

PROFILE OF TOURIST BY COMPANIONS (2021)

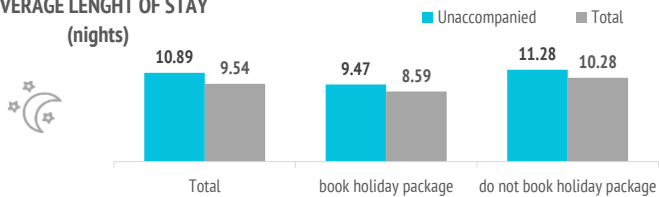
UNACCOMPANIED

How many are they and how much do they spend?



	Unaccompanied	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	786,722	5,827,892
- book holiday package	169,841	2,549,012
- do not book holiday package	616,881	3,278,880
- % tourists who book holiday package	21.6%	43.7%
Share of total tourist	13.5%	100%
Expenditure per tourist (€)		
- book holiday package	1,238	1,206
- holiday package	2,008	1,415
- others	1,405	1,135
- do not book holiday package	603	280
- do not book holiday package	1,026	1,044
- flight	1,026	1,044
- accommodation	241	248
- others	285	369
	500	427
Average length of stay		
- book holiday package	10.89	9.54
- do not book holiday package	9.47	8.59
	11.28	10.28
Average daily expenditure (€)		
- book holiday package	147.0	144.0
- do not book holiday package	236.7	172.8
	122.3	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	974	7,028
- do not book holiday package	341	3,606
	633	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Unaccompanied	Total
Didn't have holidays	28.9%	35.7%
Canary Islands	28.6%	17.6%
Other destination	42.5%	46.8%

What other destinations do they consider for this trip?*

	Unaccompanied	Total
None	41.6%	29.4%
Canary Islands (other island)	23.8%	25.4%
Other destination	34.7%	45.1%

*Percentage of valid answers

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

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



	Unaccompanied	Total
Climate	71.8%	76.0%
Sea	55.6%	52.0%
Tranquility	50.4%	48.5%
Beaches	48.3%	44.6%
Safety	47.2%	49.0%
Landscapes	45.0%	39.1%
European belonging	41.2%	40.2%
Environment	39.8%	34.7%
Effortless trip	39.0%	34.9%
Price	32.4%	32.4%
Accommodation supply	29.8%	37.8%
Authenticity	29.4%	24.4%
Gastronomy	29.2%	27.9%
Fun possibilities	24.9%	22.4%
Hiking trail network	18.9%	12.1%
Exoticism	15.8%	14.5%
Nightlife	13.4%	8.4%
Historical heritage	12.6%	9.1%
Culture	12.5%	8.7%
Shopping	10.7%	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.

What is the main motivation for their holidays?



	Unaccompanied	Total
Rest	44.8%	50.7%
Enjoy family time	22.6%	14.0%
Have fun	6.8%	7.3%
Explore the destination	15.0%	23.3%
Practice their hobbies	5.3%	2.6%
Other reasons	5.5%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Unaccompanied	Total
The same day	2.8%	1.0%
Between 1 and 30 days	59.0%	42.5%
Between 1 and 2 months	22.6%	26.7%
Between 3 and 6 months	11.0%	18.7%
More than 6 months	4.6%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

UNACCOMPANIED
59.0%



TOTAL
42.5%

Picture: Freepik.com

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

	Unaccompanied	Total
Previous visits to the Canary Islands	45.9%	45.7%
Friends or relatives	37.9%	30.9%
Internet or social media	40.8%	53.5%
Mass Media	2.2%	2.3%
Travel guides and magazines	3.6%	7.0%
Travel Blogs or Forums	4.4%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	10.4%	19.4%
Public administrations or similar	1.9%	1.9%
Others	5.8%	2.9%

* Multi-choice question

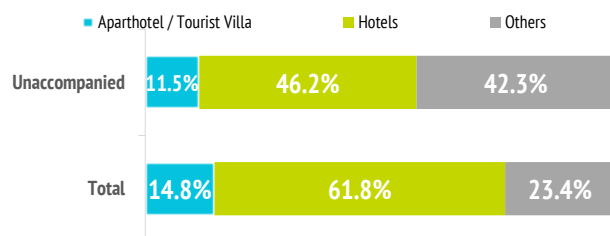
With whom did they book their flight and accommodation?

	Unaccompanied	Total
Flight		
- Directly with the airline	68.7%	52.8%
- Tour Operator or Travel Agency	31.3%	47.2%
Accommodation		
- Directly with the accommodation	48.6%	39.9%
- Tour Operator or Travel Agency	51.4%	60.1%

Where do they stay?

	Unaccompanied	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	28.1%	39.4%
5* Hotel / 5* Luxury Hotel	6.2%	10.9%
Aparthotel / Tourist Villa	11.5%	14.8%
House/room rented in a private dwelling	5.9%	6.9%
Private accommodation (1)	29.8%	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?

