

How many are they and how much do they spend?

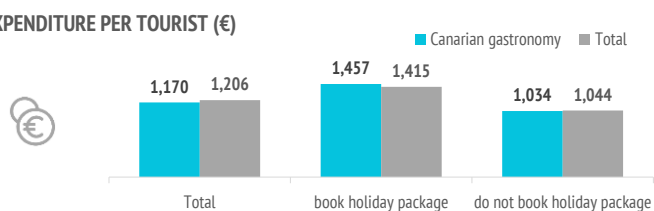


	Canarian gastronomy	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,758,400	5,827,892
- book holiday package	563,444	2,549,012
- do not book holiday package	1,194,957	3,278,880
- % tourists who book holiday package	32.0%	43.7%
Share of total tourist	30.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,170	1,206
- holiday package	1,034	1,135
- others	424	280
- do not book holiday package	1,034	1,044
- flight	249	248
- accommodation	333	369
- others	452	427
Average length of stay	10.18	9.54
- book holiday package	8.72	8.59
- do not book holiday package	10.86	10.28
Average daily expenditure (€)	134.0	144.0
- book holiday package	176.8	172.8
- do not book holiday package	113.8	121.6
Total turnover (> 15 years old) (€m)	2,057	7,028
- book holiday package	821	3,606
- do not book holiday package	1,236	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Canarian gastronomy	Total
Didn't have holidays	30.1%	35.7%
Canary Islands	18.4%	17.6%
Other destination	51.5%	46.8%

What other destinations do they consider for this trip?*

	Canarian gastronomy	Total
None	29.9%	29.4%
Canary Islands (other island)	24.7%	25.4%
Other destination	45.4%	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 taste Canarian gastronomy.

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



	Canarian gastronomy	Total
Climate	72.1%	76.0%
Sea	51.7%	52.0%
Tranquility	48.0%	48.5%
Landscapes	47.2%	39.1%
Safety	46.6%	49.0%
Beaches	42.6%	44.6%
Environment	39.8%	34.7%
European belonging	39.6%	40.2%
Gastronomy	35.1%	27.9%
Effortless trip	34.6%	34.9%
Accommodation supply	32.1%	37.8%
Price	30.0%	32.4%
Authenticity	28.8%	24.4%
Fun possibilities	21.7%	22.4%
Exoticism	15.7%	14.5%
Hiking trail network	13.9%	12.1%
Historical heritage	11.2%	9.1%
Culture	10.5%	8.7%
Shopping	8.2%	8.8%
Nightlife	7.7%	8.4%

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

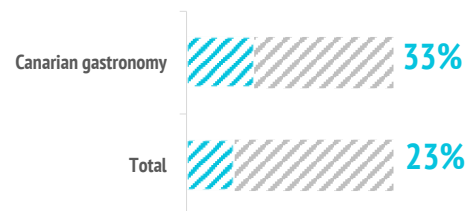
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Canarian gastronomy	Total
Rest	39.7%	50.7%
Enjoy family time	15.4%	14.0%
Have fun	8.0%	7.3%
Explore the destination	32.7%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	1.9%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Canarian gastronomy	Total
The same day	0.9%	1.0%
Between 1 and 30 days	40.0%	42.5%
Between 1 and 2 months	29.6%	26.7%
Between 3 and 6 months	19.2%	18.7%
More than 6 months	10.4%	11.1%

% TOURISTS BOOKING MORE THAN 1 MONTH IN ADVANCE

CANARIAN GASTRONOMY

59%



Picture: Freepik.com

TOTAL

57%

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

	Canarian gastronomy	Total
Previous visits to the Canary Islands	45.1%	45.7%
Friends or relatives	39.7%	30.9%
Internet or social media	58.4%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	9.4%	7.0%
Travel Blogs or Forums	12.6%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	15.8%	19.4%
Public administrations or similar	2.4%	1.9%
Others	2.5%	2.9%

* Multi-choise question

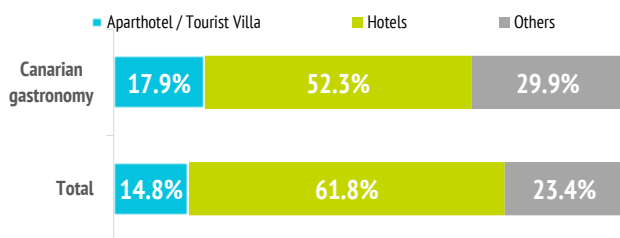
With whom did they book their flight and accommodation?

	Canarian gastronomy	Total
Flight		
- Directly with the airline	62.1%	52.8%
- Tour Operator or Travel Agency	37.9%	47.2%
Accommodation		
- Directly with the accommodation	46.9%	39.9%
- Tour Operator or Travel Agency	53.1%	60.1%

Where do they stay?

