

How many are they and how much do they spend?

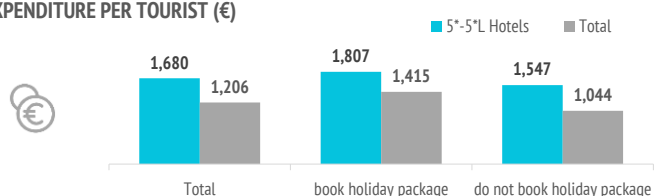


	5*-5*L Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	632,807	5,827,892
- book holiday package	324,059	2,549,012
- do not book holiday package	308,748	3,278,880
- % tourists who book holiday package	51.2%	43.7%
Share of total tourist	10.9%	100%
Expenditure per tourist (€)		
- book holiday package	1,807	1,415
- holiday package	1,502	1,135
- others	305	280
- do not book holiday package	1,547	1,044
- flight	285	248
- accommodation	826	369
- others	437	427
Average length of stay	8.34	9.54
- book holiday package	8.31	8.59
- do not book holiday package	8.37	10.28
Average daily expenditure (€)	215.3	144.0
- book holiday package	224.6	172.8
- do not book holiday package	205.5	121.6
Total turnover (> 15 years old) (€m)	1,063	7,028
- book holiday package	585	3,606
- do not book holiday package	478	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	5*-5*L Hotels	Total
Didn't have holidays	34.7%	35.7%
Canary Islands	14.0%	17.6%
Other destination	51.4%	46.8%

What other destinations do they consider for this trip?*

	5*-5*L Hotels	Total
None	25.5%	29.4%
Canary Islands (other island)	24.2%	25.4%
Other destination	50.3%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 5* hotel and 5* Luxury 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



	5*-5*L Hotels	Total
Climate	81.1%	76.0%
Accommodation supply	54.6%	37.8%
Tranquility	54.4%	48.5%
Safety	53.4%	49.0%
Sea	50.1%	52.0%
European belonging	43.5%	40.2%
Effortless trip	39.3%	34.9%
Beaches	39.2%	44.6%
Landscapes	36.0%	39.1%
Gastronomy	33.6%	27.9%
Environment	32.9%	34.7%
Price	29.0%	32.4%
Authenticity	23.7%	24.4%
Fun possibilities	20.9%	22.4%
Exoticism	13.4%	14.5%
Shopping	9.5%	8.8%
Hiking trail network	9.4%	12.1%
Culture	8.9%	8.7%
Historical heritage	8.6%	9.1%
Nightlife	6.5%	8.4%

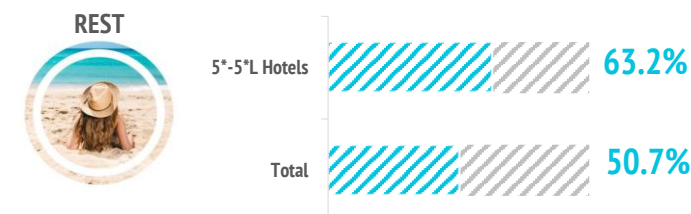
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?



	5*-5*L Hotels	Total
Rest	63.2%	50.7%
Enjoy family time	11.7%	14.0%
Have fun	5.3%	7.3%
Explore the destination	16.9%	23.3%
Practice their hobbies	1.4%	2.6%
Other reasons	1.5%	2.1%



How far in advance do they book their trip?



	5*-5*L Hotels	Total
The same day	0.8%	1.0%
Between 1 and 30 days	39.7%	42.5%
Between 1 and 2 months	26.4%	26.7%
Between 3 and 6 months	19.6%	18.7%
More than 6 months	13.5%	11.1%

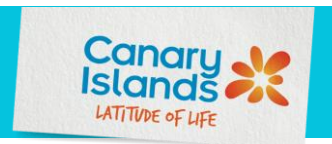
% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

