

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

BEAUTY AND HEALTH TREATMENTS

How many are they and how much do they spend?



	Beauty	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	326,136	5,827,892
- book holiday package	146,071	2,549,012
- do not book holiday package	180,066	3,278,880
- % tourists who book holiday package	44.8%	43.7%
Share of total tourist	5.6%	100%
Expenditure per tourist (€)	1,538	1,206
- book holiday package	1,669	1,415
- holiday package	1,305	1,135
- others	363	280
- do not book holiday package	1,432	1,044
- flight	304	248
- accommodation	521	369
- others	607	427
Average length of stay	11.27	9.54
- book holiday package	8.96	8.59
- do not book holiday package	13.15	10.28
Average daily expenditure (€)	166.9	144.0
- book holiday package	196.1	172.8
- do not book holiday package	143.2	121.6
Total turnover (> 15 years old) (€m)	502	7,028
- book holiday package	244	3,606
- do not book holiday package	258	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Beauty	Total
Didn't have holidays	33.8%	35.7%
Canary Islands	20.1%	17.6%
Other destination	46.1%	46.8%

What other destinations do they consider for this trip?*

	Beauty	Total
None	28.6%	29.4%
Canary Islands (other island)	23.3%	25.4%
Other destination	48.1%	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 beauty and health treatments.

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



	Beauty	Total
Climate	83.3%	76.0%
Safety	55.6%	49.0%
Sea	54.1%	52.0%
Tranquility	53.4%	48.5%
Accommodation supply	46.2%	37.8%
Beaches	44.7%	44.6%
European belonging	43.7%	40.2%
Effortless trip	40.2%	34.9%
Price	36.4%	32.4%
Environment	35.7%	34.7%
Landscapes	35.3%	39.1%
Gastronomy	33.8%	27.9%
Fun possibilities	27.7%	22.4%
Authenticity	26.2%	24.4%
Exoticism	15.4%	14.5%
Shopping	14.1%	8.8%
Nightlife	11.6%	8.4%
Culture	11.5%	8.7%
Hiking trail network	10.9%	12.1%
Historical heritage	10.8%	9.1%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

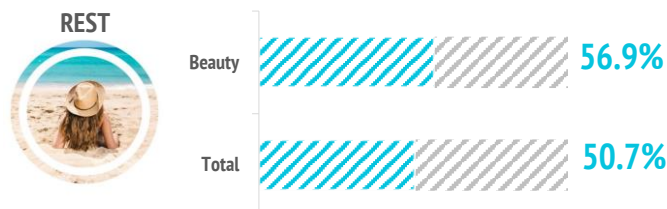
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Beauty	Total
Rest	56.9%	50.7%
Enjoy family time	15.8%	14.0%
Have fun	7.7%	7.3%
Explore the destination	15.7%	23.3%
Practice their hobbies	1.9%	2.6%
Other reasons	2.0%	2.1%

REST



How far in advance do they book their trip?



	Beauty	Total
The same day	0.9%	1.0%
Between 1 and 30 days	39.9%	42.5%
Between 1 and 2 months	22.8%	26.7%
Between 3 and 6 months	21.8%	18.7%
More than 6 months	14.6%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

BEAUTY AND HEALTH TREATMENTS
14.6%



Picture: Freepik.com

TOTAL
11.1%

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

	Beauty	Total
Previous visits to the Canary Islands	51.2%	45.7%
Friends or relatives	33.9%	30.9%
Internet or social media	55.8%	53.5%
Mass Media	3.0%	2.3%
Travel guides and magazines	6.9%	7.0%
Travel Blogs or Forums	8.3%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	21.9%	19.4%
Public administrations or similar	2.9%	1.9%
Others	2.1%	2.9%

* Multi-choice question

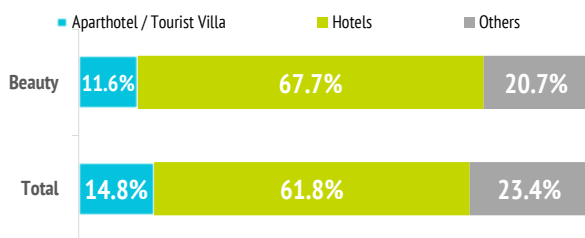
With whom did they book their flight and accommodation? 👁

	Beauty	Total
Flight		
- Directly with the airline	53.1%	52.8%
- Tour Operator or Travel Agency	46.9%	47.2%
Accommodation		
- Directly with the accommodation	40.0%	39.9%
- Tour Operator or Travel Agency	60.0%	60.1%

Where do they stay? 🏠

	Beauty	Total
1-2-3* Hotel	11.1%	11.5%
4* Hotel	39.3%	39.4%
5* Hotel / 5* Luxury Hotel	17.3%	10.9%
Aparthotel / Tourist Villa	11.6%	14.8%
House/room rented in a private dwelling	4.4%	6.9%
Private accommodation (1)	8.9%	9.9%
Others (Cottage, cruise, camping,...)	7.3%	6.6%

