

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

APARTHOTEL / TOURIST VILLA

How many are they and how much do they spend?

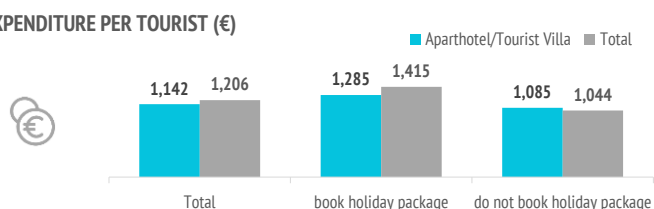


	Aparthotel/Tourist Villa	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	860,213	5,827,892
- book holiday package	246,865	2,549,012
- do not book holiday package	613,348	3,278,880
- % tourists who book holiday package	28.7%	43.7%
Share of total tourist	14.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,142	1,206
- holiday package	924	1,135
- others	361	280
- do not book holiday package	1,085	1,044
- flight	238	248
- accommodation	346	369
- others	501	427
Average length of stay	10.51	9.54
- book holiday package	9.29	8.59
- do not book holiday package	11.00	10.28
Average daily expenditure (€)	123.1	144.0
- book holiday package	148.0	172.8
- do not book holiday package	113.1	121.6
Total turnover (> 15 years old) (€m)	982	7,028
- book holiday package	317	3,606
- do not book holiday package	665	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Aparthotel/Tourist Villa	Total
Didn't have holidays	33.7%	35.7%
Canary Islands	20.0%	17.6%
Other destination	46.3%	46.8%

What other destinations do they consider for this trip?*

	Aparthotel/Tourist Villa	Total
None	32.6%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	41.4%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in Aparthotel / Tourist Villa

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



	Aparthotel/Tourist Villa	Total
Climate	75.9%	76.0%
Sea	50.6%	52.0%
Safety	46.2%	49.0%
Beaches	45.0%	44.6%
Tranquility	43.6%	48.5%
Landscapes	42.6%	39.1%
European belonging	37.8%	40.2%
Environment	37.2%	34.7%
Price	33.8%	32.4%
Accommodation supply	32.8%	37.8%
Effortless trip	32.1%	34.9%
Gastronomy	27.3%	27.9%
Authenticity	24.5%	24.4%
Fun possibilities	22.5%	22.4%
Exoticism	15.0%	14.5%
Hiking trail network	14.3%	12.1%
Nightlife	10.4%	8.4%
Shopping	9.0%	8.8%
Historical heritage	8.8%	9.1%
Culture	8.6%	8.7%

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

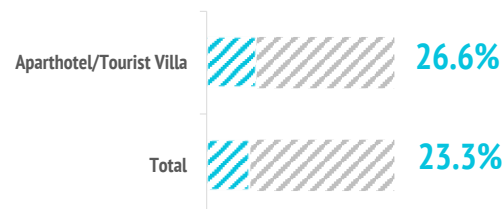
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Aparthotel/Tourist Villa	Total
Rest	47.1%	50.7%
Enjoy family time	11.8%	14.0%
Have fun	9.7%	7.3%
Explore the destination	26.6%	23.3%
Practice their hobbies	2.6%	2.6%
Other reasons	2.2%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Aparthotel/Tourist Villa	Total
The same day	0.8%	1.0%
Between 1 and 30 days	38.7%	42.5%
Between 1 and 2 months	26.4%	26.7%
Between 3 and 6 months	21.1%	18.7%
More than 6 months	13.0%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

APARTAHOTEL/TOURIST VILLA

21.1%



Picture: Freepik.com

TOTAL

18.7%

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

	Aparthotel/Tourist Villa	Total
Previous visits to the Canary Islands	51.0%	45.7%
Friends or relatives	33.0%	30.9%
Internet or social media	57.6%	53.5%
Mass Media	2.6%	2.3%
Travel guides and magazines	6.4%	7.0%
Travel Blogs or Forums	10.2%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	11.2%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.4%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Aparthotel/Tourist Villa	Total
Flight		
- Directly with the airline	66.9%	52.8%
- Tour Operator or Travel Agency	33.1%	47.2%
Accommodation		
- Directly with the accommodation	51.1%	39.9%
- Tour Operator or Travel Agency	48.9%	60.1%