	Unaccompanied	Total
Room only	36.5%	28.1%
Bed and Breakfast	22.2%	15.3%
Half board	17.9%	19.5%
Full board	3.9%	3.2%
All inclusive	19.6%	33.8%

”
36.5% of tourists book room only.
(Canary Islands: 28.1%)

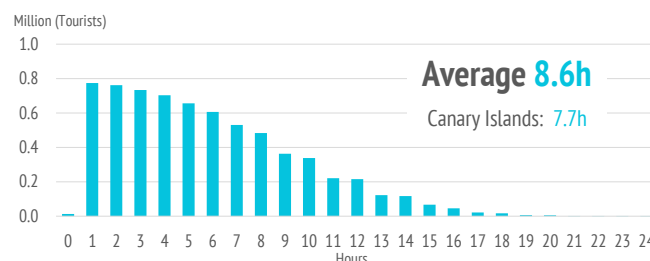
Other expenses

	Unaccompanied	Total
Restaurants or cafes	72.4%	66.9%
Supermarkets	58.6%	55.6%
Car rental	22.2%	37.3%
Organized excursions	12.4%	23.7%
Taxi, transfer, chauffeur service	36.7%	46.0%
Theme Parks	3.4%	8.6%
Sport activities	7.8%	9.3%
Museums	3.4%	4.7%
Flights between islands	5.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Unaccompanied	Total
0 hours	1.6%	2.4%
1 - 2 hours	5.2%	10.0%
3 - 6 hours	25.8%	30.1%
7 - 12 hours	51.9%	47.1%
More than 12 hours	15.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Unaccompanied	Total
Walk, wander	66.0%	72.2%
Beach	66.0%	75.1%
Explore the island on their own	44.5%	52.5%
Swimming pool, hotel facilities	32.1%	57.5%
Taste Canarian gastronomy	28.0%	30.2%
Swim	27.5%	38.8%
Hiking	20.9%	22.5%
Nightlife / concerts / shows	14.9%	12.3%
Running	9.6%	7.6%
Museums / exhibitions	9.1%	10.7%
Other Nature Activities	8.7%	9.5%
Organized excursions	8.1%	16.0%
Wineries / markets / popular festivals	7.9%	10.0%
Practice other sports	7.0%	5.9%
Surf	6.9%	4.8%
Sea excursions / whale watching	6.0%	13.5%
Beauty and health treatments	5.3%	5.6%
Theme parks	4.5%	12.2%
Cycling / Mountain bike	4.4%	4.2%
Scuba Diving	3.7%	4.2%
Astronomical observation	3.6%	4.2%
Windsurf / Kitesurf	1.8%	1.5%
Golf	1.6%	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 unaccompanied	786,722	103,282	92,181	305,378	262,624	15,883
- Share by islands	100%	13.1%	11.7%	38.8%	33.4%	2.0%
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 unaccompanied	13.5%	10.7%	10.9%	19.8%	11.3%	15.5%

How many islands do they visit during their trip?

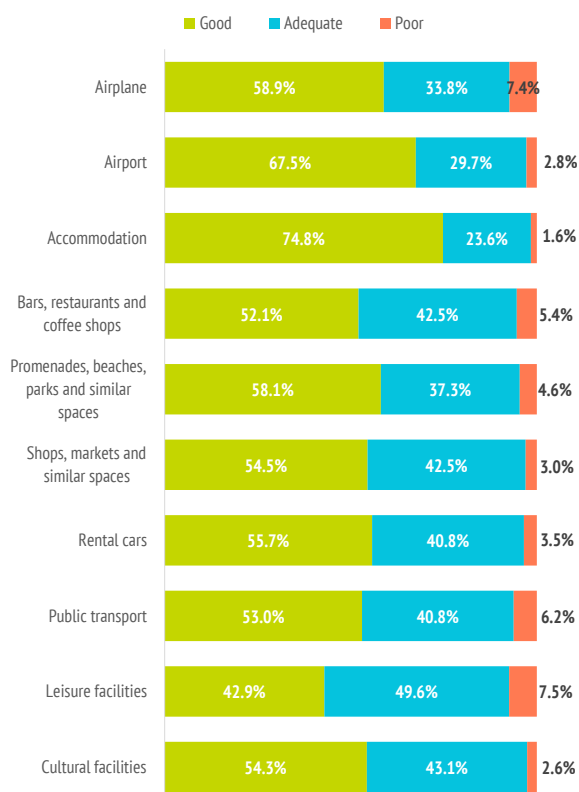
	Unaccompanied	Total
One island	90.0%	90.9%
Two islands	8.5%	7.8%
Three or more islands	1.5%	1.3%

Health safety

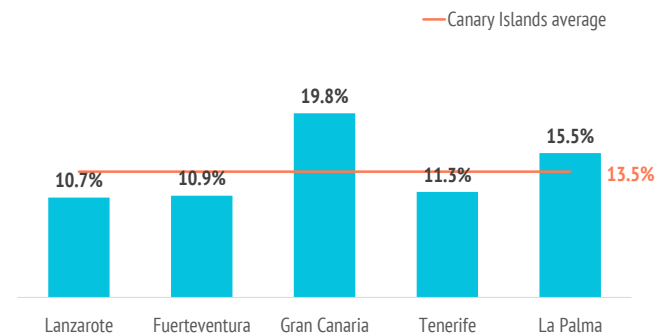
Planning the trip: Importance	Unaccompanied	Total
Average rating (scale 0-10)	7.58	7.99

