

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

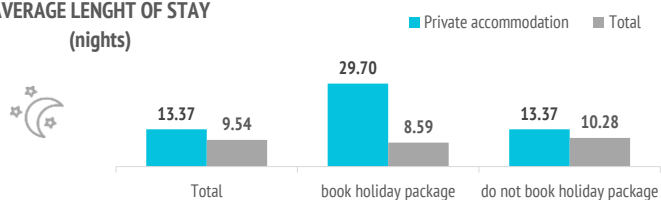
PRIVATE ACCOMMODATION

How many are they and how much do they spend?



	Private accommodation	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	575,466	5,827,892
- book holiday package	267	2,549,012
- do not book holiday package	575,199	3,278,880
- % tourists who book holiday package	0.05%	43.7%
Share of total tourist	9.9%	100%
Expenditure per tourist (€)		
- book holiday package	742	1,206
- holiday package	1,016	1,415
- others	872	1,135
- do not book holiday package	144	280
- do not book holiday package	742	1,044
- flight	276	248
- accommodation	8	369
- others	459	427
Average length of stay		
- book holiday package	13.37	9.54
- do not book holiday package	29.70	8.59
- do not book holiday package	13.37	10.28
Average daily expenditure (€)		
- book holiday package	67.2	144.0
- do not book holiday package	72.4	172.8
- do not book holiday package	67.2	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	427	7,028
- do not book holiday package	0	3,606
- do not book holiday package	427	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Private accommodation	Total
Didn't have holidays	27.3%	35.7%
Canary Islands	36.8%	17.6%
Other destination	35.9%	46.8%

What other destinations do they consider for this trip?*

	Private accommodation	Total
None	62.0%	29.4%
Canary Islands (other island)	19.6%	25.4%
Other destination	18.5%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in private accommodation (own property/house of friends or relatives/free housing exchange/other private accommodation).

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



	Private accommodation	Total
Climate	64.7%	76.0%
Sea	53.6%	52.0%
Tranquility	53.4%	48.5%
Landscapes	48.3%	39.1%
Safety	46.5%	49.0%
Beaches	46.5%	44.6%
Environment	42.1%	34.7%
European belonging	39.9%	40.2%
Gastronomy	37.1%	27.9%
Effortless trip	34.7%	34.9%
Price	32.7%	32.4%
Authenticity	32.3%	24.4%
Fun possibilities	23.3%	22.4%
Hiking trail network	18.4%	12.1%
Exoticism	17.3%	14.5%
Accommodation supply	15.3%	37.8%
Historical heritage	14.0%	9.1%
Culture	12.8%	8.7%
Shopping	11.5%	8.8%
Nightlife	10.5%	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?



	Private accommodation	Total
Rest	28.5%	50.7%
Enjoy family time	45.3%	14.0%
Have fun	6.1%	7.3%
Explore the destination	12.8%	23.3%
Practice their hobbies	2.8%	2.6%
Other reasons	4.4%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Private accommodation	Total
The same day	2.1%	1.0%
Between 1 and 30 days	44.4%	42.5%
Between 1 and 2 months	31.5%	26.7%
Between 3 and 6 months	15.8%	18.7%
More than 6 months	6.2%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

PRIVATE ACCOMMODATION

31.5%



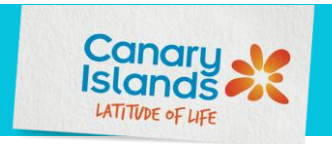
Picture: Freepik.com

TOTAL

26.7%

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

PRIVATE ACCOMMODATION



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

	Private accommodation	Total
Previous visits to the Canary Islands	49.5%	45.7%
Friends or relatives	62.4%	30.9%
Internet or social media	24.8%	53.5%
Mass Media	1.5%	2.3%
Travel guides and magazines	1.7%	7.0%
Travel Blogs or Forums	2.5%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	1.2%	19.4%
Public administrations or similar	1.9%	1.9%
Others	4.1%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Private accommodation	Total
Flight		
- Directly with the airline	89.7%	52.8%
- Tour Operator or Travel Agency	10.3%	47.2%
Accommodation		
- Directly with the accommodation	71.3%	39.9%
- Tour Operator or Travel Agency	28.7%	60.1%

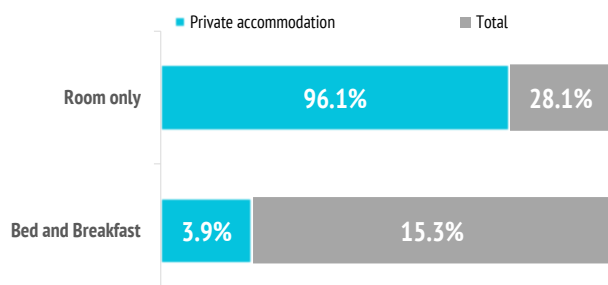
Where do they stay?

