

How many are they and how much do they spend?



	Swim	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,259,322	5,827,892
- book holiday package	1,022,109	2,549,012
- do not book holiday package	1,237,213	3,278,880
- % tourists who book holiday package	45.2%	43.7%
Share of total tourist	38.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,284	1,206
- holiday package	1,135	1,135
- others	324	280
- do not book holiday package	1,139	1,044
- flight	263	248
- accommodation	399	369
- others	477	427
Average length of stay	10.08	9.54
- book holiday package	8.78	8.59
- do not book holiday package	11.15	10.28
Average daily expenditure (€)	144.6	144.0
- book holiday package	175.5	172.8
- do not book holiday package	119.1	121.6
Total turnover (> 15 years old) (€m)	2,901	7,028
- book holiday package	1,492	3,606
- do not book holiday package	1,409	3,422

Importance of each factor in the destination choice



	Swim	Total
Climate	77.6%	76.0%
Sea	58.2%	52.0%
Beaches	50.6%	44.6%
Safety	49.7%	49.0%
Tranquility	47.9%	48.5%
European belonging	39.6%	40.2%
Landscapes	39.5%	39.1%
Accommodation supply	38.3%	37.8%
Effortless trip	35.1%	34.9%
Environment	33.6%	34.7%
Price	32.4%	32.4%
Gastronomy	27.8%	27.9%
Authenticity	25.0%	24.4%
Fun possibilities	24.7%	22.4%
Exoticism	14.9%	14.5%
Hiking trail network	11.9%	12.1%
Culture	9.1%	8.7%
Historical heritage	8.9%	9.1%
Nightlife	8.7%	8.4%
Shopping	8.7%	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?

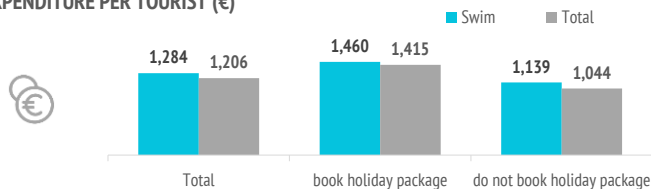


	Swim	Total
Rest	49.0%	50.7%
Enjoy family time	13.4%	14.0%
Have fun	9.4%	7.3%
Explore the destination	24.4%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	1.6%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



HAVE FUN



Where did they spend their main holiday last year?*

	Swim	Total
Didn't have holidays	37.0%	35.7%
Canary Islands	16.8%	17.6%
Other destination	46.2%	46.8%

What other destinations do they consider for this trip?*

	Swim	Total
None	25.5%	29.4%
Canary Islands (other island)	25.1%	25.4%
Other destination	49.4%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Swim	Total
The same day	1.1%	1.0%
Between 1 and 30 days	41.0%	42.5%
Between 1 and 2 months	27.1%	26.7%
Between 3 and 6 months	19.1%	18.7%
More than 6 months	11.7%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

SWIM
11.7%



Picture: Freepik.com

TOTAL
11.1%

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

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

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

	Swim	Total
Previous visits to the Canary Islands	46.6%	45.7%
Friends or relatives	33.8%	30.9%
Internet or social media	58.4%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	9.2%	7.0%
Travel Blogs or Forums	10.5%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	20.0%	19.4%
Public administrations or similar	2.5%	1.9%
Others	2.2%	2.9%

* Multi-choise question

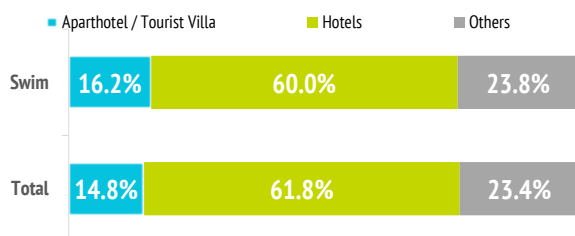
With whom did they book their flight and accommodation? 👁

	Swim	Total
Flight		
- Directly with the airline	51.9%	52.8%
- Tour Operator or Travel Agency	48.1%	47.2%
Accommodation		
- Directly with the accommodation	39.0%	39.9%
- Tour Operator or Travel Agency	61.0%	60.1%

Where do they stay? 🏠

	Swim	Total
1-2-3* Hotel	11.6%	11.5%
4* Hotel	39.0%	39.4%
5* Hotel / 5* Luxury Hotel	9.5%	10.9%
Aparthotel / Tourist Villa	16.2%	14.8%
House/room rented in a private dwelling	7.8%	6.9%
Private accommodation (1)	8.8%	9.9%
Others (Cottage, cruise, camping,...)	7.2%	6.6%

