

How many are they and how much do they spend?

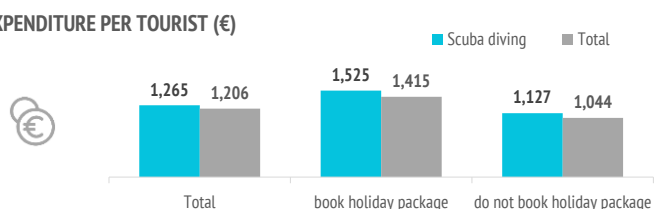


	Scuba diving	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	243,455	5,827,892
- book holiday package	84,621	2,549,012
- do not book holiday package	158,834	3,278,880
- % tourists who book holiday package	34.8%	43.7%
Share of total tourist	4.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,265	1,206
- holiday package	1,183	1,135
- others	342	280
- do not book holiday package	1,127	1,044
- flight	246	248
- accommodation	382	369
- others	499	427
Average length of stay		
- book holiday package	10.47	9.54
- do not book holiday package	9.64	8.59
- do not book holiday package	10.92	10.28
Average daily expenditure (€)		
- book holiday package	138.9	144.0
- do not book holiday package	174.9	172.8
- do not book holiday package	119.8	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	308	7,028
- do not book holiday package	129	3,606
- do not book holiday package	179	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Scuba diving	Total
Didn't have holidays	32.4%	35.7%
Canary Islands	16.7%	17.6%
Other destination	50.9%	46.8%

What other destinations do they consider for this trip?*

	Scuba diving	Total
None	24.3%	29.4%
Canary Islands (other island)	24.8%	25.4%
Other destination	50.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that one of the activities carried out in the Canary Island was diving.

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



	Scuba diving	Total
Climate	72.4%	76.0%
Sea	66.2%	52.0%
Beaches	51.0%	44.6%
Tranquility	46.4%	48.5%
Landscapes	46.2%	39.1%
Safety	43.9%	49.0%
Environment	38.0%	34.7%
European belonging	37.5%	40.2%
Effortless trip	32.8%	34.9%
Price	31.2%	32.4%
Accommodation supply	30.8%	37.8%
Fun possibilities	29.7%	22.4%
Authenticity	28.8%	24.4%
Gastronomy	27.3%	27.9%
Exoticism	18.5%	14.5%
Hiking trail network	15.1%	12.1%
Historical heritage	10.7%	9.1%
Nightlife	10.1%	8.4%
Culture	9.7%	8.7%
Shopping	7.6%	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?



	Scuba diving	Total
Rest	37.3%	50.7%
Enjoy family time	11.4%	14.0%
Have fun	11.6%	7.3%
Explore the destination	31.7%	23.3%
Practice their hobbies	6.5%	2.6%
Other reasons	1.6%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Scuba diving	Total
The same day	1.6%	1.0%
Between 1 and 30 days	40.7%	42.5%
Between 1 and 2 months	26.7%	26.7%
Between 3 and 6 months	21.1%	18.7%
More than 6 months	10.0%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

SCUBA DIVING
21.1%



Picture: Freepik.com

TOTAL
18.7%

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

	Scuba diving	Total
Previous visits to the Canary Islands	36.3%	45.7%
Friends or relatives	38.0%	30.9%
Internet or social media	61.4%	53.5%
Mass Media	3.1%	2.3%
Travel guides and magazines	10.2%	7.0%
Travel Blogs or Forums	14.5%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	16.2%	19.4%
Public administrations or similar	2.1%	1.9%
Others	3.1%	2.9%

* Multi-choice question

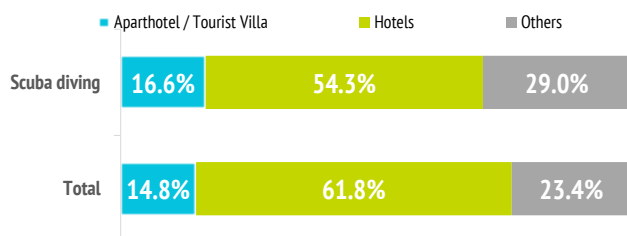
With whom did they book their flight and accommodation?

	Scuba diving	Total
Flight		
- Directly with the airline	60.1%	52.8%
- Tour Operator or Travel Agency	39.9%	47.2%
Accommodation		
- Directly with the accommodation	47.3%	39.9%
- Tour Operator or Travel Agency	52.7%	60.1%

Where do they stay?

	Scuba diving	Total
1-2-3* Hotel	12.3%	11.5%
4* Hotel	35.3%	39.4%
5* Hotel / 5* Luxury Hotel	6.7%	10.9%
Aparthotel / Tourist Villa	16.6%	14.8%
House/room rented in a private dwelling	12.4%	6.9%
Private accommodation (1)	9.8%	9.9%
Others (Cottage, cruise, camping,...)	6.9%	6.6%

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



What do they book?

