

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

## SWIMMING POOL / HOTEL FACILITIES

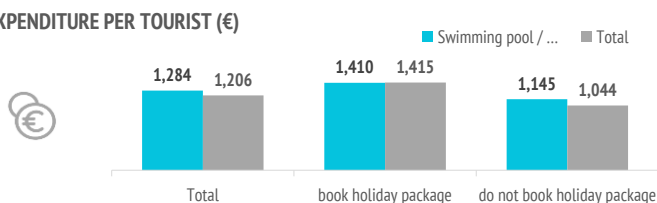
### How many are they and how much do they spend?

	Swimming pool / ...	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>3,348,584</b>	<b>5,827,892</b>
- book holiday package	1,751,072	2,549,012
- do not book holiday package	1,597,512	3,278,880
- % tourists who book holiday package	52.3%	43.7%
Share of total tourist	57.5%	100%
<b>Expenditure per tourist (€)</b>		
<b>Expenditure per tourist (€)</b>	<b>1,284</b>	<b>1,206</b>
- book holiday package	1,410	1,415
- holiday package	1,140	1,135
- others	271	280
- do not book holiday package	1,145	1,044
- flight	255	248
- accommodation	467	369
- others	424	427
<b>Average length of stay</b>	<b>8.95</b>	<b>9.54</b>
- book holiday package	8.42	8.59
- do not book holiday package	9.53	10.28
<b>Average daily expenditure (€)</b>	<b>156.3</b>	<b>144.0</b>
- book holiday package	174.5	172.8
- do not book holiday package	136.4	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>4,300</b>	<b>7,028</b>
- book holiday package	2,470	3,606
- do not book holiday package	1,830	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Swimming pool / ...	Total
Didn't have holidays	38.6%	35.7%
Canary Islands	15.5%	17.6%
Other destination	46.0%	46.8%

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

	Swimming pool / ...	Total
None	25.7%	29.4%
Canary Islands (other island)	25.6%	25.4%
Other destination	48.7%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who answer that one of the activities carried out in the Canary Island was swimming pool / hotel facilities.

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

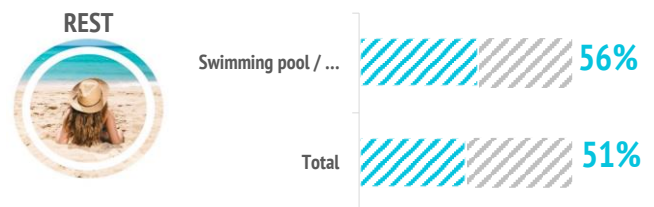
	Swimming pool / ...	Total
Climate	78.9%	76.0%
Safety	51.1%	49.0%
Sea	50.7%	52.0%
Tranquility	48.6%	48.5%
Beaches	44.5%	44.6%
Accommodation supply	43.1%	37.8%
European belonging	40.9%	40.2%
Landscapes	35.3%	39.1%
Effortless trip	35.2%	34.9%
Price	34.5%	32.4%
Environment	33.1%	34.7%
Gastronomy	27.6%	27.9%
Fun possibilities	24.2%	22.4%
Authenticity	23.2%	24.4%
Exoticism	14.8%	14.5%
Shopping	9.5%	8.8%
Hiking trail network	9.3%	12.1%
Nightlife	8.8%	8.4%
Culture	8.6%	8.7%
Historical heritage	8.3%	9.1%

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?

	Swimming pool / ...	Total
Rest	56.3%	50.7%
Enjoy family time	12.8%	14.0%
Have fun	8.0%	7.3%
Explore the destination	20.2%	23.3%
Practice their hobbies	1.4%	2.6%
Other reasons	1.4%	2.1%



### How far in advance do they book their trip?

	Swimming pool / ...	Total
The same day	0.7%	1.0%
Between 1 and 30 days	40.9%	42.5%
Between 1 and 2 months	26.3%	26.7%
Between 3 and 6 months	19.5%	18.7%
More than 6 months	12.7%	11.1%

### % TOURISTS BOOKING MORE THAN 3 MONTHS IN ADVANCE

SWIMMING POOL / HOTEL FACILITIES

32%



Picture: Freepik.com

TOTAL

30%

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## SWIMMING POOL / HOTEL FACILITIES