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



What do they book? 🍽

	Swim	Total
Room only	29.6%	28.1%
Bed and Breakfast	13.9%	15.3%
Half board	19.2%	19.5%
Full board	3.1%	3.2%
All inclusive	34.2%	33.8%

”
29.6% of tourists book room only
 (Canary Islands: 28.1%)

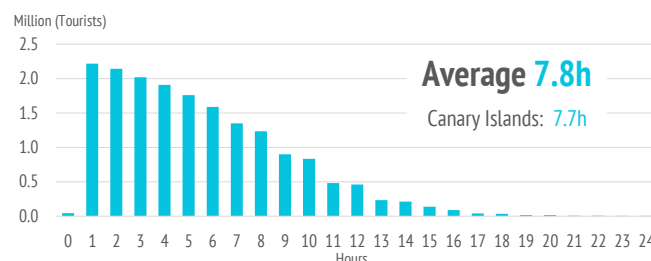
Other expenses 📍

	Swim	Total
Restaurants or cafes	69.2%	66.9%
Supermarkets	61.5%	55.6%
Car rental	40.7%	37.3%
Organized excursions	28.2%	23.7%
Taxi, transfer, chauffeur service	48.9%	46.0%
Theme Parks	11.7%	8.6%
Sport activities	12.1%	9.3%
Museums	5.4%	4.7%
Flights between islands	7.4%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Swim	Total
0 hours	1.9%	2.4%
1 - 2 hours	8.7%	10.0%
3 - 6 hours	29.7%	30.1%
7 - 12 hours	49.3%	47.1%
More than 12 hours	10.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Swim	Total
Swim	100%	38.8%
Beach	91.9%	75.1%
Walk, wander	81.3%	72.2%
Swimming pool, hotel facilities	67.8%	57.5%
Explore the island on their own	61.8%	52.5%
Taste Canarian gastronomy	38.7%	30.2%
Hiking	30.5%	22.5%
Organized excursions	20.1%	16.0%
Sea excursions / whale watching	19.7%	13.5%
Theme parks	17.5%	12.2%
Nightlife / concerts / shows	17.1%	12.3%
Other Nature Activities	14.2%	9.5%
Museums / exhibitions	12.9%	10.7%
Wineries / markets / popular festivals	12.9%	10.0%
Running	11.8%	7.6%
Practice other sports	9.1%	5.9%
Beauty and health treatments	7.8%	5.6%
Scuba Diving	7.5%	4.2%
Surf	6.8%	4.8%
Astronomical observation	6.8%	4.2%
Cycling / Mountain bike	5.6%	4.2%
Golf	2.7%	2.3%
Windsurf / Kitesurf	1.9%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Swim	2,259,322	375,673	402,800	547,915	893,019	25,014
- Share by islands	100%	16.6%	17.8%	24.3%	39.5%	1.1%
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%
% Swim	38.8%	39.0%	47.7%	35.5%	38.5%	24.4%

How many islands do they visit during their trip?

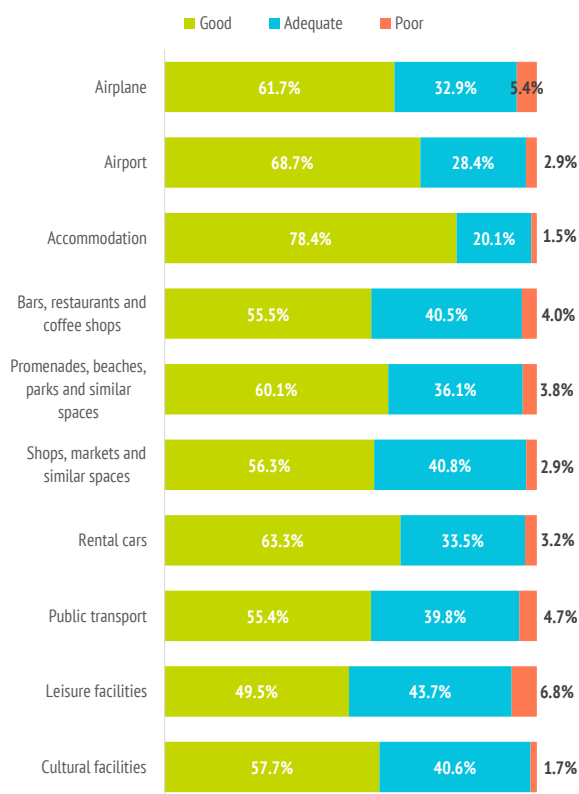
	Swim	Total
One island	90.7%	90.9%
Two islands	8.3%	7.8%
Three or more islands	1.0%	1.3%