	Scuba diving	Total
Room only	35.7%	28.1%
Bed and Breakfast	14.0%	15.3%
Half board	17.1%	19.5%
Full board	3.8%	3.2%
All inclusive	29.4%	33.8%

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36% of tourists book room only
 (Canary Islands: 28%)

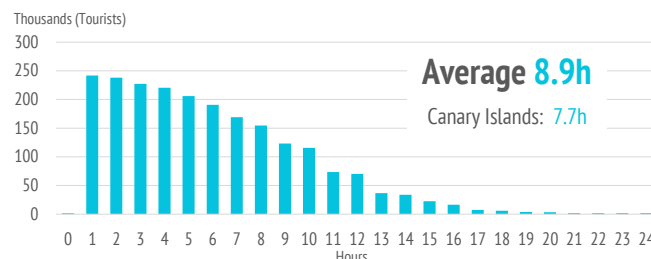
Other expenses

	Scuba diving	Total
Restaurants or cafes	67.9%	66.9%
Supermarkets	62.3%	55.6%
Car rental	48.8%	37.3%
Organized excursions	38.7%	23.7%
Taxi, transfer, chauffeur service	38.2%	46.0%
Theme Parks	10.7%	8.6%
Sport activities	35.4%	9.3%
Museums	6.1%	4.7%
Flights between islands	10.0%	6.3%

Activities in the Canary Islands

Outdoor time per day	Scuba diving	Total
0 hours	0.6%	2.4%
1 - 2 hours	6.0%	10.0%
3 - 6 hours	23.9%	30.1%
7 - 12 hours	54.4%	47.1%
More than 12 hours	15.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Scuba diving	Total
Scuba Diving	100%	4.2%
Beach	90.7%	75.1%
Walk, wander	75.2%	72.2%
Explore the island on their own	73.2%	52.5%
Swim	69.7%	38.8%
Swimming pool, hotel facilities	58.0%	57.5%
Taste Canarian gastronomy	42.9%	30.2%
Hiking	39.9%	22.5%
Sea excursions / whale watching	34.0%	13.5%
Organized excursions	25.3%	16.0%
Theme parks	18.6%	12.2%
Other Nature Activities	18.4%	9.5%
Wineries / markets / popular festivals	17.5%	10.0%
Nightlife / concerts / shows	17.0%	12.3%
Museums / exhibitions	15.0%	10.7%
Surf	13.9%	4.8%
Astronomical observation	12.8%	4.2%
Running	12.5%	7.6%
Practice other sports	12.3%	5.9%
Beauty and health treatments	8.8%	5.6%
Cycling / Mountain bike	7.5%	4.2%
Windsurf / Kitesurf	4.6%	1.5%
Golf	2.7%	2.3%

* Multi-choice question

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

SCUBA DIVING

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Scuba Diving	243,455	48,367	36,010	56,453	95,973	4,141
- Share by islands	100%	19.9%	14.8%	23.2%	39.4%	1.7%
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%
% Scuba diving	4.2%	5.0%	4.3%	3.7%	4.1%	4.0%

How many islands do they visit during their trip?

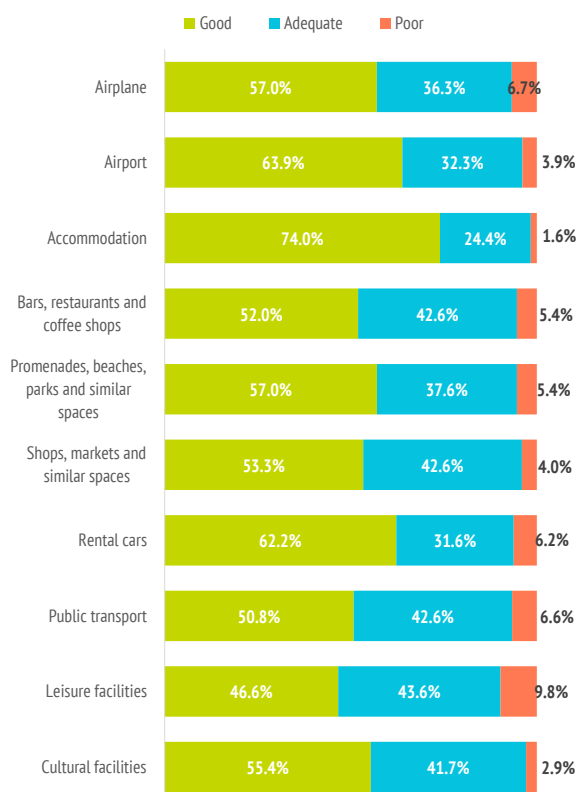
	Scuba diving	Total
One island	85.7%	90.9%
Two islands	12.5%	7.8%
Three or more islands	1.8%	1.3%

