

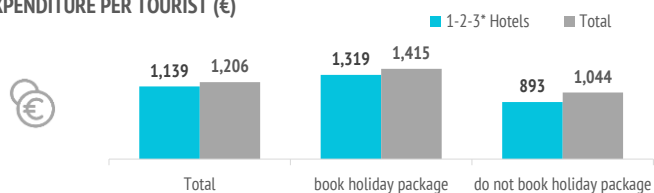
How many are they and how much do they spend?

	1-2-3* Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	672,497	5,827,892
- book holiday package	387,658	2,549,012
- do not book holiday package	284,839	3,278,880
- % tourists who book holiday package	57.6%	43.7%
Share of total tourist	11.5%	100%
Expenditure per tourist (€)		
- book holiday package	1,319	1,415
- holiday package	1,050	1,135
- others	269	280
- do not book holiday package	893	1,044
- flight	196	248
- accommodation	358	369
- others	339	427
Average length of stay		
- book holiday package	8.52	9.54
- do not book holiday package	8.85	8.59
- do not book holiday package	8.07	10.28
Average daily expenditure (€)		
- book holiday package	141.7	144.0
- do not book holiday package	156.5	172.8
- do not book holiday package	121.5	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	766	7,028
- do not book holiday package	511	3,606
- do not book holiday package	254	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	1-2-3* Hotels	Total
Didn't have holidays	38.9%	35.7%
Canary Islands	15.1%	17.6%
Other destination	46.0%	46.8%

What other destinations do they consider for this trip?*

	1-2-3* Hotels	Total
None	27.9%	29.4%
Canary Islands (other island)	24.2%	25.4%
Other destination	47.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 1-2-3* hotel.

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

	1-2-3* Hotels	Total
Climate	77.4%	76.0%
Sea	52.7%	52.0%
Beaches	47.8%	44.6%
Safety	47.1%	49.0%
Tranquility	46.0%	48.5%
European belonging	40.3%	40.2%
Accommodation supply	38.6%	37.8%
Effortless trip	33.7%	34.9%
Price	33.5%	32.4%
Landscapes	33.0%	39.1%
Environment	29.9%	34.7%
Fun possibilities	27.0%	22.4%
Authenticity	24.3%	24.4%
Gastronomy	23.9%	27.9%
Exoticism	13.6%	14.5%
Nightlife	10.5%	8.4%
Hiking trail network	9.8%	12.1%
Culture	8.1%	8.7%
Historical heritage	8.0%	9.1%
Shopping	7.9%	8.8%

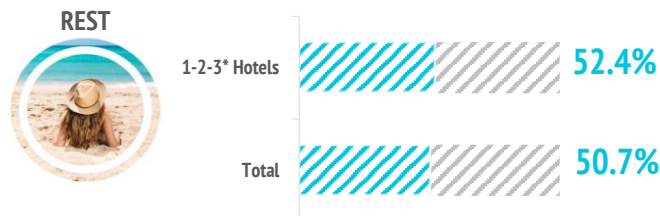
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	1-2-3* Hotels	Total
Rest	52.4%	50.7%
Enjoy family time	10.7%	14.0%
Have fun	9.3%	7.3%
Explore the destination	22.2%	23.3%
Practice their hobbies	3.2%	2.6%
Other reasons	2.1%	2.1%

REST



How far in advance do they book their trip?

	1-2-3* Hotels	Total
The same day	1.1%	1.0%
Between 1 and 30 days	48.2%	42.5%
Between 1 and 2 months	23.4%	26.7%
Between 3 and 6 months	17.1%	18.7%
More than 6 months	10.2%	11.1%

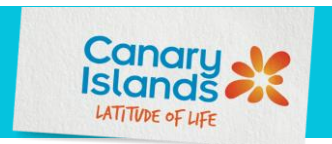
% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