5*-5*L HOTELS
13.5%



TOTAL
11.1%

Picture: Freepik.com



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

	5*-5*L Hotels	Total
Previous visits to the Canary Islands	47.5%	45.7%
Friends or relatives	25.3%	30.9%
Internet or social media	54.5%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	6.9%	7.0%
Travel Blogs or Forums	6.6%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	25.0%	19.4%
Public administrations or similar	2.2%	1.9%
Others	2.6%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

	5*-5*L Hotels	Total
Flight		
- Directly with the airline	48.3%	52.8%
- Tour Operator or Travel Agency	51.7%	47.2%
Accommodation		
- Directly with the accommodation	42.6%	39.9%
- Tour Operator or Travel Agency	57.4%	60.1%

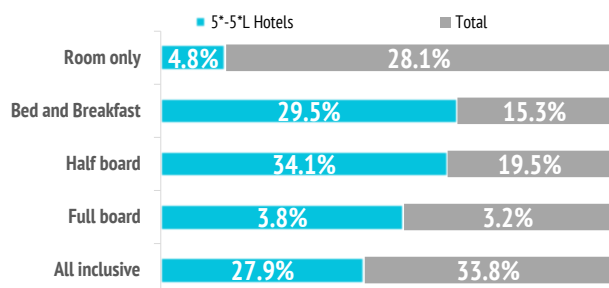
Where do they stay?

	5*-5*L Hotels	Total
1-2-3* Hotel	--	11.5%
4* Hotel	--	39.4%
5* Hotel / 5* Luxury Hotel	100%	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?

	5*-5*L Hotels	Total
Room only	4.8%	28.1%
Bed and Breakfast	29.5%	15.3%
Half board	34.1%	19.5%
Full board	3.8%	3.2%
All inclusive	27.9%	33.8%



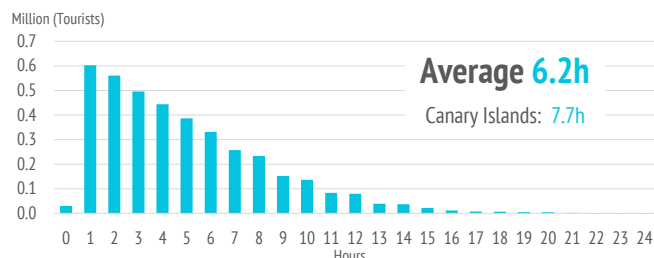
Other expenses

	5*-5*L Hotels	Total
Restaurants or cafes	66.2%	66.9%
Supermarkets	37.5%	55.6%
Car rental	33.6%	37.3%
Organized excursions	21.5%	23.7%
Taxi, transfer, chauffeur service	52.4%	46.0%
Theme Parks	7.6%	8.6%
Sport activities	8.9%	9.3%
Museums	4.2%	4.7%
Flights between islands	4.5%	6.3%

Activities in the Canary Islands

Outdoor time per day	5*-5*L Hotels	Total
0 hours	4.7%	2.4%
1 - 2 hours	16.9%	10.0%
3 - 6 hours	37.7%	30.1%
7 - 12 hours	34.5%	47.1%
More than 12 hours	6.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	5*-5*L Hotels	Total
Swimming pool, hotel facilities	76.6%	57.5%
Beach	68.9%	75.1%
Walk, wander	68.5%	72.2%
Explore the island on their own	44.1%	52.5%
Swim	33.9%	38.8%
Taste Canarian gastronomy	25.9%	30.2%
Hiking	16.8%	22.5%
Organized excursions	15.6%	16.0%
Sea excursions / whale watching	11.6%	13.5%
Theme parks	11.1%	12.2%
Museums / exhibitions	9.6%	10.7%
Wineries / markets / popular festivals	9.4%	10.0%
Nightlife / concerts / shows	9.1%	12.3%
Beauty and health treatments	8.9%	5.6%
Running	7.3%	7.6%
Other Nature Activities	7.0%	9.5%
Golf	4.9%	2.3%
Practice other sports	4.6%	5.9%
Cycling / Mountain bike	4.0%	4.2%
Astronomical observation	3.7%	4.2%
Surf	2.8%	4.8%
Scuba Diving	2.6%	4.2%
Windsurf / Kitesurf	1.1%	1.5%

* Multi-choise question

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

5* HOTELS & 5* LUXURY HOTELS



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 5*-5*L hotels	632,807	128,489	35,715	168,986	299,617	0
- Share by islands	100%	20.3%	5.6%	26.7%	47.3%	0.0%
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 5*-5*L hotels	10.9%	13.3%	4.2%	10.9%	12.9%	0.0%

How many islands do they visit during their trip?

