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

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend? 👥€

	Beach	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	4,379,540	5,827,892
- book holiday package	1,883,062	2,549,012
- do not book holiday package	2,496,478	3,278,880
- % tourists who book holiday package	43.0%	43.7%
Share of total tourist	75.1%	100%
Expenditure per tourist (€)	**1,205**	**1,206**
- book holiday package	1,407	1,415
- holiday package	1,119	1,135
- others	288	280
- do not book holiday package	1,052	1,044
- flight	248	248
- accommodation	374	369
- others	431	427
Average lenght of stay	**9.55**	**9.54**
- book holiday package	8.55	8.59
- do not book holiday package	10.31	10.28
Average daily expenditure (€)	**142.4**	**144.0**
- book holiday package	172.1	172.8
- do not book holiday package	120.0	121.6
Total turnover (> 15 years old) (€m)	**5,276**	**7,028**
- book holiday package	2,649	3,606
- do not book holiday package	2,627	3,422

AVERAGE LENGHT OF STAY (nights)

■ Beach ■ Total

Total	book holiday package	do not book holiday package
9.55 / 9.54	8.55 / 8.59	10.31 / 10.28

EXPENDITURE PER TOURIST (€)

■ Beach ■ Total

Total	book holiday package	do not book holiday package
1,205 / 1,206	1,407 / 1,415	1,052 / 1,044

Where did they spend their main holiday last year?*

	Beach	Total
Didn't have holidays	34.5%	35.7%
Canary Islands	16.9%	17.6%
Other destination	48.6%	46.8%

What other destinations do they consider for this trip?*

	Beach	Total
None	27.8%	29.4%
Canary Islands (other island)	25.4%	25.4%
Other destination	46.8%	45.1%

*Percentage of valid answers

Importance of each factor in the destination choice 👤?

	Beach	Total
Climate	76.7%	76.0%
Sea	57.1%	52.0%
Beaches	50.7%	44.6%
Safety	48.8%	49.0%
Tranquility	48.1%	48.5%
Landscapes	41.0%	39.1%
European belonging	40.4%	40.2%
Accommodation supply	36.7%	37.8%
Environment	35.0%	34.7%
Effortless trip	34.4%	34.9%
Price	32.5%	32.4%
Gastronomy	27.8%	27.9%
Authenticity	25.0%	24.4%
Fun possibilities	22.8%	22.4%
Exoticism	15.0%	14.5%
Hiking trail network	11.9%	12.1%
Historical heritage	9.2%	9.1%
Culture	9.0%	8.7%
Shopping	8.8%	8.8%
Nightlife	8.6%	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.
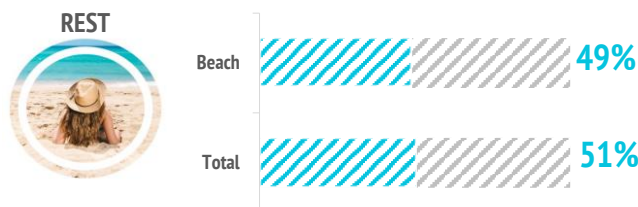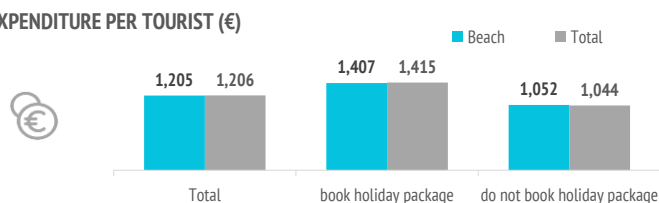
What is the main motivation for their holidays? 💡

	Beach	Total
Rest	49.2%	50.7%
Enjoy family time	13.8%	14.0%
Have fun	7.8%	7.3%
Explore the destination	25.1%	23.3%
Practice their hobbies	2.3%	2.6%
Other reasons	1.8%	2.1%

REST

Beach **49%**

Total **51%**

How far in advance do they book their trip? 📅

	Beach	Total
The same day	0.9%	1.0%
Between 1 and 30 days	42.6%	42.5%
Between 1 and 2 months	27.4%	26.7%
Between 3 and 6 months	18.7%	18.7%
More than 6 months	10.4%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

BEACH
27.47%

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 going to the beach.