Health safety

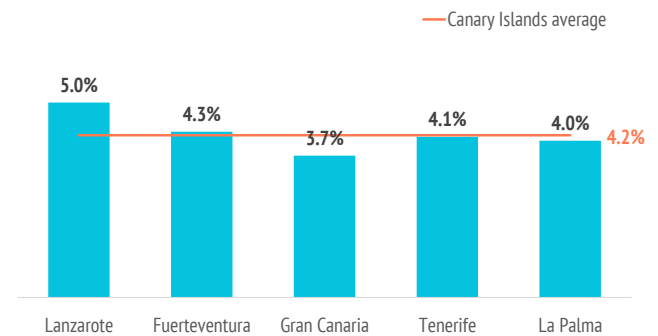
Planning the trip: Importance	Scuba diving	Total
Average rating (scale 0-10)	7.38	7.99

During the stay: Rate	Scuba diving	Total
Average rating (scale 0-10)	8.18	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

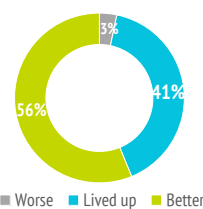


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Scuba diving	Total
Average rating	8.90	8.86

Experience in the Canary Islands	Scuba diving	Total
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	40.5%	51.4%
Better or much better than expected	56.2%	45.9%

Future intentions (scale 1-10)	Scuba diving	Total
Return to the Canary Islands	8.71	8.86
Recommend visiting the Canary Islands	9.14	9.10



8.71/10

Experience in the Canary Islands

Return to the Canary Islands



9.14/10

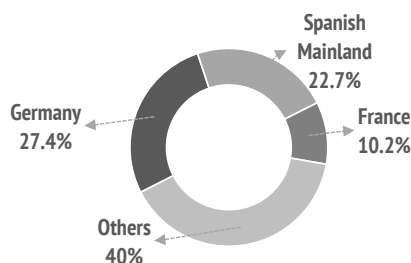
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Scuba diving	Total
Repeat tourists	61.0%	68.0%
Repeat tourists (last 5 years)	54.4%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.2%	15.0%
At least 10 previous visits	12.2%	18.3%

Where are they from?

	%	Absolute
Germany	27.4%	66,640
Spanish Mainland	22.7%	55,241
France	10.2%	24,793
United Kingdom	9.6%	23,286
Poland	6.2%	15,013
Netherlands	4.8%	11,578
Italy	4.1%	9,951
Belgium	4.0%	9,762
Czech Republic	1.8%	4,304
Denmark	1.7%	4,025
Sweden	1.3%	3,141
Ireland	1.1%	2,759
Switzerland	0.8%	1,987
Austria	0.7%	1,814
Norway	0.6%	1,533
Luxembourg	0.6%	1,514
Finland	0.5%	1,127
Others	2.0%	4,989



Who are they?

	Scuba diving	Total
Gender		
Men	55.2%	49.6%
Women	44.8%	50.4%
Age		
Average age (tourist > 15 years old)	35.1	43.3
Standard deviation	12.4	15.6
Age range (> 15 years old)		
16 - 24 years old	23.4%	11.9%
25 - 30 years old	20.8%	14.8%
31 - 45 years old	34.1%	30.2%
46 - 60 years old	18.0%	26.6%
Over 60 years old	3.7%	16.4%
Occupation		
Salaried worker	63.8%	57.8%
Self-employed	10.9%	11.1%
Unemployed	2.4%	1.7%
Business owner	12.6%	10.0%
Student	7.5%	5.9%
Retired	2.1%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.5%	0.9%
Annual household income level		
Less than €25,000	18.7%	16.1%
€25,000 - €49,999	36.3%	37.0%
€50,000 - €74,999	21.8%	23.4%
More than €74,999	23.2%	23.5%
Education level		
No studies	1.0%	2.2%
Primary education	1.3%	2.2%
Secondary education	13.3%	18.8%
Higher education	84.4%	76.9%

Who do they come with?

	Scuba diving	Total
Unaccompanied	12.1%	13.5%
Only with partner	42.9%	48.2%
Only with children (< 13 years old)	3.9%	3.9%
Partner + children (< 13 years old)	4.8%	4.9%
Other relatives	10.7%	8.4%
Friends	10.3%	8.5%
Work colleagues	0.7%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	14.5%	11.5%
<i>(1) Different situations have been isolated</i>		
Tourists with children	14.6%	12.5%
- Between 0 and 2 years old	1.0%	1.2%
- Between 3 and 12 years old	13.1%	10.2%
- Between 0 -2 and 3-12 years	0.4%	1.0%
Tourists without children	85.4%	87.5%
Group composition:		
- 1 person	15.8%	16.5%
- 2 people	51.7%	56.7%
- 3 people	11.7%	10.7%
- 4 or 5 people	16.4%	13.6%
- 6 or more people	4.5%	2.5%
Average group size:	2.56	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com