

How many are they and how much do they spend?

	Windsurf / Kitesurf	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>85,184</b>	<b>5,827,892</b>
- book holiday package	25,553	2,549,012
- do not book holiday package	59,631	3,278,880
- % tourists who book holiday package	30.0%	43.7%
Share of total tourist	1.5%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,875</b>	<b>1,415</b>
- holiday package	1,504	1,135
- others	371	280
<b>- do not book holiday package</b>	<b>1,382</b>	<b>1,044</b>
- flight	291	248
- accommodation	521	369
- others	570	427
<b>Average length of stay</b>	<b>11.01</b>	<b>9.54</b>
- book holiday package	9.17	8.59
- do not book holiday package	11.80	10.28
<b>Average daily expenditure (€)</b>	<b>158.6</b>	<b>144.0</b>
- book holiday package	215.4	172.8
- do not book holiday package	134.2	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>130</b>	<b>7,028</b>
- book holiday package	48	3,606
- do not book holiday package	82	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



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

	Windsurf / Kitesurf	Total
Didn't have holidays	20.8%	35.7%
Canary Islands	18.2%	17.6%
Other destination	61.1%	46.8%

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

	Windsurf / Kitesurf	Total
None	23.2%	29.4%
Canary Islands (other island)	21.7%	25.4%
Other destination	55.1%	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 windsurf / kitesurf.

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

	Windsurf / Kitesurf	Total
Climate	74.0%	76.0%
Sea	70.1%	52.0%
Beaches	58.9%	44.6%
Safety	43.1%	49.0%
European belonging	40.8%	40.2%
Tranquility	40.1%	48.5%
Effortless trip	38.0%	34.9%
Accommodation supply	33.7%	37.8%
Fun possibilities	32.2%	22.4%
Landscapes	31.8%	39.1%
Environment	31.5%	34.7%
Gastronomy	26.9%	27.9%
Price	25.8%	32.4%
Authenticity	24.0%	24.4%
Hiking trail network	13.9%	12.1%
Exoticism	12.3%	14.5%
Nightlife	10.6%	8.4%
Culture	10.4%	8.7%
Historical heritage	10.4%	9.1%
Shopping	6.9%	8.8%

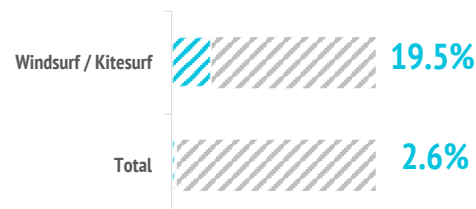
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	Windsurf / Kitesurf	Total
Rest	38.5%	50.7%
Enjoy family time	12.9%	14.0%
Have fun	9.0%	7.3%
Explore the destination	15.6%	23.3%
Practice their hobbies	19.5%	2.6%
Other reasons	4.5%	2.1%

PRACTICE THEIR HOBBIES



How far in advance do they book their trip?

	Windsurf / Kitesurf	Total
The same day	0.8%	1.0%
Between 1 and 30 days	55.4%	42.5%
Between 1 and 2 months	19.2%	26.7%
Between 3 and 6 months	12.7%	18.7%
More than 6 months	11.9%	11.1%

% TOURISTS BOOKING LESS THAN 1 MONTH IN ADVANCE

WINDSURF / KITESURF  
56.2%



Picture: Freepik.com

TOTAL  
43.5%

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

	Windsurf / Kitesurf	Total
Previous visits to the Canary Islands	47.7%	45.7%
Friends or relatives	35.3%	30.9%
Internet or social media	62.2%	53.5%
Mass Media	1.8%	2.3%
Travel guides and magazines	6.7%	7.0%
Travel Blogs or Forums	9.4%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	16.2%	19.4%
Public administrations or similar	0.4%	1.9%
Others	2.8%	2.9%

\* Multi-choice question

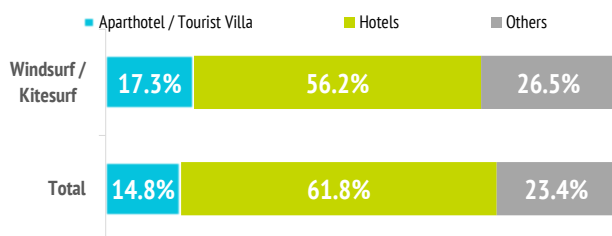
With whom did they book their flight and accommodation?

	Windsurf / Kitesurf	Total
<b>Flight</b>		
- Directly with the airline	65.0%	52.8%
- Tour Operator or Travel Agency	35.0%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	50.8%	39.9%
- Tour Operator or Travel Agency	49.2%	60.1%

Where do they stay?

	Windsurf / Kitesurf	Total
1-2-3* Hotel	16.9%	11.5%
4* Hotel	30.9%	39.4%
5* Hotel / 5* Luxury Hotel	8.4%	10.9%
Aparthotel / Tourist Villa	17.3%	14.8%
House/room rented in a private dwelling	7.7%	6.9%
Private accommodation (1)	8.9%	9.9%
Others (Cottage, cruise, camping,...)	9.8%	6.6%

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



What do they book?

