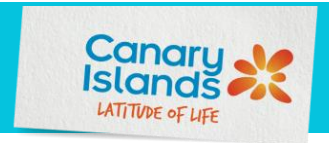


# PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

## HIKING / OTHER NATURE ACTIVITIES



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

	Hiking	Other nature act.	Total
<b>TOURISTS</b>			
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>n.d.</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,312,185</b>	<b>556,517</b>	<b>5,827,892</b>
- book holiday package	408,954	143,589	2,549,012
- do not book holiday package	903,231	412,928	3,278,880
- % tourists who book holiday package	31.2%	25.8%	43.7%
Share of total tourist	22.5%	9.5%	100%
<b>Expenditure per tourist (€)</b>			
<b>- book holiday package</b>	<b>1,149</b>	<b>1,108</b>	<b>1,206</b>
- holiday package	1,349	1,344	1,415
- others	1,071	1,030	1,135
- do not book holiday package	279	313	280
<b>- do not book holiday package</b>	<b>1,058</b>	<b>1,026</b>	<b>1,044</b>
- flight	248	240	248
- accommodation	360	340	369
- others	450	445	427
<b>Average length of stay</b>			
<b>- book holiday package</b>	<b>10.39</b>	<b>10.48</b>	<b>9.54</b>
- book holiday package	8.68	8.55	8.59
- do not book holiday package	11.16	11.15	10.28
<b>Average daily expenditure (€)</b>			
<b>- book holiday package</b>	<b>128.7</b>	<b>123.4</b>	<b>144.0</b>
- book holiday package	163.0	165.4	172.8
- do not book holiday package	113.1	108.8	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>			
<b>- book holiday package</b>	<b>1,507</b>	<b>616</b>	<b>7,028</b>
- book holiday package	552	193	3,606
- do not book holiday package	955	423	3,422

### Importance of each factor in the destination choice

	Hiking	Other nature act.	Total
Climate	70.8%	69.2%	76.0%
Sea	49.6%	52.2%	52.0%
Safety	40.0%	40.7%	49.0%
Tranquility	44.1%	45.2%	48.5%
Beaches	38.7%	43.2%	44.6%
European belonging	38.8%	37.9%	40.2%
Landscapes	55.4%	57.6%	39.1%
Accommodation supply	26.7%	24.2%	37.8%
Effortless trip	27.4%	30.1%	34.9%
Environment	42.6%	46.9%	34.7%
Price	26.7%	29.4%	32.4%
Gastronomy	25.8%	26.8%	27.9%
Authenticity	28.0%	33.5%	24.4%
Fun possibilities	18.7%	22.6%	22.4%
Exoticism	17.3%	20.4%	14.5%
Hiking trail network	27.8%	22.4%	12.1%
Historical heritage	11.2%	12.6%	9.1%
Shopping	5.6%	7.1%	8.8%
Culture	9.7%	12.2%	8.7%
Nightlife	5.4%	6.9%	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.



Landscapes are a very relevant factor when choosing the destination

### What is the main motivation for their holidays?

	Hiking	Other nature act.	Total
Rest	32.0%	28.3%	50.7%
Enjoy family time	11.1%	13.1%	14.0%
Have fun	6.2%	7.7%	7.3%
Explore the destination	45.1%	45.2%	23.3%
Practice their hobbies	3.2%	3.0%	2.6%
Other reasons	2.3%	2.7%	2.1%

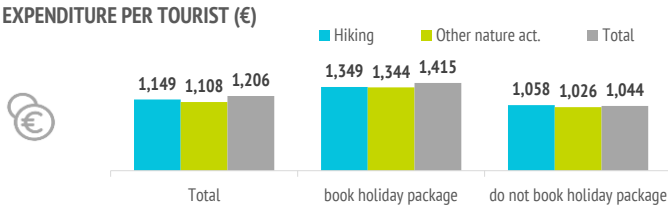
### EXPLORE THE DESTINATION



### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Hiking	Other nature act.	Canarias
Didn't have holidays	28.6%	26.0%	35.7%
Canary Islands	14.5%	15.0%	17.6%
Other destination	56.8%	59.1%	46.8%

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

	Hiking	Other nature act.	Canarias
None	26.1%	25.7%	29.4%
Canary Islands (other island)	25.4%	25.0%	25.4%
Other destination	48.5%	49.3%	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 hiking / other nature activities.

! Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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

	Hiking	Other nature act.	Total
The same day	0.9%	1.2%	1.0%
Between 1 and 30 days	44.3%	45.1%	42.5%
Between 1 and 2 months	28.4%	29.6%	26.7%
Between 3 and 6 months	18.4%	17.7%	18.7%
More than 6 months	7.9%	6.4%	11.1%

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

## HIKING / OTHER NATURE ACTIVITIES

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

	Hiking	Other nature act.	Total
Previous visits to the Canary Islands	39.1%	36.6%	45.7%
Friends or relatives	36.2%	40.0%	30.9%
Internet or social media	64.4%	67.7%	53.5%
Mass Media	3.0%	2.9%	2.3%
Travel guides and magazines	12.7%	11.9%	7.0%
Travel Blogs or Forums	17.3%	17.3%	8.4%
Travel TV Channels	0.7%	0.6%	0.5%
Tour Operator or Travel Agency	14.2%	12.4%	19.4%
Public administrations or similar	2.5%	2.8%	1.9%
Others	2.2%	3.0%	2.9%

\* Multi-choise question

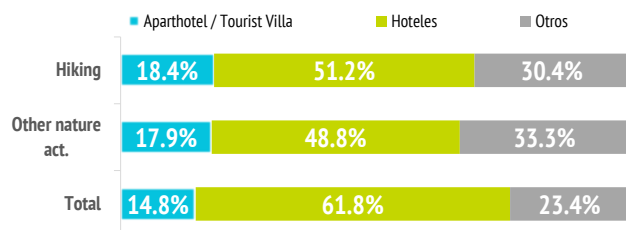
### With whom did they book their flight and accommodation?

	Hiking	Other nature act.	Total
<b>Flight</b>			
- Directly with the airline	63.1%	66.7%	52.8%
- Tour Operator or Travel Agency	36.9%	33.3%	47.2%
<b>Accommodation</b>			
- Directly with the accommodation	49.0%	51.1%	39.9%
- Tour Operator or Travel Agency	51.0%	48.9%	60.1%

### Where do they stay?

	Hiking	Other nature act.	Total
1-2-3* Hotel	10.2%	9.8%	11.5%
4* Hotel	33.0%	31.1%	39.4%
5* Hotel / 5* Luxury Hotel	8.1%	7.9%	10.9%
Aparthotel / Tourist Villa	18.4%	17.9%	14.8%
House/room rented in a private dwell	11.7%	13.5%	6.9%
Private accommodation (1)	10.5%	12.6%	9.9%
Others (Cottage, cruise, camping,...)	8.3%	7.1%	6.6%

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



### What do they book?

	Hiking	Other nature act.	Total
Room only	39.0%	40.6%	28.1%
Bed and Breakfast	19.1%	18.7%	15.3%
Half board	19.6%	19.3%	19.5%
Full board	1.9%	2.4%	3.2%
All inclusive	20.3%	19.1%	33.8%

”

