

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

ORGANIZED EXCURSIONS



How many are they and how much do they spend?



	Organized excursions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	930,950	5,827,892
- book holiday package	535,275	2,549,012
- do not book holiday package	395,675	3,278,880
- % tourists who book holiday package	57.5%	43.7%
Share of total tourist	16.0%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,233	1,206
- book holiday package	1,360	1,415
- holiday package	1,064	1,135
- others	296	280
- do not book holiday package	1,060	1,044
- flight	225	248
- accommodation	416	369
- others	419	427
Average length of stay	8.61	9.54
- book holiday package	8.28	8.59
- do not book holiday package	9.06	10.28
Average daily expenditure (€)	152.8	144.0
- book holiday package	169.5	172.8
- do not book holiday package	130.3	121.6
Total turnover (> 15 years old) (€m)	1,147	7,028
- book holiday package	728	3,606
- do not book holiday package	420	3,422

Importance of each factor in the destination choice



	Organized excursions	Total
Climate	73.3%	76.0%
Sea	50.4%	52.0%
Safety	48.6%	49.0%
Tranquility	47.4%	48.5%
Beaches	43.9%	44.6%
Landscapes	43.5%	39.1%
European belonging	41.0%	40.2%
Accommodation supply	40.4%	37.8%
Environment	37.3%	34.7%
Price	33.4%	32.4%
Effortless trip	31.8%	34.9%
Authenticity	27.2%	24.4%
Fun possibilities	25.8%	22.4%
Gastronomy	24.9%	27.9%
Exoticism	18.7%	14.5%
Historical heritage	11.2%	9.1%
Hiking trail network	11.1%	12.1%
Culture	10.8%	8.7%
Shopping	9.3%	8.8%
Nightlife	8.9%	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?

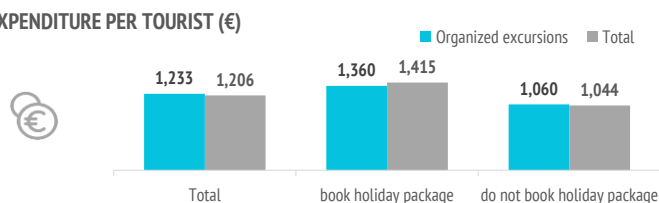


	Organized excursions	Total
Rest	43.9%	50.7%
Enjoy family time	9.5%	14.0%
Have fun	9.3%	7.3%
Explore the destination	34.5%	23.3%
Practice their hobbies	1.1%	2.6%
Other reasons	1.5%	2.1%

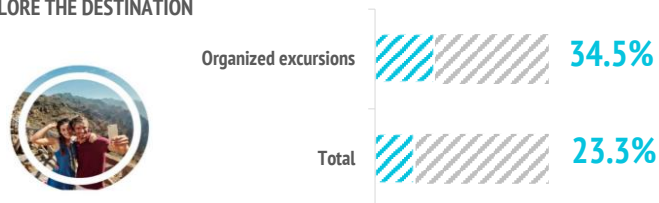
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Organized excursions	Total
Didn't have holidays	38.7%	35.7%
Canary Islands	10.5%	17.6%
Other destination	50.8%	46.8%

What other destinations do they consider for this trip?*

	Organized excursions	Total
None	19.5%	29.4%
Canary Islands (other island)	26.4%	25.4%
Other destination	54.1%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Organized excursions	Total
The same day	0.6%	1.0%
Between 1 and 30 days	41.7%	42.5%
Between 1 and 2 months	28.4%	26.7%
Between 3 and 6 months	19.6%	18.7%
More than 6 months	9.7%	11.1%

% TOURISTS BOOKING WITH LESS THAN 1 MONTH IN ADVANCE

ORGANIZED EXCURSIONS

42.3%



Picture: Freepik.com

TOTAL

43.5%

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

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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ORGANIZED EXCURSIONS



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

	Organized excursions	Total
Previous visits to the Canary Islands	31.9%	45.7%
Friends or relatives	31.6%	30.9%
Internet or social media	61.9%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	8.4%	7.0%
Travel Blogs or Forums	11.6%	8.4%
Travel TV Channels	0.8%	0.5%
Tour Operator or Travel Agency	30.2%	19.4%
Public administrations or similar	2.0%	1.9%
Others	2.3%	2.9%

* Multi-choise question

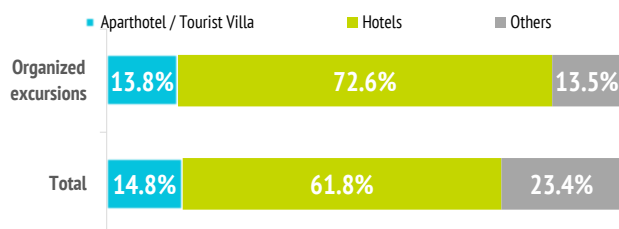
With whom did they book their flight and accommodation?

