

How many are they and how much do they spend?

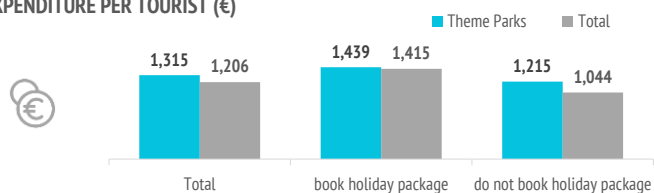


	Theme Parks	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>708,287</b>	<b>5,827,892</b>
- book holiday package	314,866	2,549,012
- do not book holiday package	393,422	3,278,880
- % tourists who book holiday package	44.5%	43.7%
Share of total tourist	12.2%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	<b>1,315</b>	<b>1,206</b>
- holiday package	1,103	1,135
- others	336	280
- do not book holiday package	<b>1,215</b>	<b>1,044</b>
- flight	285	248
- accommodation	418	369
- others	513	427
<b>Average length of stay</b>		
- book holiday package	<b>9.33</b>	<b>9.54</b>
- do not book holiday package	8.22	8.59
<b>Average daily expenditure (€)</b>		
- book holiday package	<b>155.2</b>	<b>144.0</b>
- do not book holiday package	181.4	172.8
- do not book holiday package	134.2	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	<b>931</b>	<b>7,028</b>
- do not book holiday package	453	3,606
- do not book holiday package	478	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



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

	Theme Parks	Total
Didn't have holidays	37.9%	35.7%
Canary Islands	14.6%	17.6%
Other destination	47.5%	46.8%

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

	Theme Parks	Total
None	21.6%	29.4%
Canary Islands (other island)	24.6%	25.4%
Other destination	53.9%	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 theme parks.

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



	Theme Parks	Total
Climate	73.6%	76.0%
Safety	48.1%	49.0%
Sea	46.6%	52.0%
Tranquility	43.8%	48.5%
Beaches	40.3%	44.6%
Landscapes	39.4%	39.1%
European belonging	38.7%	40.2%
Accommodation supply	38.2%	37.8%
Price	34.5%	32.4%
Fun possibilities	33.5%	22.4%
Environment	33.4%	34.7%
Effortless trip	32.5%	34.9%
Gastronomy	27.1%	27.9%
Authenticity	25.2%	24.4%
Exoticism	18.0%	14.5%
Culture	10.3%	8.7%
Nightlife	10.3%	8.4%
Shopping	10.1%	8.8%
Historical heritage	10.0%	9.1%
Hiking trail network	9.6%	12.1%

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?



	Theme Parks	Total
Rest	37.5%	50.7%
Enjoy family time	19.3%	14.0%
Have fun	12.5%	7.3%
Explore the destination	28.5%	23.3%
Practice their hobbies	1.0%	2.6%
Other reasons	1.2%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Theme Parks	Total
The same day	0.9%	1.0%
Between 1 and 30 days	37.6%	42.5%
Between 1 and 2 months	28.4%	26.7%
Between 3 and 6 months	21.2%	18.7%
More than 6 months	11.9%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

THEME PARKS  
21.2%



Picture: Freepik.com

TOTAL  
18.7%

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

	Theme Parks	Total
Previous visits to the Canary Islands	42.1%	45.7%
Friends or relatives	37.5%	30.9%
Internet or social media	62.5%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	7.6%	7.0%
Travel Blogs or Forums	10.7%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	21.9%	19.4%
Public administrations or similar	2.4%	1.9%
Others	2.1%	2.9%

\* Multi-choise question

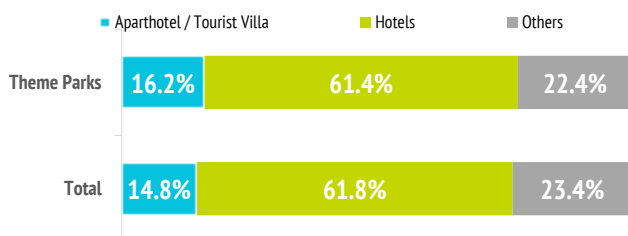
With whom did they book their flight and accommodation?

	Theme Parks	Total
<b>Flight</b>		
- Directly with the airline	51.5%	52.8%
- Tour Operator or Travel Agency	48.5%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	40.1%	39.9%
- Tour Operator or Travel Agency	59.9%	60.1%

Where do they stay?

	Theme Parks	Total
1-2-3* Hotel	9.8%	11.5%
4* Hotel	41.7%	39.4%
5* Hotel / 5* Luxury Hotel	9.9%	10.9%
Aparthotel / Tourist Villa	16.2%	14.8%
House/room rented in a private dwelling	7.5%	6.9%
Private accommodation (1)	7.7%	9.9%
Others (Cottage, cruise, camping,...)	7.1%	6.6%

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



What do they book?

