

PROFILE OF TOURIST BY COMPANIONS (2021)

ONLY WITH PARTNER

How many are they and how much do they spend?

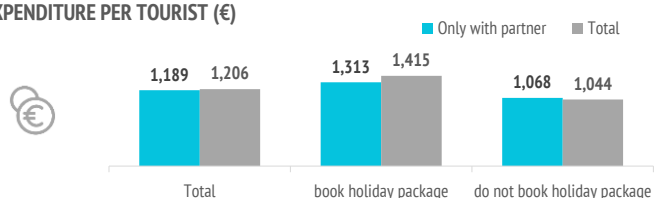


	Only with partner	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,807,820	5,827,892
- book holiday package	1,391,245	2,549,012
- do not book holiday package	1,416,574	3,278,880
- % tourists who book holiday package	49.5%	43.7%
Share of total tourist	48.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,189	1,206
- holiday package	1,045	1,135
- others	268	280
- do not book holiday package	1,068	1,044
- flight	237	248
- accommodation	400	369
- others	431	427
Average length of stay	9.82	9.54
- book holiday package	8.76	8.59
- do not book holiday package	10.86	10.28
Average daily expenditure (€)	137.7	144.0
- book holiday package	157.1	172.8
- do not book holiday package	118.7	121.6
Total turnover (> 15 years old) (€m)	3,340	7,028
- book holiday package	1,827	3,606
- do not book holiday package	1,513	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Only with partner	Total
Didn't have holidays	37.8%	35.7%
Canary Islands	16.3%	17.6%
Other destination	46.0%	46.8%

What other destinations do they consider for this trip?*

	Only with partner	Total
None	27.7%	29.4%
Canary Islands (other island)	25.7%	25.4%
Other destination	46.6%	45.1%

*Percentage of valid answers

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

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



	Only with partner	Total
Climate	77.0%	76.0%
Sea	51.0%	52.0%
Tranquility	50.8%	48.5%
Safety	50.2%	49.0%
Beaches	42.7%	44.6%
European belonging	40.5%	40.2%
Accommodation supply	39.8%	37.8%
Landscapes	39.1%	39.1%
Effortless trip	35.3%	34.9%
Environment	34.1%	34.7%
Price	32.5%	32.4%
Gastronomy	28.9%	27.9%
Authenticity	24.3%	24.4%
Fun possibilities	19.7%	22.4%
Exoticism	14.3%	14.5%
Hiking trail network	12.2%	12.1%
Historical heritage	8.5%	9.1%
Shopping	8.2%	8.8%
Culture	8.2%	8.7%
Nightlife	6.4%	8.4%

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

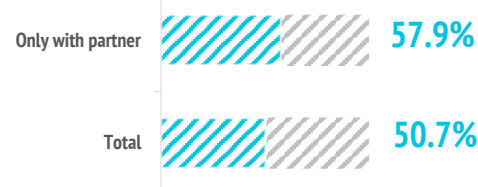
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Only with partner	Total
Rest	57.9%	50.7%
Enjoy family time	5.4%	14.0%
Have fun	6.3%	7.3%
Explore the destination	26.7%	23.3%
Practice their hobbies	1.9%	2.6%
Other reasons	1.7%	2.1%

REST



How far in advance do they book their trip?



	Only with partner	Total
The same day	0.7%	1.0%
Between 1 and 30 days	41.0%	42.5%
Between 1 and 2 months	28.2%	26.7%
Between 3 and 6 months	19.1%	18.7%
More than 6 months	11.0%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

ONLY WITH PARTNER
28.2%



TOTAL
26.7%

Picture: Freepik.com

PROFILE OF TOURIST BY COMPANIONS (2021) ONLY WITH PARTNER

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

	Only with partner	Total
Previous visits to the Canary Islands	46.8%	45.7%
Friends or relatives	26.6%	30.9%
Internet or social media	56.3%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	7.8%	7.0%
Travel Blogs or Forums	10.1%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	21.3%	19.4%
Public administrations or similar	2.0%	1.9%
Others	2.3%	2.9%

* Multi-choise question

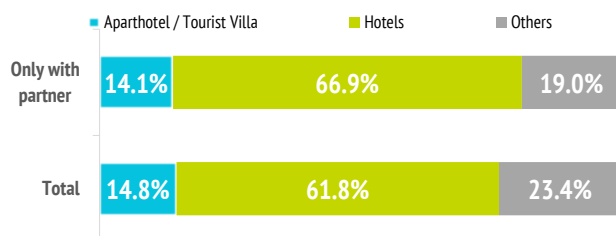
With whom did they book their flight and accommodation?

