

How many are they and how much do they spend?



	Surf	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	282,226	5,827,892
- book holiday package	52,055	2,549,012
- do not book holiday package	230,170	3,278,880
- % tourists who book holiday package	18.4%	43.7%
Share of total tourist	4.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,577	1,415
- holiday package	1,244	1,135
- others	333	280
- do not book holiday package	1,096	1,044
- flight	243	248
- accommodation	359	369
- others	494	427
Average length of stay	11.50	9.54
- book holiday package	8.91	8.59
- do not book holiday package	12.08	10.28
Average daily expenditure (€)	123.4	144.0
- book holiday package	189.5	172.8
- do not book holiday package	108.5	121.6
Total turnover (> 15 years old) (€m)	334	7,028
- book holiday package	82	3,606
- do not book holiday package	252	3,422

Importance of each factor in the destination choice



	Surf	Total
Climate	74.0%	76.0%
Sea	66.2%	52.0%
Beaches	54.0%	44.6%
Landscapes	47.1%	39.1%
Safety	40.7%	49.0%
European belonging	39.8%	40.2%
Environment	38.6%	34.7%
Tranquility	37.9%	48.5%
Effortless trip	31.0%	34.9%
Fun possibilities	30.9%	22.4%
Authenticity	29.3%	24.4%
Price	28.5%	32.4%
Accommodation supply	25.8%	37.8%
Gastronomy	25.5%	27.9%
Hiking trail network	17.6%	12.1%
Exoticism	17.4%	14.5%
Culture	10.3%	8.7%
Historical heritage	9.3%	9.1%
Nightlife	9.1%	8.4%
Shopping	6.0%	8.8%

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?

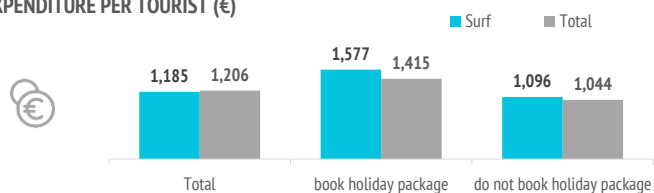


	Surf	Total
Rest	30.8%	50.7%
Enjoy family time	13.6%	14.0%
Have fun	11.3%	7.3%
Explore the destination	27.2%	23.3%
Practice their hobbies	14.2%	2.6%
Other reasons	2.8%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



PRACTICE THEIR HOBBIES



Where did they spend their main holiday last year?*

	Surf	Total
Didn't have holidays	26.0%	35.7%
Canary Islands	14.7%	17.6%
Other destination	59.3%	46.8%

What other destinations do they consider for this trip?*

	Surf	Total
None	25.1%	29.4%
Canary Islands (other island)	22.8%	25.4%
Other destination	52.1%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Surf	Total
The same day	1.8%	1.0%
Between 1 and 30 days	50.7%	42.5%
Between 1 and 2 months	24.5%	26.7%
Between 3 and 6 months	15.0%	18.7%
More than 6 months	8.1%	11.1%

% TOURISTS BOOKING WITH LESS THAN 1 MONTH IN ADVANCE

SURF
52.5%



Picture: Freepik.com

TOTAL
43.5%

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

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? 🔍

	Surf	Total
Previous visits to the Canary Islands	39.1%	45.7%
Friends or relatives	42.3%	30.9%
Internet or social media	62.0%	53.5%
Mass Media	3.0%	2.3%
Travel guides and magazines	9.5%	7.0%
Travel Blogs or Forums	12.7%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	7.3%	19.4%
Public administrations or similar	1.7%	1.9%
Others	3.8%	2.9%

* Multi-choise question

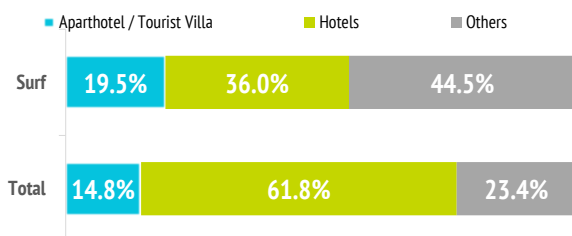
With whom did they book their flight and accommodation? 👁

	Surf	Total
Flight		
- Directly with the airline	74.3%	52.8%
- Tour Operator or Travel Agency	25.7%	47.2%
Accommodation		
- Directly with the accommodation	62.7%	39.9%
- Tour Operator or Travel Agency	37.3%	60.1%

Where do they stay? 🏠

	Surf	Total
1-2-3* Hotel	9.9%	11.5%
4* Hotel	19.8%	39.4%
5* Hotel / 5* Luxury Hotel	6.2%	10.9%
Aparthotel / Tourist Villa	19.5%	14.8%
House/room rented in a private dwelling	16.2%	6.9%
Private accommodation (1)	13.3%	9.9%
Others (Cottage, cruise, camping,...)	15.0%	6.6%

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



What do they book? 🏨

	Surf	Total
Room only	55.2%	28.1%
Bed and Breakfast	13.9%	15.3%
Half board	10.7%	19.5%
Full board	3.3%	3.2%
All inclusive	16.9%	33.8%

