

How many are they and how much do they spend?



	Walk / Wander	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	4,210,158	5,827,892
- book holiday package	1,764,623	2,549,012
- do not book holiday package	2,445,534	3,278,880
- % tourists who book holiday package	41.9%	43.7%
Share of total tourist	72.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,182	1,206
- holiday package	1,091	1,135
- others	282	280
- do not book holiday package	1,045	1,044
- flight	247	248
- accommodation	369	369
- others	428	427
Average length of stay	9.53	9.54
- book holiday package	8.41	8.59
- do not book holiday package	10.35	10.28
Average daily expenditure (€)	140.9	144.0
- book holiday package	170.2	172.8
- do not book holiday package	119.7	121.6
Total turnover (> 15 years old) (€m)	4,977	7,028
- book holiday package	2,421	3,606
- do not book holiday package	2,555	3,422

Importance of each factor in the destination choice



	Walk / Wander	Total
Climate	75.7%	76.0%
Sea	50.5%	52.0%
Safety	48.2%	49.0%
Tranquility	47.4%	48.5%
Beaches	43.2%	44.6%
Landscapes	41.5%	39.1%
European belonging	39.6%	40.2%
Accommodation supply	36.6%	37.8%
Environment	36.4%	34.7%
Effortless trip	33.9%	34.9%
Price	32.4%	32.4%
Gastronomy	27.7%	27.9%
Authenticity	25.0%	24.4%
Fun possibilities	22.0%	22.4%
Exoticism	15.1%	14.5%
Hiking trail network	13.1%	12.1%
Historical heritage	9.5%	9.1%
Culture	9.1%	8.7%
Shopping	8.5%	8.8%
Nightlife	8.1%	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?



	Walk / Wander	Total
Rest	48.9%	50.7%
Enjoy family time	14.1%	14.0%
Have fun	7.2%	7.3%
Explore the destination	25.8%	23.3%
Practice their hobbies	2.1%	2.6%
Other reasons	2.0%	2.1%

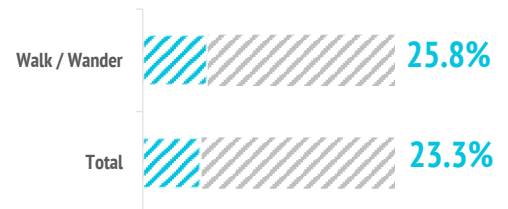
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Walk / Wander	Total
Didn't have holidays	35.7%	35.7%
Canary Islands	16.9%	17.6%
Other destination	47.4%	46.8%

What other destinations do they consider for this trip?*

	Walk / Wander	Total
None	29.0%	29.4%
Canary Islands (other island)	25.1%	25.4%
Other destination	45.9%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Walk / Wander	Total
The same day	0.9%	1.0%
Between 1 and 30 days	41.5%	42.5%
Between 1 and 2 months	27.3%	26.7%
Between 3 and 6 months	19.1%	18.7%
More than 6 months	11.2%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

WALK / WANDER
27.3%



TOTAL
26.7%

Picture: 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 walk / wander.

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?

	Walk / Wander	Total
Previous visits to the Canary Islands	46.6%	45.7%
Friends or relatives	33.1%	30.9%
Internet or social media	56.5%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	7.9%	7.0%
Travel Blogs or Forums	9.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	18.8%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.2%	2.9%

* Multi-choise question

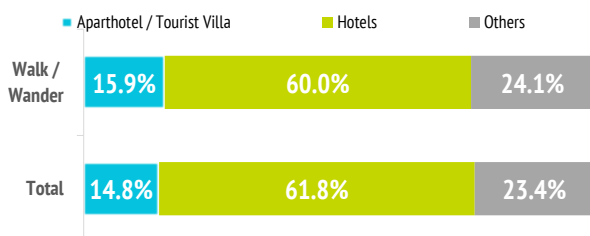
With whom did they book their flight and accommodation?

	Walk / Wander	Total
Flight		
- Directly with the airline	55.0%	52.8%
- Tour Operator or Travel Agency	45.0%	47.2%
Accommodation		
- Directly with the accommodation	41.4%	39.9%
- Tour Operator or Travel Agency	58.6%	60.1%

Where do they stay?

	Walk / Wander	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	38.7%	39.4%
5* Hotel / 5* Luxury Hotel	10.3%	10.9%
Aparthotel / Tourist Villa	15.9%	14.8%
House/room rented in a private dwelling	7.3%	6.9%
Private accommodation (1)	9.9%	9.9%
Others (Cottage, cruise, camping,...)	6.9%	6.6%

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



What do they book?