	Only with partner	Total
Flight		
- Directly with the airline	49.4%	52.8%
- Tour Operator or Travel Agency	50.6%	47.2%
Accommodation		
- Directly with the accommodation	37.6%	39.9%
- Tour Operator or Travel Agency	62.4%	60.1%

Where do they stay?

	Only with partner	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	43.6%	39.4%
5* Hotel / 5* Luxury Hotel	12.3%	10.9%
Aparthotel / Tourist Villa	14.1%	14.8%
House/room rented in a private dwelling	6.6%	6.9%
Private accommodation (1)	6.3%	9.9%
Others (Cottage, cruise, camping,...)	6.2%	6.6%

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



What do they book?

	Only with partner	Total
Room only	25.2%	28.1%
Bed and Breakfast	15.7%	15.3%
Half board	22.4%	19.5%
Full board	2.8%	3.2%
All inclusive	34.0%	33.8%

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22.4% of tourists book half board.
(Canary Islands: 19.5%)

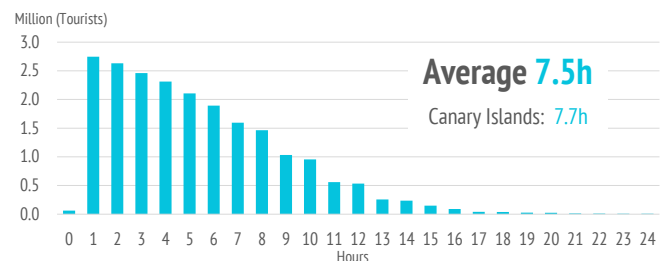
Other expenses

	Only with partner	Total
Restaurants or cafes	67.3%	66.9%
Supermarkets	54.8%	55.6%
Car rental	40.3%	37.3%
Organized excursions	24.6%	23.7%
Taxi, transfer, chauffeur service	48.8%	46.0%
Theme Parks	7.6%	8.6%
Sport activities	8.5%	9.3%
Museums	5.2%	4.7%
Flights between islands	6.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	Only with partner	Total
0 hours	2.2%	2.4%
1 - 2 hours	10.2%	10.0%
3 - 6 hours	30.8%	30.1%
7 - 12 hours	47.6%	47.1%
More than 12 hours	9.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Only with partner	Total
Walk, wander	74.7%	72.2%
Beach	74.6%	75.1%
Swimming pool, hotel facilities	59.4%	57.5%
Explore the island on their own	54.5%	52.5%
Swim	39.3%	38.8%
Taste Canarian gastronomy	31.4%	30.2%
Hiking	24.0%	22.5%
Organized excursions	16.6%	16.0%
Sea excursions / whale watching	13.0%	13.5%
Museums / exhibitions	11.1%	10.7%
Nightlife / concerts / shows	10.8%	12.3%
Theme parks	10.6%	12.2%
Wineries / markets / popular festivals	10.1%	10.0%
Other Nature Activities	9.7%	9.5%
Running	6.6%	7.6%
Beauty and health treatments	5.8%	5.6%
Practice other sports	5.2%	5.9%
Astronomical observation	4.3%	4.2%
Cycling / Mountain bike	4.0%	4.2%
Scuba Diving	3.7%	4.2%
Surf	3.2%	4.8%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.0%	1.5%

* Multi-choise question

PROFILE OF TOURIST BY COMPANIONS (2021) ONLY WITH PARTNER

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling only with partner	2,807,820	463,518	440,003	685,623	1,144,145	45,398
- Share by islands	100%	16.5%	15.7%	24.4%	40.7%	1.6%
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 only with partner	48.2%	48.1%	52.1%	44.4%	49.3%	44.3%

How many islands do they visit during their trip?

