

# PROFILE OF TOURIST BY COMPANIONS (2021)

## FRIENDS

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

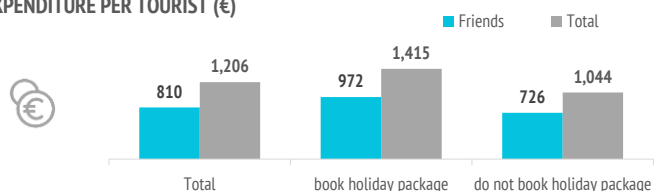


	Friends	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>495,710</b>	<b>5,827,892</b>
- book holiday package	169,335	2,549,012
- do not book holiday package	326,375	3,278,880
- % tourists who book holiday package	34.2%	43.7%
Share of total tourist	8.5%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>810</b>	<b>1,206</b>
- holiday package	972	1,415
- others	767	1,135
- do not book holiday package	205	280
<b>- do not book holiday package</b>	<b>726</b>	<b>1,044</b>
- flight	726	1,044
- accommodation	165	248
- others	255	369
	306	427
<b>Average length of stay</b>		
<b>- book holiday package</b>	<b>8.10</b>	<b>9.54</b>
- book holiday package	7.71	8.59
- do not book holiday package	8.31	10.28
<b>Average daily expenditure (€)</b>		
<b>- book holiday package</b>	<b>109.8</b>	<b>144.0</b>
- book holiday package	132.4	172.8
- do not book holiday package	98.1	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
<b>- book holiday package</b>	<b>402</b>	<b>7,028</b>
- book holiday package	165	3,606
- do not book holiday package	237	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Friends	Total
Didn't have holidays	34.4%	35.7%
Canary Islands	11.7%	17.6%
Other destination	53.8%	46.8%

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

	Friends	Total
None	27.2%	29.4%
Canary Islands (other island)	24.0%	25.4%
Other destination	48.8%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited Canary Islands with friends.

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



	Friends	Total
Climate	73.8%	76.0%
Sea	52.4%	52.0%
Beaches	48.6%	44.6%
Safety	43.5%	49.0%
Tranquility	41.8%	48.5%
Landscapes	41.5%	39.1%
European belonging	37.8%	40.2%
Price	36.5%	32.4%
Environment	35.3%	34.7%
Accommodation supply	32.8%	37.8%
Effortless trip	31.8%	34.9%
Fun possibilities	30.1%	22.4%
Gastronomy	27.4%	27.9%
Authenticity	24.0%	24.4%
Nightlife	19.2%	8.4%
Exoticism	15.9%	14.5%
Hiking trail network	12.2%	12.1%
Shopping	10.7%	8.8%
Culture	8.9%	8.7%
Historical heritage	8.4%	9.1%

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

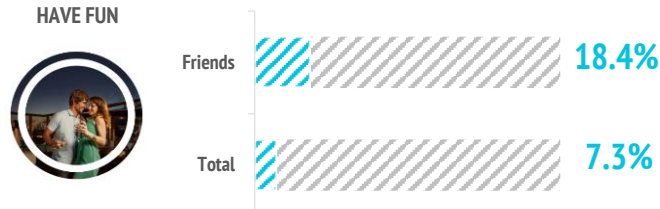
% of tourists who indicate that the factor is "very important" in their choice.

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



	Friends	Total
Rest	44.9%	50.7%
Enjoy family time	2.7%	14.0%
Have fun	18.4%	7.3%
Explore the destination	27.1%	23.3%
Practice their hobbies	4.5%	2.6%
Other reasons	2.4%	2.1%

### HAVE FUN



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



	Friends	Total
The same day	0.8%	1.0%
Between 1 and 30 days	45.1%	42.5%
Between 1 and 2 months	28.5%	26.7%
Between 3 and 6 months	17.1%	18.7%
More than 6 months	8.5%	11.1%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

