

How many are they and how much do they spend?



	Explore the island	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	3,057,984	5,827,892
- book holiday package	1,106,853	2,549,012
- do not book holiday package	1,951,131	3,278,880
- % tourists who book holiday package	36.2%	43.7%
Share of total tourist	52.5%	100%
Expenditure per tourist (€)		
- book holiday package	1,181	1,206
- holiday package	1,082	1,135
- others	338	280
- do not book holiday package	1,045	1,044
- flight	243	248
- accommodation	361	369
- others	441	427
Average length of stay	9.72	9.54
- book holiday package	8.60	8.59
- do not book holiday package	10.35	10.28
Average daily expenditure (€)	137.4	144.0
- book holiday package	172.7	172.8
- do not book holiday package	117.4	121.6
Total turnover (> 15 years old) (€m)	3,610	7,028
- book holiday package	1,571	3,606
- do not book holiday package	2,039	3,422

Importance of each factor in the destination choice



	Explore the island	Total
Climate	73.6%	76.0%
Sea	52.7%	52.0%
Landscapes	48.5%	39.1%
Tranquility	46.5%	48.5%
Safety	45.4%	49.0%
Beaches	44.1%	44.6%
European belonging	39.9%	40.2%
Environment	39.0%	34.7%
Accommodation supply	32.0%	37.8%
Effortless trip	31.6%	34.9%
Price	30.3%	32.4%
Gastronomy	28.0%	27.9%
Authenticity	27.5%	24.4%
Fun possibilities	20.8%	22.4%
Exoticism	16.3%	14.5%
Hiking trail network	15.3%	12.1%
Historical heritage	10.6%	9.1%
Culture	10.0%	8.7%
Shopping	7.8%	8.8%
Nightlife	7.1%	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?

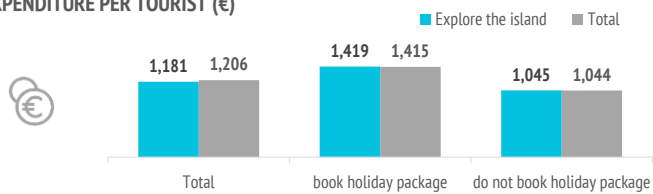


	Explore the island	Total
Rest	40.2%	50.7%
Enjoy family time	12.9%	14.0%
Have fun	7.0%	7.3%
Explore the destination	35.3%	23.3%
Practice their hobbies	2.5%	2.6%
Other reasons	2.0%	2.1%

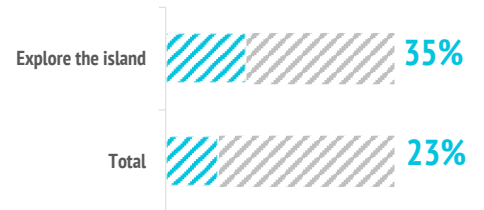
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Explore the island	Total
Didn't have holidays	31.3%	35.7%
Canary Islands	15.7%	17.6%
Other destination	53.0%	46.8%

How far in advance do they book their trip?



	Explore the island	Total
The same day	1.1%	1.0%
Between 1 and 30 days	41.4%	42.5%
Between 1 and 2 months	29.1%	26.7%
Between 3 and 6 months	18.9%	18.7%
More than 6 months	9.5%	11.1%

What other destinations do they consider for this trip?*

	Explore the island	Total
None	27.2%	29.4%
Canary Islands (other island)	25.3%	25.4%
Other destination	47.5%	45.1%

*Percentage of valid answers

% TOURISTS BOOKING LESS THAN 2 MONTHS IN ADVANCE

EXPLORE THE ISLAND

71.6%



Picture: Freepik.com

TOTAL

70.1%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that one of the activities carried out in the Canary Island was explore the island on their own.

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?