Health safety

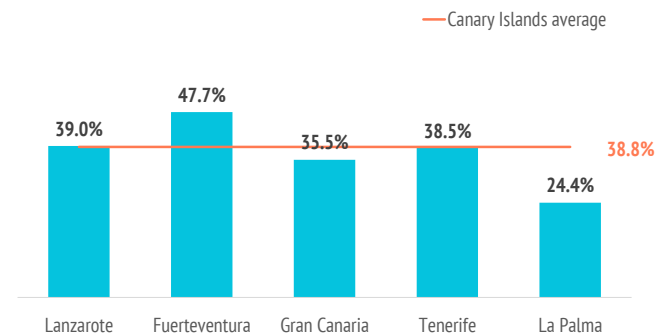
Planning the trip: Importance	Swim	Total
Average rating (scale 0-10)	7.92	7.99

During the stay: Rate	Swim	Total
Average rating (scale 0-10)	8.45	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

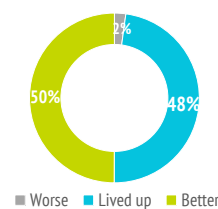


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Swim	Total
Average rating	8.92	8.86

Experience in the Canary Islands	Swim	Total
Worse or much worse than expected	2.2%	2.7%
Lived up to expectations	47.9%	51.4%
Better or much better than expected	50.0%	45.9%

Future intentions (scale 1-10)	Swim	Total
Return to the Canary Islands	8.84	8.86
Recommend visiting the Canary Islands	9.13	9.10



Experience in the Canary Islands

Return to the Canary Islands

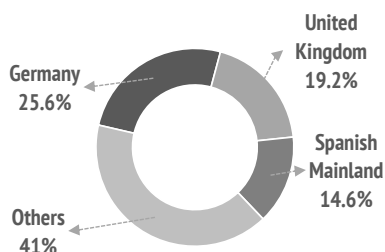
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Swim	Total
Repeat tourists	67.3%	68.0%
Repeat tourists (last 5 years)	61.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	13.7%	15.0%
At least 10 previous visits	17.5%	18.3%

Where are they from?

	%	Absolute
Germany	25.6%	577,443
United Kingdom	19.2%	433,022
Spanish Mainland	14.6%	328,842
France	6.8%	154,243
Netherlands	6.1%	137,891
Italy	4.1%	92,321
Poland	3.9%	87,295
Belgium	3.4%	76,564
Ireland	2.9%	66,608
Sweden	1.7%	38,089
Denmark	1.5%	34,889
Switzerland	1.5%	34,099
Czech Republic	1.4%	31,304
Norway	1.3%	29,301
Finland	1.2%	27,737
Austria	0.9%	19,391
Portugal	0.6%	12,642
Others	3.4%	77,642



Who are they?

	Swim	Total
Gender		
Men	49.3%	49.6%
Women	50.7%	50.4%
Age		
Average age (tourist > 15 years old)	40.7	43.3
Standard deviation	15.1	15.6
Age range (> 15 years old)		
16 - 24 years old	16.1%	11.9%
25 - 30 years old	16.8%	14.8%
31 - 45 years old	30.4%	30.2%
46 - 60 years old	24.4%	26.6%
Over 60 years old	12.3%	16.4%
Occupation		
Salaried worker	59.8%	57.8%
Self-employed	10.3%	11.1%
Unemployed	1.7%	1.7%
Business owner	10.1%	10.0%
Student	7.3%	5.9%
Retired	9.5%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	16.1%	16.1%
€25,000 - €49,999	36.5%	37.0%
€50,000 - €74,999	23.2%	23.4%
More than €74,999	24.3%	23.5%
Education level		
No studies	1.9%	2.2%
Primary education	2.0%	2.2%
Secondary education	18.0%	18.8%
Higher education	78.1%	76.9%

Who do they come with?

	Swim	Total
Unaccompanied	9.6%	13.5%
Only with partner	48.8%	48.2%
Only with children (< 13 years old)	4.4%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	9.1%	8.4%
Friends	9.0%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	13.0%	11.5%

(1) Different situations have been isolated

Tourists with children	14.1%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	11.6%	10.2%
- Between 0 -2 and 3-12 years	1.2%	1.0%
Tourists without children	85.9%	87.5%
Group composition:		
- 1 person	12.4%	16.5%
- 2 people	57.8%	56.7%
- 3 people	11.4%	10.7%
- 4 or 5 people	15.4%	13.6%
- 6 or more people	3.0%	2.5%
Average group size:	2.48	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com