**FRIENDS**  
45.1%



**TOTAL**  
42.5%

Picture: Freepik.com

# PROFILE OF TOURIST BY COMPANIONS (2021)

## FRIENDS

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

	Friends	Total
Previous visits to the Canary Islands	31.9%	45.7%
Friends or relatives	46.6%	30.9%
Internet or social media	58.3%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	7.0%	7.0%
Travel Blogs or Forums	9.6%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	13.6%	19.4%
Public administrations or similar	1.3%	1.9%
Others	2.1%	2.9%

\* Multi-choise question

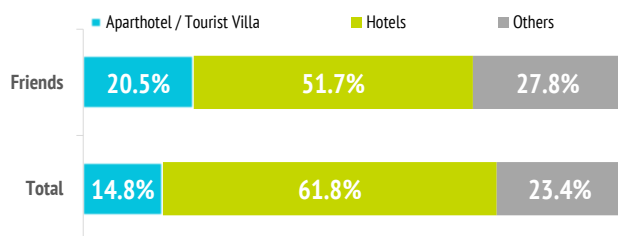
### With whom did they book their flight and accommodation?

	Friends	Total
<b>Flight</b>		
- Directly with the airline	61.1%	52.8%
- Tour Operator or Travel Agency	38.9%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	46.3%	39.9%
- Tour Operator or Travel Agency	53.7%	60.1%

### Where do they stay?

	Friends	Total
1-2-3* Hotel	14.0%	11.5%
4* Hotel	32.2%	39.4%
5* Hotel / 5* Luxury Hotel	5.5%	10.9%
Aparthotel / Tourist Villa	20.5%	14.8%
House/room rented in a private dwelling	10.8%	6.9%
Private accommodation (1)	8.2%	9.9%
Others (Cottage, cruise, camping,...)	8.9%	6.6%

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



### What do they book?

	Friends	Total
Room only	41.7%	28.1%
Bed and Breakfast	14.7%	15.3%
Half board	12.5%	19.5%
Full board	2.5%	3.2%
All inclusive	28.5%	33.8%

“  
**41.7% of tourists book room only.**  
(Canary Islands: 28.1%)

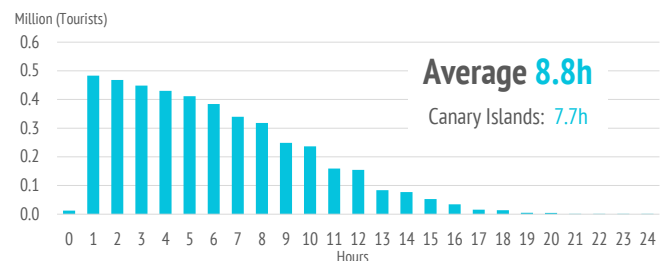
### Other expenses

	Friends	Total
Restaurants or cafes	69.8%	66.9%
Supermarkets	60.1%	55.6%
Car rental	38.1%	37.3%
Organized excursions	25.0%	23.7%
Taxi, transfer, chauffeur service	42.9%	46.0%
Theme Parks	8.0%	8.6%
Sport activities	13.1%	9.3%
Museums	4.4%	4.7%
Flights between islands	8.3%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Friends	Total
0 hours	2.5%	2.4%
1 - 2 hours	7.1%	10.0%
3 - 6 hours	22.0%	30.1%
7 - 12 hours	51.6%	47.1%
More than 12 hours	16.9%	10.5%

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



Activities in the Canary Islands	Friends	Total
Beach	80.7%	75.1%
Walk, wander	73.0%	72.2%
Swimming pool, hotel facilities	55.5%	57.5%
Explore the island on their own	55.4%	52.5%
Swim	41.1%	38.8%
Taste Canarian gastronomy	30.7%	30.2%
Nightlife / concerts / shows	26.5%	12.3%
Hiking	26.5%	22.5%
Organized excursions	18.3%	16.0%
Sea excursions / whale watching	16.9%	13.5%
Other Nature Activities	12.6%	9.5%
Theme parks	11.2%	12.2%
Wineries / markets / popular festivals	10.7%	10.0%
Museums / exhibitions	9.9%	10.7%
Surf	9.4%	4.8%
Running	6.5%	7.6%
Practice other sports	6.3%	5.9%
Beauty and health treatments	5.2%	5.6%
Astronomical observation	5.1%	4.2%
Scuba Diving	5.1%	4.2%
Cycling / Mountain bike	4.9%	4.2%
Golf	2.6%	2.3%
Windsurf / Kitesurf	1.6%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST BY COMPANIONS (2021)