	Explore the island	Total
Previous visits to the Canary Islands	40.9%	45.7%
Friends or relatives	35.3%	30.9%
Internet or social media	60.7%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	9.8%	7.0%
Travel Blogs or Forums	13.0%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	16.6%	19.4%
Public administrations or similar	2.1%	1.9%
Others	2.5%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

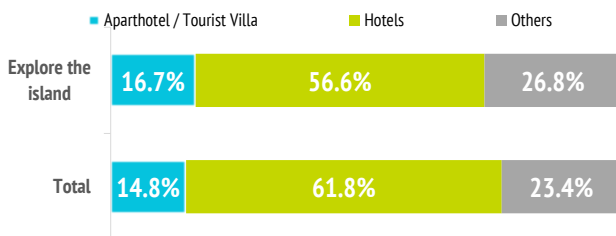
	Explore the island	Total
Flight		
- Directly with the airline	58.7%	52.8%
- Tour Operator or Travel Agency	41.3%	47.2%

	Explore the island	Total
Accommodation		
- Directly with the accommodation	45.1%	39.9%
- Tour Operator or Travel Agency	54.9%	60.1%

Where do they stay?

	Explore the island	Total
1-2-3* Hotel	10.4%	11.5%
4* Hotel	37.1%	39.4%
5* Hotel / 5* Luxury Hotel	9.1%	10.9%
Aparthotel / Tourist Villa	16.7%	14.8%
House/room rented in a private dwelling	9.6%	6.9%
Private accommodation (1)	9.9%	9.9%
Others (Cottage, cruise, camping,...)	7.2%	6.6%

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



What do they book?

	Explore the island	Total
Room only	33.7%	28.1%
Bed and Breakfast	17.0%	15.3%
Half board	20.4%	19.5%
Full board	2.4%	3.2%
All inclusive	26.5%	33.8%

34% of tourists book room only
(Canary Islands: 28%)

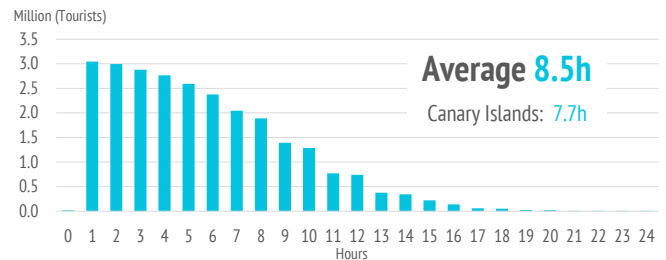
Other expenses

	Explore the island	Total
Restaurants or cafes	73.3%	66.9%
Supermarkets	62.8%	55.6%
Car rental	57.1%	37.3%
Organized excursions	28.6%	23.7%
Taxi, transfer, chauffeur service	36.0%	46.0%
Theme Parks	10.9%	8.6%
Sport activities	10.9%	9.3%
Museums	7.7%	4.7%
Flights between islands	8.9%	6.3%

Activities in the Canary Islands

Outdoor time per day	Explore the island	Total
0 hours	0.5%	2.4%
1 - 2 hours	5.3%	10.0%
3 - 6 hours	27.3%	30.1%
7 - 12 hours	54.6%	47.1%
More than 12 hours	12.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Explore the island	Total
Explore the island on their own	100.0%	52.5%
Beach	86.3%	75.1%
Walk, wander	84.6%	72.2%
Swimming pool, hotel facilities	57.6%	57.5%
Swim	45.7%	38.8%
Taste Canarian gastronomy	41.5%	30.2%
Hiking	35.3%	22.5%
Museums / exhibitions	17.4%	10.7%
Sea excursions / whale watching	17.1%	13.5%
Organized excursions	17.0%	16.0%
Theme parks	16.1%	12.2%
Other Nature Activities	16.0%	9.5%
Wineries / markets / popular festivals	14.8%	10.0%
Nightlife / concerts / shows	13.2%	12.3%
Running	9.8%	7.6%
Practice other sports	6.9%	5.9%
Surf	6.5%	4.8%
Astronomical observation	6.2%	4.2%
Beauty and health treatments	6.1%	5.6%
Scuba Diving	5.8%	4.2%
Cycling / Mountain bike	5.4%	4.2%
Golf	2.1%	2.3%
Windsurf / Kitesurf	1.6%	1.5%

* Multi-choise question

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

EXPLORE THE ISLAND ON THEIR OWN



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Explore the island on their own	3,057,984	549,977	422,056	693,152	1,286,169	77,308
- Share by islands	100%	18.0%	13.8%	22.7%	42.1%	2.5%
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%
% Explore the island on their own	52.5%	57.1%	50.0%	44.9%	55.4%	75.4%

How many islands do they visit during their trip?

