

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## PORTUGAL

### How many are they and how much do they spend?



	Portugal	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>38,506</b>	<b>5,827,892</b>
- book holiday package	14,402	2,549,012
- do not book holiday package	24,104	3,278,880
- % tourists who book holiday package	37.4%	43.7%
Share of total tourist	0.7%	100%

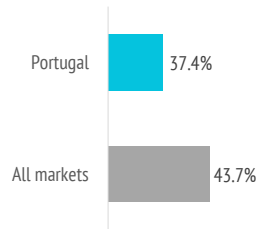
RANKING POSITION  
BY NUMBER OF  
TOURISTS



RANKING POSITION BY  
TURNOVER



% HOLIDAY PACKAGE



38% of Portuguese travel to Tenerife.

	Portugal	All markets
<b>Expenditure per tourist (€)</b>	<b>945</b>	<b>1,206</b>
- book holiday package	1,057	1,415
- holiday package	839	1,135
- others	217	280
- do not book holiday package	879	1,044
- flight	225	248
- accommodation	298	369
- others	355	427
<b>Average length of stay</b>	<b>8.82</b>	<b>9.54</b>
- book holiday package	7.36	8.59
- do not book holiday package	9.69	10.28
<b>Average daily expenditure (€)</b>	<b>127.4</b>	<b>144.0</b>
- book holiday package	153.1	172.8
- do not book holiday package	112.0	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>36</b>	<b>7,028</b>
- book holiday package	15	3,606
- do not book holiday package	21	3,422

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

	Portugal	All markets
Didn't have holiday	40.7%	35.7%
Canary Islands	11.8%	17.6%
Other destination	47.5%	46.8%

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

	Portugal	All markets
None	38.4%	29.4%
Canary Islands (other island)	23.5%	25.4%
Other destination	38.0%	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



	Portugal	All markets
Climate	59.7%	76.0%
Tranquility	56.8%	48.5%
European belonging	55.9%	40.2%
Safety	49.7%	49.0%
Sea	49.3%	52.0%
Beaches	45.9%	44.6%
Landscapes	38.5%	39.1%
Price	36.3%	32.4%
Environment	29.2%	34.7%
Effortless trip	27.1%	34.9%
Accommodation supply	26.2%	37.8%
Authenticity	26.1%	24.4%
Exoticism	22.1%	14.5%
Fun possibilities	14.6%	22.4%
Gastronomy	14.0%	27.9%
Historical heritage	10.3%	9.1%
Culture	7.9%	8.7%
Shopping	7.8%	8.8%
Hiking trail network	6.8%	12.1%
Nightlife	6.7%	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 EUROPEAN BELONGING

PORTUGAL  
55.9%



ALL MARKETS  
40.2%

### What is the main motivation for their holidays?



	Portugal	All markets
Rest	40.0%	50.7%
Enjoy family time	24.7%	14.0%
Have fun	4.8%	7.3%
Explore the destination	23.5%	23.3%
Practice their hobbies	5.2%	2.6%
Other reasons	1.8%	2.1%

ENJOY FAMILY  
TIME

Portugal



24.7%



All markets



14.0%

### How far in advance do they book their trip?



	Portugal	All markets
The same day	0.5%	1.0%
Between 1 and 30 days	39.5%	42.5%
Between 1 and 2 months	33.9%	26.7%
Between 3 and 6 months	17.3%	18.7%
More than 6 months	8.7%	11.1%

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## PORTUGAL

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

	Portugal	All markets
Previous visits to the Canary Islands	41.1%	45.7%
Friends or relatives	26.6%	30.9%
Internet or social media	49.7%	53.5%
Mass Media	1.9%	2.3%
Travel guides and magazines	2.4%	7.0%
Travel Blogs or Forums	7.8%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	19.5%	19.4%
Public administrations or similar	0.6%	1.9%
Others	3.5%	2.9%

\* Multi-choise question

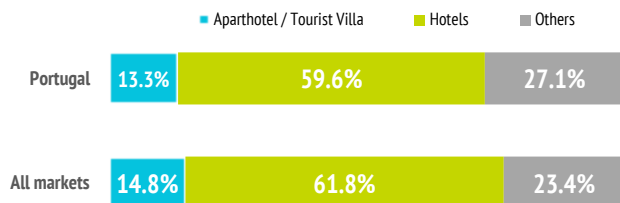
### With whom did they book their flight and accommodation?