	Walk / Wander	Total
Room only	30.0%	28.1%
Bed and Breakfast	16.4%	15.3%
Half board	19.9%	19.5%
Full board	2.8%	3.2%
All inclusive	30.9%	33.8%

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30% of tourists book room only
 (Canary Islands: 28.1%)

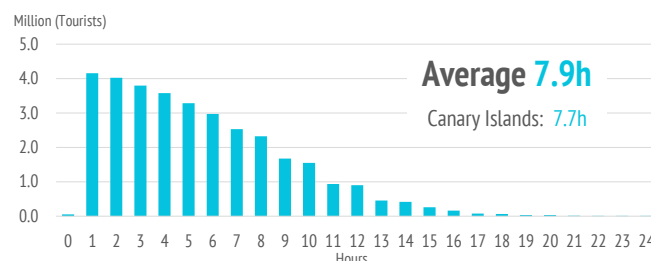
Other expenses

	Walk / Wander	Total
Restaurants or cafes	70.5%	66.9%
Supermarkets	59.4%	55.6%
Car rental	40.2%	37.3%
Organized excursions	26.3%	23.7%
Taxi, transfer, chauffeur service	45.5%	46.0%
Theme Parks	9.4%	8.6%
Sport activities	9.4%	9.3%
Museums	5.7%	4.7%
Flights between islands	7.1%	6.3%

Activities in the Canary Islands

Outdoor time per day	Walk / Wander	Total
0 hours	1.3%	2.4%
1 - 2 hours	8.6%	10.0%
3 - 6 hours	30.1%	30.1%
7 - 12 hours	49.3%	47.1%
More than 12 hours	10.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Walk / Wander	Total
Walk, wander	100.0%	72.2%
Beach	81.7%	75.1%
Swimming pool, hotel facilities	63.3%	57.5%
Explore the island on their own	61.4%	52.5%
Swim	43.6%	38.8%
Taste Canarian gastronomy	35.8%	30.2%
Hiking	28.3%	22.5%
Organized excursions	18.3%	16.0%
Sea excursions / whale watching	15.2%	13.5%
Nightlife / concerts / shows	14.1%	12.3%
Theme parks	13.7%	12.2%
Museums / exhibitions	12.9%	10.7%
Wineries / markets / popular festivals	12.3%	10.0%
Other Nature Activities	11.8%	9.5%
Running	9.1%	7.6%
Beauty and health treatments	6.5%	5.6%
Practice other sports	6.3%	5.9%
Surf	5.1%	4.8%
Astronomical observation	5.0%	4.2%
Cycling / Mountain bike	4.7%	4.2%
Scuba Diving	4.4%	4.2%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk / Wander	4,210,158	752,019	538,706	1,015,579	1,801,792	69,919
- Share by islands	100%	17.9%	12.8%	24.1%	42.8%	1.7%
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%
% Walk / Wander	72.2%	78.1%	63.8%	65.7%	77.7%	68.2%

How many islands do they visit during their trip?

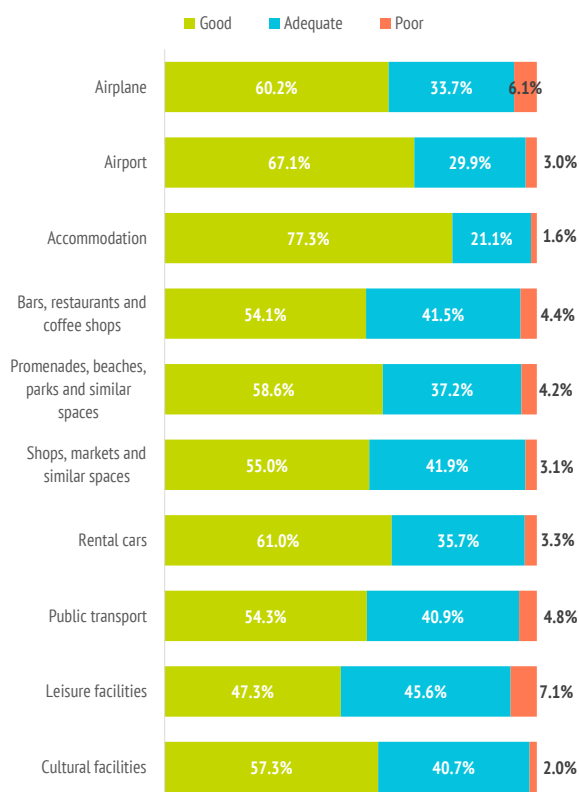
	Walk / Wander	Total
One island	90.6%	90.9%
Two islands	8.2%	7.8%
Three or more islands	1.2%	1.3%

Health safety

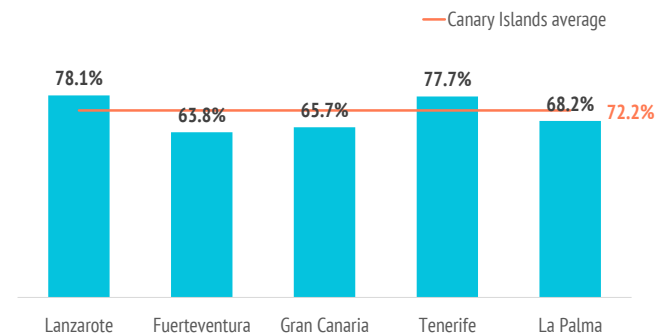
Planning the trip: Importance	Walk / Wander	Total
Average rating (scale 0-10)	7.98	7.99