	Organized excursions	Total
Flight		
- Directly with the airline	39.6%	52.8%
- Tour Operator or Travel Agency	60.4%	47.2%
Accommodation		
- Directly with the accommodation	30.3%	39.9%
- Tour Operator or Travel Agency	69.7%	60.1%

Where do they stay?

	Organized excursions	Total
1-2-3* Hotel	12.4%	11.5%
4* Hotel	49.6%	39.4%
5* Hotel / 5* Luxury Hotel	10.6%	10.9%
Aparthotel / Tourist Villa	13.8%	14.8%
House/room rented in a private dwelling	4.4%	6.9%
Private accommodation (1)	2.4%	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?

	Organized excursions	Total
Room only	19.7%	28.1%
Bed and Breakfast	14.1%	15.3%
Half board	21.7%	19.5%
Full board	3.9%	3.2%
All inclusive	40.7%	33.8%

41% of tourists book all inclusive
(Canary Islands: 34%)

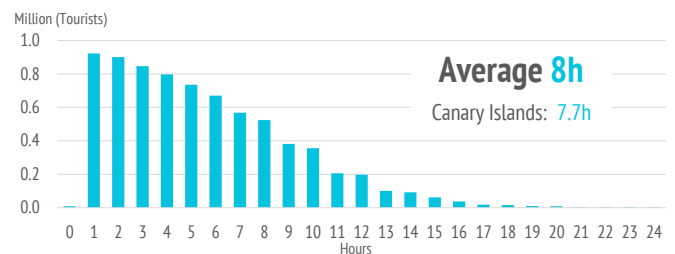
Other expenses

	Organized excursions	Total
Restaurants or cafes	62.9%	66.9%
Supermarkets	52.6%	55.6%
Car rental	34.0%	37.3%
Organized excursions	72.9%	23.7%
Taxi, transfer, chauffeur service	58.6%	46.0%
Theme Parks	13.4%	8.6%
Sport activities	11.7%	9.3%
Museums	5.1%	4.7%
Flights between islands	9.9%	6.3%

Activities in the Canary Islands

Outdoor time per day	Organized excursions	Total
0 hours	0.9%	2.4%
1 - 2 hours	8.1%	10.0%
3 - 6 hours	29.9%	30.1%
7 - 12 hours	50.1%	47.1%
More than 12 hours	10.9%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Organized excursions	Total
Organized excursions	100%	16.0%
Beach	85.4%	75.1%
Walk, wander	82.9%	72.2%
Swimming pool, hotel facilities	73.2%	57.5%
Explore the island on their own	55.9%	52.5%
Swim	48.7%	38.8%
Sea excursions / whale watching	38.5%	13.5%
Taste Canarian gastronomy	35.3%	30.2%
Hiking	26.8%	22.5%
Theme parks	21.5%	12.2%
Wineries / markets / popular festivals	16.5%	10.0%
Nightlife / concerts / shows	15.7%	12.3%
Museums / exhibitions	15.4%	10.7%
Other Nature Activities	11.7%	9.5%
Beauty and health treatments	8.0%	5.6%
Running	7.7%	7.6%
Astronomical observation	7.4%	4.2%
Practice other sports	7.0%	5.9%
Scuba Diving	6.6%	4.2%
Cycling / Mountain bike	4.8%	4.2%
Surf	4.5%	4.8%
Golf	2.6%	2.3%
Windsurf / Kitesurf	1.1%	1.5%

* Multi-choise question

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

ORGANIZED EXCURSIONS



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Organized excursions	930,950	190,262	120,999	162,673	428,262	17,610
- Share by islands	100%	20.4%	13.0%	17.5%	46.0%	1.9%
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%
% Organized excursions	16.0%	19.8%	14.3%	10.5%	18.5%	17.2%

How many islands do they visit during their trip?

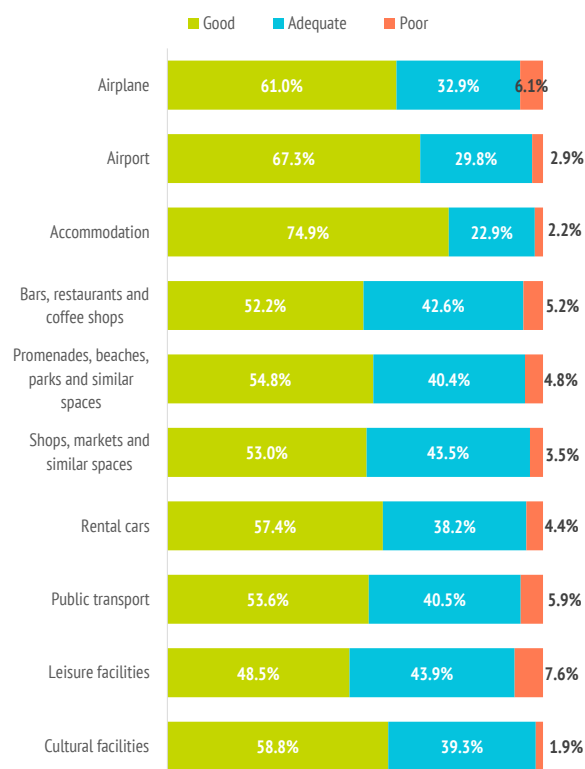
	Organized excursions	Total
One island	83.9%	90.9%
Two islands	13.7%	7.8%
Three or more islands	2.4%	1.3%

