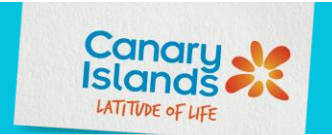


ASTRONOMICAL OBSERVATION



How many are they and how much do they spend?



	Astronomical observ.	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	245,231	5,827,892
- book holiday package	89,931	2,549,012
- do not book holiday package	155,300	3,278,880
- % tourists who book holiday package	36.7%	43.7%
Share of total tourist	4.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,186	1,206
- holiday package	1,083	1,135
- others	277	280
- do not book holiday package	1,085	1,044
- flight	249	248
- accommodation	335	369
- others	501	427
Average length of stay	10.71	9.54
- book holiday package	8.44	8.59
- do not book holiday package	12.02	10.28
Average daily expenditure (€)	132.5	144.0
- book holiday package	168.8	172.8
- do not book holiday package	111.5	121.6
Total turnover (> 15 years old) (€m)	291	7,028
- book holiday package	122	3,606
- do not book holiday package	168	3,422

Importance of each factor in the destination choice



	Astronomical observ.	Total
Climate	73.3%	76.0%
Sea	56.0%	52.0%
Landscapes	50.7%	39.1%
Tranquility	50.5%	48.5%
Safety	47.3%	49.0%
Beaches	45.1%	44.6%
Environment	44.9%	34.7%
European belonging	39.6%	40.2%
Accommodation supply	33.8%	37.8%
Authenticity	33.6%	24.4%
Effortless trip	30.4%	34.9%
Price	29.9%	32.4%
Gastronomy	29.8%	27.9%
Fun possibilities	24.9%	22.4%
Hiking trail network	21.9%	12.1%
Exoticism	18.1%	14.5%
Historical heritage	11.5%	9.1%
Culture	10.9%	8.7%
Shopping	8.2%	8.8%
Nightlife	7.6%	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?

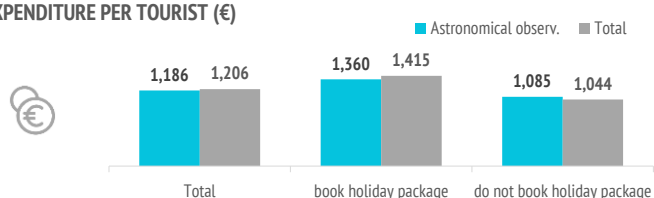


	Astronomical observ.	Total
Rest	40.6%	50.7%
Enjoy family time	10.7%	14.0%
Have fun	9.2%	7.3%
Explore the destination	34.0%	23.3%
Practice their hobbies	2.5%	2.6%
Other reasons	3.1%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Astronomical observ.	Total
Didn't have holidays	32.3%	35.7%
Canary Islands	16.8%	17.6%
Other destination	50.8%	46.8%

What other destinations do they consider for this trip?*

	Astronomical observ.	Total
None	21.7%	29.4%
Canary Islands (other island)	23.1%	25.4%
Other destination	55.2%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Astronomical observ.	Total
The same day	1.6%	1.0%
Between 1 and 30 days	44.0%	42.5%
Between 1 and 2 months	28.5%	26.7%
Between 3 and 6 months	16.5%	18.7%
More than 6 months	9.3%	11.1%

% TOURISTS BOOKING LESS THAN 2 MONTHS IN ADVANCE

ASTRONOMICAL OBSERVATION
74%



TOTAL
70%

Picture: Freepik.com

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

	Astronomical observ.	Total
Previous visits to the Canary Islands	40.7%	45.7%
Friends or relatives	35.5%	30.9%
Internet or social media	63.6%	53.5%
Mass Media	4.9%	2.3%
Travel guides and magazines	9.7%	7.0%
Travel Blogs or Forums	15.9%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	17.1%	19.4%
Public administrations or similar	3.2%	1.9%
Others	3.7%	2.9%

* Multi-choise question

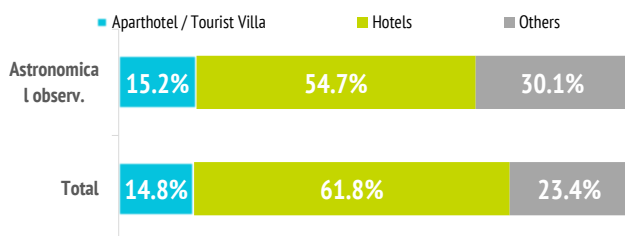
With whom did they book their flight and accommodation?

	Astronomical observ.	Total
Flight		
- Directly with the airline	56.1%	52.8%
- Tour Operator or Travel Agency	43.9%	47.2%
Accommodation		
- Directly with the accommodation	43.6%	39.9%
- Tour Operator or Travel Agency	56.4%	60.1%

Where do they stay?

