

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

SEA EXCURSIONS / WHALE WATCHING

How many are they and how much do they spend?



	Sea excursions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	785,790	5,827,892
- book holiday package	377,287	2,549,012
- do not book holiday package	408,503	3,278,880
- % tourists who book holiday package	48.0%	43.7%
Share of total tourist	13.5%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,285	1,206
- book holiday package	1,403	1,415
- holiday package	1,081	1,135
- others	322	280
- do not book holiday package	1,177	1,044
- flight	260	248
- accommodation	432	369
- others	484	427
Average length of stay	9.36	9.54
- book holiday package	8.67	8.59
- do not book holiday package	10.00	10.28
Average daily expenditure (€)	150.9	144.0
- book holiday package	169.4	172.8
- do not book holiday package	133.8	121.6
Total turnover (> 15 years old) (€m)	1,010	7,028
- book holiday package	529	3,606
- do not book holiday package	481	3,422

Importance of each factor in the destination choice



	Sea excursions	Total
Climate	73.6%	76.0%
Sea	52.2%	52.0%
Safety	45.6%	49.0%
Tranquility	44.3%	48.5%
Landscapes	44.3%	39.1%
Beaches	44.1%	44.6%
European belonging	39.6%	40.2%
Environment	36.3%	34.7%
Accommodation supply	36.1%	37.8%
Price	32.8%	32.4%
Effortless trip	31.2%	34.9%
Fun possibilities	27.0%	22.4%
Authenticity	25.9%	24.4%
Gastronomy	25.5%	27.9%
Exoticism	17.8%	14.5%
Hiking trail network	13.0%	12.1%
Historical heritage	9.8%	9.1%
Nightlife	9.7%	8.4%
Culture	9.6%	8.7%
Shopping	8.4%	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?

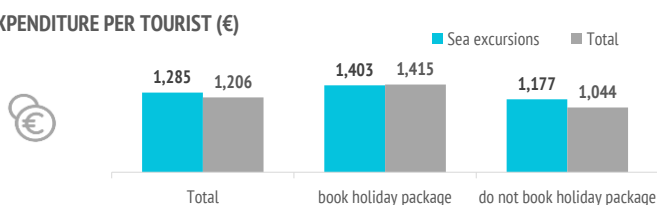


	Sea excursions	Total
Rest	39.7%	50.7%
Enjoy family time	11.5%	14.0%
Have fun	10.5%	7.3%
Explore the destination	35.2%	23.3%
Practice their hobbies	1.5%	2.6%
Other reasons	1.6%	2.1%

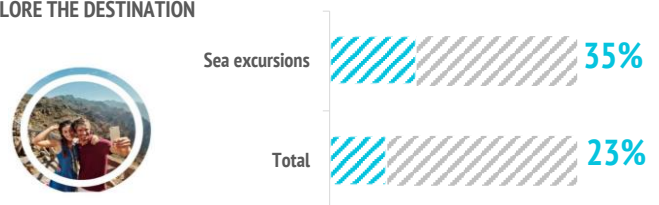
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Sea excursions	Total
Didn't have holidays	36.1%	35.7%
Canary Islands	11.7%	17.6%
Other destination	52.2%	46.8%

What other destinations do they consider for this trip?*

	Sea excursions	Total
None	19.5%	29.4%
Canary Islands (other island)	25.2%	25.4%
Other destination	55.3%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Sea excursions	Total
The same day	0.7%	1.0%
Between 1 and 30 days	41.0%	42.5%
Between 1 and 2 months	27.5%	26.7%
Between 3 and 6 months	20.4%	18.7%
More than 6 months	10.3%	11.1%

% TOURISTS WHO BOOK WITH LESS THAN 1 MONTH IN ADVANCE

SEA EXCURSIONS
41.7%



TOTAL
43.5%

Picture: Freepik.com

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

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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SEA EXCURSIONS / WHALE WATCHING