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



What do they book? 🍽

	Beauty	Total
Room only	20.6%	28.1%
Bed and Breakfast	18.7%	15.3%
Half board	21.8%	19.5%
Full board	4.3%	3.2%
All inclusive	34.6%	33.8%

18.7% of tourists book Bed and Breakfast (B&B)

(Canary Islands: 15.3%)

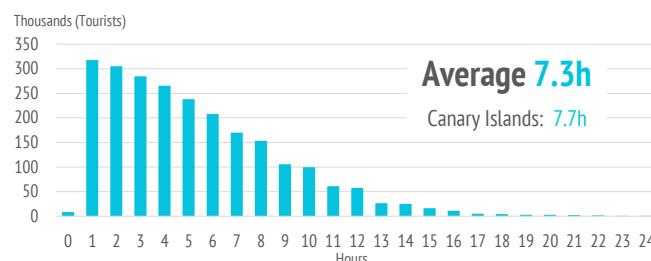
Other expenses 📍

	Beauty	Total
Restaurants or cafes	69.5%	66.9%
Supermarkets	55.3%	55.6%
Car rental	36.0%	37.3%
Organized excursions	28.2%	23.7%
Taxi, transfer, chauffeur service	52.5%	46.0%
Theme Parks	13.6%	8.6%
Sport activities	15.0%	9.3%
Museums	4.9%	4.7%
Flights between islands	7.8%	6.3%

Activities in the Canary Islands 🏞

Outdoor time per day	Beauty	Total
0 hours	2.6%	2.4%
1 - 2 hours	10.1%	10.0%
3 - 6 hours	35.2%	30.1%
7 - 12 hours	44.1%	47.1%
More than 12 hours	8.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Beauty	Total
Beauty and health treatments	100.0%	5.6%
Walk, wander	83.7%	72.2%
Beach	82.8%	75.1%
Swimming pool, hotel facilities	76.4%	57.5%
Explore the island on their own	57.2%	52.5%
Swim	54.1%	38.8%
Taste Canarian gastronomy	41.5%	30.2%
Nightlife / concerts / shows	23.1%	12.3%
Hiking	23.0%	22.5%
Organized excursions	22.8%	16.0%
Sea excursions / whale watching	20.3%	13.5%
Theme parks	19.9%	12.2%
Wineries / markets / popular festivals	14.8%	10.0%
Museums / exhibitions	14.0%	10.7%
Running	12.5%	7.6%
Other Nature Activities	11.9%	9.5%
Practice other sports	10.6%	5.9%
Scuba Diving	6.6%	4.2%
Astronomical observation	6.3%	4.2%
Surf	6.2%	4.8%
Cycling / Mountain bike	6.0%	4.2%
Golf	4.7%	2.3%
Windsurf / Kitesurf	2.2%	1.5%

* Multi-choice question

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

BEAUTY AND HEALTH TREATMENTS

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Beauty and health treatments	326,136	48,614	45,080	77,134	152,108	1,754
- Share by islands	100%	14.9%	13.8%	23.7%	46.6%	0.5%
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%
% Beauty and health treatments	5.6%	5.0%	5.3%	5.0%	6.6%	1.7%

How many islands do they visit during their trip?

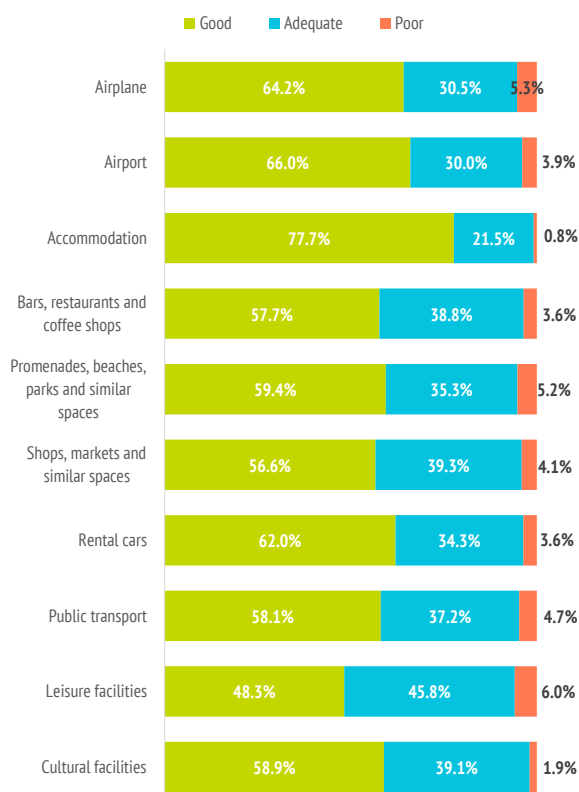
	Beauty	Total
One island	90.5%	90.9%
Two islands	8.8%	7.8%
Three or more islands	0.8%	1.3%