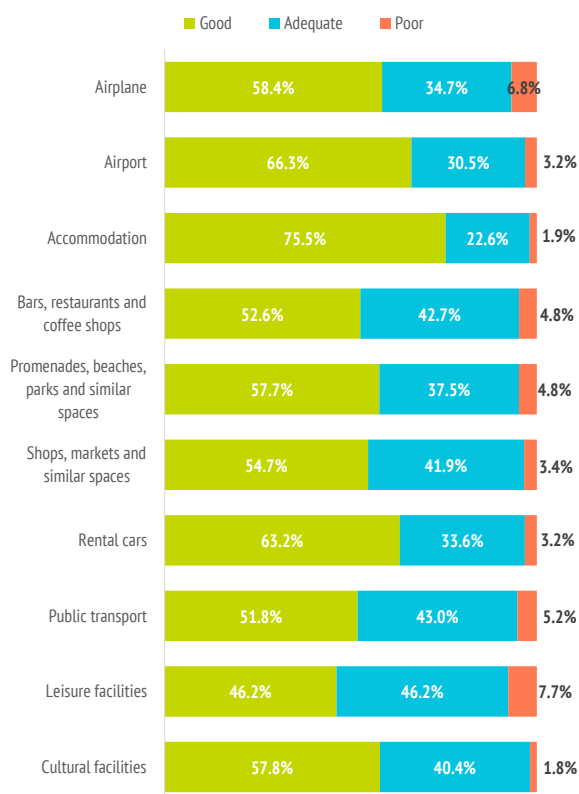
	Explore the island	Total
One island	88.8%	90.9%
Two islands	9.7%	7.8%
Three or more islands	1.5%	1.3%

Health safety

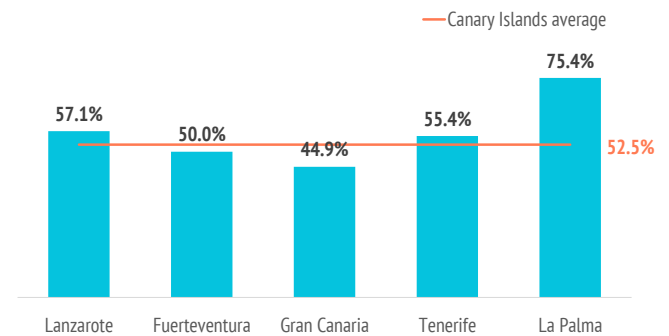
Planning the trip: Importance	Explore the island	Total
Average rating (scale 0-10)	7.79	7.99

During the stay: Rate	Explore the island	Total
Average rating (scale 0-10)	8.35	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

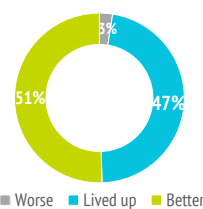


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Explore the island	Total
Average rating	8.87	8.86

Experience in the Canary Islands	Explore the island	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	47.0%	51.4%
Better or much better than expected	50.5%	45.9%

Future intentions (scale 1-10)	Explore the island	Total
Return to the Canary Islands	8.78	8.86
Recommend visiting the Canary Islands	9.11	9.10



Experience in the Canary Islands

Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Explore the island	Total
Repeat tourists	64.2%	68.0%
Repeat tourists (last 5 years)	57.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.2%	15.0%
At least 10 previous visits	14.4%	18.3%

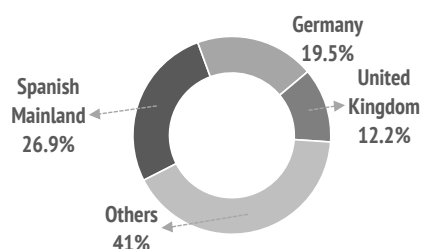
PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

EXPLORE THE ISLAND ON THEIR OWN

Where are they from?



