

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

WINERIES / MARKETS / POPULAR FESTIVALS

How many are they and how much do they spend?

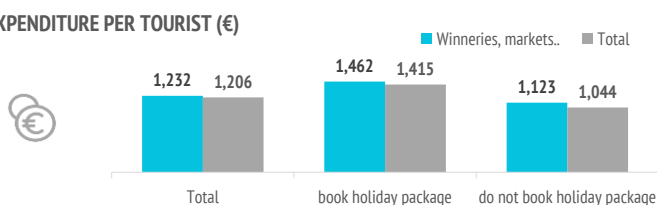


	Wineries, markets..	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	581,041	5,827,892
- book holiday package	186,328	2,549,012
- do not book holiday package	394,713	3,278,880
- % tourists who book holiday package	32.1%	43.7%
Share of total tourist	10.0%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,232	1,206
- book holiday package	1,462	1,415
- holiday package	1,130	1,135
- others	333	280
- do not book holiday package	1,123	1,044
- flight	242	248
- accommodation	350	369
- others	531	427
Average length of stay	10.61	9.54
- book holiday package	8.91	8.59
- do not book holiday package	11.41	10.28
Average daily expenditure (€)	133.6	144.0
- book holiday package	168.2	172.8
- do not book holiday package	117.3	121.6
Total turnover (> 15 years old) (€m)	716	7,028
- book holiday package	273	3,606
- do not book holiday package	443	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Wineries, markets..	Total
Didn't have holidays	32.7%	35.7%
Canary Islands	16.2%	17.6%
Other destination	51.1%	46.8%

What other destinations do they consider for this trip?*

	Wineries, markets..	Total
None	27.1%	29.4%
Canary Islands (other island)	24.8%	25.4%
Other destination	48.1%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of the tourist who visit wineries, markets or popular festivals on the Canary Islands.

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



	Wineries, markets..	Total
Climate	71.6%	76.0%
Landscapes	52.4%	39.1%
Sea	52.3%	52.0%
Safety	48.9%	49.0%
Tranquility	48.2%	48.5%
Environment	45.1%	34.7%
Beaches	42.9%	44.6%
European belonging	40.7%	40.2%
Gastronomy	34.0%	27.9%
Authenticity	33.9%	24.4%
Accommodation supply	32.7%	37.8%
Effortless trip	32.2%	34.9%
Price	31.5%	32.4%
Fun possibilities	22.7%	22.4%
Exoticism	19.5%	14.5%
Historical heritage	15.9%	9.1%
Hiking trail network	15.6%	12.1%
Culture	14.8%	8.7%
Shopping	8.9%	8.8%
Nightlife	8.3%	8.4%

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

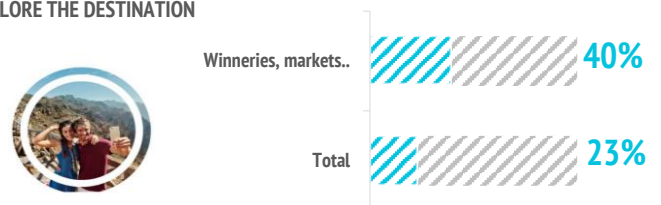
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Wineries, markets..	Total
Rest	36.5%	50.7%
Enjoy family time	13.0%	14.0%
Have fun	7.6%	7.3%
Explore the destination	39.6%	23.3%
Practice their hobbies	1.3%	2.6%
Other reasons	2.0%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Wineries, markets..	Total
The same day	1.0%	1.0%
Between 1 and 30 days	36.9%	42.5%
Between 1 and 2 months	29.7%	26.7%
Between 3 and 6 months	22.0%	18.7%
More than 6 months	10.4%	11.1%

% TOURISTS BOOKING LESS THAN 1 MONTH IN ADVANCE

WINERIES, MARKETS

37.9%



Picture: Freepik.com

TOTAL

43.5%

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

	Wineries, markets..	Total
Previous visits to the Canary Islands	41.5%	45.7%
Friends or relatives	39.0%	30.9%
Internet or social media	62.6%	53.5%
Mass Media	3.5%	2.3%
Travel guides and magazines	12.3%	7.0%
Travel Blogs or Forums	15.7%	8.4%
Travel TV Channels	1.0%	0.5%
Tour Operator or Travel Agency	16.4%	19.4%
Public administrations or similar	2.6%	1.9%
Others	2.5%	2.9%

* Multi-choise question

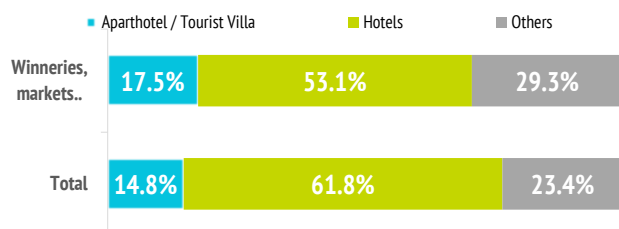
With whom did they book their flight and accommodation? 👁

