

PROFILE OF TOURIST BY COMPANIONS (2021)

FAMILIES

How many are they and how much do they spend?

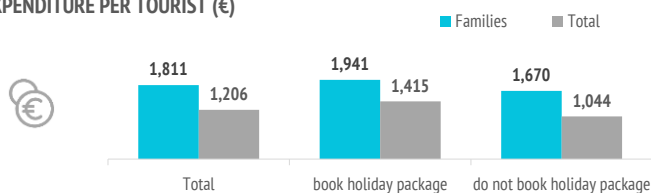


	Families	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	516,119	5,827,892
- book holiday package	268,945	2,549,012
- do not book holiday package	247,174	3,278,880
- % tourists who book holiday package	52.1%	43.7%
Share of total tourist	8.9%	100%
Expenditure per tourist (€)		
- book holiday package	1,941	1,415
- holiday package	1,617	1,135
- others	324	280
- do not book holiday package	1,670	1,044
- flight	445	248
- accommodation	642	369
- others	582	427
Average length of stay	9.28	9.54
- book holiday package	8.50	8.59
- do not book holiday package	10.12	10.28
Average daily expenditure (€)	211.6	144.0
- book holiday package	236.1	172.8
- do not book holiday package	185.0	121.6
Total turnover (> 15 years old) (€m)	935	7,028
- book holiday package	522	3,606
- do not book holiday package	413	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Families	Total
Didn't have holidays	32.4%	35.7%
Canary Islands	17.9%	17.6%
Other destination	49.8%	46.8%

What other destinations do they consider for this trip?*

	Families	Total
None	22.8%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	51.2%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who visited Canary Islands with family (Single or couple + children <13 years old).

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



	Families	Total
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
	0	0.0%
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	0	0.0%
	0	0.0%

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?



	Families	Total
Rest	36.3%	50.7%
Enjoy family time	40.8%	14.0%
Have fun	3.9%	7.3%
Explore the destination	17.0%	23.3%
Practice their hobbies	1.3%	2.6%
Other reasons	0.7%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Families	Total
The same day	0.5%	1.0%
Between 1 and 30 days	36.0%	42.5%
Between 1 and 2 months	25.5%	26.7%
Between 3 and 6 months	22.4%	18.7%
More than 6 months	15.6%	11.1%

% TOURISTS BOOKING BETWEEN WITH MORE THAN 6 MONTHS IN ADVANCE

FAMILIES
15.6%



TOTAL
11.1%

Picture: Freepik.com

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

	Families	Total
Previous visits to the Canary Islands	48.2%	45.7%
Friends or relatives	25.1%	30.9%
Internet or social media	57.2%	53.5%
Mass Media	2.0%	2.3%
Travel guides and magazines	6.5%	7.0%
Travel Blogs or Forums	7.9%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	23.8%	19.4%
Public administrations or similar	2.1%	1.9%
Others	1.6%	2.9%

* Multi-choice question

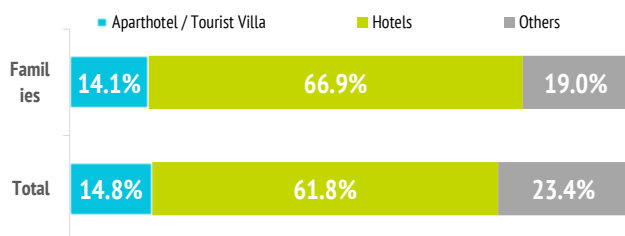
With whom did they book their flight and accommodation? 👁

	Families	Total
Flight		
- Directly with the airline	45.2%	52.8%
- Tour Operator or Travel Agency	54.8%	47.2%
Accommodation		
- Directly with the accommodation	36.3%	39.9%
- Tour Operator or Travel Agency	63.7%	60.1%

Where do they stay? 🏠

	Families	Total
1-2-3* Hotel	10.7%	11.5%
4* Hotel	41.9%	39.4%
5* Hotel / 5* Luxury Hotel	14.2%	10.9%
Aparthotel / Tourist Villa	14.1%	14.8%
House/room rented in a private dwelling	5.8%	6.9%
Private accommodation (1)	6.6%	9.9%
Others (Cottage, cruise, camping,...)	6.6%	6.6%

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



What do they book? 🎫

	Families	Total
Room only	21.6%	28.1%
Bed and Breakfast	9.6%	15.3%
Half board	17.3%	19.5%
Full board	4.1%	3.2%
All inclusive	47.4%	33.8%

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47.4% of tourists book all inclusive.
(Canary Islands: 33.8%)