1-2-3* HOTELS
48.2%



TOTAL
42.5%

Picture: Freepik.com



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

	1-2-3* Hotels	Total
Previous visits to the Canary Islands	44.6%	45.7%
Friends or relatives	26.6%	30.9%
Internet or social media	53.6%	53.5%
Mass Media	2.0%	2.3%
Travel guides and magazines	6.1%	7.0%
Travel Blogs or Forums	8.7%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	22.7%	19.4%
Public administrations or similar	1.8%	1.9%
Others	3.0%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	1-2-3* Hotels	Total
Flight		
- Directly with the airline	40.6%	52.8%
- Tour Operator or Travel Agency	59.4%	47.2%

Accommodation

- Directly with the accommodation	32.0%	39.9%
- Tour Operator or Travel Agency	68.0%	60.1%

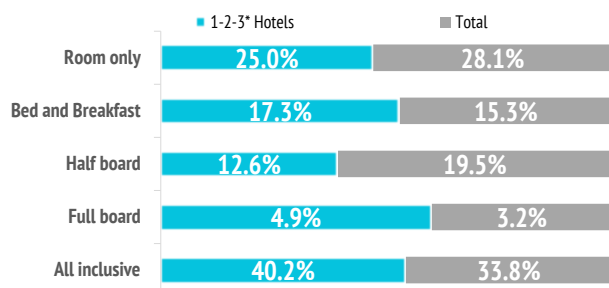
Where do they stay?

	1-2-3* Hotels	Total
1-2-3* Hotel	100%	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)	--	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?

	1-2-3* Hotels	Total
Room only	25.0%	28.1%
Bed and Breakfast	17.3%	15.3%
Half board	12.6%	19.5%
Full board	4.9%	3.2%
All inclusive	40.2%	33.8%



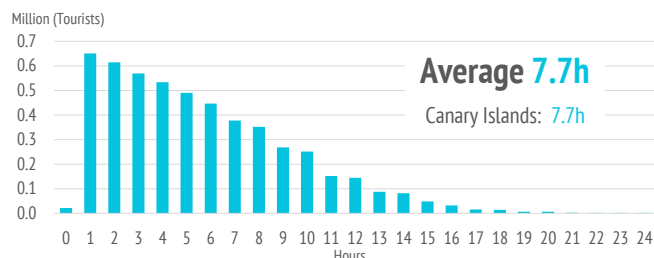
Other expenses

	1-2-3* Hotels	Total
Restaurants or cafes	62.9%	66.9%
Supermarkets	52.3%	55.6%
Car rental	31.0%	37.3%
Organized excursions	24.2%	23.7%
Taxi, transfer, chauffeur service	54.4%	46.0%
Theme Parks	7.0%	8.6%
Sport activities	9.2%	9.3%
Museums	4.0%	4.7%
Flights between islands	5.5%	6.3%

Activities in the Canary Islands

Outdoor time per day	1-2-3* Hotels	Total
0 hours	3.2%	2.4%
1 - 2 hours	12.1%	10.0%
3 - 6 hours	28.5%	30.1%
7 - 12 hours	43.2%	47.1%
More than 12 hours	13.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	1-2-3* Hotels	Total
Beach	75.2%	75.1%
Walk, wander	69.0%	72.2%
Swimming pool, hotel facilities	55.8%	57.5%
Explore the island on their own	47.1%	52.5%
Swim	38.9%	38.8%
Taste Canarian gastronomy	25.7%	30.2%
Hiking	19.8%	22.5%
Organized excursions	17.2%	16.0%
Nightlife / concerts / shows	16.7%	12.3%
Sea excursions / whale watching	12.8%	13.5%
Theme parks	10.4%	12.2%
Museums / exhibitions	9.6%	10.7%
Wineries / markets / popular festivals	9.3%	10.0%
Other Nature Activities	8.1%	9.5%
Practice other sports	7.8%	5.9%
Running	7.4%	7.6%
Beauty and health treatments	5.4%	5.6%
Scuba Diving	4.4%	4.2%
Surf	4.1%	4.8%
Cycling / Mountain bike	4.0%	4.2%
Astronomical observation	3.6%	4.2%
Windsurf / Kitesurf	2.1%	1.5%
Golf	1.9%	2.3%

* Multi-choice question

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

1-2-3* HOTELS



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 1-2-3* Hotels	672,497	99,738	152,369	219,678	190,951	6,726
- Share by islands	100%	14.8%	22.7%	32.7%	28.4%	1.0%
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 1-2-3* Hotels	11.5%	10.4%	18.1%	14.2%	8.2%	6.6%

How many islands do they visit during their trip?