During the stay: Rate	Unaccompanied	Total
Average rating (scale 0-10)	8.25	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

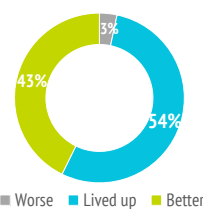


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Unaccompanied	Total
Average rating	8.80	8.86

Experience in the Canary Islands	Unaccompanied	Total
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	53.9%	51.4%
Better or much better than expected	42.7%	45.9%

Future intentions (scale 1-10)	Unaccompanied	Total
Return to the Canary Islands	9.11	8.86
Recommend visiting the Canary Islands	9.18	9.10



9.11/10

Experience in the Canary Islands



9.18/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Unaccompanied	Total
Repeat tourists	72.6%	68.0%
Repeat tourists (last 5 years)	69.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	28.6%	15.0%
At least 10 previous visits	31.1%	18.3%

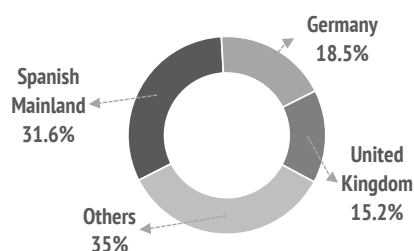
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Where are they from?



	%	Absolute
Spanish Mainland	31.6%	248,719
Germany	18.5%	145,364
United Kingdom	15.2%	119,720
Italy	5.8%	45,432
France	5.3%	41,577
Netherlands	3.1%	24,592
Belgium	2.3%	17,909
Sweden	2.3%	17,809
Ireland	1.9%	14,937
Switzerland	1.7%	13,623
Poland	1.7%	13,416
Norway	1.5%	11,414
Denmark	1.2%	9,473
Austria	1.0%	7,611
Portugal	0.9%	7,173
Finland	0.7%	5,834
Czech Republic	0.5%	4,202
Others	4.8%	37,918



Who do they come with?



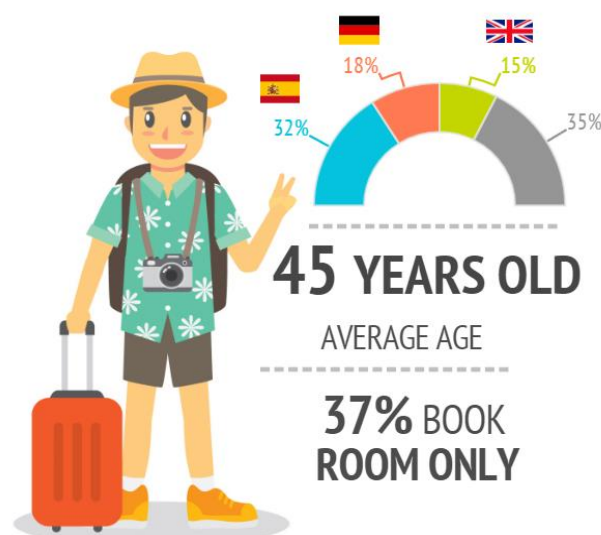
	Unaccompanied	Total
Unaccompanied	100%	13.5%
Only with partner	--	48.2%
Only with children (< 13 years old)	--	3.9%
Partner + children (< 13 years old)	--	4.9%
Other relatives	--	8.4%
Friends	--	8.5%
Work colleagues	--	0.8%
Organized trip	--	0.2%
Other combinations (1)	--	11.5%
<i>(1) Different situations 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	100%	16.5%
- 2 people	--	56.7%
- 3 people	--	10.7%
- 4 or 5 people	--	13.6%
- 6 or more people	--	2.5%
Average group size:	1.00	2.37

*People who share the main expenses of the trip

Who are they?



	Unaccompanied	Total
Gender		
Men	59.9%	49.6%
Women	40.1%	50.4%
Age		
Average age (tourist > 15 years old)	42.9	43.3
Standard deviation	15.8	15.6
Age range (> 15 years old)		
16 - 24 years old	12.8%	11.9%
25 - 30 years old	14.6%	14.8%
31 - 45 years old	32.1%	30.2%
46 - 60 years old	24.3%	26.6%
Over 60 years old	16.3%	16.4%
Occupation		
Salaried worker	53.8%	57.8%
Self-employed	12.4%	11.1%
Unemployed	2.1%	1.7%
Business owner	10.0%	10.0%
Student	8.0%	5.9%
Retired	12.5%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	23.4%	16.1%
€25,000 - €49,999	41.0%	37.0%
€50,000 - €74,999	18.9%	23.4%
More than €74,999	16.7%	23.5%
Education level		
No studies	1.5%	2.2%
Primary education	2.7%	2.2%
Secondary education	16.7%	18.8%
Higher education	79.1%	76.9%



Pictures: Freepik.com