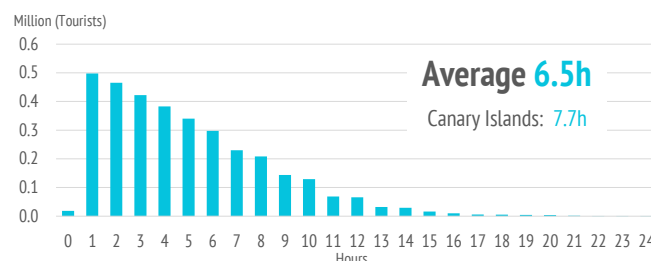
Other expenses 📍

	Families	Total
Restaurants or cafes	61.3%	66.9%
Supermarkets	56.5%	55.6%
Car rental	41.4%	37.3%
Organized excursions	28.6%	23.7%
Taxi, transfer, chauffeur service	47.7%	46.0%
Theme Parks	20.7%	8.6%
Sport activities	10.5%	9.3%
Museums	5.3%	4.7%
Flights between islands	5.8%	6.3%

Activities in the Canary Islands 🚶‍♂️

Outdoor time per day	Families	Total
0 hours	3.6%	2.4%
1 - 2 hours	14.6%	10.0%
3 - 6 hours	37.3%	30.1%
7 - 12 hours	38.4%	47.1%
More than 12 hours	6.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Families	Total
Beach	83.5%	75.1%
Swimming pool, hotel facilities	74.3%	57.5%
Walk, wander	68.0%	72.2%
Explore the island on their own	51.1%	52.5%
Swim	43.4%	38.8%
Theme parks	28.4%	12.2%
Taste Canarian gastronomy	25.4%	30.2%
Hiking	17.4%	22.5%
Sea excursions / whale watching	16.6%	13.5%
Organized excursions	16.5%	16.0%
Museums / exhibitions	10.5%	10.7%
Running	9.0%	7.6%
Other Nature Activities	8.1%	9.5%
Wineries / markets / popular festivals	8.1%	10.0%
Practice other sports	5.6%	5.9%
Surf	5.3%	4.8%
Nightlife / concerts / shows	4.9%	12.3%
Beauty and health treatments	4.6%	5.6%
Astronomical observation	4.4%	4.2%
Cycling / Mountain bike	4.2%	4.2%
Scuba Diving	4.1%	4.2%
Windsurf / Kitesurf	1.9%	1.5%
Golf	1.9%	2.3%

* Multi-choice question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with family	516,119	97,559	81,387	111,547	217,690	5,439
- Share by islands	100%	18.9%	15.8%	21.6%	42.2%	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%
% Tourists travelling with family	8.9%	10.1%	9.6%	7.2%	9.4%	5.3%

How many islands do they visit during their trip?

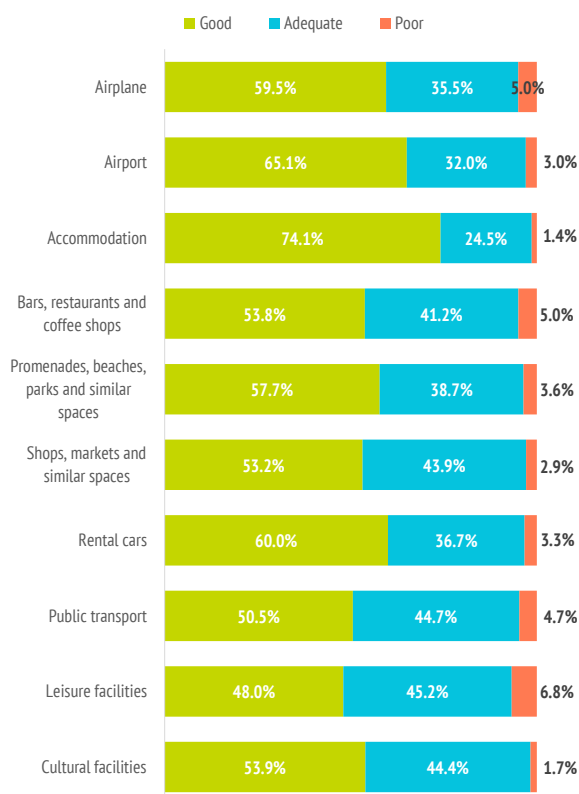
	Families	Total
One island	92.2%	90.9%
Two islands	6.8%	7.8%
Three or more islands	1.0%	1.3%

Health safety

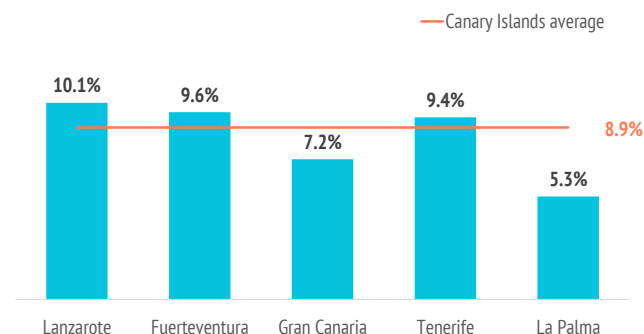
Planning the trip: Importance	Families	Total
Average rating (scale 0-10)	8.10	7.99

During the stay: Rate	Families	Total
Average rating (scale 0-10)	8.46	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