”
55% of tourists book room only
 (Canary Islands: 28%)

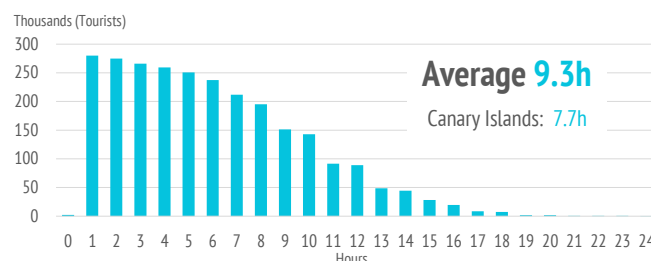
Other expenses 📍

	Surf	Total
Restaurants or cafes	76.1%	66.9%
Supermarkets	71.2%	55.6%
Car rental	53.4%	37.3%
Organized excursions	24.5%	23.7%
Taxi, transfer, chauffeur service	28.6%	46.0%
Theme Parks	7.9%	8.6%
Sport activities	42.8%	9.3%
Museums	5.9%	4.7%
Flights between islands	12.1%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Surf	Total
0 hours	0.8%	2.4%
1 - 2 hours	4.9%	10.0%
3 - 6 hours	19.2%	30.1%
7 - 12 hours	57.8%	47.1%
More than 12 hours	17.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Surf	Total
Surf	100%	4.8%
Beach	93.4%	75.1%
Walk, wander	76.5%	72.2%
Explore the island on their own	70.2%	52.5%
Swim	54.5%	38.8%
Swimming pool, hotel facilities	45.3%	57.5%
Hiking	39.7%	22.5%
Taste Canarian gastronomy	37.4%	30.2%
Nightlife / concerts / shows	19.4%	12.3%
Other Nature Activities	18.6%	9.5%
Sea excursions / whale watching	18.5%	13.5%
Museums / exhibitions	15.8%	10.7%
Organized excursions	14.9%	16.0%
Wineries / markets / popular festivals	14.5%	10.0%
Running	14.3%	7.6%
Practice other sports	14.2%	5.9%
Theme parks	12.6%	12.2%
Scuba Diving	12.0%	4.2%
Cycling / Mountain bike	11.6%	4.2%
Windsurf / Kitesurf	11.4%	1.5%
Astronomical observation	8.4%	4.2%
Beauty and health treatments	7.2%	5.6%
Golf	5.8%	2.3%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Surf	282,226	62,449	69,725	55,735	92,899	--
- Share by islands	100%	22.1%	24.7%	19.7%	32.9%	--
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%
% Surf	4.8%	6.5%	8.3%	3.6%	4.0%	--

How many islands do they visit during their trip?

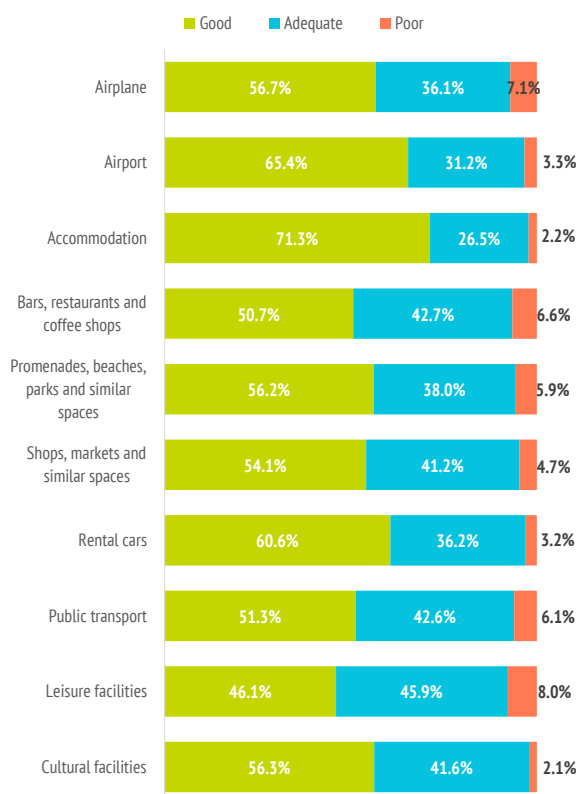
	Surf	Total
One island	86.8%	90.9%
Two islands	10.8%	7.8%
Three or more islands	2.4%	1.3%

Health safety

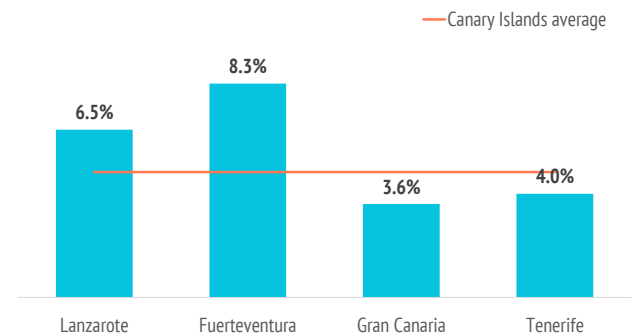
Planning the trip: Importance	Surf	Total
Average rating (scale 0-10)	7.40	7.99