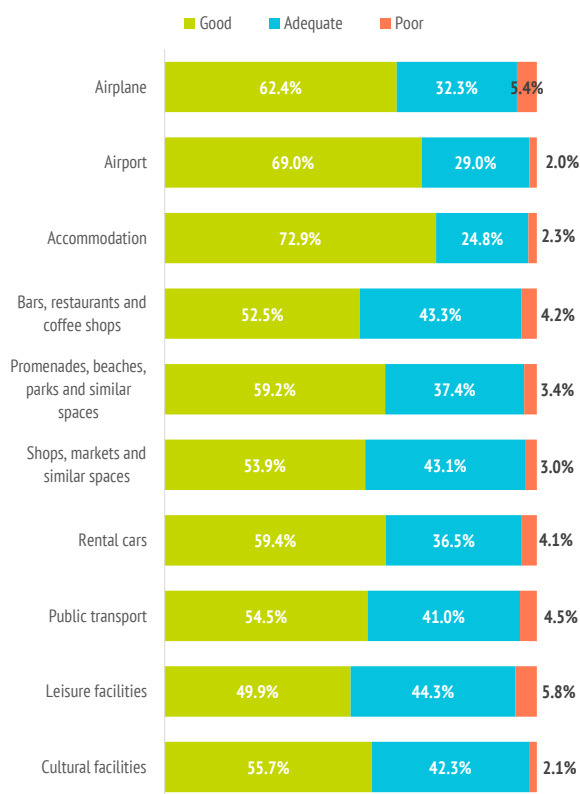
	1-2-3* Hotels	Total
One island	92.0%	90.9%
Two islands	7.2%	7.8%
Three or more islands	0.8%	1.3%

Health safety

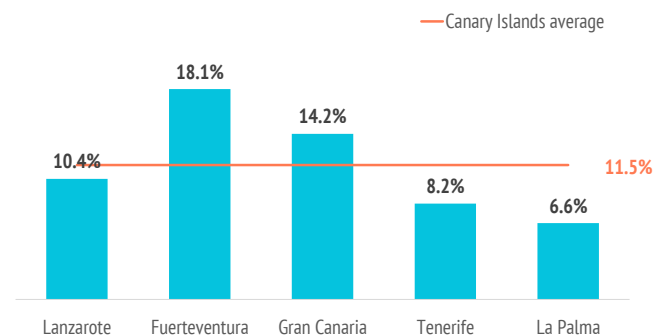
Planning the trip: Importance	1-2-3* Hotels	Total
Average rating (scale 0-10)	7.91	7.99

During the stay: Rate	1-2-3* Hotels	Total
Average rating (scale 0-10)	8.36	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

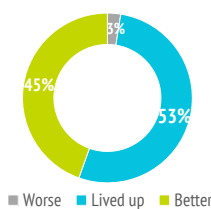


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	1-2-3* Hotels	Total
Average rating	8.80	8.86

Experience in the Canary Islands	1-2-3* Hotels	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	52.9%	51.4%
Better or much better than expected	44.5%	45.9%

Future intentions (scale 1-10)	1-2-3* Hotels	Total
Return to the Canary Islands	8.75	8.86
Recommend visiting the Canary Islands	9.01	9.10



8.75/10

Experience in the Canary Islands



9.01/10

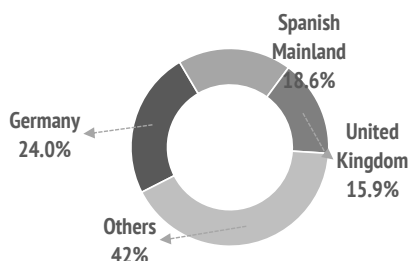
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	1-2-3* Hotels	Total
Repeat tourists	67.5%	68.0%
Repeat tourists (last 5 years)	61.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.6%	15.0%
At least 10 previous visits	17.2%	18.3%

Where are they from?