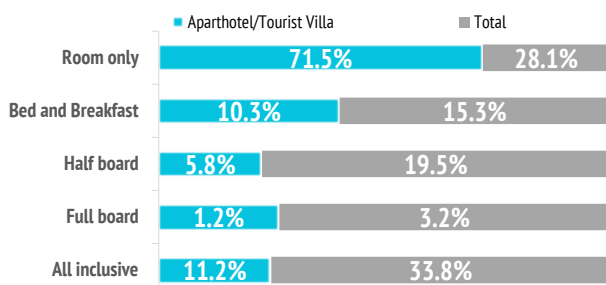
Where do they stay?

	Aparthotel/Tourist Villa	Total
1-2-3* Hotel	--	11.5%
4* Hotel	--	39.4%
5* Hotel / 5* Luxury Hotel	--	10.9%
Aparthotel / Tourist Villa	100%	14.8%
House/room rented in a private dwelling	--	6.9%
Private accommodation (1)	--	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?

	Aparthotel/Tourist Villa	Total
Room only	71.5%	28.1%
Bed and Breakfast	10.3%	15.3%
Half board	5.8%	19.5%
Full board	1.2%	3.2%
All inclusive	11.2%	33.8%



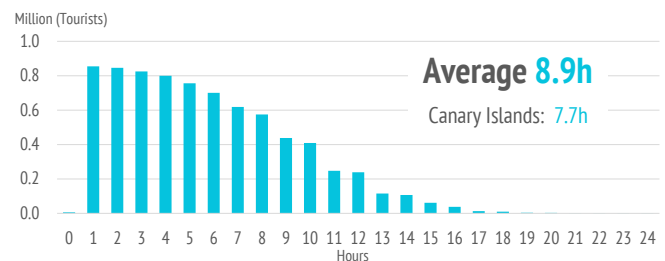
Other expenses

	Aparthotel/Tourist Villa	Total
Restaurants or cafes	79.2%	66.9%
Supermarkets	75.0%	55.6%
Car rental	45.2%	37.3%
Organized excursions	24.0%	23.7%
Taxi, transfer, chauffeur service	38.1%	46.0%
Theme Parks	10.0%	8.6%
Sport activities	11.1%	9.3%
Museums	5.3%	4.7%
Flights between islands	8.4%	6.3%

Activities in the Canary Islands

Outdoor time per day	parthotel/Tourist Villa	Total
0 hours	0.6%	2.4%
1 - 2 hours	3.5%	10.0%
3 - 6 hours	24.0%	30.1%
7 - 12 hours	58.5%	47.1%
More than 12 hours	13.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	parthotel/Tourist Villa	Total
Beach	79.0%	75.1%
Walk, wander	77.7%	72.2%
Explore the island on their own	59.2%	52.5%
Swimming pool, hotel facilities	56.0%	57.5%
Swim	42.4%	38.8%
Taste Canarian gastronomy	36.5%	30.2%
Hiking	28.0%	22.5%
Nightlife / concerts / shows	15.4%	12.3%
Organized excursions	15.0%	16.0%
Sea excursions / whale watching	14.1%	13.5%
Theme parks	13.4%	12.2%
Museums / exhibitions	12.0%	10.7%
Wineries / markets / popular festivals	11.8%	10.0%
Other Nature Activities	11.6%	9.5%
Running	8.6%	7.6%
Surf	6.4%	4.8%
Practice other sports	5.4%	5.9%
Cycling / Mountain bike	4.9%	4.2%
Scuba Diving	4.7%	4.2%
Beauty and health treatments	4.4%	5.6%
Astronomical observation	4.3%	4.2%
Golf	2.3%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

* Multi-choice question

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APARTHOTEL / TOURIST VILLA

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in Aparthotel/Tourist Villa	860,213	197,022	90,578	207,120	339,113	16,225
- Share by islands	100%	22.9%	10.5%	24.1%	39.4%	1.9%
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%
% Tourists in Aparthotel/Tourist Vill	14.8%	20.5%	10.7%	13.4%	14.6%	15.8%

How many islands do they visit during their trip?