Health safety

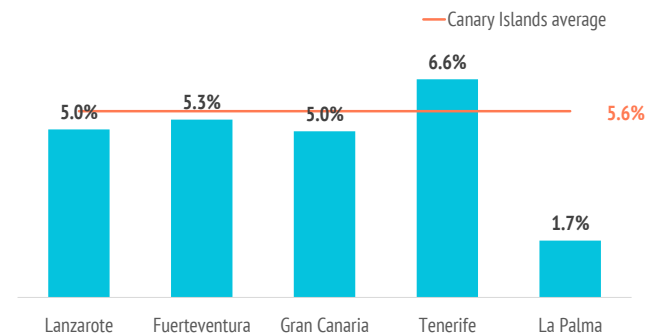
Planning the trip: Importance	Beauty	Total
Average rating (scale 0-10)	8.23	7.99

During the stay: Rate	Beauty	Total
Average rating (scale 0-10)	8.49	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

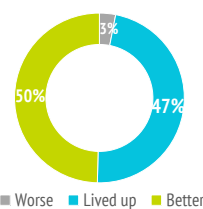


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Beauty	Total
Average rating	8.87	8.86

Experience in the Canary Islands	Beauty	Total
Worse or much worse than expected	3.1%	2.7%
Lived up to expectations	47.3%	51.4%
Better or much better than expected	49.6%	45.9%

Future intentions (scale 1-10)	Beauty	Total
Return to the Canary Islands	8.95	8.86
Recommend visiting the Canary Islands	9.16	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.16/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Beauty	Total
Repeat tourists	73.2%	68.0%
Repeat tourists (last 5 years)	66.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	18.5%	15.0%
At least 10 previous visits	21.1%	18.3%

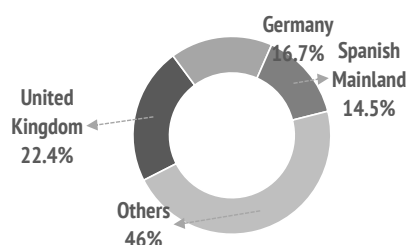
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BEAUTY AND HEALTH TREATMENTS

Where are they from?



	%	Absolute
United Kingdom	22.4%	72,899
Germany	16.7%	54,579
Spanish Mainland	14.5%	47,282
France	10.9%	35,560
Belgium	5.3%	17,443
Ireland	5.2%	17,016
Netherlands	3.4%	11,135
Italy	3.3%	10,688
Switzerland	2.8%	8,988
Denmark	2.2%	7,206
Finland	2.1%	6,799
Norway	1.9%	6,342
Luxembourg	1.9%	6,298
Sweden	1.4%	4,694
Poland	1.2%	3,836
Iceland	1.1%	3,686
Estonia	0.6%	1,973
Others	3.0%	9,714



Who do they come with?



	Beauty	Total
Unaccompanied	12.7%	13.5%
Only with partner	49.5%	48.2%
Only with children (< 13 years old)	3.1%	3.9%
Partner + children (< 13 years old)	4.2%	4.9%
Other relatives	10.2%	8.4%
Friends	7.9%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	11.7%	11.5%

(1) Different situations have been isolated

Tourists with children	12.0%	12.5%
- Between 0 and 2 years old	0.7%	1.2%
- Between 3 and 12 years old	10.4%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
Tourists without children	88.0%	87.5%
Group composition:		
- 1 person	15.8%	16.5%
- 2 people	56.2%	56.7%
- 3 people	9.5%	10.7%
- 4 or 5 people	16.2%	13.6%
- 6 or more people	2.2%	2.5%
Average group size:	2.42	2.37

*People who share the main expenses of the trip

Who are they?



	Beauty	Total
Gender		
Men	38.0%	49.6%
Women	62.0%	50.4%
Age		
Average age (tourist > 15 years old)	42.3	43.3
Standard deviation	15.1	15.6
Age range (> 15 years old)		
16 - 24 years old	13.0%	11.9%
25 - 30 years old	14.9%	14.8%
31 - 45 years old	30.8%	30.2%
46 - 60 years old	27.5%	26.6%
Over 60 years old	13.7%	16.4%
Occupation		
Salaried worker	59.1%	57.8%
Self-employed	11.0%	11.1%
Unemployed	1.5%	1.7%
Business owner	11.2%	10.0%
Student	4.5%	5.9%
Retired	11.5%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.5%	0.9%
Annual household income level		
Less than €25,000	14.3%	16.1%
€25,000 - €49,999	32.9%	37.0%
€50,000 - €74,999	24.1%	23.4%
More than €74,999	28.7%	23.5%
Education level		
No studies	2.5%	2.2%
Primary education	2.2%	2.2%
Secondary education	20.3%	18.8%
Higher education	74.9%	76.9%



Pictures: Freepik.com