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

	Swimming pool / ...	Total
Previous visits to the Canary Islands	47.3%	45.7%
Friends or relatives	28.8%	30.9%
Internet or social media	56.4%	53.5%
Mass Media	2.3%	2.3%
Travel guides and magazines	6.8%	7.0%
Travel Blogs or Forums	8.4%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	23.5%	19.4%
Public administrations or similar	2.1%	1.9%
Others	2.2%	2.9%

\* Multi-choise question

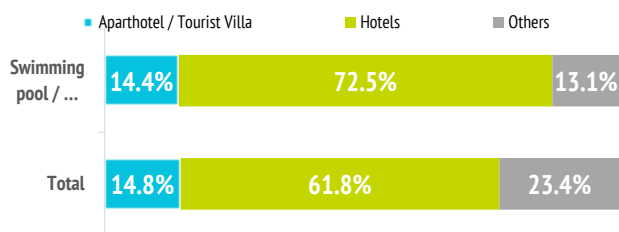
### With whom did they book their flight and accommodation?

	Swimming pool / ...	Total
<b>Flight</b>		
- Directly with the airline	46.7%	52.8%
- Tour Operator or Travel Agency	53.3%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	36.2%	39.9%
- Tour Operator or Travel Agency	63.8%	60.1%

### Where do they stay?

	Swimming pool / ...	Total
1-2-3* Hotel	11.2%	11.5%
4* Hotel	46.8%	39.4%
5* Hotel / 5* Luxury Hotel	14.5%	10.9%
Aparthotel / Tourist Villa	14.4%	14.8%
House/room rented in a private dwelling	3.3%	6.9%
Private accommodation (1)	3.7%	9.9%
Others (Cottage, cruise, camping,...)	6.2%	6.6%

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



### What do they book?

	Swimming pool / ...	Total
Room only	20.4%	28.1%
Bed and Breakfast	15.5%	15.3%
Half board	21.4%	19.5%
Full board	3.5%	3.2%
All inclusive	39.2%	33.8%

**39%** of tourists book all inclusive

(Canary Islands: 34%)

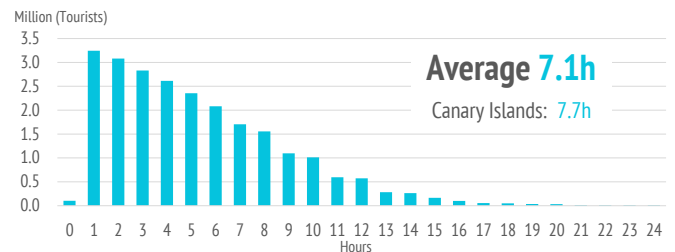
### Other expenses

	Swimming pool / ...	Total
Restaurants or cafes	64.8%	66.9%
Supermarkets	52.8%	55.6%
Car rental	35.7%	37.3%
Organized excursions	27.0%	23.7%
Taxi, transfer, chauffeur service	53.7%	46.0%
Theme Parks	11.0%	8.6%
Sport activities	9.3%	9.3%
Museums	4.3%	4.7%
Flights between islands	5.9%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Swimming pool / ...	Total
0 hours	3.1%	2.4%
1 - 2 hours	12.4%	10.0%
3 - 6 hours	33.6%	30.1%
7 - 12 hours	42.5%	47.1%
More than 12 hours	8.4%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Swimming pool / ...	Total
Swimming pool, hotel facilities	100%	57.5%
Beach	82.3%	75.1%
Walk, wander	79.5%	72.2%
Explore the island on their own	52.6%	52.5%
Swim	45.8%	38.8%
Taste Canarian gastronomy	29.5%	30.2%
Hiking	20.8%	22.5%
Organized excursions	20.4%	16.0%
Sea excursions / whale watching	16.6%	13.5%
Theme parks	15.5%	12.2%
Nightlife / concerts / shows	14.4%	12.3%
Wineries / markets / popular festivals	10.3%	10.0%
Museums / exhibitions	10.2%	10.7%
Running	9.0%	7.6%
Other Nature Activities	8.5%	9.5%
Beauty and health treatments	7.4%	5.6%
Practice other sports	6.4%	5.9%
Astronomical observation	4.4%	4.2%
Cycling / Mountain bike	4.3%	4.2%
Scuba Diving	4.2%	4.2%
Surf	3.8%	4.8%
Golf	2.6%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