## FRIENDS

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with friends	495,710	73,689	64,170	140,253	206,480	7,371
- Share by islands	100%	14.9%	12.9%	28.3%	41.7%	1.5%
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%
% Tourists travelling with friends	8.5%	7.6%	7.6%	9.1%	8.9%	7.2%

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

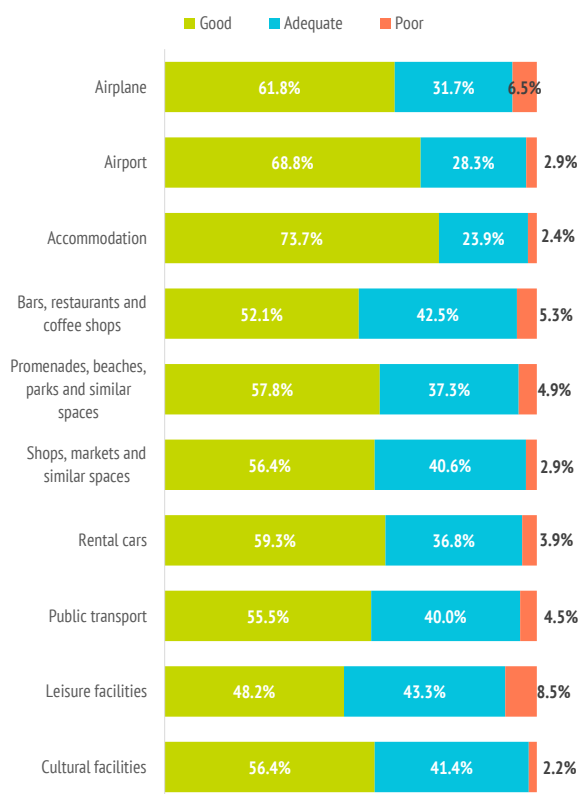
	Friends	Total
One island	89.4%	90.9%
Two islands	9.3%	7.8%
Three or more islands	1.3%	1.3%

### Health safety

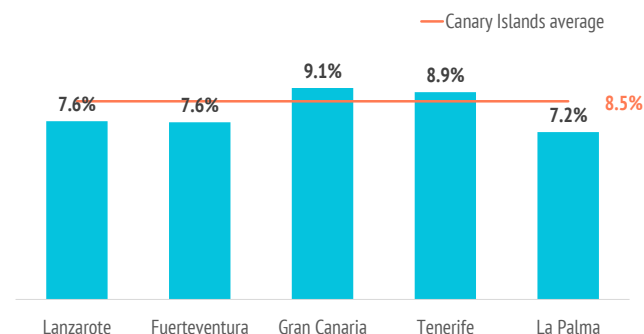
Planning the trip: Importance	Friends	Total
Average rating (scale 0-10)	7.61	7.99

During the stay: Rate	Friends	Total
Average rating (scale 0-10)	8.20	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

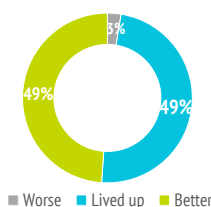


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Friends	Total
Average rating	8.82	8.86

Experience in the Canary Islands	Friends	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	48.5%	51.4%
Better or much better than expected	48.9%	45.9%

Future intentions (scale 1-10)	Friends	Total
Return to the Canary Islands	8.68	8.86
Recommend visiting the Canary Islands	9.01	9.10



8.68/10

Experience in the Canary Islands



9.01/10

Recommend visiting the Canary Islands

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

	Friends	Total
<b>Repeat tourists</b>	<b>56.2%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	49.7%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	8.0%	15.0%
<b>At least 10 previous visits</b>	<b>9.6%</b>	<b>18.3%</b>