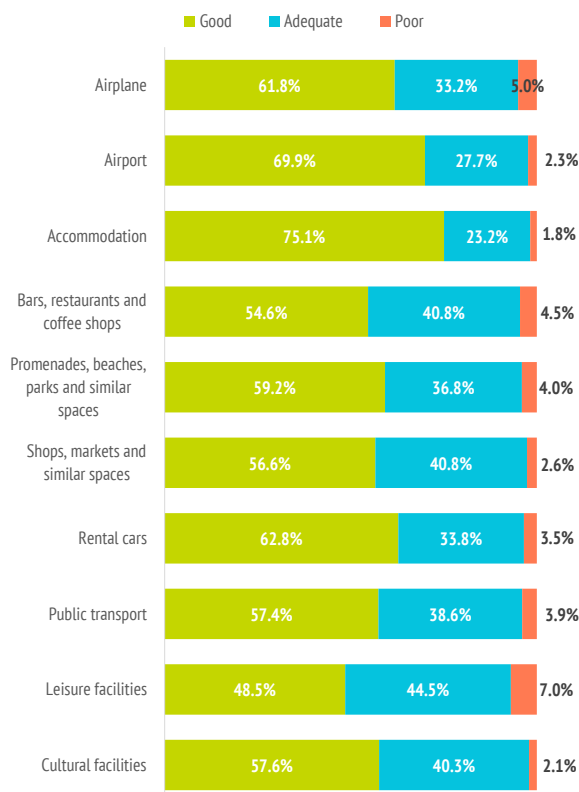
	Aparthotel/Tourist Villa	Total
One island	89.7%	90.9%
Two islands	9.2%	7.8%
Three or more islands	1.1%	1.3%

Health safety

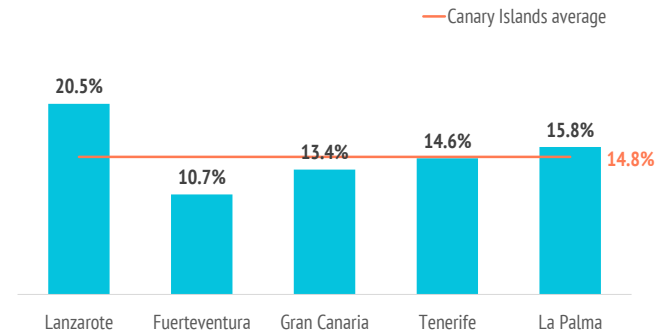
Planning the trip: Importance	Aparthotel/Tourist Villa	Total
Average rating (scale 0-10)	7.93	7.99

During the stay: Rate	Aparthotel/Tourist Villa	Total
Average rating (scale 0-10)	8.40	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

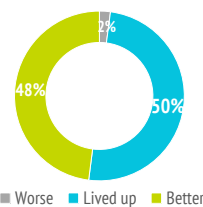


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Aparthotel/Tourist Villa	Total
Average rating	8.91	8.86

Experience in the Canary Islands	Aparthotel/Tourist Villa	Total
Worse or much worse than expected	2.1%	2.7%
Lived up to expectations	49.9%	51.4%
Better or much better than expected	48.0%	45.9%

Future intentions (scale 1-10)	Aparthotel/Tourist Villa	Total
Return to the Canary Islands	8.98	8.86
Recommend visiting the Canary Islands	9.17	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.17/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Aparthotel/Tourist Villa	Total
Repeat tourists	70.3%	68.0%
Repeat tourists (last 5 years)	63.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.1%	15.0%
At least 10 previous visits	21.2%	18.3%

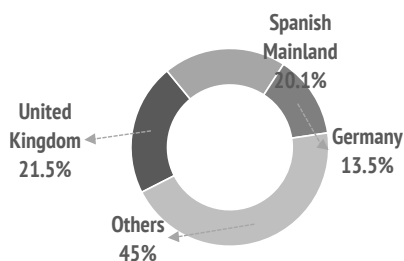
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Where are they from?