	%	Absolute
Spanish Mainland	26.9%	822,310
Germany	19.5%	596,250
United Kingdom	12.2%	372,879
France	8.1%	249,113
Italy	5.2%	159,555
Poland	4.8%	148,107
Netherlands	4.4%	135,479
Belgium	3.2%	97,952
Denmark	2.1%	65,207
Sweden	1.7%	51,280
Ireland	1.6%	50,359
Switzerland	1.6%	48,054
Czech Republic	1.3%	38,371
Norway	0.8%	25,899
Finland	0.8%	25,667
Luxembourg	0.7%	21,876
Austria	0.7%	21,478
Others	4.2%	128,148



Who do they come with?



	Explore the island	Total
Unaccompanied	11.5%	13.5%
Only with partner	50.0%	48.2%
Only with children (< 13 years old)	3.7%	3.9%
Partner + children (< 13 years old)	4.9%	4.9%
Other relatives	8.2%	8.4%
Friends	9.0%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	12.1%	11.5%

(1) Different situations have been isolated

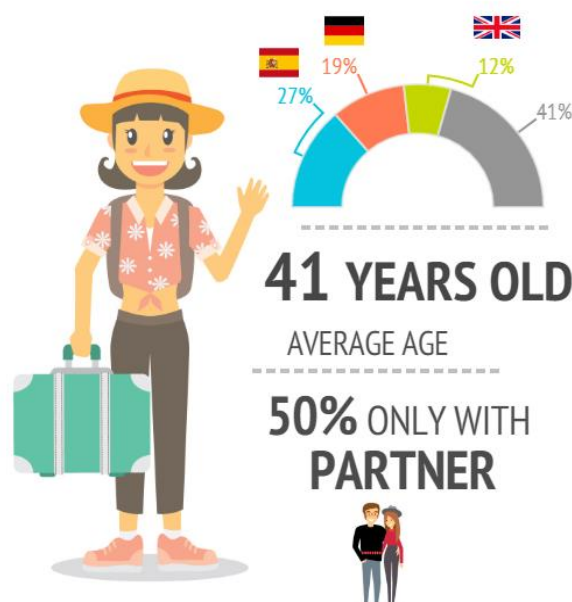
Tourists with children	12.0%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	9.8%	10.2%
- Between 0-2 and 3-12 years	0.9%	1.0%
Tourists without children	88.0%	87.5%
Group composition:		
- 1 person	14.4%	16.5%
- 2 people	58.1%	56.7%
- 3 people	11.0%	10.7%
- 4 or 5 people	14.0%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.40	2.37

*People who share the main expenses of the trip

Who are they?



	Explore the island	Total
Gender		
Men	49.6%	49.6%
Women	50.4%	50.4%
Age		
Average age (tourist > 15 years old)	40.8	43.3
Standard deviation	14.6	15.6
Age range (> 15 years old)		
16 - 24 years old	13.6%	11.9%
25 - 30 years old	17.7%	14.8%
31 - 45 years old	32.8%	30.2%
46 - 60 years old	23.9%	26.6%
Over 60 years old	12.0%	16.4%
Occupation		
Salaried worker	60.0%	57.8%
Self-employed	11.3%	11.1%
Unemployed	2.0%	1.7%
Business owner	9.9%	10.0%
Student	6.7%	5.9%
Retired	9.0%	12.2%
Unpaid domestic work	30.0%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	17.9%	16.1%
€25,000 - €49,999	37.9%	37.0%
€50,000 - €74,999	22.6%	23.4%
More than €74,999	21.6%	23.5%
Education level		
No studies	1.4%	2.2%
Primary education	1.7%	2.2%
Secondary education	16.3%	18.8%
Higher education	80.6%	76.9%



Pictures: Freepik.com