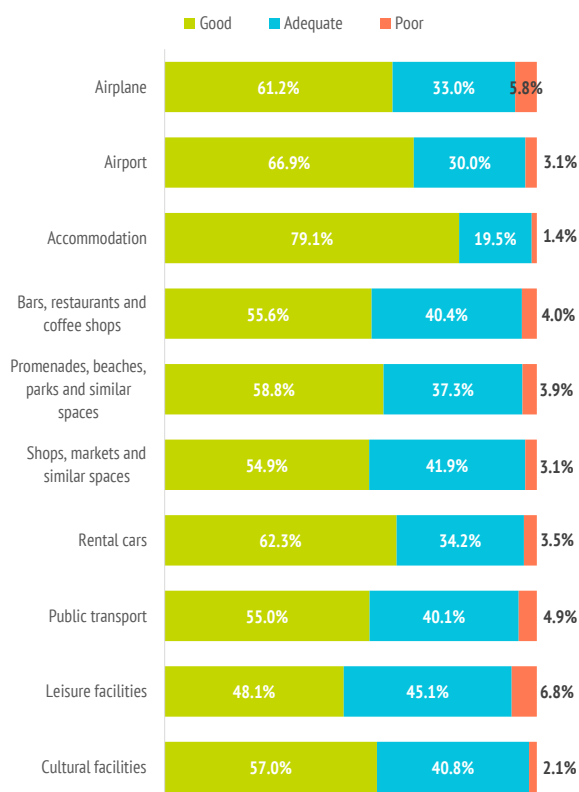
	Only with partner	Total
One island	91.0%	90.9%
Two islands	7.5%	7.8%
Three or more islands	1.4%	1.3%

Health safety

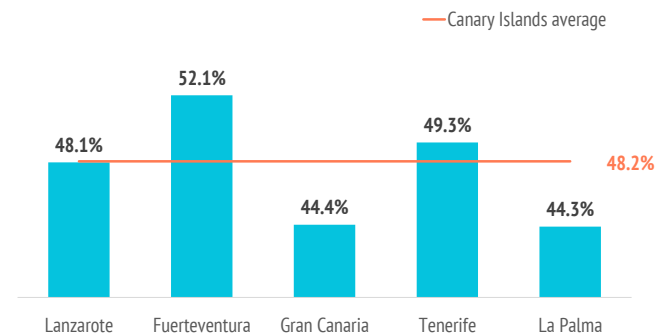
Planning the trip: Importance	Only with partner	Total
Average rating (scale 0-10)	8.16	7.99

During the stay: Rate	Only with partner	Total
Average rating (scale 0-10)	8.48	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

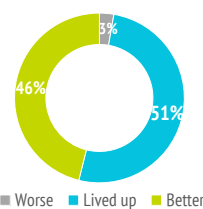


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Only with partner	Total
Average rating	8.88	8.86

Experience in the Canary Islands	Only with partner	Total
Worse or much worse than expected	2.7%	2.7%
Lived up to expectations	51.2%	51.4%
Better or much better than expected	46.1%	45.9%

Future intentions (scale 1-10)	Only with partner	Total
Return to the Canary Islands	8.82	8.86
Recommend visiting the Canary Islands	9.09	9.10



8.82/10

Experience in the
Canary Islands

Return to the
Canary Islands



9.09/10

Recommend
visiting the Canary
Islands

How many are loyal to the Canary Islands?

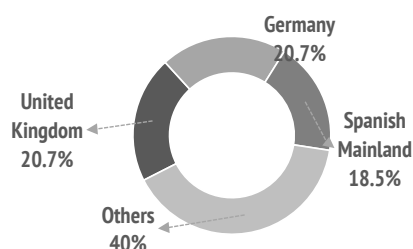
	Only with partner	Total
Repeat tourists	67.2%	68.0%
Repeat tourists (last 5 years)	61.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	14.1%	15.0%
At least 10 previous visits	17.7%	18.3%

PROFILE OF TOURIST BY COMPANIONS (2021) ONLY WITH PARTNER

Where are they from?