	%	Absolute
United Kingdom	21.5%	185,334
Spanish Mainland	20.1%	172,761
Germany	13.5%	116,418
Italy	6.1%	52,085
France	6.0%	51,433
Netherlands	5.8%	50,239
Ireland	5.2%	44,770
Belgium	3.7%	32,075
Sweden	3.3%	28,333
Poland	2.4%	20,652
Denmark	2.4%	20,329
Norway	1.9%	16,051
Finland	1.1%	9,786
Switzerland	1.1%	9,105
Czech Republic	1.0%	8,339
Austria	0.8%	6,506
Iceland	0.7%	5,623
Others	3.5%	30,375



Who do they come with?



	Aparthotel/Tourist Villa	Total
Unaccompanied	10.5%	13.5%
Only with partner	46.0%	48.2%
Only with children (< 13 years old)	4.0%	3.9%
Partner + children (< 13 years old)	4.4%	4.9%
Other relatives	8.9%	8.4%
Friends	11.8%	8.5%
Work colleagues	0.7%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	13.4%	11.5%

(1) Different situations have been isolated

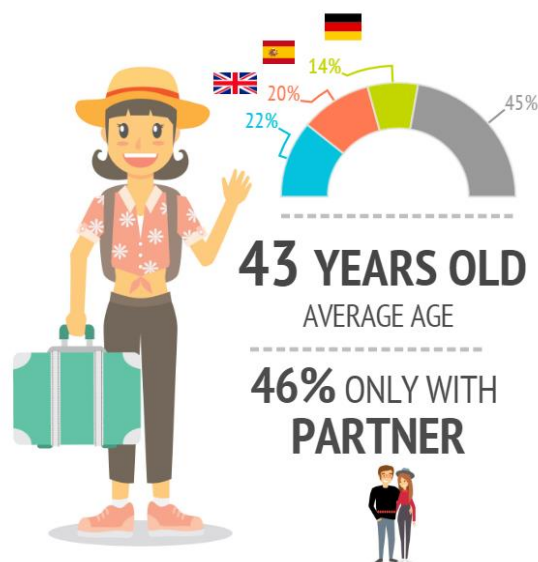
Tourists with children	12.4%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	10.1%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	87.6%	87.5%
Group composition:		
- 1 person	14.6%	16.5%
- 2 people	54.2%	56.7%
- 3 people	11.6%	10.7%
- 4 or 5 people	16.2%	13.6%
- 6 or more people	3.3%	2.5%
Average group size:	2.50	2.37

*People who share the main expenses of the trip

Who are they?



	Aparthotel/Tourist Villa	Total
Gender		
Men	48.9%	49.6%
Women	51.1%	50.4%
Age		
Average age (tourist > 15 years old)	43.3	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	12.2%	11.9%
25 - 30 years old	14.3%	14.8%
31 - 45 years old	30.6%	30.2%
46 - 60 years old	26.4%	26.6%
Over 60 years old	16.5%	16.4%
Occupation		
Salaried worker	57.7%	57.8%
Self-employed	12.2%	11.1%
Unemployed	1.5%	1.7%
Business owner	8.7%	10.0%
Student	6.0%	5.9%
Retired	12.6%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	16.8%	16.1%
€25,000 - €49,999	37.1%	37.0%
€50,000 - €74,999	24.2%	23.4%
More than €74,999	21.9%	23.5%
Education level		
No studies	2.8%	2.2%
Primary education	2.0%	2.2%
Secondary education	18.9%	18.8%
Higher education	76.3%	76.9%



Pictures: Freepik.com