	Astronomical observ.	Total
1-2-3* Hotel	9.9%	11.5%
4* Hotel	35.2%	39.4%
5* Hotel / 5* Luxury Hotel	9.7%	10.9%
Aparthotel / Tourist Villa	15.2%	14.8%
House/room rented in a private dwelling	9.8%	6.9%
Private accommodation (1)	9.7%	9.9%
Others (Cottage, cruise, camping,...)	10.6%	6.6%

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



What do they book?

	Astronomical observ.	Total
Room only	34.7%	28.1%
Bed and Breakfast	16.9%	15.3%
Half board	21.8%	19.5%
Full board	3.6%	3.2%
All inclusive	23.1%	33.8%

”
35% of tourists book room only
 (Canary Islands: 28%)

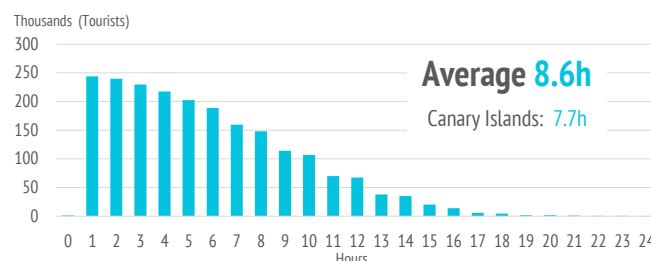
Other expenses

	Astronomical observ.	Total
Restaurants or cafes	73.4%	66.9%
Supermarkets	67.6%	55.6%
Car rental	50.6%	37.3%
Organized excursions	35.9%	23.7%
Taxi, transfer, chauffeur service	38.9%	46.0%
Theme Parks	12.9%	8.6%
Sport activities	12.0%	9.3%
Museums	8.8%	4.7%
Flights between islands	10.1%	6.3%

Activities in the Canary Islands

Outdoor time per day	Astronomical observ.	Total
0 hours	0.5%	2.4%
1 - 2 hours	5.8%	10.0%
3 - 6 hours	28.6%	30.1%
7 - 12 hours	49.6%	47.1%
More than 12 hours	15.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Astronomical observ.	Total
Astronomical observation	100%	4.2%
Beach	90.3%	75.1%
Walk, wander	86.3%	72.2%
Explore the island on their own	76.8%	52.5%
Swim	62.6%	38.8%
Swimming pool, hotel facilities	60.3%	57.5%
Taste Canarian gastronomy	52.8%	30.2%
Hiking	46.5%	22.5%
Organized excursions	28.3%	16.0%
Sea excursions / whale watching	27.7%	13.5%
Other Nature Activities	25.0%	9.5%
Theme parks	21.3%	12.2%
Museums / exhibitions	19.7%	10.7%
Wineries / markets / popular festivals	19.3%	10.0%
Nightlife / concerts / shows	17.3%	12.3%
Running	12.9%	7.6%
Scuba Diving	12.7%	4.2%
Practice other sports	11.5%	5.9%
Surf	9.6%	4.8%
Beauty and health treatments	8.3%	5.6%
Cycling / Mountain bike	6.5%	4.2%
Golf	3.6%	2.3%
Windsurf / Kitesurf	2.5%	1.5%

* Multi-choise question

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

ASTRONOMICAL OBSERVATION

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Astronomical observation	245,231	23,777	35,146	52,926	110,257	18,110
- Share by islands	100%	9.7%	14.3%	21.6%	45.0%	7.4%
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%
% Astronomical observation	4.2%	2.5%	4.2%	3.4%	4.8%	17.7%

How many islands do they visit during their trip?

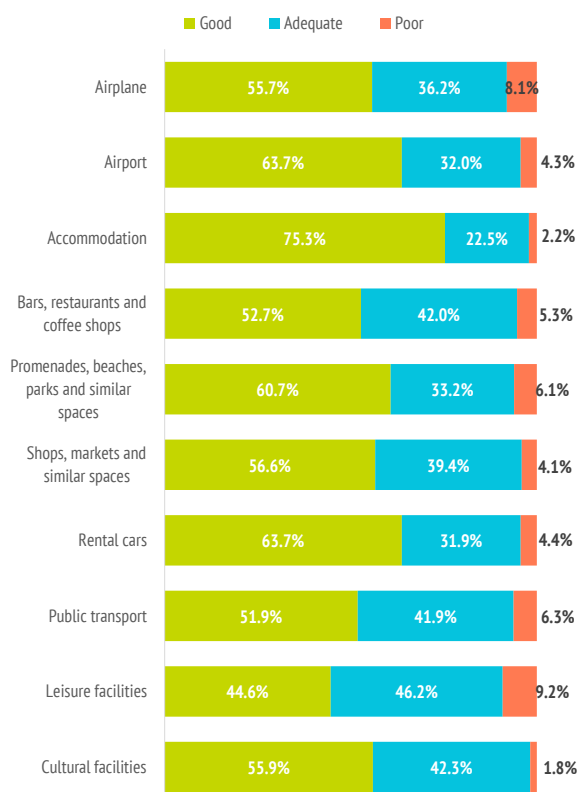
	Astronomical observ.	Total
One island	84.7%	90.9%
Two islands	13.1%	7.8%
Three or more islands	2.2%	1.3%