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? 🔍

	Beach	Total
Previous visits to the Canary Islands	44.3%	45.7%
Friends or relatives	32.7%	30.9%
Internet or social media	56.5%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	7.5%	7.0%
Travel Blogs or Forums	9.6%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	19.1%	19.4%
Public administrations or similar	1.9%	1.9%
Others	2.3%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	Beach	Total
Flight		
- Directly with the airline	53.3%	52.8%
- Tour Operator or Travel Agency	46.7%	47.2%
Accommodation		
- Directly with the accommodation	40.1%	39.9%
- Tour Operator or Travel Agency	59.9%	60.1%

Where do they stay? 🛏

	Beach	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	39.5%	39.4%
5* Hotel / 5* Luxury Hotel	9.9%	10.9%
Aparthotel / Tourist Villa	15.5%	14.8%
House/room rented in a private dwelling	7.5%	6.9%
Private accommodation (1)	9.5%	9.9%
Others (Cottage, cruise, camping,..)	6.5%	6.6%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Beach	15.5%	61.0%	23.5%
Total	14.8%	61.8%	23.4%
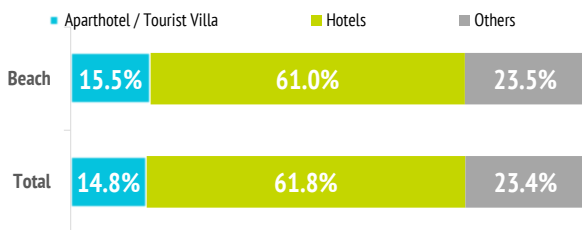
What do they book? 🍽

	Beach	Total
Room only	28.9%	28.1%
Bed and Breakfast	14.5%	15.3%
Half board	19.5%	19.5%
Full board	3.3%	3.2%
All inclusive	33.7%	33.8%

33.7% of tourists book all inclusive
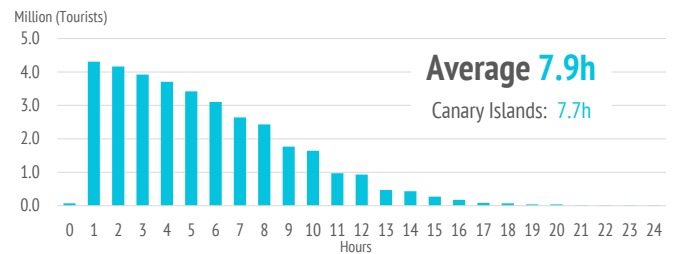
(Canary Islands: 33.8%)

Other expenses 📍

	Beach	Total
Restaurants or cafes	67.7%	66.9%
Supermarkets	58.5%	55.6%
Car rental	40.7%	37.3%
Organized excursions	26.5%	23.7%
Taxi, transfer, chauffeur service	45.2%	46.0%
Theme Parks	9.7%	8.6%
Sport activities	10.2%	9.3%
Museums	5.2%	4.7%
Flights between islands	7.0%	6.3%

Activities in the Canary Islands 🚶🏕

Outdoor time per day	Beach	Total
0 hours	1.7%	2.4%
1 - 2 hours	8.8%	10.0%
3 - 6 hours	29.3%	30.1%
7 - 12 hours	49.5%	47.1%
More than 12 hours	10.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 7.9h