	Canarian gastronomy	Total
1-2-3* Hotel	9.8%	11.5%
4* Hotel	33.1%	39.4%
5* Hotel / 5* Luxury Hotel	9.3%	10.9%
Aparthotel / Tourist Villa	17.9%	14.8%
House/room rented in a private dwelling	9.0%	6.9%
Private accommodation (1)	14.0%	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?

	Canarian gastronomy	Total
Room only	37.6%	28.1%
Bed and Breakfast	20.1%	15.3%
Half board	19.9%	19.5%
Full board	1.8%	3.2%
All inclusive	20.6%	33.8%

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38% of tourists book room only
 (Canary Islands: 28%)

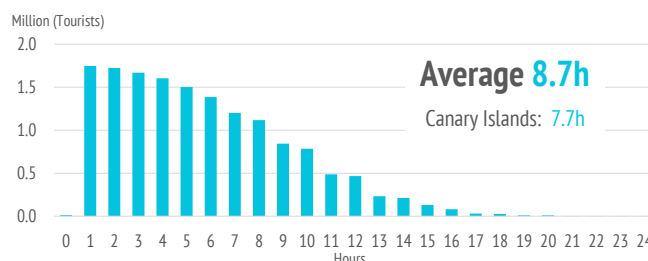
Other expenses

	Canarian gastronomy	Total
Restaurants or cafes	81.4%	66.9%
Supermarkets	64.6%	55.6%
Car rental	49.9%	37.3%
Organized excursions	28.2%	23.7%
Taxi, transfer, chauffeur service	37.5%	46.0%
Theme Parks	11.2%	8.6%
Sport activities	10.6%	9.3%
Museums	7.9%	4.7%
Flights between islands	8.9%	6.3%

Activities in the Canary Islands

Outdoor time per day	Canarian gastronomy	Total
0 hours	0.7%	2.4%
1 - 2 hours	4.4%	10.0%
3 - 6 hours	26.5%	30.1%
7 - 12 hours	55.1%	47.1%
More than 12 hours	13.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Canarian gastronomy	Total
Taste Canarian gastronomy	100%	30.2%
Walk, wander	85.6%	72.2%
Beach	85.1%	75.1%
Explore the island on their own	72.1%	52.5%
Swimming pool, hotel facilities	56.1%	57.5%
Swim	49.7%	38.8%
Hiking	33.2%	22.5%
Wineries / markets / popular festivals	20.1%	10.0%
Museums / exhibitions	18.7%	10.7%
Organized excursions	18.7%	16.0%
Theme parks	17.1%	12.2%
Other Nature Activities	17.0%	9.5%
Sea excursions / whale watching	16.6%	13.5%
Nightlife / concerts / shows	15.6%	12.3%
Running	9.3%	7.6%
Beauty and health treatments	7.7%	5.6%
Practice other sports	7.5%	5.9%
Astronomical observation	7.4%	4.2%
Surf	6.0%	4.8%
Scuba Diving	5.9%	4.2%
Cycling / Mountain bike	4.7%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choise question

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

TASTE CANARIAN GASTRONOMY

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Taste Canarian gastronomy	1,758,400	316,452	197,617	409,485	768,922	50,191
- Share by islands	100%	18.0%	11.2%	23.3%	43.7%	2.9%
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%
% Taste Canarian gastronomy	30.2%	32.8%	23.4%	26.5%	33.1%	48.9%

How many islands do they visit during their trip?

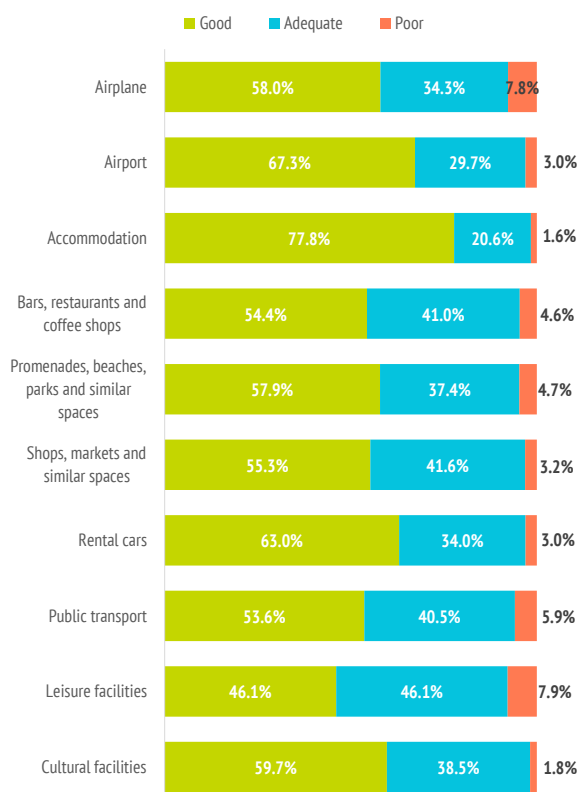
	Canarian gastronomy	Total
One island	88.7%	90.9%
Two islands	9.8%	7.8%
Three or more islands	1.5%	1.3%