	Theme Parks	Total
Room only	27.6%	28.1%
Bed and Breakfast	14.8%	15.3%
Half board	21.4%	19.5%
Full board	2.6%	3.2%
All inclusive	33.6%	33.8%

”  
21.4% of tourists book half board.  
(Canary Islands: 19.5%)

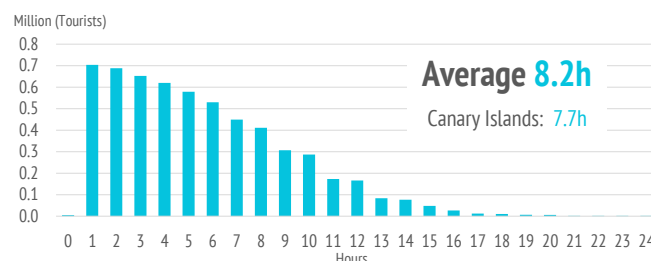
Other expenses

	Theme Parks	Total
Restaurants or cafes	69.4%	66.9%
Supermarkets	61.8%	55.6%
Car rental	48.2%	37.3%
Organized excursions	38.0%	23.7%
Taxi, transfer, chauffeur service	46.7%	46.0%
Theme Parks	55.8%	8.6%
Sport activities	12.5%	9.3%
Museums	5.4%	4.7%
Flights between islands	6.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Theme Parks	Total
0 hours	0.6%	2.4%
1 - 2 hours	7.3%	10.0%
3 - 6 hours	28.7%	30.1%
7 - 12 hours	51.6%	47.1%
More than 12 hours	11.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Theme Parks	Total
Theme parks	100.0%	12.2%
Beach	87.5%	75.1%
Walk, wander	81.2%	72.2%
Swimming pool, hotel facilities	73.1%	57.5%
Explore the island on their own	69.3%	52.5%
Swim	55.9%	38.8%
Taste Canarian gastronomy	42.5%	30.2%
Organized excursions	28.3%	16.0%
Sea excursions / whale watching	27.3%	13.5%
Hiking	26.8%	22.5%
Nightlife / concerts / shows	20.3%	12.3%
Other Nature Activities	13.9%	9.5%
Museums / exhibitions	13.8%	10.7%
Wineries / markets / popular festivals	12.9%	10.0%
Running	9.3%	7.6%
Beauty and health treatments	9.1%	5.6%
Practice other sports	7.8%	5.9%
Astronomical observation	7.4%	4.2%
Scuba Diving	6.4%	4.2%
Surf	5.0%	4.8%
Cycling / Mountain bike	3.5%	4.2%
Golf	2.9%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

\* Multi-choise question

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

## THEME PARKS

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Theme Parks	708,287	61,900	47,995	131,160	462,960	2,695
- Share by islands	100%	8.7%	6.8%	18.5%	65.4%	0.4%
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%
% Theme Parks	12.2%	6.4%	5.7%	8.5%	20.0%	2.6%

### How many islands do they visit during their trip?

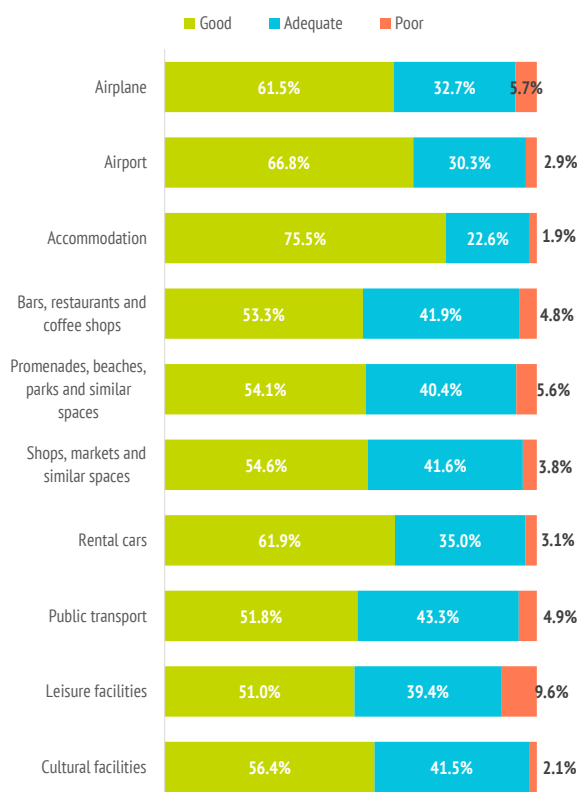
	Theme Parks	Total
One island	90.4%	90.9%
Two islands	8.7%	7.8%
Three or more islands	0.9%	1.3%