Canary Islands: 7.7h

Activities in the Canary Islands	Beach	Total
Beach	100%	75.1%
Walk, wander	78.5%	72.2%
Swimming pool, hotel facilities	63.0%	57.5%
Explore the island on their own	60.2%	52.5%
Swim	47.4%	38.8%
Taste Canarian gastronomy	34.2%	30.2%
Hiking	25.8%	22.5%
Organized excursions	18.2%	16.0%
Sea excursions / whale watching	15.8%	13.5%
Theme parks	14.2%	12.2%
Nightlife / concerts / shows	14.0%	12.3%
Museums / exhibitions	12.4%	10.7%
Wineries / markets / popular festivals	11.6%	10.0%
Other Nature Activities	11.4%	9.5%
Running	8.8%	7.6%
Practice other sports	6.7%	5.9%
Beauty and health treatments	6.2%	5.6%
Surf	6.0%	4.8%
Astronomical observation	5.1%	4.2%
Scuba Diving	5.0%	4.2%
Cycling / Mountain bike	4.6%	4.2%
Golf	2.1%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

* Multi-choise question

Which island do they choose?

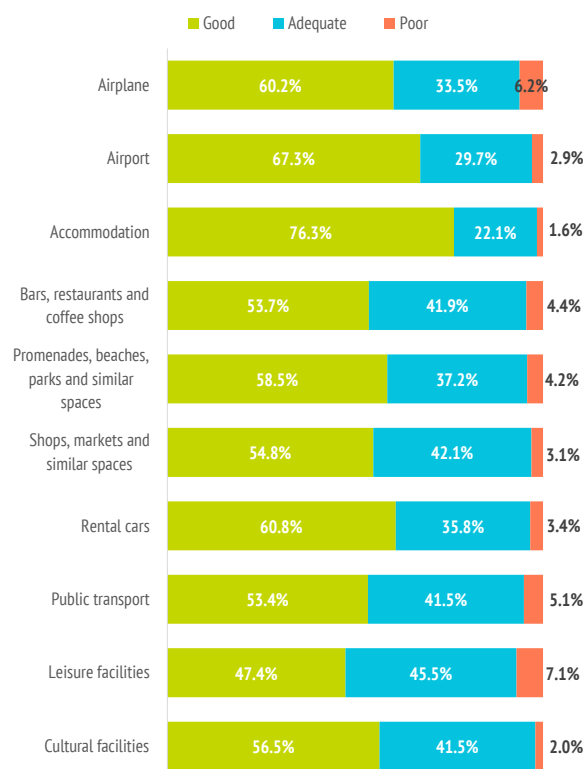| Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Museums / exhibitions	4,379,540	727,767	750,408	1,136,055	1,675,293	62,264
- Share by islands	100%	16.6%	17.1%	25.9%	38.3%	1.4%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Museums / exhibitions	75.1%	75.5%	88.9%	73.5%	72.2%	60.7%

How many islands do they visit during their trip?

	Beach	Total
One island	91.0%	90.9%
Two islands	7.9%	7.8%
Three or more islands	1.1%	1.3%

Health safety

Planning the trip: Importance	Beach	Total
Average rating (scale 0-10)	7.95	7.99

During the stay: Rate	Beach	Total
Average rating (scale 0-10)	8.40	8.42

% TOURISTS BY ISLAND OF STAY

— Canary Islands average

- Lanzarote 75.5%
- Fuerteventura 88.9%
- Gran Canaria 73.5%
- Tenerife 72.2%
- La Palma 60.7%
- 75.1%

HEALTH SAFETY MEASURES (RATE)

■ Good ■ Adequate ■ Poor

	Good	Adequate	Poor
Airplane	60.2%	33.5%	6.2%
Airport	67.3%	29.7%	2.9%
Accommodation	76.3%	22.1%	1.6%
Bars, restaurants and coffee shops	53.7%	41.9%	4.4%
Promenades, beaches, parks and similar spaces	58.5%	37.2%	4.2%
Shops, markets and similar spaces	54.8%	42.1%	3.1%
Rental cars	60.8%	35.8%	3.4%
Public transport	53.4%	41.5%	5.1%
Leisure facilities	47.4%	45.5%	7.1%
Cultural facilities	56.5%	41.5%	2.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beach	Total
Average rating	8.89	8.86