\* Multi-choise question

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

## SWIMMING POOL / HOTEL FACILITIES



### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Swimming pool / hotel facilities	3,348,584	586,322	490,311	804,666	1,417,185	39,968
- Share by islands	100%	17.5%	14.6%	24.0%	42.3%	1.2%
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%
% Swimming pool / hotel facilities	57.5%	60.9%	58.1%	52.1%	61.1%	39.0%

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

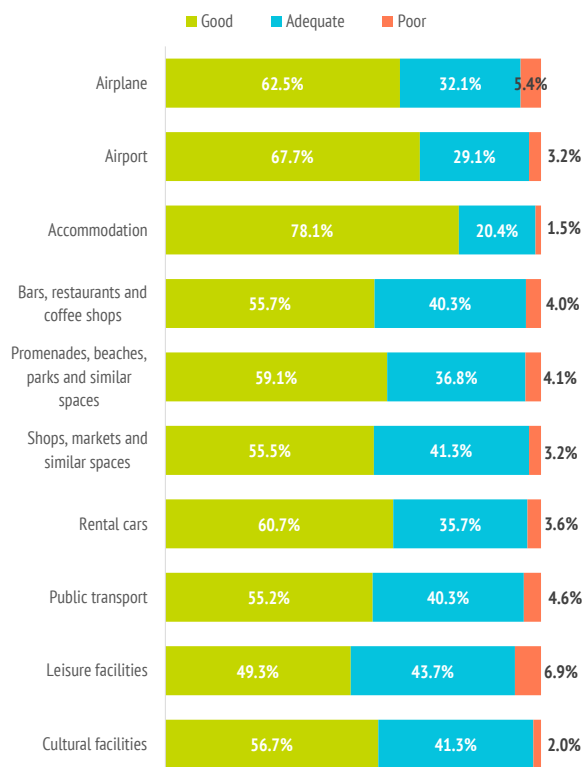
	Swimming pool / ...	Total
One island	92.1%	90.9%
Two islands	7.1%	7.8%
Three or more islands	0.8%	1.3%

### Health safety

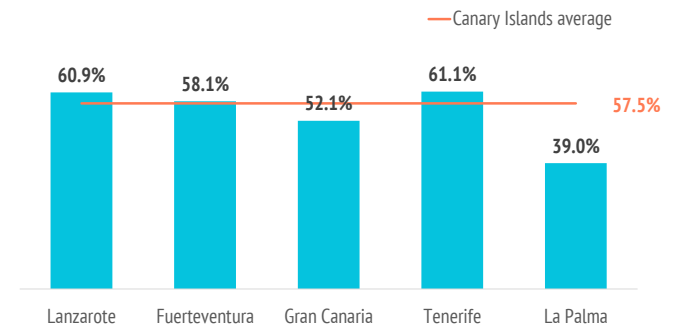
Planning the trip: Importance	Swimming pool / ...	Total
Average rating (scale 0-10)	8.14	7.99

During the stay: Rate	Swimming pool / ...	Total
Average rating (scale 0-10)	8.50	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

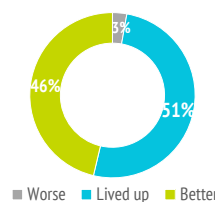


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Swimming pool / ...	Total
Average rating	8.86	8.86

Experience in the Canary Islands	Swimming pool / ...	Total
Worse or much worse than expected	2.8%	2.7%
Lived up to expectations	50.9%	51.4%
Better or much better than expected	46.3%	45.9%

Future intentions (scale 1-10)	Swimming pool / ...	Total
Return to the Canary Islands	8.80	8.86
Recommend visiting the Canary Islands	9.06	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.06/10

Recommend visiting the Canary Islands

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

	Swimming pool / ...	Total
Repeat tourists	68.2%	68.0%
Repeat tourists (last 5 years)	61.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.2%	15.0%
At least 10 previous visits	16.1%	18.3%

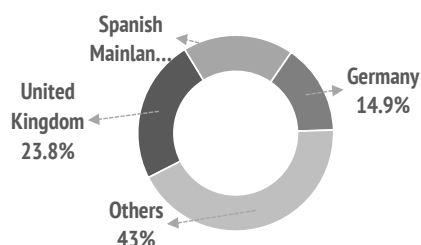
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### Where are they from?