	Private accommodation	Total
1-2-3* Hotel	--	11.5%
4* Hotel	--	39.4%
5* Hotel / 5* Luxury Hotel	--	10.9%
Aparthotel / Tourist Villa	--	14.8%
House/room rented in a private dwelling	--	6.9%
Private accommodation (1)	100%	9.9%
Others (Cottage, cruise, camping,...)	--	6.6%

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

What do they book?

	Private accommodation	Total
Room only	96.1%	28.1%
Bed and Breakfast	3.9%	15.3%
Half board	--	19.5%
Full board	--	3.2%
All inclusive	--	33.8%



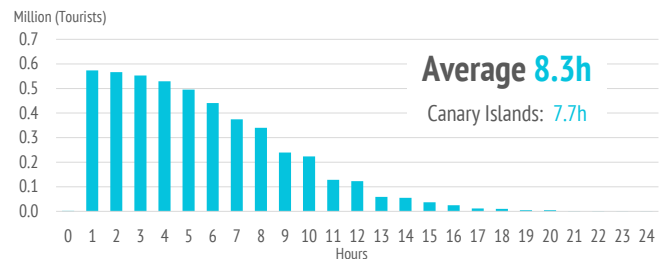
Other expenses

	Private accommodation	Total
Restaurants or cafes	79.5%	66.9%
Supermarkets	70.3%	55.6%
Car rental	30.6%	37.3%
Organized excursions	10.1%	23.7%
Taxi, transfer, chauffeur service	15.8%	46.0%
Theme Parks	6.1%	8.6%
Sport activities	7.2%	9.3%
Museums	4.1%	4.7%
Flights between islands	4.7%	6.3%

Activities in the Canary Islands

Outdoor time per day	Private accommodation	Total
0 hours	0.3%	2.4%
1 - 2 hours	3.6%	10.0%
3 - 6 hours	31.0%	30.1%
7 - 12 hours	54.9%	47.1%
More than 12 hours	10.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Private accommodation	Total
Beach	72.6%	75.1%
Walk, wander	72.4%	72.2%
Explore the island on their own	52.7%	52.5%
Taste Canarian gastronomy	42.8%	30.2%
Swim	34.5%	38.8%
Hiking	23.9%	22.5%
Swimming pool, hotel facilities	21.3%	57.5%
Other Nature Activities	12.2%	9.5%
Nightlife / concerts / shows	11.9%	12.3%
Wineries / markets / popular festivals	11.7%	10.0%
Museums / exhibitions	10.6%	10.7%
Theme parks	9.5%	12.2%
Running	8.8%	7.6%
Practice other sports	7.9%	5.9%
Surf	6.5%	4.8%
Sea excursions / whale watching	6.2%	13.5%
Beauty and health treatments	5.1%	5.6%
Scuba Diving	4.1%	4.2%
Astronomical observation	4.1%	4.2%
Cycling / Mountain bike	4.0%	4.2%
Organized excursions	3.9%	16.0%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.3%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

PRIVATE ACCOMMODATION

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in private accommodation	575,466	79,001	27,056	189,172	270,974	6,242
- Share by islands	100%	13.7%	4.7%	32.9%	47.1%	1.1%
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%
% Tourists in private accommodatio	9.9%	8.2%	3.2%	12.2%	11.7%	6.1%

How many islands do they visit during their trip?

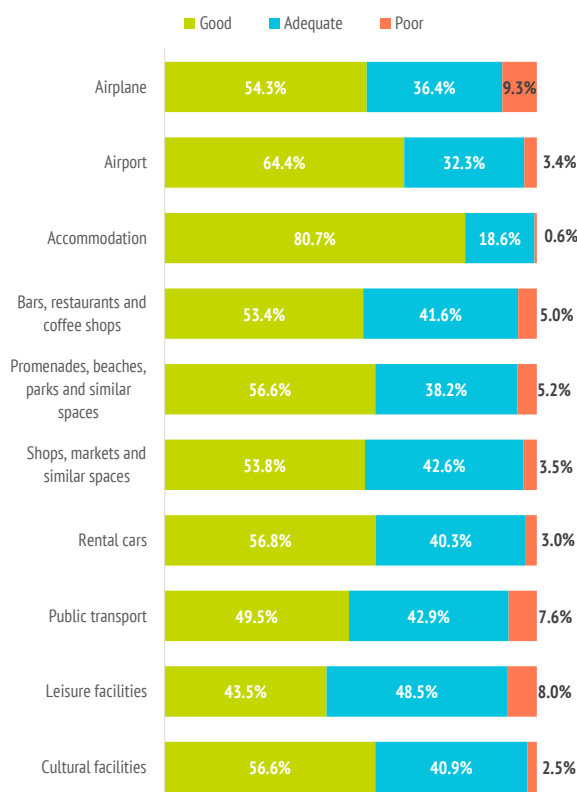
	Private accommodation	Total
One island	92.2%	90.9%
Two islands	7.1%	7.8%
Three or more islands	0.7%	1.3%