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

	Sea excursions	Total
Previous visits to the Canary Islands	34.2%	45.7%
Friends or relatives	33.7%	30.9%
Internet or social media	64.0%	53.5%
Mass Media	2.8%	2.3%
Travel guides and magazines	10.1%	7.0%
Travel Blogs or Forums	14.5%	8.4%
Travel TV Channels	0.8%	0.5%
Tour Operator or Travel Agency	23.4%	19.4%
Public administrations or similar	2.1%	1.9%
Others	1.8%	2.9%

* Multi-choise question

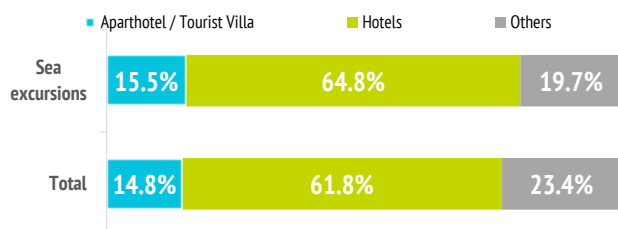
With whom did they book their flight and accommodation?

	Sea excursions	Total
Flight		
- Directly with the airline	47.2%	52.8%
- Tour Operator or Travel Agency	52.8%	47.2%
Accommodation		
- Directly with the accommodation	36.0%	39.9%
- Tour Operator or Travel Agency	64.0%	60.1%

Where do they stay?

	Sea excursions	Total
1-2-3* Hotel	10.9%	11.5%
4* Hotel	44.5%	39.4%
5* Hotel / 5* Luxury Hotel	9.4%	10.9%
Aparthotel / Tourist Villa	15.5%	14.8%
House/room rented in a private dwelling	7.5%	6.9%
Private accommodation (1)	4.5%	9.9%
Others (Cottage, cruise, camping,...)	7.7%	6.6%

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



What do they book?

	Sea excursions	Total
Room only	26.4%	28.1%
Bed and Breakfast	15.6%	15.3%
Half board	21.7%	19.5%
Full board	3.1%	3.2%
All inclusive	33.2%	33.8%

33% of tourists book all inclusive

(Canary Islands: 34%)

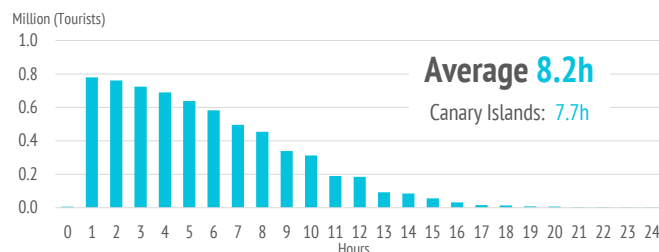
Other expenses

	Sea excursions	Total
Restaurants or cafes	67.9%	66.9%
Supermarkets	57.4%	55.6%
Car rental	46.1%	37.3%
Organized excursions	64.2%	23.7%
Taxi, transfer, chauffeur service	49.1%	46.0%
Theme Parks	16.1%	8.6%
Sport activities	16.6%	9.3%
Museums	4.8%	4.7%
Flights between islands	9.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Sea excursions	Total
0 hours	0.7%	2.4%
1 - 2 hours	7.1%	10.0%
3 - 6 hours	29.1%	30.1%
7 - 12 hours	51.4%	47.1%
More than 12 hours	11.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sea excursions	Total
Sea excursions / whale watching	100%	13.5%
Beach	88.0%	75.1%
Walk, wander	81.5%	72.2%
Swimming pool, hotel facilities	70.9%	57.5%
Explore the island on their own	66.7%	52.5%
Swim	56.6%	38.8%
Organized excursions	45.7%	16.0%
Taste Canarian gastronomy	37.2%	30.2%
Hiking	32.2%	22.5%
Theme parks	24.6%	12.2%
Nightlife / concerts / shows	17.0%	12.3%
Wineries / markets / popular festivals	13.6%	10.0%
Museums / exhibitions	13.0%	10.7%
Other Nature Activities	12.9%	9.5%
Scuba Diving	10.5%	4.2%
Running	9.1%	7.6%
Practice other sports	8.7%	5.9%
Astronomical observation	8.6%	4.2%
Beauty and health treatments	8.4%	5.6%
Surf	6.7%	4.8%
Cycling / Mountain bike	5.0%	4.2%
Golf	3.1%	2.3%
Windsurf / Kitesurf	2.3%	1.5%

* Multi-choise question

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

SEA EXCURSIONS / WHALE WATCHING

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Sea excursions / Whale watching	785,790	80,677	93,433	141,860	445,356	16,010
- Share by islands	100%	10.3%	11.9%	18.1%	56.7%	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%
% Sea excursions / Whale watching	13.5%	8.4%	11.1%	9.2%	19.2%	15.6%

How many islands do they visit during their trip?

