Average rating	8.82	8.86

Experience in the Canary Islands	Spanish Mainland	All markets
Worse or much worse than expected	3.4%	2.7%
Lived up to expectations	48.1%	51.4%
Better or much better than expected	48.5%	45.9%

Future intentions (scale 1-10)	Spanish Mainland	All markets
Return to the Canary Islands	9.11	8.86
Recommend visiting the Canary Island	9.25	9.10



Experience in the Canary Islands

9.11/10

Return to the Canary Islands

9.25/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Spanish Mainland	All markets
Repeat tourists	69.0%	68.0%
Repeat tourists (last 5 years)	62.1%	61.9%
Repeat tourists (last 5 years) (5 or more)	17.7%	15.0%
At least 10 previous visits	18.7%	18.3%

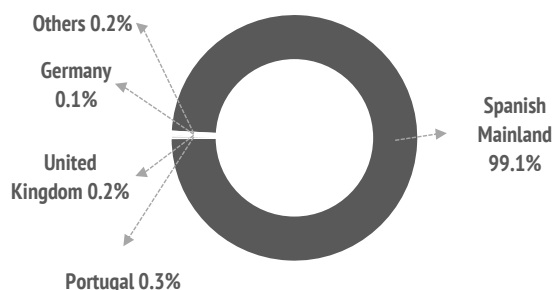
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Where does the flight come from?



	%	Absolute
Spanish Mainland	99.1%	1,244,320
Portugal	0.3%	4,022
United Kingdom	0.2%	3,022
Germany	0.1%	1,322
Italy	0.1%	691
Others	0.2%	2,080



Who do they come with?



	Spanish Mainland	All markets
Unaccompanied	19.8%	13.5%
Only with partner	41.5%	48.2%
Only with children (< 13 years old)	3.5%	3.9%
Partner + children (< 13 years old)	5.4%	4.9%
Other relatives	7.2%	8.4%
Friends	9.1%	8.5%
Work colleagues	2.6%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	10.6%	11.5%

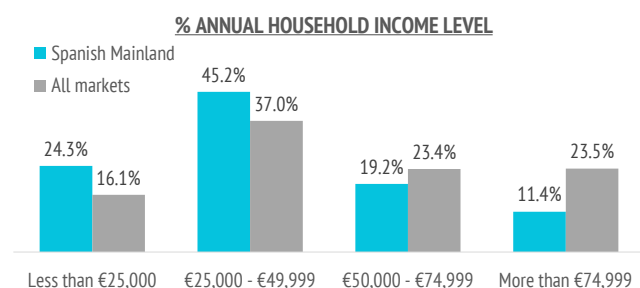
(1) Different situations have been isolated

Tourists with children	11.4%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	9.3%	10.2%
- Between 0 -2 and 3-12 years	0.8%	1.0%

Tourists without children	88.6%	87.5%
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Group composition:		
- 1 person	23.8%	16.5%
- 2 people	48.9%	56.7%
- 3 people	11.0%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.31	2.37

*People who share the main expenses of the trip



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.

Who are they?



	Spanish Mainland	All markets
Gender		
Men	51.3%	49.6%
Women	48.7%	50.4%
Age		
Average age (tourist > 15 years old)	39.4	43.3
Standard deviation	13.3	15.6
Age range (> 15 years old)		
16 - 24 years old	13.1%	11.9%
25 - 30 years old	18.5%	14.8%
31 - 45 years old	36.3%	30.2%
46 - 60 years old	24.4%	26.6%
Over 60 years old	7.7%	16.4%
Occupation		
Salaried worker	61.1%	57.8%
Self-employed	12.2%	11.1%
Unemployed	3.7%	1.7%
Business owner	9.0%	10.0%
Student	7.3%	5.9%
Retired	5.7%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.6%	0.9%
Annual household income level		
Less than €25,000	24.3%	16.1%
€25,000 - €49,999	45.2%	37.0%
€50,000 - €74,999	19.2%	23.4%
More than €74,999	11.4%	23.5%
Education level		
No studies	0.5%	2.2%
Primary education	2.8%	2.2%
Secondary education	15.1%	18.8%
Higher education	81.5%	76.9%



Pictures: Freepik.com