	Portugal	All markets
<b>Flight</b>		
- Directly with the airline	55.1%	52.8%
- Tour Operator or Travel Agency	44.9%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	41.8%	39.9%
- Tour Operator or Travel Agency	58.2%	60.1%

### Where do they stay?

	Portugal	All markets
1-2-3* Hotel	10.8%	11.5%
4* Hotel	41.5%	39.4%
5* Hotel / 5* Luxury Hotel	7.3%	10.9%
Aparthotel / Tourist Villa	13.3%	14.8%
House/room rented in a private dwelling	6.8%	6.9%
Private accommodation (1)	15.2%	9.9%
Others (Cottage, cruise, camping,...)	5.1%	6.6%

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



### What do they book?

	Portugal	All markets
Room only	23.8%	28.1%
Bed and Breakfast	18.2%	15.3%
Half board	12.8%	19.5%
Full board	11.4%	3.2%
All inclusive	33.8%	33.8%

11.4% of Portuguese book full board.

(Canary Islands: 3.2%)

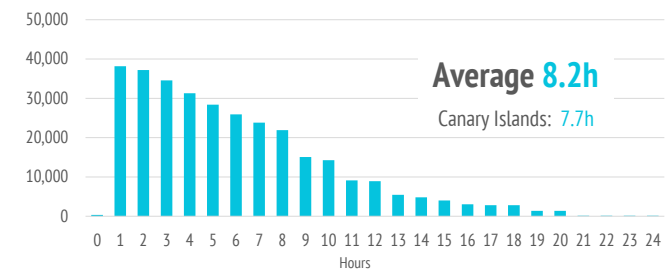
### Other expenses

	Portugal	All markets
Restaurants or cafes	59.4%	66.9%
Supermarkets	44.3%	55.6%
Car rental	37.6%	37.3%
Organized excursions	15.7%	23.7%
Taxi, transfer, chauffeur service	39.3%	46.0%
Theme Parks	6.8%	8.6%
Sport activities	4.4%	9.3%
Museums	9.2%	4.7%
Flights between islands	7.2%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Portugal	All markets
0 hours	0.9%	2.4%
1 - 2 hours	9.4%	10.0%
3 - 6 hours	27.9%	30.1%
7 - 12 hours	47.7%	47.1%
More than 12 hours	14.2%	10.5%

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



Activities in the Canary Islands	Portugal	All markets
Beach	75.6%	75.1%
Walk, wander	76.9%	72.2%
Swimming pool, hotel facilities	51.2%	57.5%
Explore the island on their own	54.0%	52.5%
Swim	32.8%	38.8%
Taste Canarian gastronomy	20.5%	30.2%
Hiking	23.2%	22.5%
Organized excursions	13.6%	16.0%
Sea excursions / whale watching	5.4%	13.5%
Nightlife / concerts / shows	11.9%	12.3%
Theme parks	13.6%	12.2%
Museums / exhibitions	13.4%	10.7%
Wineries / markets / popular festivals	6.6%	10.0%
Other Nature Activities	9.8%	9.5%
Running	6.0%	7.6%
Practice other sports	3.2%	5.9%
Beauty and health treatments	2.9%	5.6%
Surf	1.5%	4.8%
Astronomical observation	0.4%	4.2%
Cycling / Mountain bike	3.7%	4.2%
Scuba Diving	1.6%	4.2%
Golf	0.9%	2.3%
Windsurf / Kitesurf	0.4%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## PORTUGAL