Experience in the Canary Islands	Beach	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	49.4%	51.4%
Better or much better than expected	48.1%	45.9%

Future intentions (scale 1-10)	Beach	Total
Return to the Canary Islands	8.84	8.86
Recommend visiting the Canary Islands	9.11	9.10

■ Worse ■ Lived up ■ Better
3% 49% 48%
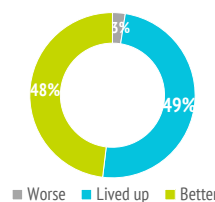
8.84/10
Experience in the Canary Islands

Return to the Canary Islands

9.11/10
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

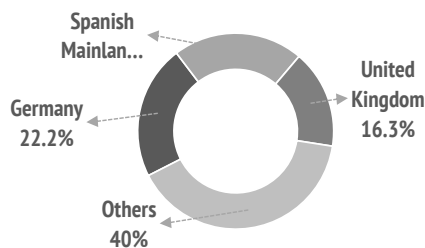|	Beach	Total
Repeat tourists	**66.7%**	**68.0%**
Repeat tourists (last 5 years)	60.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	13.7%	15.0%
At least 10 previous visits	**16.5%**	**18.3%**

Where are they from? 🌐

	%	Absolute
Germany	22.2%	970,898
Spanish Mainland	21.5%	942,739
United Kingdom	16.3%	712,437
France	7.4%	322,902
Italy	5.0%	217,620
Netherlands	4.5%	195,385
Poland	4.3%	189,549
Belgium	3.1%	136,932
Ireland	2.4%	103,570
Sweden	2.1%	92,470
Switzerland	1.7%	73,304
Denmark	1.5%	66,661
Norway	1.2%	52,059
Czech Republic	1.1%	49,612
Finland	0.8%	36,614
Luxembourg	0.7%	32,143
Austria	0.7%	30,761
Others	3.5%	153,884

Spanish
Mainlan...

Germany
22.2%

United
Kingdom
16.3%

Others
40%

Who do they come with? 🚶

	Beach	Total
Unaccompanied	11.9%	13.5%
Only with partner	47.9%	48.2%
Only with children (< 13 years old)	4.4%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	8.6%	8.4%
Friends	9.1%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.1%	11.5%
(1) Different situations have been isolated		
Tourists with children	**13.8%**	**12.5%**
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	11.3%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
Tourists without children	**86.2%**	**87.5%**
Group composition:		
- 1 person	14.7%	16.5%
- 2 people	56.7%	56.7%
- 3 people	11.3%	10.7%
- 4 or 5 people	14.7%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	**2.42**	**2.37**

People who share the main expenses of the trip

Who are they? 👥

	Beach	Total
Gender		
Men	49.0%	49.6%
Women	51.0%	50.4%
Age		
Average age (tourist > 15 years old)	41.6	43.3
Standard deviation	15.0	15.6
Age range (> 15 years old)		
16 - 24 years old	13.3%	11.9%
25 - 30 years old	16.3%	14.8%
31 - 45 years old	22.0%	30.2%
46 - 60 years old	25.8%	26.6%
Over 60 years old	12.9%	16.4%
Occupation		
Salaried worker	59.2%	57.8%
Self-employed	11.4%	11.1%
Unemployed	1.8%	1.7%
Business owner	10.1%	10.0%
Student	6.5%	5.9%
Retired	9.7%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	17.1%	16.1%
€25,000 - €49,999	37.1%	37.0%
€50,000 - €74,999	23.3%	23.4%
More than €74,999	22.5%	23.5%
Education level		
No studies	1.9%	2.2%
Primary education	2.1%	2.2%
Secondary education	18.0%	18.8%
Higher education	78.0%	76.9%

22%

22%

16%

40%

42 YEARS OLD

AVERAGE AGE

48% ONLY WITH

PARTNER

Pictures: Freepik.com

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