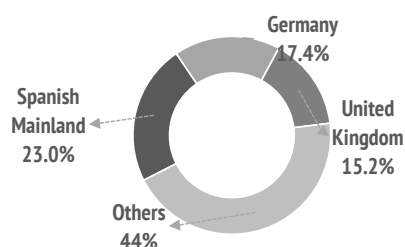
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## FRIENDS

### Where are they from?



	%	Absolute
Spanish Mainland	23.0%	114,008
Germany	17.4%	86,099
United Kingdom	15.2%	75,223
France	8.5%	41,985
Italy	7.7%	38,150
Netherlands	5.0%	25,001
Belgium	3.3%	16,501
Ireland	3.1%	15,304
Poland	2.9%	14,183
Sweden	2.3%	11,396
Denmark	1.5%	7,501
Switzerland	1.5%	7,389
Norway	1.4%	7,169
Austria	1.1%	5,356
Portugal	1.0%	5,096
Czech Republic	1.0%	4,986
Finland	0.7%	3,672
Others	3.4%	16,689



### Who are they?



	Friends	Total
<b>Gender</b>		
Men	45.9%	49.6%
Women	54.1%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	37.0	43.3
Standard deviation	15.3	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	23.8%	11.9%
25 - 30 years old	22.5%	14.8%
31 - 45 years old	27.4%	30.2%
46 - 60 years old	15.5%	26.6%
Over 60 years old	10.8%	16.4%
<b>Occupation</b>		
Salaried worker	59.9%	57.8%
Self-employed	10.4%	11.1%
Unemployed	2.0%	1.7%
Business owner	8.1%	10.0%
Student	10.3%	5.9%
Retired	8.2%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	23.0%	16.1%
€25,000 - €49,999	41.2%	37.0%
€50,000 - €74,999	17.7%	23.4%
More than €74,999	18.1%	23.5%
<b>Education level</b>		
No studies	1.7%	2.2%
Primary education	1.4%	2.2%
Secondary education	14.6%	18.8%
Higher education	82.3%	76.9%

### Who do they come with?

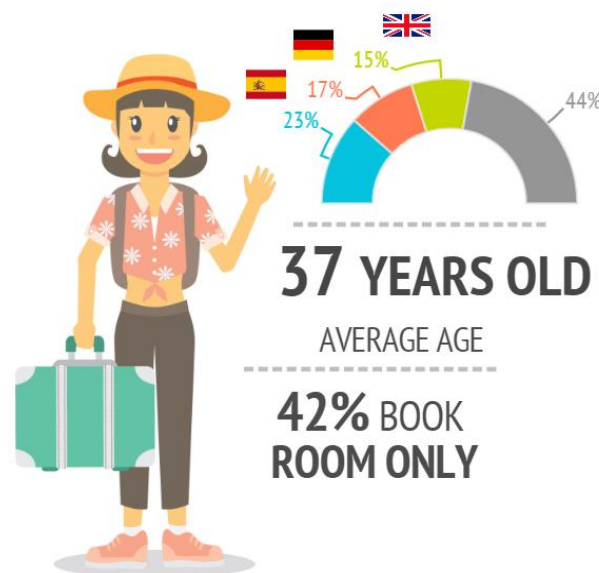


	Friends	Total
Unaccompanied	--	13.5%
Only with partner	--	48.2%
Only with children (< 13 years old)	--	3.9%
Partner + children (< 13 years old)	--	4.9%
Other relatives	--	8.4%
Friends	100%	8.5%
Work colleagues	--	0.8%
Organized trip	--	0.2%
Other combinations (1)	--	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	--	<b>12.5%</b>
- Between 0 and 2 years old	--	1.2%
- Between 3 and 12 years old	--	10.2%
- Between 0 -2 and 3-12 years	--	1.0%
<b>Tourists without children</b>	--	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	9.9%	16.5%
- 2 people	52.5%	56.7%
- 3 people	14.9%	10.7%
- 4 or 5 people	18.2%	13.6%
- 6 or more people	4.5%	2.5%
<b>Average group size:</b>	<b>2.69</b>	<b>2.37</b>

\*People who share the main expenses of the trip



Pictures: Freepik.com