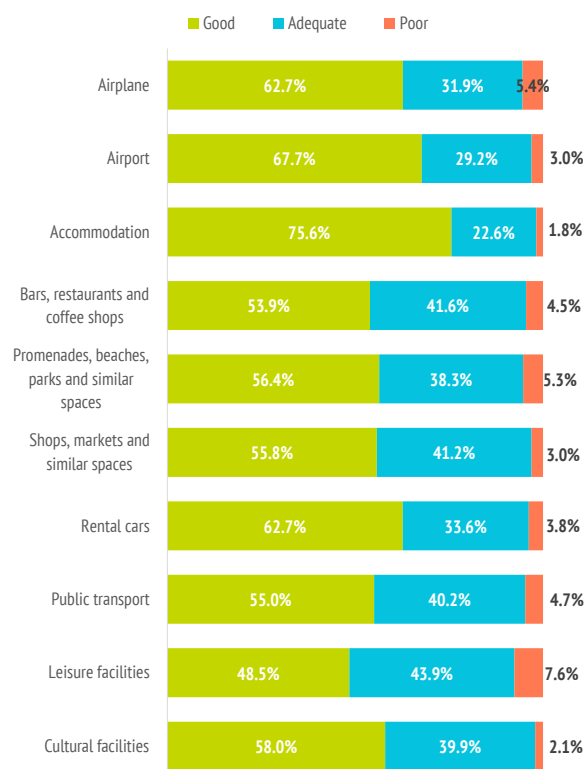
	Sea excursions	Total
One island	86.9%	90.9%
Two islands	11.5%	7.8%
Three or more islands	1.6%	1.3%

Health safety

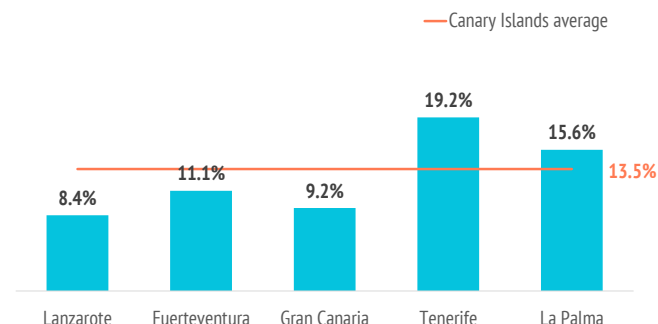
Planning the trip: Importance	Sea excursions	Total
Average rating (scale 0-10)	7.80	7.99

During the stay: Rate	Sea excursions	Total
Average rating (scale 0-10)	8.37	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

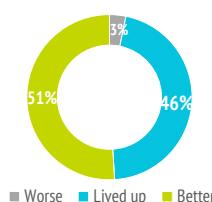


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Sea excursions	Total
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	45.8%	51.4%
Better or much better than expected	51.0%	45.9%

Future intentions (scale 1-10)	Sea excursions	Total
Return to the Canary Islands	8.49	8.86
Recommend visiting the Canary Islands	8.96	9.10



Experience in the Canary Islands

Return to the Canary Islands



8.96/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sea excursions	Total
Repeat tourists	54.7%	68.0%
Repeat tourists (last 5 years)	47.6%	61.9%
Repeat tourists (last 5 years) (5 or more visit)	6.0%	15.0%
At least 10 previous visits	7.8%	18.3%

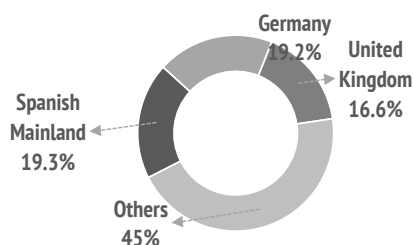
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SEA EXCURSIONS / WHALE WATCHING

Where are they from?