During the stay: Rate	Surf	Total
Average rating (scale 0-10)	8.17	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

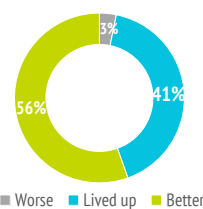


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Surf	Total
Average rating	8.91	8.86

Experience in the Canary Islands	Surf	Total
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	41.4%	51.4%
Better or much better than expected	55.5%	45.9%

Future intentions (scale 1-10)	Surf	Total
Return to the Canary Islands	8.90	8.86
Recommend visiting the Canary Islands	9.19	9.10



Experience in the Canary Islands

Return to the Canary Islands

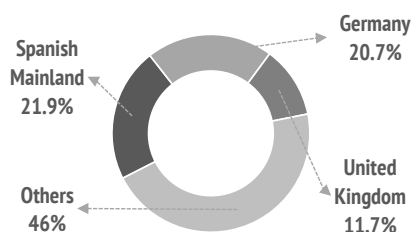


How many are loyal to the Canary Islands?

	Surf	Total
Repeat tourists	61.5%	68.0%
Repeat tourists (last 5 years)	56.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	15.0%
At least 10 previous visits	15.8%	18.3%

Where are they from?

	%	Absolute
Spanish Mainland	21.9%	61,872
Germany	20.7%	58,441
United Kingdom	11.7%	33,116
France	11.4%	32,255
Italy	10.6%	29,930
Netherlands	3.1%	8,643
Poland	3.0%	8,559
Belgium	2.6%	7,467
Switzerland	1.9%	5,389
Austria	1.7%	4,658
Czech Republic	1.5%	4,102
Denmark	1.4%	3,935
Ireland	1.2%	3,308
Luxembourg	0.9%	2,600
Sweden	0.9%	2,583
Norway	0.6%	1,626
Finland	0.6%	1,599
Others	4.3%	12,143



Who are they?

	Surf	Total
Gender		
Men	56.0%	49.6%
Women	44.0%	50.4%
Age		
Average age (tourist > 15 years old)	34.1	43.3
Standard deviation	11.3	15.6
Age range (> 15 years old)		
16 - 24 years old	21.1%	11.9%
25 - 30 years old	26.6%	14.8%
31 - 45 years old	33.8%	30.2%
46 - 60 years old	15.9%	26.6%
Over 60 years old	2.7%	16.4%
Occupation		
Salaried worker	54.0%	57.8%
Self-employed	14.9%	11.1%
Unemployed	2.8%	1.7%
Business owner	12.8%	10.0%
Student	12.7%	5.9%
Retired	1.8%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	20.7%	16.1%
€25,000 - €49,999	35.7%	37.0%
€50,000 - €74,999	19.2%	23.4%
More than €74,999	24.4%	23.5%
Education level		
No studies	0.7%	2.2%
Primary education	1.2%	2.2%
Secondary education	11.3%	18.8%
Higher education	86.8%	76.9%

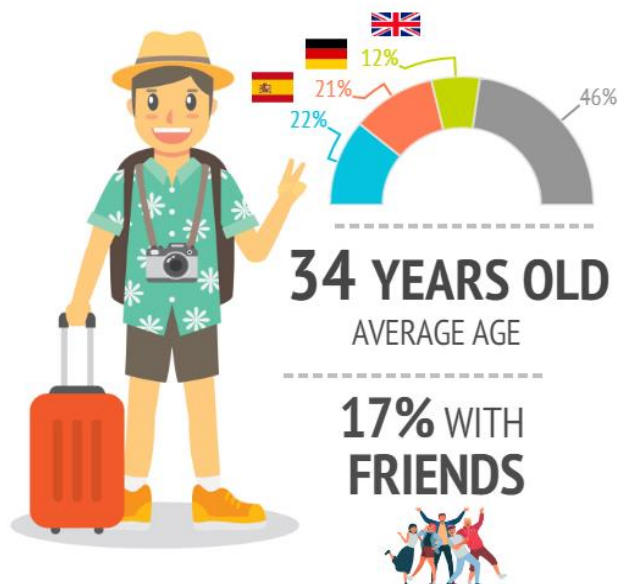
Who do they come with?

	Surf	Total
Unaccompanied	19.2%	13.5%
Only with partner	31.4%	48.2%
Only with children (< 13 years old)	4.7%	3.9%
Partner + children (< 13 years old)	5.1%	4.9%
Other relatives	8.7%	8.4%
Friends	16.6%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	13.5%	11.5%

(1) Different situations have been isolated

Tourists with children	13.2%	12.5%
- Between 0 and 2 years old	1.6%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	86.8%	87.5%
Group composition:		
- 1 person	25.0%	16.5%
- 2 people	42.5%	56.7%
- 3 people	11.5%	10.7%
- 4 or 5 people	18.3%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.44	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com