	Wineries, markets..	Total
Flight		
- Directly with the airline	62.1%	52.8%
- Tour Operator or Travel Agency	37.9%	47.2%
Accommodation		
- Directly with the accommodation	47.5%	39.9%
- Tour Operator or Travel Agency	52.5%	60.1%

Where do they stay? 🏠

	Wineries, markets..	Total
1-2-3* Hotel	10.8%	11.5%
4* Hotel	32.1%	39.4%
5* Hotel / 5* Luxury Hotel	10.3%	10.9%
Aparthotel / Tourist Villa	17.5%	14.8%
House/room rented in a private dwelling	11.1%	6.9%
Private accommodation (1)	11.6%	9.9%
Others (Cottage, cruise, camping,..)	6.7%	6.6%

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



What do they book? 🍽

	Wineries, markets..	Total
Room only	37.3%	28.1%
Bed and Breakfast	15.3%	15.3%
Half board	19.3%	19.5%
Full board	1.7%	3.2%
All inclusive	26.4%	33.8%

”
37% of tourists book room only
 (Canary Islands: 28%)

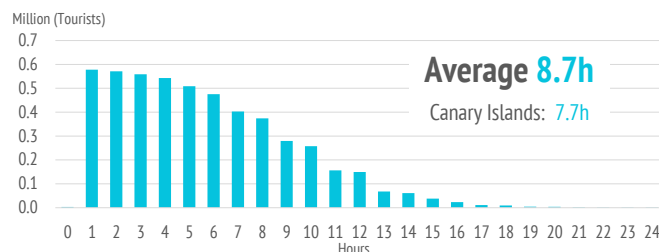
Other expenses 📍

	Wineries, markets..	Total
Restaurants or cafes	77.4%	66.9%
Supermarkets	63.3%	55.6%
Car rental	53.4%	37.3%
Organized excursions	36.7%	23.7%
Taxi, transfer, chauffeur service	36.2%	46.0%
Theme Parks	9.6%	8.6%
Sport activities	12.1%	9.3%
Museums	14.0%	4.7%
Flights between islands	12.4%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Wineries, markets..	Total
0 hours	0.6%	2.4%
1 - 2 hours	3.2%	10.0%
3 - 6 hours	26.9%	30.1%
7 - 12 hours	57.6%	47.1%
More than 12 hours	11.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Wineries, markets..	Total
Wineries / markets / popular festivals	100%	10.0%
Walk, wander	89.1%	72.2%
Beach	87.1%	75.1%
Explore the island on their own	77.8%	52.5%
Taste Canarian gastronomy	60.9%	30.2%
Swimming pool, hotel facilities	59.4%	57.5%
Swim	50.2%	38.8%
Hiking	37.0%	22.5%
Museums / exhibitions	34.5%	10.7%
Organized excursions	26.5%	16.0%
Other Nature Activities	19.9%	9.5%
Sea excursions / whale watching	18.4%	13.5%
Nightlife / concerts / shows	17.1%	12.3%
Theme parks	15.7%	12.2%
Running	10.1%	7.6%
Beauty and health treatments	8.3%	5.6%
Astronomical observation	8.2%	4.2%
Scuba Diving	7.3%	4.2%
Practice other sports	7.3%	5.9%
Surf	7.0%	4.8%
Cycling / Mountain bike	6.7%	4.2%
Golf	2.3%	2.3%
Windsurf / Kitesurf	2.2%	1.5%

* Multi-choise question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Wineries, markets,...	581,041	224,185	44,801	115,927	176,518	15,170
- Share by islands	100%	38.6%	7.7%	20.0%	30.4%	2.6%
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%
% Wineries, markets,...	10.0%	23.3%	5.3%	7.5%	7.6%	14.8%

How many islands do they visit during their trip?

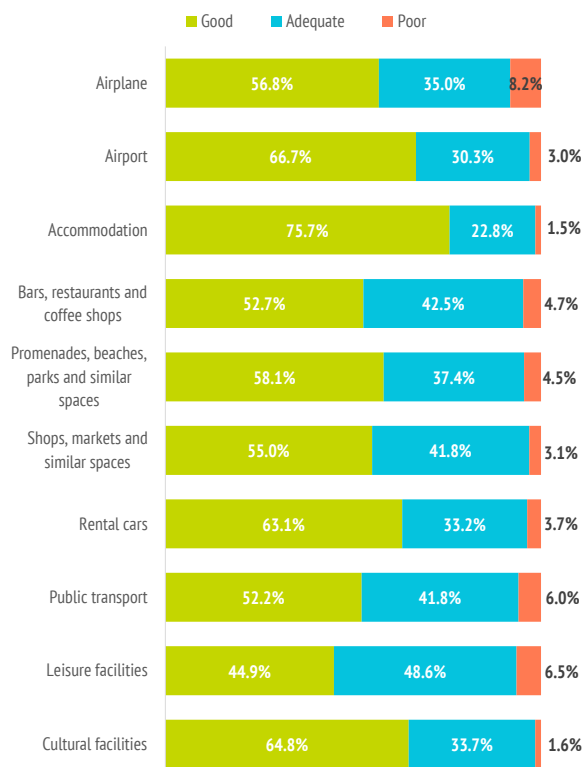
	Wineries, markets..	Total
One island	85.5%	90.9%
Two islands	11.9%	7.8%
Three or more islands	2.5%	1.3%