Health safety

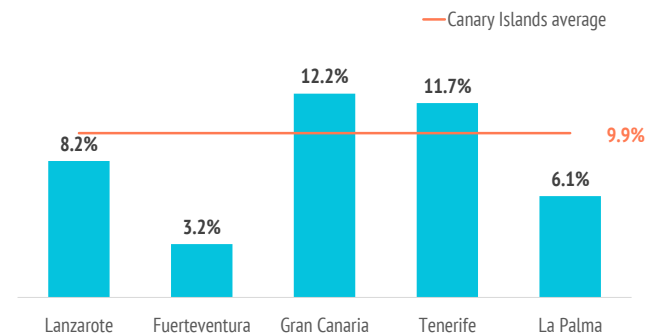
Planning the trip: Importance	Private accommodation	Total
Average rating (scale 0-10)	7.51	7.99

During the stay: Rate	Private accommodation	Total
Average rating (scale 0-10)	8.10	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

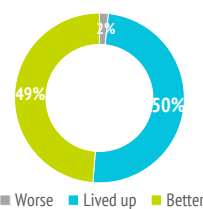


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Private accommodation	Total
Average rating	9.12	8.86

Experience in the Canary Islands	Private accommodation	Total
Worse or much worse than expected	1.7%	2.7%
Lived up to expectations	49.5%	51.4%
Better or much better than expected	48.8%	45.9%

Future intentions (scale 1-10)	Private accommodation	Total
Return to the Canary Islands	9.51	8.86
Recommend visiting the Canary Islands	9.47	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.47/10

Recommend visiting the Canary Islands

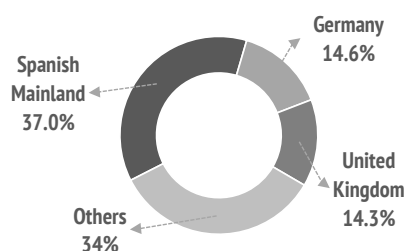
How many are loyal to the Canary Islands?

	Private accommodation	Total
Repeat tourists	79.8%	68.0%
Repeat tourists (last 5 years)	78.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	40.7%	15.0%
At least 10 previous visits	40.9%	18.3%

Where are they from?



	%	Absolute
Spanish Mainland	37.0%	213,166
Germany	14.6%	84,072
United Kingdom	14.3%	82,036
Italy	7.2%	41,641
France	4.5%	25,987
Belgium	3.6%	20,646
Ireland	2.4%	13,997
Netherlands	1.6%	9,481
Norway	1.5%	8,808
Sweden	1.4%	8,275
Poland	1.3%	7,258
Switzerland	1.3%	7,207
Portugal	1.0%	5,849
Austria	1.0%	5,746
United States	0.9%	5,394
Luxembourg	0.6%	3,470
Czech Republic	0.5%	2,652
Others	5.2%	29,780



Who are they?



	Private accommodation	Total
Gender		
Men	47.3%	49.6%
Women	52.7%	50.4%
Age		
Average age (tourist > 15 years old)	41.2	43.3
Standard deviation	16.6	15.6
Age range (> 15 years old)		
16 - 24 years old	18.7%	11.9%
25 - 30 years old	17.2%	14.8%
31 - 45 years old	26.3%	30.2%
46 - 60 years old	22.0%	26.6%
Over 60 years old	15.8%	16.4%
Occupation		
Salaried worker	47.4%	57.8%
Self-employed	11.7%	11.1%
Unemployed	3.2%	1.7%
Business owner	9.0%	10.0%
Student	14.3%	5.9%
Retired	12.1%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	1.8%	0.9%
Annual household income level		
Less than €25,000	26.4%	16.1%
€25,000 - €49,999	38.5%	37.0%
€50,000 - €74,999	19.4%	23.4%
More than €74,999	15.7%	23.5%
Education level		
No studies	1.2%	2.2%
Primary education	2.7%	2.2%
Secondary education	17.2%	18.8%
Higher education	78.9%	76.9%

Who do they come with?



	Private accommodation	Total
Unaccompanied	40.8%	13.5%
Only with partner	30.8%	48.2%
Only with children (< 13 years old)	2.6%	3.9%
Partner + children (< 13 years old)	3.2%	4.9%
Other relatives	7.9%	8.4%
Friends	7.0%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	7.1%	11.5%

(1) Different situations have been isolated

Tourists with children	8.0%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	6.4%	10.2%
- Between 0-2 and 3-12 years	0.4%	1.0%
Tourists without children	92.0%	87.5%
Group composition:		
- 1 person	44.8%	16.5%
- 2 people	37.5%	56.7%
- 3 people	7.9%	10.7%
- 4 or 5 people	9.0%	13.6%
- 6 or more people	0.9%	2.5%
Average group size:	1.87	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com