	%	Absolute
Spanish Mainland	19.3%	151,325
Germany	19.2%	151,207
United Kingdom	16.6%	130,750
France	10.0%	78,389
Netherlands	6.5%	51,141
Poland	5.9%	46,089
Italy	5.2%	40,508
Belgium	3.0%	23,680
Ireland	2.7%	21,477
Denmark	1.9%	15,064
Czech Republic	1.6%	12,373
Suiza	1.5%	11,899
Suecia	0.9%	7,462
Austria	0.7%	5,284
Finlandia	0.6%	4,769
Noruega	0.6%	4,456
Luxemburgo	0.4%	3,389
Otros	3.4%	26,529



Who do they come with?



	Sea excursions	Total
Unaccompanied	6.0%	13.5%
Only with partner	46.5%	48.2%
Only with children (< 13 years old)	5.1%	3.9%
Partner + children (< 13 years old)	5.8%	4.9%
Other relatives	9.7%	8.4%
Friends	11.0%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	15.1%	11.5%

(1) Different situations have been isolated

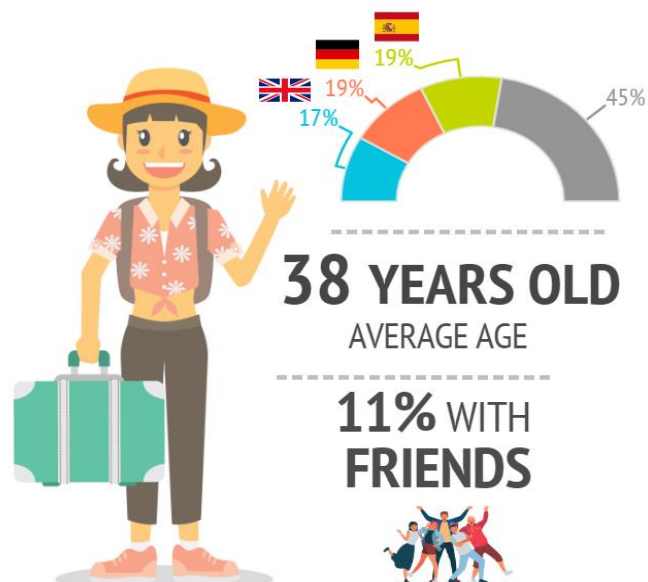
Tourists with children	15.1%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	12.8%	10.2%
- Between 0 -2 and 3-12 years	1.2%	1.0%
Tourists without children	84.9%	87.5%
Group composition:		
- 1 person	9.0%	16.5%
- 2 people	57.7%	56.7%
- 3 people	12.0%	10.7%
- 4 or 5 people	17.9%	13.6%
- 6 or more people	3.4%	2.5%
Average group size:	2.61	2.37

*People who share the main expenses of the trip

Who are they?



	Sea excursions	Total
Gender		
Men	45.9%	49.6%
Women	54.1%	50.4%
Age		
Average age (tourist > 15 years old)	38.2	43.3
Standard deviation	14.2	15.6
Age range (> 15 years old)		
16 - 24 years old	18.4%	11.9%
25 - 30 years old	20.1%	14.8%
31 - 45 years old	32.3%	30.2%
46 - 60 years old	20.9%	26.6%
Over 60 years old	8.4%	16.4%
Occupation		
Salaried worker	62.4%	57.8%
Self-employed	11.1%	11.1%
Unemployed	1.9%	1.7%
Business owner	10.3%	10.0%
Student	6.4%	5.9%
Retired	6.8%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	18.0%	16.1%
€25,000 - €49,999	38.4%	37.0%
€50,000 - €74,999	21.7%	23.4%
More than €74,999	21.9%	23.5%
Education level		
No studies	1.9%	2.2%
Primary education	1.2%	2.2%
Secondary education	17.0%	18.8%
Higher education	79.9%	76.9%



Pictures: Freepik.com