### Which island do they choose?

Tourists (> 15 years old)	Portugal	All markets
Lanzarote	7,119	963,331
Fuerteventura	2,387	843,805
Gran Canaria	13,544	1,545,237
Tenerife	14,602	2,320,313
La Palma	347	102,576

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

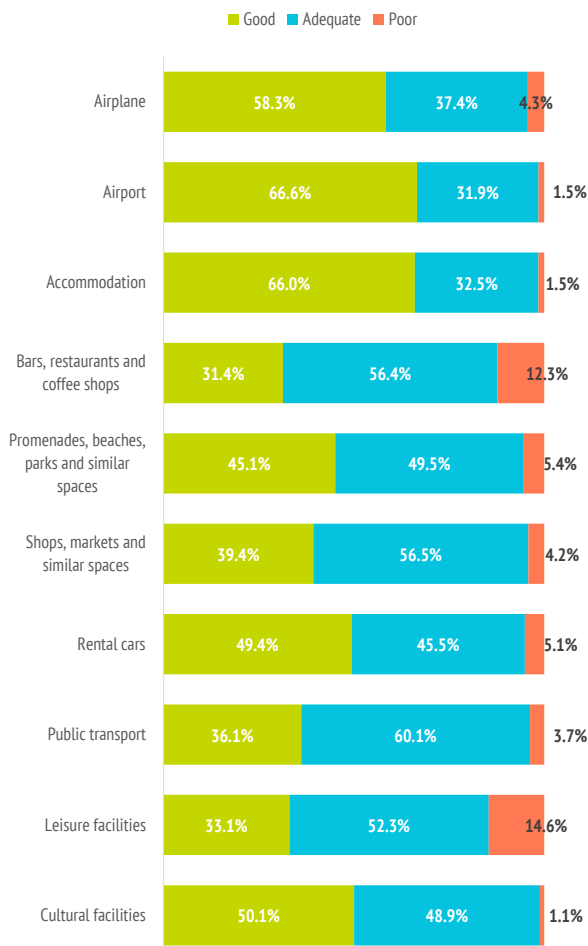
	Portugal	All markets
One island	87.0%	90.9%
Two islands	11.6%	7.8%
Three or more islands	1.5%	1.3%

### Health safety

Planning the trip: Importance	Portugal	All markets
Average rating (scale 0-10)	8.09	7.99

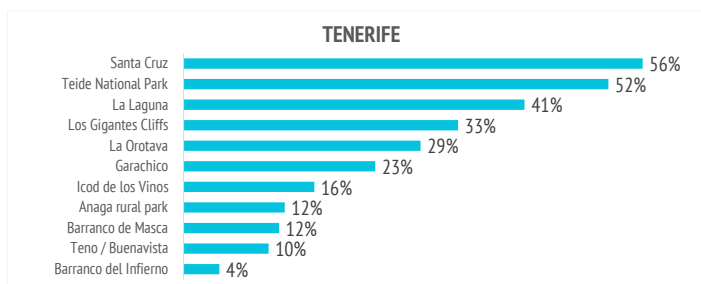
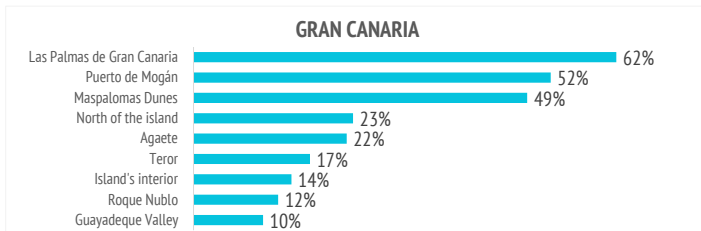
During the stay: Rate	Portugal	All markets
Average rating (scale 0-10)	8.02	8.42

### HEALTH SAFETY MEASURES (RATE)



Share by islands	Portugal	All markets
Lanzarote	18.7%	16.7%
Fuerteventura	6.3%	14.6%
Gran Canaria	35.6%	26.8%
Tenerife	38.4%	40.2%
La Palma	0.9%	1.8%