They prefer to hire accommodation only

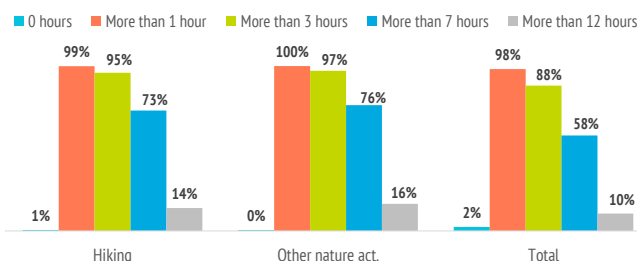
### Other expenses

	Hiking	Other nature act.	Total
Restaurants or cafes	76.0%	77.0%	66.9%
Supermarkets	67.0%	68.7%	55.6%
Car rental	58.5%	63.2%	37.3%
Organized excursions	31.8%	33.5%	23.7%
Taxi, transfer, chauffeur service	32.1%	27.8%	46.0%
Theme Parks	9.7%	11.9%	8.6%
Sport activities	12.7%	13.6%	9.3%
Museums	8.9%	9.3%	4.7%
Flights between islands	10.9%	12.0%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Hiking	Other nature act.	Total
0 hours	0.6%	0.5%	2.4%
1 - 2 hours	4.0%	2.9%	10.0%
3 - 6 hours	22.8%	20.8%	30.1%
7 - 12 hours	58.8%	59.5%	47.1%
More than 12 hours	13.8%	16.4%	10.5%

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



Activities in the Canary Islands	Hiking	Other nature act.	Total
Beach	86.2%	89.8%	75.1%
Walk, wander	91.0%	89.5%	72.2%
Swimming pool, hotel facilities	53.0%	51.1%	57.5%
Explore the island on their own	82.3%	87.7%	52.5%
Swim	52.5%	57.5%	38.8%
Taste Canarian gastronomy	44.5%	53.6%	30.2%
Hiking	100%	58.4%	22.5%
Organized excursions	19.0%	19.5%	16.0%
Sea excursions / whale watching	19.3%	18.3%	13.5%
Nightlife / concerts / shows	11.6%	14.4%	12.3%
Theme parks	14.5%	17.7%	12.2%
Museums / exhibitions	20.9%	23.3%	10.7%
Wineries / markets / popular festivals	16.4%	20.7%	10.0%
Other Nature Activities	24.8%	100%	9.5%
Running	14.3%	15.1%	7.6%
Practice other sports	7.5%	12.5%	5.9%
Beauty and health treatments	5.7%	6.9%	5.6%
Surf	8.5%	9.4%	4.8%
Astronomical observation	8.7%	11.0%	4.2%
Cycling / Mountain bike	7.0%	7.3%	4.2%
Scuba Diving	7.4%	8.1%	4.2%
Golf	2.2%	2.0%	2.3%
Windsurf / Kitesurf	1.7%	2.4%	1.5%

\* Multi-choise question

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

## HIKING / OTHER NATURE ACTIVITIES



### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Hiking	1,312,185	199,254	147,846	287,896	595,091	60,079
- Share by islands	100%	15.2%	11.3%	21.9%	45.4%	4.6%
Other nature activities	556,517	102,265	59,566	111,269	256,721	18,967
- Share by islands	100%	18.4%	10.7%	20.0%	46.1%	3.4%
<b>Total</b>	<b>5,827,892</b>	<b>963,331</b>	<b>843,805</b>	<b>1,545,237</b>	<b>2,320,313</b>	<b>102,576</b>
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% hiking	22.5%	20.7%	17.5%	18.6%	25.6%	58.6%
% other nature activities	9.5%	10.6%	7.1%	7.2%	11.1%	18.5%