	%	Absolute
United Kingdom	23.8%	796,884
Spanish Mainland	18.3%	612,265
Germany	14.9%	499,339
France	7.6%	255,806
Netherlands	5.7%	190,118
Belgium	4.4%	147,220
Poland	4.0%	134,121
Italy	3.7%	125,270
Ireland	3.1%	103,831
Sweden	2.6%	87,765
Denmark	2.4%	80,090
Switzerland	1.5%	50,801
Norway	1.3%	45,132
Finland	1.1%	37,966
Czech Republic	1.0%	33,663
Luxembourg	1.0%	33,154
Portugal	0.6%	19,728
Others	2.8%	95,432



### Who do they come with?



	Swimming pool / ...	Total
Unaccompanied	7.5%	13.5%
Only with partner	49.8%	48.2%
Only with children (< 13 years old)	5.1%	3.9%
Partner + children (< 13 years old)	6.4%	4.9%
Other relatives	9.7%	8.4%
Friends	8.2%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.7%	11.5%

(1) Different situations have been isolated

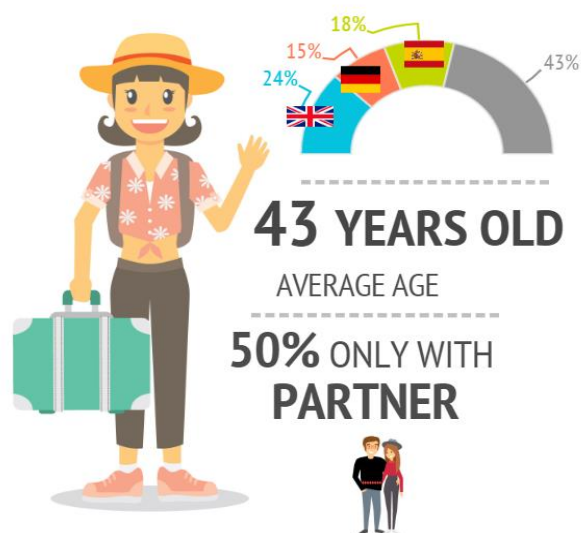
<b>Tourists with children</b>	<b>16.3%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	13.4%	10.2%
- Between 0 -2 and 3-12 years	1.3%	1.0%
<b>Tourists without children</b>	<b>83.7%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	9.9%	16.5%
- 2 people	58.6%	56.7%
- 3 people	12.0%	10.7%
- 4 or 5 people	16.2%	13.6%
- 6 or more people	3.3%	2.5%
<b>Average group size:</b>	<b>2.55</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Swimming pool / ...	Total
<b>Gender</b>		
Men	47.4%	49.6%
Women	52.6%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	42.9	43.3
Standard deviation	15.3	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	12.0%	11.9%
25 - 30 years old	14.5%	14.8%
31 - 45 years old	31.5%	30.2%
46 - 60 years old	26.6%	26.6%
Over 60 years old	15.3%	16.4%
<b>Occupation</b>		
Salaried worker	60.0%	57.8%
Self-employed	10.6%	11.1%
Unemployed	1.6%	1.7%
Business owner	10.1%	10.0%
Student	5.0%	5.9%
Retired	11.4%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.8%	0.9%
<b>Annual household income level</b>		
Less than €25,000	14.6%	16.1%
€25,000 - €49,999	36.2%	37.0%
€50,000 - €74,999	24.1%	23.4%
More than €74,999	25.1%	23.5%
<b>Education level</b>		
No studies	2.6%	2.2%
Primary education	1.9%	2.2%
Secondary education	19.6%	18.8%
Higher education	75.9%	76.9%



Pictures: Freepik.com