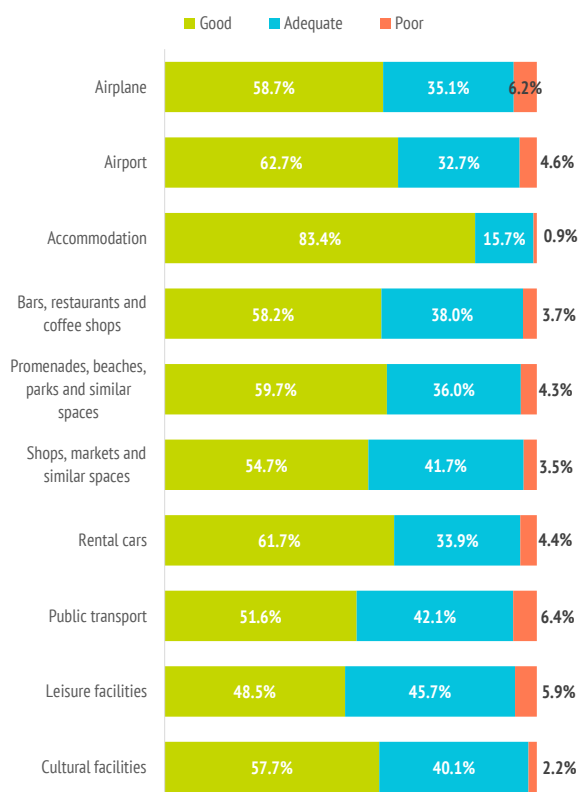
	5*-5*L Hotels	Total
One island	92.7%	90.9%
Two islands	6.2%	7.8%
Three or more islands	1.0%	1.3%

Health safety

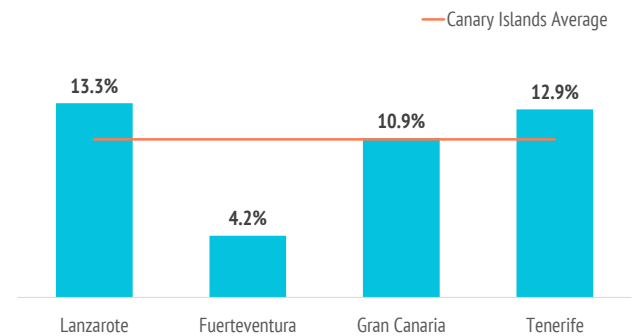
Planning the trip: Importance	5*-5*L Hotels	Total
Average rating (scale 0-10)	8.22	7.99

During the stay: Rate	5*-5*L Hotels	Total
Average rating (scale 0-10)	8.62	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

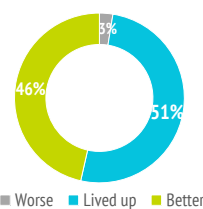


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	5*-5*L Hotels	Total
Average rating	8.90	8.86

Experience in the Canary Islands	5*-5*L Hotels	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	51.0%	51.4%
Better or much better than expected	46.5%	45.9%

Future intentions (scale 1-10)	5*-5*L Hotels	Total
Return to the Canary Islands	8.82	8.86
Recommend visiting the Canary Islands	9.04	9.10



8.82/10

Experience in the Canary Islands

Return to the Canary Islands



9.04/10

Recommend visiting the Canary Islands

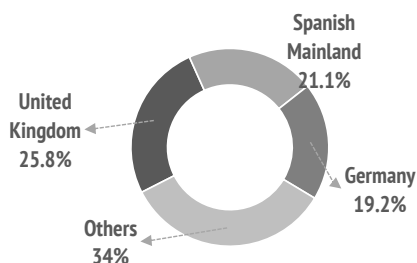
How many are loyal to the Canary Islands?