During the stay: Rate	Walk / Wander	Total
Average rating (scale 0-10)	8.42	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

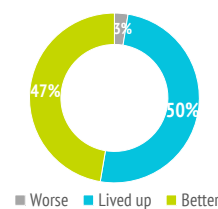


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Walk / Wander	Total
Average rating	8.88	8.86

Experience in the Canary Islands	Walk / Wander	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	50.1%	51.4%
Better or much better than expected	47.3%	45.9%

Future intentions (scale 1-10)	Walk / Wander	Total
Return to the Canary Islands	8.86	8.86
Recommend visiting the Canary Islands	9.13	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.13/10

Recommend visiting the Canary Islands

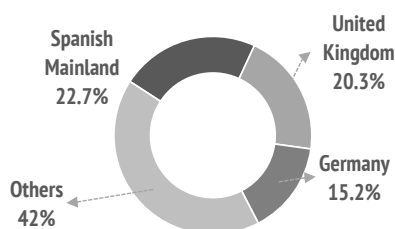
How many are loyal to the Canary Islands?

	Walk / Wander	Total
Repeat tourists	68.3%	68.0%
Repeat tourists (last 5 years)	62.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	14.6%	15.0%
At least 10 previous visits	18.1%	18.3%

Where are they from?



	%	Absolute
Spanish Mainland	22.7%	957,093
United Kingdom	20.3%	855,052
Germany	15.2%	639,759
France	7.1%	299,126
Netherlands	4.7%	198,886
Italy	4.6%	195,624
Poland	4.1%	171,421
Belgium	4.0%	167,299
Ireland	2.9%	123,274
Sweden	2.4%	99,740
Denmark	2.0%	85,349
Norway	1.5%	61,946
Switzerland	1.2%	51,705
Finland	1.1%	46,315
Czech Republic	1.0%	43,156
Luxembourg	0.7%	30,754
Portugal	0.7%	29,614
Others	3.7%	154,047



Who are they?



	Walk / Wander	Total
Gender		
Men	48.4%	49.6%
Women	51.6%	50.4%
Age		
Average age (tourist > 15 years old)	42.7	43.3
Standard deviation	15.4	15.6
Age range (> 15 years old)		
16 - 24 years old	12.3%	11.9%
25 - 30 years old	15.7%	14.8%
31 - 45 years old	30.4%	30.2%
46 - 60 years old	26.0%	26.6%
Over 60 years old	15.6%	16.4%
Occupation		
Salaried worker	58.4%	57.8%
Self-employed	11.0%	11.1%
Unemployed	1.8%	1.7%
Business owner	9.3%	10.0%
Student	6.1%	5.9%
Retired	12.3%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	16.6%	16.1%
€25,000 - €49,999	37.6%	37.0%
€50,000 - €74,999	23.0%	23.4%
More than €74,999	22.8%	23.5%
Education level		
No studies	2.2%	2.2%
Primary education	1.8%	2.2%
Secondary education	18.4%	18.8%
Higher education	77.6%	76.9%

Who do they come with?

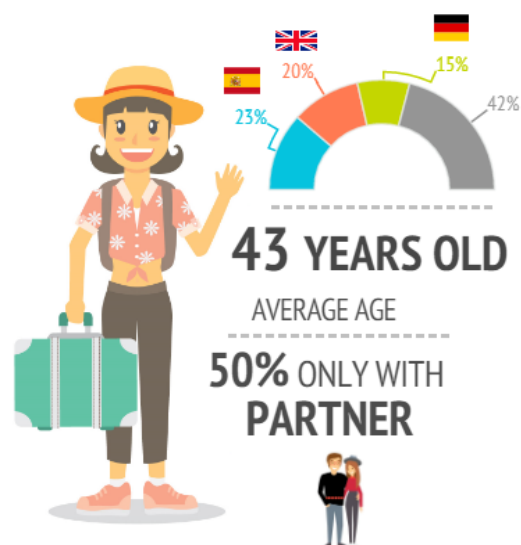


	Walk / Wander	Total
Unaccompanied	12.3%	13.5%
Only with partner	49.8%	48.2%
Only with children (< 13 years old)	3.5%	3.9%
Partner + children (< 13 years old)	4.8%	4.9%
Other relatives	8.7%	8.4%
Friends	8.6%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.5%	11.5%

(1) Different situations have been isolated

Tourists with children	11.9%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	9.6%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	88.1%	87.5%
Group composition:		
- 1 person	15.1%	16.5%
- 2 people	58.2%	56.7%
- 3 people	10.5%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.39	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com