	%	Absolute
United Kingdom	20.7%	581,657
Germany	20.7%	580,470
Spanish Mainland	18.5%	520,774
France	7.0%	197,850
Netherlands	5.4%	151,280
Belgium	4.1%	115,523
Italy	3.9%	110,731
Poland	3.7%	103,175
Ireland	2.8%	77,738
Sweden	2.0%	56,502
Denmark	2.0%	55,607
Switzerland	1.6%	43,635
Norway	1.4%	38,289
Czech Republic	1.0%	27,231
Finland	0.9%	26,429
Luxembourg	0.7%	20,924
Austria	0.7%	20,239
Others	2.8%	79,765



Who do they come with?



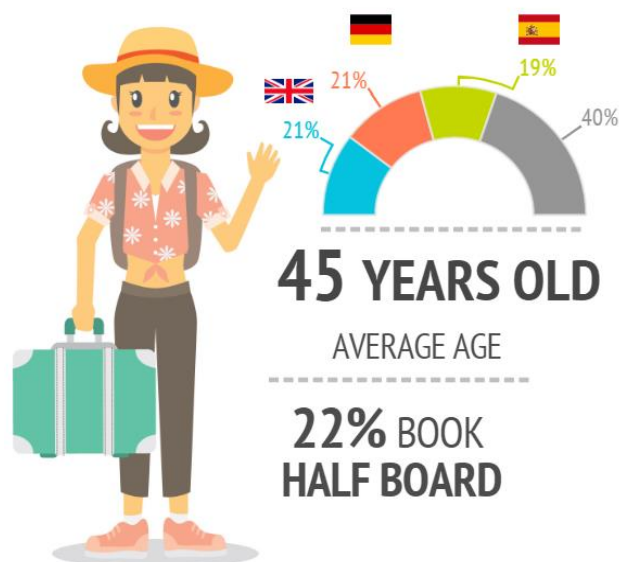
	Only with partner	Total
Unaccompanied	--	13.5%
Only with partner	100%	48.2%
Only with children (< 13 years old)	--	3.9%
Partner + children (< 13 years old)	--	4.9%
Other relatives	--	8.4%
Friends	--	8.5%
Work colleagues	--	0.8%
Organized trip	--	0.2%
Other combinations (1)	--	11.5%
<i>(1) Different situations have been isolated</i>		
Tourists with children	--	12.5%
- 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%
Tourists without children	100%	87.5%
Group composition:		
- 1 person	--	16.5%
- 2 people	100%	56.7%
- 3 people	--	10.7%
- 4 or 5 people	--	13.6%
- 6 or more people	--	2.5%
Average group size:	2.00	2.37

*People who share the main expenses of the trip

Who are they?



	Only with partner	Total
Gender		
Men	49.6%	49.6%
Women	50.4%	50.4%
Age		
Average age (tourist > 15 years old)	45.5	43.3
Standard deviation	16.5	15.6
Age range (> 15 years old)		
16 - 24 years old	9.5%	11.9%
25 - 30 years old	16.2%	14.8%
31 - 45 years old	24.9%	30.2%
46 - 60 years old	26.8%	26.6%
Over 60 years old	22.6%	16.4%
Occupation		
Salaried worker	57.7%	57.8%
Self-employed	9.9%	11.1%
Unemployed	1.7%	1.7%
Business owner	9.0%	10.0%
Student	3.9%	5.9%
Retired	16.6%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	14.4%	16.1%
€25,000 - €49,999	37.5%	37.0%
€50,000 - €74,999	24.7%	23.4%
More than €74,999	23.4%	23.5%
Education level		
No studies	2.6%	2.2%
Primary education	2.4%	2.2%
Secondary education	20.7%	18.8%
Higher education	74.3%	76.9%



Pictures: Freepik.com