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

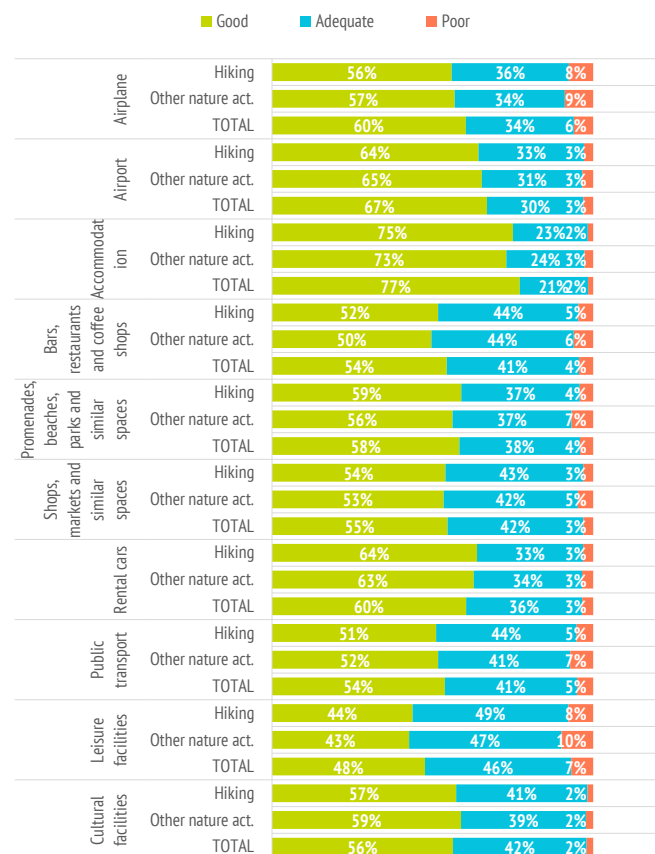
	Hiking	Other nature act.	Total
One island	86.2%	85.1%	90.9%
Two islands	11.4%	12.5%	7.8%
Three or more islands	2.3%	2.3%	1.3%

### Health safety

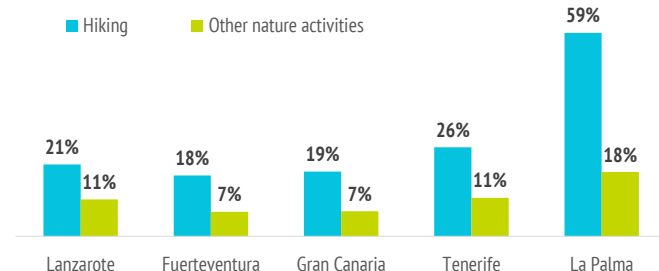
Planning the trip: Importance	Hiking	Other nature act.	Total
Average rating (scale 0-10)	7.59	7.51	7.99

During the stay: Rate	Hiking	Other nature act.	Total
Average rating (scale 0-10)	8.33	8.23	8.42

### HEALTH SAFETY MEASURES (RATE)



### SEGMENT WEIGHT ON EACH ISLAND



### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Hiking	Other nature act.	Total
Average rating	8.88	8.93	8.86

Experience in the Canary Islands	Hiking	Other nature act.	Total
Worse or much worse than expected	2.5%	2.8%	2.7%
Lived up to expectations	46.2%	41.5%	51.4%
Better or much better than expected	51.3%	55.6%	45.9%

### EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)	Hiking	Other nature act.	Total
Return to the Canary Islands	8.76	8.85	8.86
Recommend visiting the Canary Islands	9.13	9.21	9.10

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

	Hiking	Other nature act.	Total
<b>Repeat tourists</b>	<b>62.0%</b>	<b>58.6%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	56.4%	52.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.6%	11.3%	15.0%
<b>At least 10 previous visits</b>	<b>14.0%</b>	<b>12.7%</b>	<b>18.3%</b>

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

## HIKING / OTHER NATURE ACTIVITIES

### Where are they from?



	Hiking	Other nature act.	Total
Spanish Mainland	26.7%	31.1%	21.5%
Germany	17.9%	21.0%	19.8%
United Kingdom	6.8%	6.8%	18.6%
France	10.8%	8.3%	6.9%
Netherlands	6.4%	3.8%	4.8%
Italy	3.8%	7.9%	4.5%
Belgium	6.1%	2.3%	3.8%
Poland	4.9%	2.3%	3.7%
Ireland	0.9%	1.2%	2.6%
Sweden	1.6%	1.3%	2.2%
Denmark	2.0%	1.7%	2.1%
Switzerland	1.5%	2.0%	1.5%
Norway	2.3%	0.4%	1.4%
Czech Republic	1.9%	2.1%	1.0%
Finland	0.6%	0.9%	0.9%
Luxembourg	0.9%	0.9%	0.7%
Austria	0.9%	0.9%	0.7%
Others	4.1%	5.1%	3.4%