### Health safety

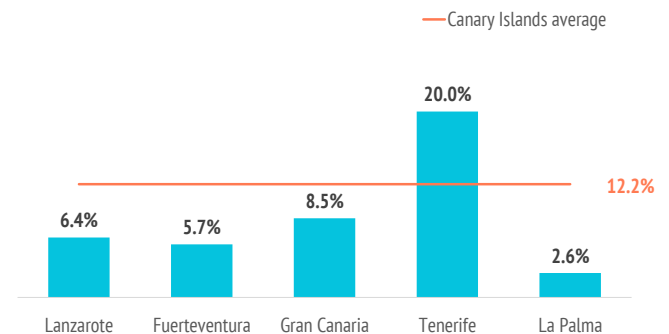
Planning the trip: Importance	Theme Parks	Total
Average rating (scale 0-10)	7.78	7.99

During the stay: Rate	Theme Parks	Total
Average rating (scale 0-10)	8.24	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

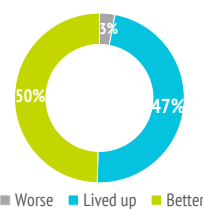


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Theme Parks	Total
Average rating	8.84	8.86

Experience in the Canary Islands	Theme Parks	Total
Worse or much worse than expected	2.9%	2.7%
Lived up to expectations	47.5%	51.4%
Better or much better than expected	49.6%	45.9%

Future intentions (scale 1-10)	Theme Parks	Total
Return to the Canary Islands	8.61	8.86
Recommend visiting the Canary Islands	9.03	9.10



8.61/10

Experience in the Canary Islands

Return to the Canary Islands



9.03/10

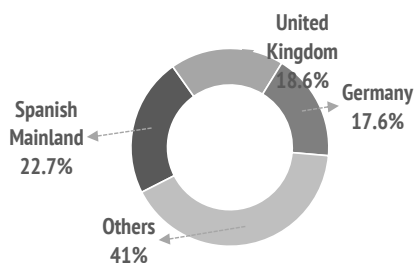
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Theme Parks	Total
<b>Repeat tourists</b>	<b>60.5%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	53.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	8.9%	15.0%
<b>At least 10 previous visits</b>	<b>10.8%</b>	<b>18.3%</b>

Where are they from?

	%	Absolute
Spanish Mainland	22.7%	160,771
United Kingdom	18.6%	131,664
Germany	17.6%	124,422
France	6.2%	44,001
Netherlands	6.0%	42,198
Poland	5.6%	39,449
Italy	4.2%	29,472
Belgium	3.6%	25,728
Ireland	3.1%	21,982
Czech Republic	1.8%	12,898
Switzerland	1.3%	9,144
Norway	1.0%	7,125
Denmark	1.0%	7,050
Finland	1.0%	6,865
Portugal	0.7%	5,249
Austria	0.6%	4,496
Iceland	0.6%	4,308
Others	4.4%	31,466



Who are they?

	Theme Parks	Total
<b>Gender</b>		
Men	49.7%	49.6%
Women	50.3%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	36.5	43.3
Standard deviation	12.8	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	20.1%	11.9%
25 - 30 years old	18.4%	14.8%
31 - 45 years old	39.0%	30.2%
46 - 60 years old	17.3%	26.6%
Over 60 years old	5.2%	16.4%
<b>Occupation</b>		
Salaried worker	64.6%	57.8%
Self-employed	10.5%	11.1%
Unemployed	1.8%	1.7%
Business owner	10.5%	10.0%
Student	7.4%	5.9%
Retired	4.0%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.7%	0.9%
<b>Annual household income level</b>		
Less than €25,000	18.1%	16.1%
€25,000 - €49,999	38.8%	37.0%
€50,000 - €74,999	21.8%	23.4%
More than €74,999	21.3%	23.5%
<b>Education level</b>		
No studies	1.8%	2.2%
Primary education	1.9%	2.2%
Secondary education	18.1%	18.8%
Higher education	78.2%	76.9%

Who do they come with?

	Theme Parks	Total
Unaccompanied	5.1%	13.5%
Only with partner	41.9%	48.2%
Only with children (< 13 years old)	8.7%	3.9%
Partner + children (< 13 years old)	12.0%	4.9%
Other relatives	9.1%	8.4%
Friends	7.8%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	15.1%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>28.2%</b>	<b>12.5%</b>
- Between 0 and 2 years old	2.0%	1.2%
- Between 3 and 12 years old	23.9%	10.2%
- Between 0 -2 and 3-12 years	2.3%	1.0%
<b>Tourists without children</b>	<b>71.8%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	7.6%	16.5%
- 2 people	50.0%	56.7%
- 3 people	14.4%	10.7%
- 4 or 5 people	23.5%	13.6%
- 6 or more people	4.4%	2.5%
<b>Average group size:</b>	<b>2.82</b>	<b>2.37</b>

\*People who share the main expenses of the trip



Pictures: Freepik.com