Health safety

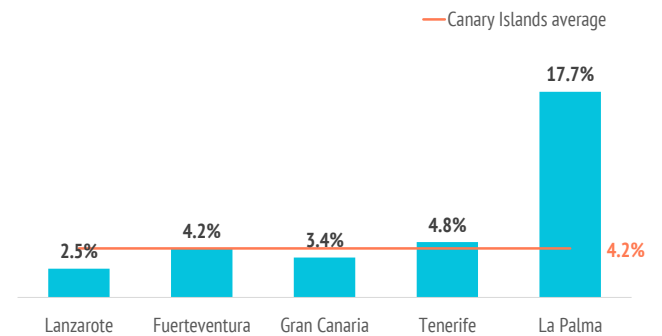
Planning the trip: Importance	Astronomical observ.	Total
Average rating (scale 0-10)	7.71	7.99

During the stay: Rate	Astronomical observ.	Total
Average rating (scale 0-10)	8.28	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

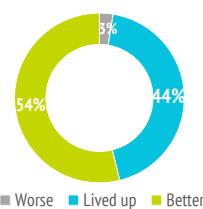


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Astronomical observ.	Total
Average rating	8.93	8.86

Experience in the Canary Islands	Astronomical observ.	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	43.6%	51.4%
Better or much better than expected	53.9%	45.9%

Future intentions (scale 1-10)	Astronomical observ.	Total
Return to the Canary Islands	8.77	8.86
Recommend visiting the Canary Islands	9.14	9.10



8.77/10

Experience in the Canary Islands

Return to the Canary Islands



9.14/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Astronomical observ.	Total
Repeat tourists	63.7%	68.0%
Repeat tourists (last 5 years)	57.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.1%	15.0%
At least 10 previous visits	13.4%	18.3%

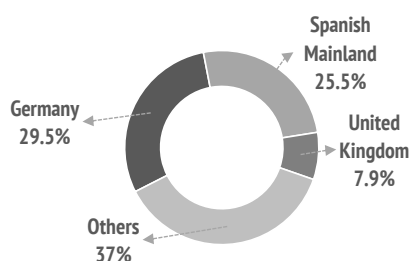
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

ASTRONOMICAL OBSERVATION

Where are they from?



	%	Absolute
Germany	29.5%	72,233
Spanish Mainland	25.5%	62,589
United Kingdom	7.9%	19,261
Netherlands	5.2%	12,666
France	5.1%	12,502
Finland	4.8%	11,855
Italy	4.4%	10,669
Poland	3.7%	9,003
Belgium	2.2%	5,502
Austria	1.6%	3,872
Switzerland	1.1%	2,806
Czech Republic	1.1%	2,665
Denmark	1.0%	2,509
Luxembourg	1.0%	2,388
Ireland	0.7%	1,818
Norway	0.6%	1,454
Sweden	0.6%	1,420
Others	4.1%	10,020



Who do they come with?



	Astronomical observ.	Total
Unaccompanied	11.5%	13.5%
Only with partner	48.7%	48.2%
Only with children (< 13 years old)	3.8%	3.9%
Partner + children (< 13 years old)	5.4%	4.9%
Other relatives	8.2%	8.4%
Friends	10.2%	8.5%
Work colleagues	1.3%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	10.7%	11.5%
<i>(1) Different situations have been isolated</i>		
Tourists with children	11.4%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	8.8%	10.2%
- Between 0 -2 and 3-12 years	1.3%	1.0%
Tourists without children	88.6%	87.5%
Group composition:		
- 1 person	14.4%	16.5%
- 2 people	59.3%	56.7%
- 3 people	10.9%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	1.7%	2.5%
Average group size:	2.35	2.37

*People who share the main expenses of the trip

Who are they?



	Astronomical observ.	Total
Gender		
Men	51.0%	49.6%
Women	49.0%	50.4%
Age		
Average age (tourist > 15 years old)	36.4	43.3
Standard deviation	13.3	15.6
Age range (> 15 years old)		
16 - 24 years old	21.4%	11.9%
25 - 30 years old	20.6%	14.8%
31 - 45 years old	32.6%	30.2%
46 - 60 years old	20.4%	26.6%
Over 60 years old	5.1%	16.4%
Occupation		
Salaried worker	58.8%	57.8%
Self-employed	12.0%	11.1%
Unemployed	3.3%	1.7%
Business owner	11.3%	10.0%
Student	9.2%	5.9%
Retired	3.8%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	1.2%	0.9%
Annual household income level		
Less than €25,000	19.5%	16.1%
€25,000 - €49,999	35.8%	37.0%
€50,000 - €74,999	20.9%	23.4%
More than €74,999	23.7%	23.5%
Education level		
No studies	1.0%	2.2%
Primary education	2.3%	2.2%
Secondary education	14.8%	18.8%
Higher education	81.9%	76.9%



Pictures: Freepik.com