

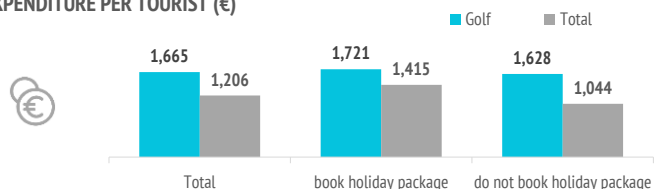
How many are they and how much do they spend?

	Golf	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	134,284	5,827,892
- book holiday package	52,964	2,549,012
- do not book holiday package	81,320	3,278,880
- % tourists who book holiday package	39.4%	43.7%
Share of total tourist	2.3%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,721	1,415
- holiday package	1,356	1,135
- others	365	280
- do not book holiday package	1,628	1,044
- flight	343	248
- accommodation	560	369
- others	725	427
<b>Average length of stay</b>		
- book holiday package	9.04	8.59
- do not book holiday package	15.35	10.28
<b>Average daily expenditure (€)</b>		
- book holiday package	198.7	172.8
- do not book holiday package	153.2	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	91	3,606
- do not book holiday package	132	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?\*

	Golf	Total
Didn't have holidays	34.2%	35.7%
Canary Islands	20.0%	17.6%
Other destination	45.8%	46.8%

What other destinations do they consider for this trip?\*

	Golf	Total
None	29.4%	29.4%
Canary Islands (other island)	22.3%	25.4%
Other destination	48.3%	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 playing golf.

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

	Golf	Total
Climate	83.3%	76.0%
Safety	50.1%	49.0%
Tranquility	48.0%	48.5%
Sea	43.9%	52.0%
Accommodation supply	40.3%	37.8%
Beaches	39.9%	44.6%
European belonging	37.8%	40.2%
Effortless trip	37.7%	34.9%
Gastronomy	32.9%	27.9%
Fun possibilities	32.3%	22.4%
Price	30.9%	32.4%
Environment	30.4%	34.7%
Landscapes	29.6%	39.1%
Authenticity	20.6%	24.4%
Exoticism	12.2%	14.5%
Nightlife	11.7%	8.4%
Shopping	11.0%	8.8%
Hiking trail network	10.4%	12.1%
Historical heritage	10.1%	9.1%
Culture	9.1%	8.7%

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?

	Golf	Total
Rest	50.2%	50.7%
Enjoy family time	12.8%	14.0%
Have fun	9.6%	7.3%
Explore the destination	12.8%	23.3%
Practice their hobbies	12.3%	2.6%
Other reasons	2.4%	2.1%

PRACTICE THEIR HOBBIES



How far in advance do they book their trip?

	Golf	Total
The same day	1.1%	1.0%
Between 1 and 30 days	41.2%	42.5%
Between 1 and 2 months	26.2%	26.7%
Between 3 and 6 months	15.1%	18.7%
More than 6 months	16.5%	11.1%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

GOLF  
16.5%



TOTAL  
11.1%

Picture: Freepik.com

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

	Golf	Total
Previous visits to the Canary Islands	50.1%	45.7%
Friends or relatives	31.1%	30.9%
Internet or social media	47.0%	53.5%
Mass Media	1.8%	2.3%
Travel guides and magazines	4.9%	7.0%
Travel Blogs or Forums	5.1%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	20.0%	19.4%
Public administrations or similar	2.4%	1.9%
Others	3.4%	2.9%

\* Multi-choice question

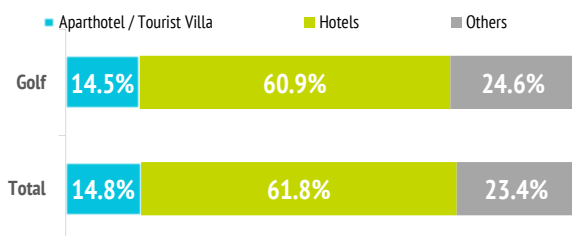
With whom did they book their flight and accommodation?

	Golf	Total
<b>Flight</b>		
- Directly with the airline	60.5%	52.8%
- Tour Operator or Travel Agency	39.5%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	47.5%	39.9%
- Tour Operator or Travel Agency	52.5%	60.1%

Where do they stay?

	Golf	Total
1-2-3* Hotel	9.7%	11.5%
4* Hotel	28.1%	39.4%
5* Hotel / 5* Luxury Hotel	23.1%	10.9%
Aparthotel / Tourist Villa	14.5%	14.8%
House/room rented in a private dwelling	4.8%	6.9%
Private accommodation (1)	9.4%	9.9%
Others (Cottage, cruise, camping,...)	10.4%	6.6%

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



What do they book?