	Windsurf / Kitesurf	Total
Room only	35.6%	28.1%
Bed and Breakfast	11.2%	15.3%
Half board	16.5%	19.5%
Full board	7.1%	3.2%
All inclusive	29.6%	33.8%

”  
**36% of tourists book room only**  
 (Canary Islands: 28%)

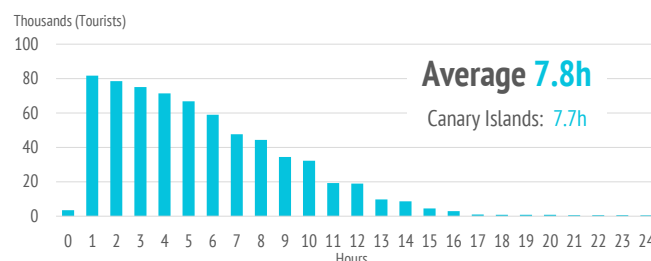
Other expenses

	Windsurf / Kitesurf	Total
Restaurants or cafes	66.5%	66.9%
Supermarkets	57.7%	55.6%
Car rental	49.4%	37.3%
Organized excursions	21.2%	23.7%
Taxi, transfer, chauffeur service	32.0%	46.0%
Theme Parks	6.8%	8.6%
Sport activities	47.5%	9.3%
Museums	3.0%	4.7%
Flights between islands	9.8%	6.3%

Activities in the Canary Islands

Outdoor time per day	Windsurf / Kitesurf	Total
0 hours	4.1%	2.4%
1 - 2 hours	7.8%	10.0%
3 - 6 hours	32.2%	30.1%
7 - 12 hours	44.6%	47.1%
More than 12 hours	11.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Windsurf / Kitesurf	Total
Windsurf / Kitesurf	100%	1.5%
Beach	89.8%	75.1%
Walk, wander	60.8%	72.2%
Explore the island on their own	57.0%	52.5%
Swimming pool, hotel facilities	53.2%	57.5%
Swim	49.4%	38.8%
Surf	37.9%	4.8%
Taste Canarian gastronomy	28.4%	30.2%
Hiking	26.0%	22.5%
Sea excursions / whale watching	21.3%	13.5%
Running	18.4%	7.6%
Cycling / Mountain bike	17.7%	4.2%
Other Nature Activities	15.6%	9.5%
Wineries / markets / popular festivals	15.1%	10.0%
Practice other sports	14.3%	5.9%
Scuba Diving	13.1%	4.2%
Nightlife / concerts / shows	12.8%	12.3%
Theme parks	12.1%	12.2%
Organized excursions	11.7%	16.0%
Museums / exhibitions	10.4%	10.7%
Beauty and health treatments	8.4%	5.6%
Astronomical observation	7.1%	4.2%
Golf	6.2%	2.3%

\* Multi-choice question

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

## WINDSURF / KITESURF

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Windsurf / Kitesurf	85,184	13,381	35,454	10,926	24,989	--
- Share by islands	100%	15.7%	41.6%	12.8%	29.3%	--
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%
% Windsurf / Kitesurf	1.5%	1.4%	4.2%	0.7%	1.1%	--

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

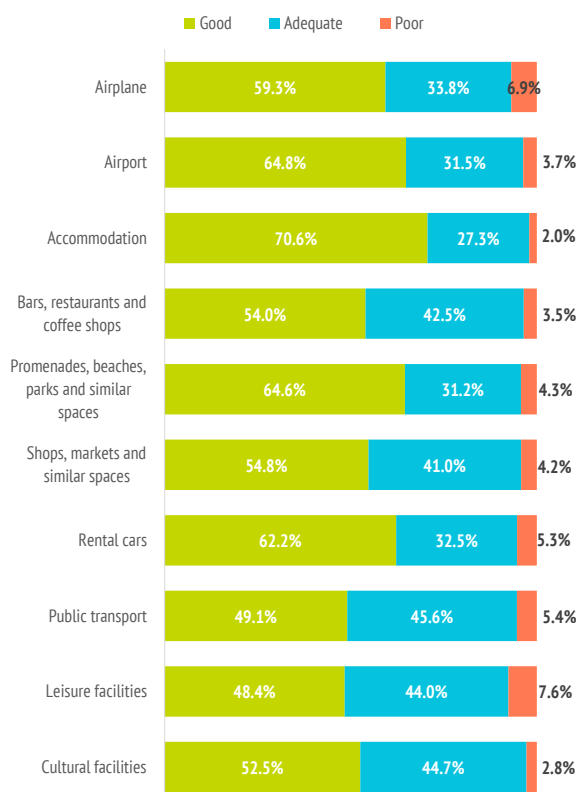
	Windsurf / Kitesurf	Total
One island	86.3%	90.9%
Two islands	12.6%	7.8%
Three or more islands	1.0%	1.3%