	%	Absolute
Germany	24.0%	161,469
Spanish Mainland	18.6%	124,967
United Kingdom	15.9%	106,833
France	6.3%	42,697
Netherlands	6.0%	40,111
Poland	4.8%	32,308
Denmark	4.5%	30,503
Sweden	3.6%	24,026
Italy	3.2%	21,674
Belgium	2.6%	17,533
Norway	2.3%	15,636
Ireland	2.1%	14,118
Switzerland	1.4%	9,572
Czech Republic	0.8%	5,508
Finland	0.7%	4,563
Portugal	0.6%	4,151
Austria	0.4%	2,497
Others	2.1%	14,330



Who are they?

	1-2-3* Hotels	Total
Gender		
Men	51.5%	49.6%
Women	48.5%	50.4%
Age		
Average age (tourist > 15 years old)	43.5	43.3
Standard deviation	15.9	15.6
Age range (> 15 years old)		
16 - 24 years old	13.5%	11.9%
25 - 30 years old	13.9%	14.8%
31 - 45 years old	27.9%	30.2%
46 - 60 years old	27.3%	26.6%
Over 60 years old	17.4%	16.4%
Occupation		
Salaried worker	59.5%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.1%	1.7%
Business owner	9.7%	10.0%
Student	5.6%	5.9%
Retired	12.6%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.5%	0.9%
Annual household income level		
Less than €25,000	15.8%	16.1%
€25,000 - €49,999	40.8%	37.0%
€50,000 - €74,999	22.3%	23.4%
More than €74,999	21.1%	23.5%
Education level		
No studies	2.6%	2.2%
Primary education	2.3%	2.2%
Secondary education	21.8%	18.8%
Higher education	73.3%	76.9%

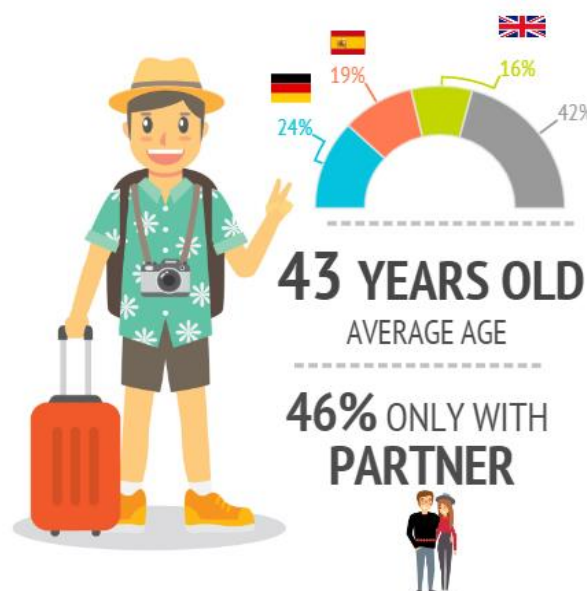
Who do they come with?

	1-2-3* Hotels	Total
Unaccompanied	13.9%	13.5%
Only with partner	45.9%	48.2%
Only with children (< 13 years old)	3.9%	3.9%
Partner + children (< 13 years old)	4.3%	4.9%
Other relatives	8.5%	8.4%
Friends	10.3%	8.5%
Work colleagues	1.2%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.7%	11.5%

(1) Different situations have been isolated

Tourists with children	11.4%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	9.5%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
Tourists without children	88.6%	87.5%
Group composition:		
- 1 person	17.5%	16.5%
- 2 people	57.0%	56.7%
- 3 people	10.1%	10.7%
- 4 or 5 people	13.0%	13.6%
- 6 or more people	2.4%	2.5%
Average group size:	2.35	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com