	Golf	Total
Room only	26.1%	28.1%
Bed and Breakfast	17.6%	15.3%
Half board	23.3%	19.5%
Full board	7.8%	3.2%
All inclusive	25.3%	33.8%

”  
**8% of tourists book full board**  
 (Canary Islands: 3%)

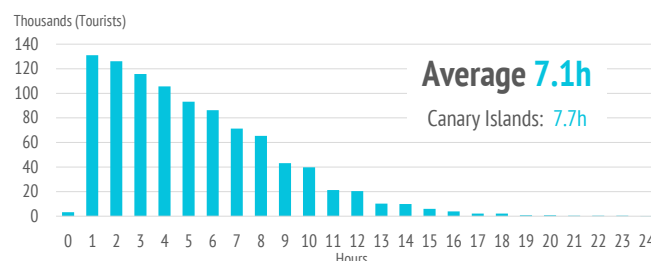
Other expenses

	Golf	Total
Restaurants or cafes	69.3%	66.9%
Supermarkets	55.3%	55.6%
Car rental	38.3%	37.3%
Organized excursions	19.9%	23.7%
Taxi, transfer, chauffeur service	45.0%	46.0%
Theme Parks	10.8%	8.6%
Sport activities	40.3%	9.3%
Museums	2.9%	4.7%
Flights between islands	3.8%	6.3%

Activities in the Canary Islands

Outdoor time per day	Golf	Total
0 hours	2.4%	2.4%
1 - 2 hours	11.5%	10.0%
3 - 6 hours	33.0%	30.1%
7 - 12 hours	45.5%	47.1%
More than 12 hours	7.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Golf	Total
Golf	100%	2.3%
Walk, wander	69.8%	72.2%
Beach	69.8%	75.1%
Swimming pool, hotel facilities	65.0%	57.5%
Explore the island on their own	47.6%	52.5%
Swim	46.0%	38.8%
Taste Canarian gastronomy	31.2%	30.2%
Hiking	21.6%	22.5%
Nightlife / concerts / shows	18.8%	12.3%
Organized excursions	18.1%	16.0%
Sea excursions / whale watching	18.1%	13.5%
Theme parks	15.2%	12.2%
Running	14.2%	7.6%
Surf	12.1%	4.8%
Beauty and health treatments	11.4%	5.6%
Practice other sports	11.2%	5.9%
Museums / exhibitions	11.1%	10.7%
Wineries / markets / popular festivals	9.8%	10.0%
Cycling / Mountain bike	9.6%	4.2%
Other Nature Activities	8.2%	9.5%
Astronomical observation	6.6%	4.2%
Scuba Diving	4.9%	4.2%
Windsurf / Kitesurf	3.9%	1.5%

\* Multi-choice question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Golf	134,284	15,688	16,731	36,890	63,948	--
- Share by islands	100%	11.7%	12.5%	27.5%	47.6%	--
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%
% Golf	2.3%	1.6%	2.0%	2.4%	2.8%	--

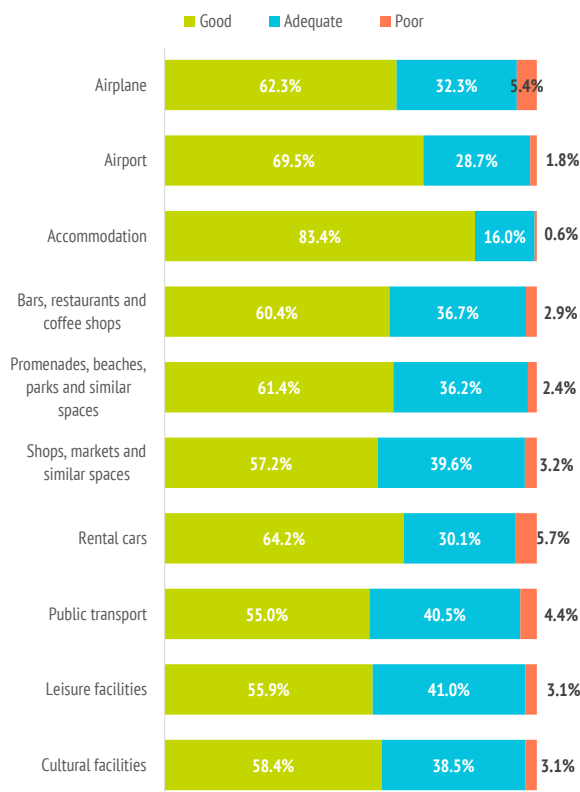
How many islands do they visit during their trip?