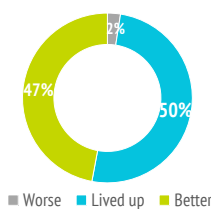


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Families	Total
Average rating	8.91	8.86

Experience in the Canary Islands	Families	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	50.5%	51.4%
Better or much better than expected	47.1%	45.9%

Future intentions (scale 1-10)	Families	Total
Return to the Canary Islands	8.94	8.86
Recommend visiting the Canary Islands	9.19	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.19/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Families	Total
Repeat tourists	71.5%	68.0%
Repeat tourists (last 5 years)	63.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.4%	15.0%
At least 10 previous visits	13.7%	18.3%

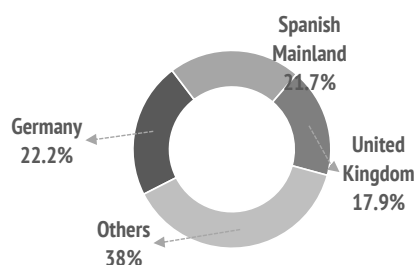
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Where are they from?



	%	Absolute
Germany	22.2%	114,425
Spanish Mainland	21.7%	111,760
United Kingdom	17.9%	92,429
France	6.4%	33,238
Poland	4.7%	24,057
Netherlands	4.4%	22,686
Belgium	4.2%	21,526
Denmark	2.7%	13,828
Sweden	2.5%	13,011
Italy	2.0%	10,506
Switzerland	1.6%	8,094
Ireland	1.6%	8,020
Norway	1.3%	6,452
Finland	1.0%	5,381
Luxembourg	1.0%	5,096
Czech Republic	0.9%	4,863
Portugal	0.8%	4,205
Others	3.2%	16,542



Who do they come with?



	Families	Total
Unaccompanied	--	13.5%
Only with partner	--	48.2%
Only with children (< 13 years old)	44.1%	3.9%
Partner + children (< 13 years old)	55.9%	4.9%
Other relatives	--	8.4%
Friends	--	8.5%
Work colleagues	--	0.8%
Organized trip	--	0.2%
Other combinations (1)	--	11.5%

(1) Different situations have been isolated

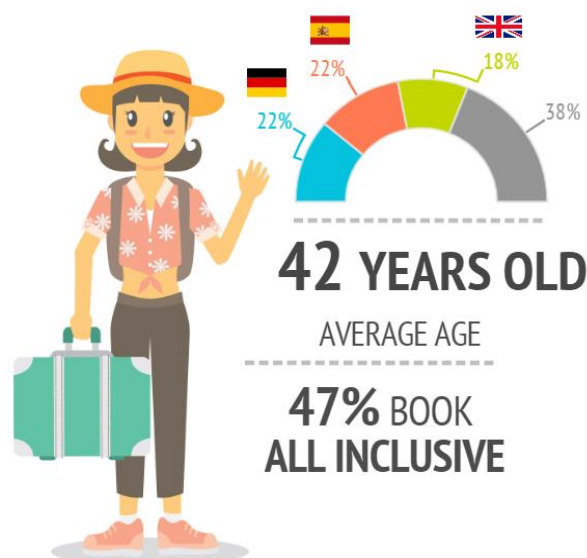
Tourists with children	100.0%	12.5%
- Between 0 and 2 years old	9.2%	1.2%
- Between 3 and 12 years old	83.3%	10.2%
- Between 0 -2 and 3-12 years	7.5%	1.0%
Tourists without children	0.0%	87.5%
Group composition:		
- 1 person	0.0%	16.5%
- 2 people	6.8%	56.7%
- 3 people	39.8%	10.7%
- 4 or 5 people	50.6%	13.6%
- 6 or more people	2.9%	2.5%
Average group size:	3.63	2.37

*People who share the main expenses of the trip

Who are they?



	Families	Total
Gender		
Men	49.7%	49.6%
Women	50.3%	50.4%
Age		
Average age (tourist > 15 years old)	41.6	43.3
Standard deviation	7.2	15.6
Age range (> 15 years old)		
16 - 24 years old	0.5%	11.9%
25 - 30 years old	5.0%	14.8%
31 - 45 years old	68.2%	30.2%
46 - 60 years old	24.8%	26.6%
Over 60 years old	1.5%	16.4%
Occupation		
Salaried worker	64.0%	57.8%
Self-employed	14.4%	11.1%
Unemployed	1.0%	1.7%
Business owner	14.2%	10.0%
Student	2.2%	5.9%
Retired	2.1%	12.2%
Unpaid domestic work	1.3%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	8.3%	16.1%
€25,000 - €49,999	30.8%	37.0%
€50,000 - €74,999	25.4%	23.4%
More than €74,999	35.4%	23.5%
Education level		
No studies	1.7%	2.2%
Primary education	2.0%	2.2%
Secondary education	15.6%	18.8%
Higher education	80.8%	76.9%



Pictures: Freepik.com