	5*-5*L Hotels	Total
Repeat tourists	68.8%	68.0%
Repeat tourists (last 5 years)	60.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.4%	15.0%
At least 10 previous visits	15.7%	18.3%

Where are they from?



	%	Absolute
United Kingdom	25.8%	163,192
Spanish Mainland	21.1%	133,448
Germany	19.2%	121,656
France	7.8%	49,101
Belgium	5.5%	35,008
Switzerland	3.1%	19,502
Netherlands	3.0%	19,081
Ireland	2.0%	12,608
Italy	1.9%	12,049
Luxembourg	1.8%	11,319
Poland	1.3%	8,483
Denmark	1.0%	6,385
Sweden	0.8%	5,064
Czech Republic	0.8%	4,972
Norway	0.7%	4,215
Austria	0.6%	3,777
Finland	0.5%	3,134
Others	3.1%	19,813



Who are they?



	5*-5*L Hotels	Total
Gender		
Men	49.0%	49.6%
Women	51.0%	50.4%
Age		
Average age (tourist > 15 years old)	44.6	43.3
Standard deviation	14.9	15.6
Age range (> 15 years old)		
16 - 24 years old	8.7%	11.9%
25 - 30 years old	12.1%	14.8%
31 - 45 years old	33.1%	30.2%
46 - 60 years old	29.8%	26.6%
Over 60 years old	16.3%	16.4%
Occupation		
Salaried worker	56.0%	57.8%
Self-employed	11.7%	11.1%
Unemployed	1.3%	1.7%
Business owner	14.2%	10.0%
Student	3.8%	5.9%
Retired	11.5%	12.2%
Unpaid domestic work	0.9%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	10.6%	16.1%
€25,000 - €49,999	28.0%	37.0%
€50,000 - €74,999	24.0%	23.4%
More than €74,999	37.4%	23.5%
Education level		
No studies	1.8%	2.2%
Primary education	2.3%	2.2%
Secondary education	15.7%	18.8%
Higher education	80.3%	76.9%

Who do they come with?

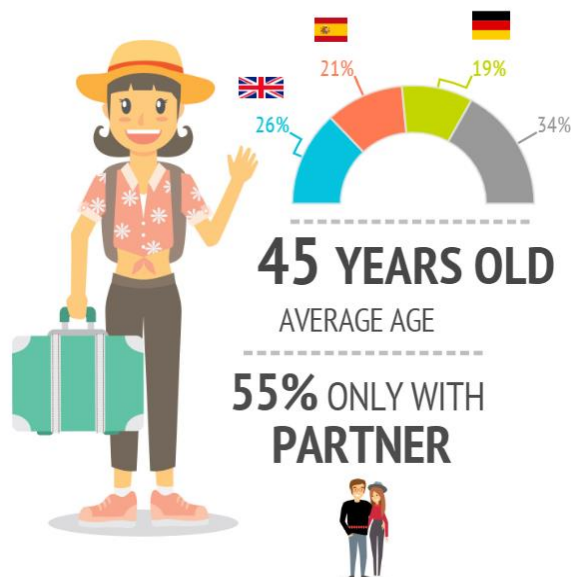


	5*-5*L Hotels	Total
Unaccompanied	7.7%	13.5%
Only with partner	54.6%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	7.5%	4.9%
Other relatives	8.7%	8.4%
Friends	4.3%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.3%	11.5%

(1) Different situations have been isolated

Tourists with children	16.4%	12.5%
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	13.2%	10.2%
- Between 0 -2 and 3-12 years	1.6%	1.0%
Tourists without children	83.6%	87.5%
Group composition:		
- 1 person	9.9%	16.5%
- 2 people	59.6%	56.7%
- 3 people	11.4%	10.7%
- 4 or 5 people	15.7%	13.6%
- 6 or more people	3.5%	2.5%
Average group size:	2.53	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com