### Health safety

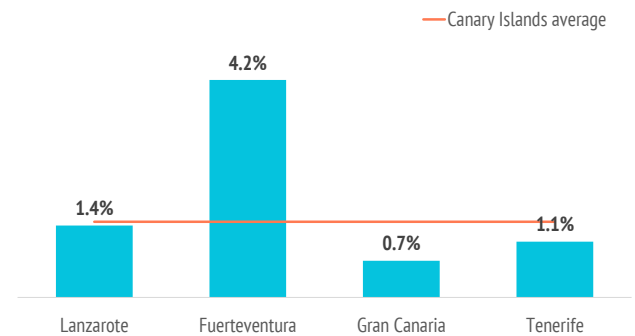
Planning the trip: Importance	Windsurf / Kitesurf	Total
Average rating (scale 0-10)	7.56	7.99

During the stay: Rate	Windsurf / Kitesurf	Total
Average rating (scale 0-10)	8.32	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

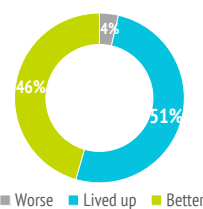


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Windsurf / Kitesurf	Total
Average rating	8.74	8.86

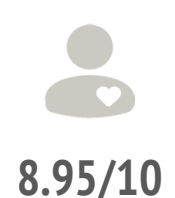
Experience in the Canary Islands	Windsurf / Kitesurf	Total
Worse or much worse than expected	3.6%	2.7%
Lived up to expectations	50.9%	51.4%
Better or much better than expected	45.5%	45.9%

Future intentions (scale 1-10)	Windsurf / Kitesurf	Total
Return to the Canary Islands	8.74	8.86
Recommend visiting the Canary Islands	8.95	9.10



Experience in the Canary Islands

Return to the Canary Islands



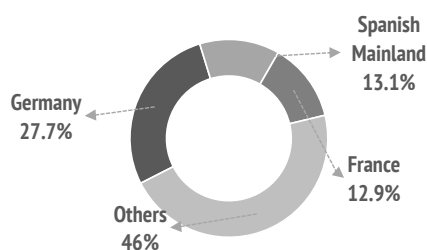
Recommend visiting the Canary Islands

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

	Windsurf / Kitesurf	Total
<b>Repeat tourists</b>	<b>68.0%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	64.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	15.0%
<b>At least 10 previous visits</b>	<b>19.6%</b>	<b>18.3%</b>

Where are they from?

	%	Absolute
Germany	27.7%	23,629
Spanish Mainland	13.1%	11,145
France	12.9%	11,011
United Kingdom	11.0%	9,354
Italy	6.2%	5,285
Poland	3.9%	3,344
Belgium	3.5%	3,003
Switzerland	3.5%	2,989
Ireland	3.4%	2,900
Netherlands	3.3%	2,826
Denmark	3.1%	2,663
Luxembourg	1.6%	1,397
Norway	1.1%	947
Czech Republic	0.9%	763
Sweden	0.8%	677
Austria	0.4%	347
Finland	0.3%	226
Others	3.1%	2,678



Who are they?

	Windsurf / Kitesurf	Total
<b>Gender</b>		
Men	59.9%	49.6%
Women	40.1%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	38.5	43.3
Standard deviation	13.1	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	15.2%	11.9%
25 - 30 years old	20.0%	14.8%
31 - 45 years old	31.8%	30.2%
46 - 60 years old	28.1%	26.6%
Over 60 years old	4.8%	16.4%
<b>Occupation</b>		
Salaried worker	51.6%	57.8%
Self-employed	19.0%	11.1%
Unemployed	0.9%	1.7%
Business owner	15.8%	10.0%
Student	10.1%	5.9%
Retired	2.4%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.2%	0.9%
<b>Annual household income level</b>		
Less than €25,000	14.3%	16.1%
€25,000 - €49,999	23.1%	37.0%
€50,000 - €74,999	23.4%	23.4%
More than €74,999	39.2%	23.5%
<b>Education level</b>		
No studies	0.6%	2.2%
Primary education	0.2%	2.2%
Secondary education	6.8%	18.8%
Higher education	92.4%	76.9%

Who do they come with?

	Windsurf / Kitesurf	Total
Unaccompanied	16.6%	13.5%
Only with partner	33.1%	48.2%
Only with children (< 13 years old)	6.2%	3.9%
Partner + children (< 13 years old)	5.6%	4.9%
Other relatives	9.8%	8.4%
Friends	9.1%	8.5%
Work colleagues	1.2%	0.8%
Organized trip	0.7%	0.2%
Other combinations (1)	17.6%	11.5%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>18.1%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	16.2%	10.2%
- Between 0 -2 and 3-12 years	0.4%	1.0%
<b>Tourists without children</b>	<b>81.9%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	20.6%	16.5%
- 2 people	43.6%	56.7%
- 3 people	12.6%	10.7%
- 4 or 5 people	20.7%	13.6%
- 6 or more people	2.5%	2.5%
<b>Average group size:</b>	<b>2.56</b>	<b>2.37</b>

\*People who share the main expenses of the trip

3 IN 10 TOURISTS ARE  
**GERMAN**

39 YEARS OLD  
AVERAGE AGE

9% WITH  
**FRIENDS**

Pictures: Freepik.com