	Golf	Total
One island	92.6%	90.9%
Two islands	5.9%	7.8%
Three or more islands	1.5%	1.3%

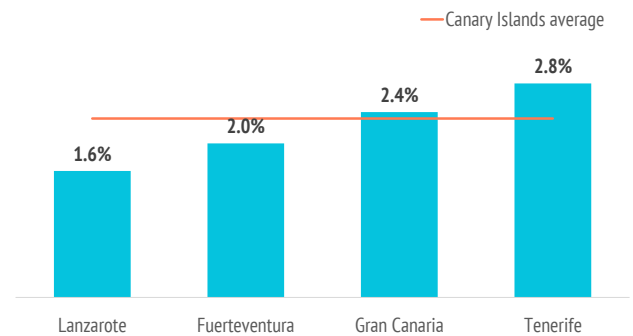
Health safety

Planning the trip: Importance	Golf	Total
Average rating (scale 0-10)	8.20	7.99
During the stay: Rate	Golf	Total
Average rating (scale 0-10)	8.58	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

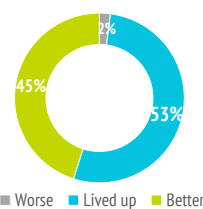


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Golf	Total
Worse or much worse than expected	2.1%	2.7%
Lived up to expectations	52.9%	51.4%
Better or much better than expected	45.1%	45.9%

Future intentions (scale 1-10)	Golf	Total
Return to the Canary Islands	9.02	8.86
Recommend visiting the Canary Islands	9.19	9.10



Experience in the Canary Islands



Return to the Canary Islands



9.19/10

Recommend visiting the Canary Islands

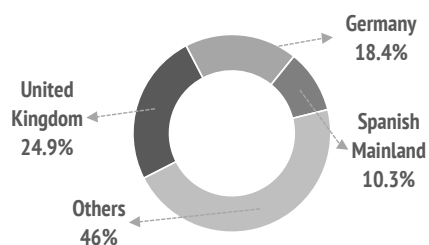
How many are loyal to the Canary Islands?

	Golf	Total
<b>Repeat tourists</b>	<b>74.3%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	68.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.6%	15.0%
<b>At least 10 previous visits</b>	<b>24.6%</b>	<b>18.3%</b>

Where are they from?



	%	Absolute
United Kingdom	24.9%	33,373
Germany	18.4%	24,770
Spanish Mainland	10.3%	13,888
France	7.4%	9,969
Italy	5.7%	7,640
Ireland	5.2%	6,971
Sweden	3.5%	4,674
Belgium	3.3%	4,464
Norway	2.8%	3,755
Netherlands	2.8%	3,731
Switzerland	2.2%	2,911
Austria	2.1%	2,860
Finland	1.8%	2,428
Czech Republic	1.8%	2,417
Denmark	1.7%	2,334
Poland	1.3%	1,767
Iceland	1.0%	1,282
Others	3.8%	5,050



Who are they?



	Golf	Total
<b>Gender</b>		
Men	57.1%	49.6%
Women	42.9%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	44.8	43.3
Standard deviation	16.9	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	15.5%	11.9%
25 - 30 years old	12.7%	14.8%
31 - 45 years old	21.8%	30.2%
46 - 60 years old	27.2%	26.6%
Over 60 years old	22.8%	16.4%
<b>Occupation</b>		
Salaried worker	48.3%	57.8%
Self-employed	14.8%	11.1%
Unemployed	1.1%	1.7%
Business owner	15.1%	10.0%
Student	6.5%	5.9%
Retired	12.6%	12.2%
Unpaid domestic work	0.8%	0.5%
Others	0.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	12.0%	16.1%
€25,000 - €49,999	26.4%	37.0%
€50,000 - €74,999	19.1%	23.4%
More than €74,999	0.0%	23.5%
<b>Education level</b>		
No studies	2.1%	2.2%
Primary education	1.7%	2.2%
Secondary education	15.5%	18.8%
Higher education	80.7%	76.9%

Who do they come with?



	Golf	Total
Unaccompanied	9.4%	13.5%
Only with partner	46.7%	48.2%
Only with children (< 13 years old)	4.6%	3.9%
Partner + children (< 13 years old)	2.7%	4.9%
Other relatives	11.7%	8.4%
Friends	9.6%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	14.5%	11.5%
<b>Tourists with children</b>		
- Between 0 and 2 years old	0.5%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0-2 and 3-12 years	1.4%	1.0%
<b>Tourists without children</b>		
<b>Group composition:</b>		
- 1 person	11.0%	16.5%
- 2 people	50.3%	56.7%
- 3 people	11.7%	10.7%
- 4 or 5 people	22.0%	13.6%
- 6 or more people	5.0%	2.5%
<b>Average group size:</b>	<b>2.77</b>	<b>2.37</b>

*(1) People who share the main expenses of the trip*



2 IN 10 TOURISTS ARE BRITISH

45 YEARS OLD

AVERAGE AGE

10% WITH FRIENDS



*Pictures: 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 playing golf.*

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