Health safety

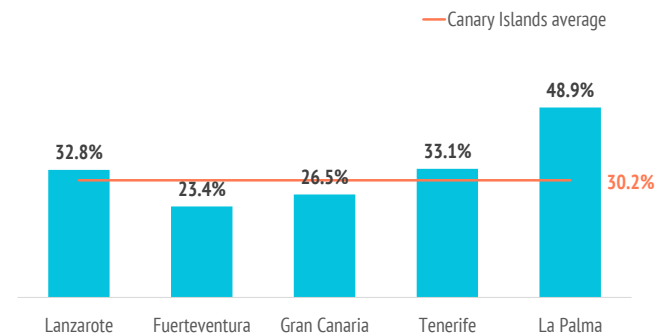
Planning the trip: Importance	Canarian gastronomy	Total
Average rating (scale 0-10)	7.84	7.99

During the stay: Rate	Canarian gastronomy	Total
Average rating (scale 0-10)	8.34	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

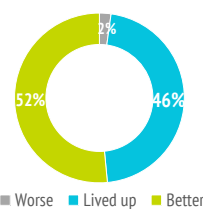


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Canarian gastronomy	Total
Average rating	8.96	8.86

Experience in the Canary Islands	Canarian gastronomy	Total
Worse or much worse than expected	2.2%	2.7%
Lived up to expectations	46.3%	51.4%
Better or much better than expected	51.5%	45.9%

Future intentions (scale 1-10)	Canarian gastronomy	Total
Return to the Canary Islands	8.98	8.86
Recommend visiting the Canary Islands	9.24	9.10



Experience in the Canary Islands

Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Canarian gastronomy	Total
Repeat tourists	68.4%	68.0%
Repeat tourists (last 5 years)	62.4%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.2%	15.0%
At least 10 previous visits	18.7%	18.3%

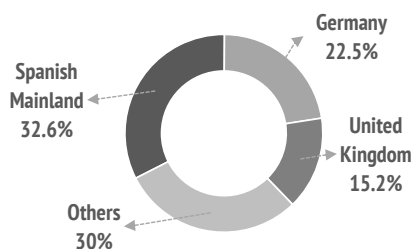
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

TASTE CANARIAN GASTRONOMY

Where are they from?



	%	Absolute
Spanish Mainland	32.6%	573,103
Germany	22.5%	394,804
United Kingdom	15.2%	267,822
Italy	5.0%	87,317
Poland	3.6%	63,758
France	3.3%	57,200
Belgium	2.9%	50,171
Netherlands	2.7%	46,916
Ireland	2.3%	39,611
Sweden	1.5%	26,678
Switzerland	1.3%	22,495
Denmark	1.2%	21,285
Czech Republic	0.9%	16,197
Finland	0.8%	13,650
Austria	0.7%	13,105
Portugal	0.4%	7,902
Luxembourg	0.4%	7,125
Others	2.8%	49,261



Who do they come with?



	Canarian gastronomy	Total
Unaccompanied	12.5%	13.5%
Only with partner	50.2%	48.2%
Only with children (< 13 years old)	3.2%	3.9%
Partner + children (< 13 years old)	4.3%	4.9%
Other relatives	8.2%	8.4%
Friends	8.7%	8.5%
Work colleagues	0.8%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	12.0%	11.5%

(1) Different situations have been isolated

Tourists with children	10.2%	12.5%
- Between 0 and 2 years old	0.9%	1.2%
- Between 3 and 12 years old	8.5%	10.2%
- Between 0-2 and 3-12 years	0.8%	1.0%
Tourists without children	89.8%	87.5%
Group composition:		
- 1 person	15.3%	16.5%
- 2 people	58.6%	56.7%
- 3 people	10.5%	10.7%
- 4 or 5 people	13.2%	13.6%
- 6 or more people	2.3%	2.5%
Average group size:	2.35	2.37

*People who share the main expenses of the trip

Who are they?



	Canarian gastronomy	Total
Gender		
Men	50.1%	49.6%
Women	49.9%	50.4%
Age		
Average age (tourist > 15 years old)	41.2	43.3
Standard deviation	15.1	15.6
Age range (> 15 years old)		
16 - 24 years old	13.4%	11.9%
25 - 30 years old	17.6%	14.8%
31 - 45 years old	31.6%	30.2%
46 - 60 years old	24.2%	26.6%
Over 60 years old	13.2%	16.4%
Occupation		
Salaried worker	58.8%	57.8%
Self-employed	11.6%	11.1%
Unemployed	2.0%	1.7%
Business owner	9.9%	10.0%
Student	6.7%	5.9%
Retired	10.0%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	17.1%	16.1%
€25,000 - €49,999	39.0%	37.0%
€50,000 - €74,999	22.3%	23.4%
More than €74,999	21.7%	23.5%
Education level		
No studies	1.4%	2.2%
Primary education	1.8%	2.2%
Secondary education	15.6%	18.8%
Higher education	81.2%	76.9%



Pictures: Freepik.com