### MOST VISITED PLACES IN EACH ISLAND



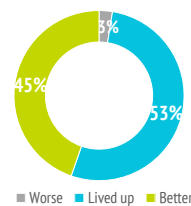
The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Portugal	All markets
Average rating	8.56	8.86

Experience in the Canary Islands	Portugal	All markets
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	52.8%	51.4%
Better or much better than expected	44.7%	45.9%

Future intentions (scale 1-10)	Portugal	All markets
Return to the Canary Islands	8.46	8.86
Recommend visiting the Canary Island	8.82	9.10



Experience in the Canary Islands



Return to the Canary Islands



8.82/10

Recommend visiting the Canary Islands

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

	Portugal	All markets
Repeat tourists	63.8%	68.0%
Repeat tourists (last 5 years)	59.1%	61.9%
Repeat tourists (last 5 years) (5 or more)	9.5%	15.0%
At least 10 previous visits	9.5%	18.3%

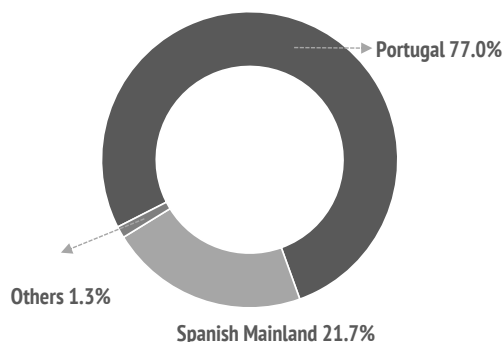
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## PORTUGAL

### Where does the flight come from?



	%	Absolute
Portugal	77.0%	29,649
Spanish Mainland	21.7%	8,370
Others	1.3%	486



### Who do they come with?



	Portugal	All markets
Unaccompanied	18.6%	13.5%
Only with partner	39.0%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	6.7%	4.9%
Other relatives	5.0%	8.4%
Friends	13.2%	8.5%
Work colleagues	1.6%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.5%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>15.1%</b>	<b>12.5%</b>
- Between 0 and 2 years old	2.1%	1.2%
- Between 3 and 12 years old	11.7%	10.2%
- Between 0 -2 and 3-12 years	1.3%	1.0%
<b>Tourists without children</b>	<b>84.9%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	24.7%	16.5%
- 2 people	48.3%	56.7%
- 3 people	9.4%	10.7%
- 4 or 5 people	13.9%	13.6%
- 6 or more people	3.7%	2.5%
<b>Average group size:</b>	<b>2.32</b>	<b>2.37</b>

\*People who share the main expenses of the trip



(Under the age of 13)

15.1% of Portuguese travel with children.

(Canary Islands: 12.5%)

### Who are they?



	Portugal	All markets
<b>Gender</b>		
Men	53.5%	49.6%
Women	46.5%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	45.1	43.3
Standard deviation	15.8	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.1%	11.9%
25 - 30 years old	12.8%	14.8%
31 - 45 years old	36.9%	30.2%
46 - 60 years old	19.6%	26.6%
Over 60 years old	23.6%	16.4%
<b>Occupation</b>		
Salaried worker	53.9%	57.8%
Self-employed	12.3%	11.1%
Unemployed	1.0%	1.7%
Business owner	12.5%	10.0%
Student	5.1%	5.9%
Retired	15.1%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.0%	0.9%
<b>Annual household income level</b>		
Less than €25,000	36.3%	16.1%
€25,000 - €49,999	39.9%	37.0%
€50,000 - €74,999	15.2%	23.4%
More than €74,999	8.7%	23.5%
<b>Education level</b>		
No studies	0.4%	2.2%
Primary education	0.6%	2.2%
Secondary education	26.5%	18.8%
Higher education	72.5%	76.9%



6 IN 10 TOURISTS ARE REPEATERS

45 YEARS OLD

AVERAGE AGE

39% ONLY WITH PARTNER



Pictures: Freepik.com