### Who do they come with?



	Hiking	Other nature act.	Total
Unaccompanied	12.5%	12.2%	13.5%
Only with partner	51.4%	49.0%	48.2%
Only with children (< 13 years old)	2.8%	3.3%	3.9%
Partner + children (< 13 years old)	4.1%	4.3%	4.9%
Other relatives	7.1%	8.0%	8.4%
Friends	10.0%	11.2%	8.5%
Work colleagues	0.6%	0.6%	0.8%
Organized trip	0.2%	0.1%	0.2%
Other combinations (1)	11.4%	11.2%	11.5%

(1) Different situations have been isolated

Tourists with children	9.5%	10.4%	12.5%
- Between 0 and 2 years old	1.0%	0.7%	1.2%
- Between 3 and 12 years old	7.9%	8.7%	10.2%
- Between 0 - 2 and 3-12 years	0.7%	1.0%	1.0%

Tourists without children	90.5%	89.6%	87.5%
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Group composition:			
- 1 person	15.8%	14.9%	16.5%
- 2 people	59.8%	58.6%	56.7%
- 3 people	9.5%	10.0%	10.7%
- 4 or 5 people	12.7%	14.5%	13.6%
- 6 or more people	2.2%	2.0%	2.5%
<b>Average group size:</b>	<b>2.33</b>	<b>2.37</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### % TOURISTS WHO TRAVEL WITH CHILDREN



(Under the age of 13)



### Who are they?



	Hiking	Other nature act.	Total
<b>Gender</b>			
Men	51.7%	51.4%	49.6%
Women	48.3%	48.6%	50.4%
<b>Age</b>			
Average age (tourist > 15 years old)	40.2	36.3	43.3
Standard deviation	14.4	13.3	15.6
<b>Age range (&gt; 15 years old)</b>			
16 - 24 years old	12.7%	20.5%	11.9%
25 - 30 years old	20.0%	22.5%	14.8%
31 - 45 years old	33.1%	33.1%	30.2%
46 - 60 years old	23.0%	17.6%	26.6%
Over 60 years old	11.1%	6.3%	16.4%
<b>Occupation</b>			
Salaried worker	60.6%	59.9%	57.8%
Self-employed	11.5%	12.4%	11.1%
Unemployed	2.0%	2.1%	1.7%
Business owner	10.2%	8.8%	10.0%
Student	6.5%	10.9%	5.9%
Retired	8.4%	4.6%	12.2%
Unpaid domestic work	0.2%	0.1%	0.5%
Others	0.7%	1.1%	0.9%

### Annual household income level

Less than €25,000	16.9%	21.4%	16.1%
€25,000 - €49,999	37.5%	37.2%	37.0%
€50,000 - €74,999	23.4%	20.9%	23.4%
More than €74,999	22.2%	20.5%	23.5%

### Education level

No studies	0.8%	0.5%	2.2%
Primary education	1.2%	1.3%	2.2%
Secondary education	15.1%	14.2%	18.8%
Higher education	83.0%	84.0%	76.9%

### % TOURISTS WHO HIRE HOLIDAY PACKAGE

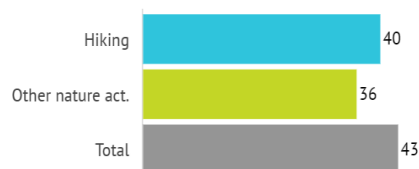


### % OF TOURISTS WITH INCOMES UNDER €25,000

● Hiking ● Total ● Other nature activities



AVERAGE AGE (TOURISTS > 15)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that one of the activities carried out in the Canary Island was hiking / other nature activities.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.