Health safety

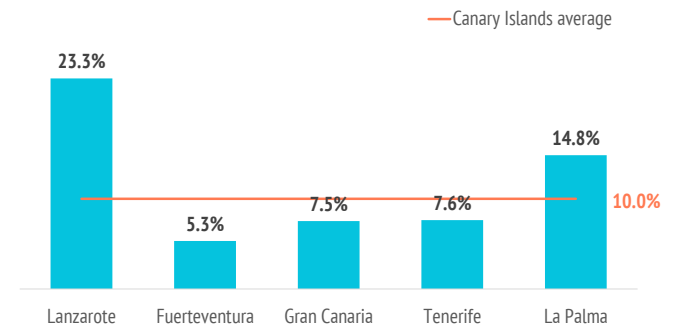
Planning the trip: Importance	Wineries, markets..	Total
Average rating (scale 0-10)	8.05	7.99

During the stay: Rate	Wineries, markets..	Total
Average rating (scale 0-10)	8.43	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

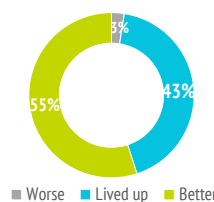


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Wineries, markets..	Total
Average rating	9.01	8.86

Experience in the Canary Islands	Wineries, markets..	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	42.5%	51.4%
Better or much better than expected	55.0%	45.9%

Future intentions (scale 1-10)	Wineries, markets..	Total
Return to the Canary Islands	8.94	8.86
Recommend visiting the Canary Islands	9.27	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.27/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Wineries, markets..	Total
Repeat tourists	64.3%	68.0%
Repeat tourists (last 5 years)	58.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	13.3%	15.0%
At least 10 previous visits	16.0%	18.3%

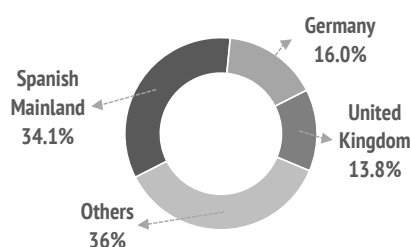
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Where are they from?



	%	Absolute
Spanish Mainland	34.1%	197,890
Germany	16.0%	92,815
United Kingdom	13.8%	80,094
France	8.6%	49,833
Italy	5.3%	31,059
Poland	3.7%	21,629
Netherlands	3.2%	18,496
Ireland	2.3%	13,578
Sweden	2.1%	12,235
Belgium	1.5%	8,529
Switzerland	1.3%	7,712
Denmark	1.1%	6,308
Norway	0.9%	5,178
Luxembourg	0.8%	4,664
Austria	0.6%	3,389
Czech Republic	0.5%	2,872
Finland	0.5%	2,642
Others	3.8%	22,115



Who do they come with?



	Wineries, markets..	Total
Unaccompanied	10.7%	13.5%
Only with partner	49.0%	48.2%
Only with children (< 13 years old)	3.4%	3.9%
Partner + children (< 13 years old)	3.7%	4.9%
Other relatives	9.3%	8.4%
Friends	9.1%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	14.0%	11.5%

(1) Different situations have been isolated

Tourists with children	10.9%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	9.0%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
Tourists without children	89.1%	87.5%
Group composition:		
- 1 person	14.2%	16.5%
- 2 people	56.7%	56.7%
- 3 people	11.4%	10.7%
- 4 or 5 people	15.2%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.44	2.37

*People who share the main expenses of the trip

Who are they?



	Wineries, markets..	Total
Gender		
Men	50.2%	49.6%
Women	49.8%	50.4%
Age		
Average age (tourist > 15 years old)	41.5	43.3
Standard deviation	15.4	15.6
Age range (> 15 years old)		
16 - 24 years old	14.1%	11.9%
25 - 30 years old	15.8%	14.8%
31 - 45 years old	32.5%	30.2%
46 - 60 years old	23.3%	26.6%
Over 60 years old	14.3%	16.4%
Occupation		
Salaried worker	56.6%	57.8%
Self-employed	11.8%	11.1%
Unemployed	2.1%	1.7%
Business owner	9.9%	10.0%
Student	7.5%	5.9%
Retired	10.8%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	19.8%	16.1%
€25,000 - €49,999	38.1%	37.0%
€50,000 - €74,999	22.3%	23.4%
More than €74,999	19.8%	23.5%
Education level		
No studies	0.9%	2.2%
Primary education	2.5%	2.2%
Secondary education	15.7%	18.8%
Higher education	80.9%	76.9%



Pictures: Freepik.com