Health safety

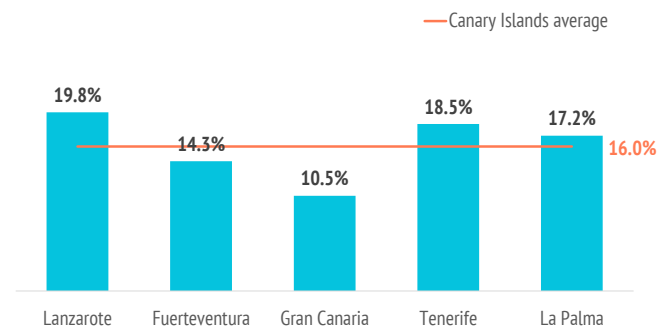
Planning the trip: Importance	Organized excursions	Total
Average rating (scale 0-10)	8.05	7.99

During the stay: Rate	Organized excursions	Total
Average rating (scale 0-10)	8.38	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

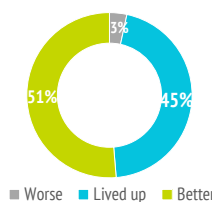


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Organized excursions	Total
Average rating	8.78	8.86

Experience in the Canary Islands	Organized excursions	Total
Worse or much worse than expected	3.4%	2.7%
Lived up to expectations	45.3%	51.4%
Better or much better than expected	51.3%	45.9%

Future intentions (scale 1-10)	Organized excursions	Total
Return to the Canary Islands	8.52	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?

	Organized excursions	Total
Repeat tourists	54.3%	68.0%
Repeat tourists (last 5 years)	47.3%	61.9%
Repeat tourists (last 5 years) (5 or more visit)	4.9%	15.0%
At least 10 previous visits	6.4%	18.3%

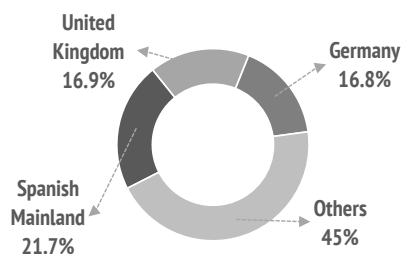
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ORGANIZED EXCURSIONS

Where are they from?



	%	Absolute
Spanish Mainland	21.7%	202,213
United Kingdom	16.9%	156,936
Germany	16.8%	156,024
France	9.3%	86,869
Poland	7.0%	65,526
Italy	6.0%	55,431
Netherlands	5.8%	54,378
Belgium	3.6%	33,074
Ireland	2.0%	18,895
Denmark	1.5%	14,244
Switzerland	1.5%	13,563
Czech Republic	1.2%	11,177
Finland	0.9%	8,699
Sweden	0.8%	7,913
Austria	0.8%	7,003
Luxembourg	0.7%	6,624
Portugal	0.6%	5,237
Others	2.9%	27,142



Who do they come with?



	Organized excursions	Total
Unaccompanied	6.9%	13.5%
Only with partner	50.1%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	5.0%	4.9%
Other relatives	10.4%	8.4%
Friends	9.7%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.5%	0.2%
Other combinations (1)	12.8%	11.5%

(1) Different situations have been isolated

Tourists with children	12.9%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
Tourists without children	87.1%	87.5%
Group composition:		
- 1 person	9.8%	16.5%
- 2 people	61.8%	56.7%
- 3 people	11.7%	10.7%
- 4 or 5 people	14.2%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.47	2.37

*People who share the main expenses of the trip

Who are they?



	Organized excursions	Total
Gender		
Men	45.1%	49.6%
Women	54.9%	50.4%
Age		
Average age (tourist > 15 years old)	39.7	43.3
Standard deviation	15.1	15.6
Age range (> 15 years old)		
16 - 24 years old	16.8%	11.9%
25 - 30 years old	18.7%	14.8%
31 - 45 years old	30.5%	30.2%
46 - 60 years old	22.2%	26.6%
Over 60 years old	11.8%	16.4%
Occupation		
Salaried worker	61.5%	57.8%
Self-employed	11.0%	11.1%
Unemployed	1.6%	1.7%
Business owner	9.0%	10.0%
Student	7.0%	5.9%
Retired	8.9%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	70.0%	0.9%
Annual household income level		
Less than €25,000	18.5%	16.1%
€25,000 - €49,999	41.2%	37.0%
€50,000 - €74,999	20.4%	23.4%
More than €74,999	20.0%	23.5%
Education level		
No studies	1.9%	2.2%
Primary education	2.1%	2.2%
Secondary education	19.4%	18.8%
Higher education	76.5%	76.9%



2 IN 10 TOURISTS ARE
SPANISH

40 YEARS OLD

AVERAGE AGE

50% ONLY WITH
PARTNER



Pictures: Freepik.com