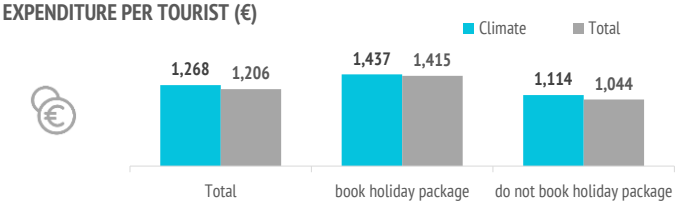
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)
CLIMATE

How many are they and how much do they spend?

	Climate	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**4,268,046**	**5,827,892**
- book holiday package	2,035,333	2,549,012
- do not book holiday package	2,232,712	3,278,880
- % tourists who book holiday package	47.7%	43.7%
Share of total tourist	76.0%	100%
Expenditure per tourist (€)	**1,268**	**1,206**
- book holiday package	1,437	1,415
- holiday package	1,154	1,135
- others	283	280
- do not book holiday package	1,114	1,044
- flight	262	248
- accommodation	409	369
- others	443	427
Average lenght of stay	**9.70**	**9.54**
- book holiday package	8.65	8.59
- do not book holiday package	10.67	10.28
Average daily expenditure (€)	**148.4**	**144.0**
- book holiday package	174.3	172.8
- do not book holiday package	124.7	121.6
Total turnover (> 15 years old) (€m)	**5,412**	**7,028**
- book holiday package	2,925	3,606
- do not book holiday package	2,487	3,422

AVERAGE LENGHT OF STAY (nights)

EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Climate	Total
Climate	100%	76.0%
Sea	60.7%	52.0%
Safety	54.5%	49.0%
Tranquility	53.5%	48.5%
Beaches	53.4%	44.6%
European belonging	44.7%	40.2%
Accommodation supply	43.5%	37.8%
Landscapes	41.9%	39.1%
Effortless trip	39.1%	34.9%
Environment	37.7%	34.7%
Price	36.6%	32.4%
Gastronomy	31.0%	27.9%
Authenticity	26.5%	24.4%
Fun possibilities	24.7%	22.4%
Exoticism	15.8%	14.5%
Hiking trail network	12.4%	12.1%
Shopping	10.2%	8.8%
Historical heritage	9.6%	9.1%
Nightlife	9.5%	8.4%
Culture	9.4%	8.7%

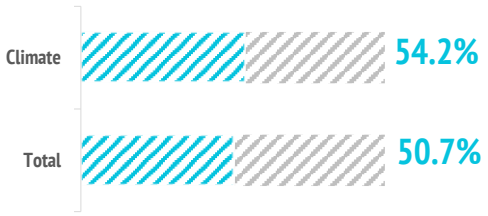
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	Climate	Total
Rest	54.2%	50.7%
Enjoy family time	13.3%	14.0%
Have fun	7.3%	7.3%
Explore the destination	20.8%	23.3%
Practice their hobbies	2.5%	2.6%
Other reasons	1.9%	2.1%

REST



Where did they spend their main holiday last year?*

	Climate	Total
Didn't have holidays	36.1%	35.7%
Canary Islands	18.1%	17.6%
Other destination	45.8%	46.8%

What other destinations do they consider for this trip?*

	Climate	Total
None	28.4%	29.4%
Canary Islands (other island)	26.1%	25.4%
Other destination	45.5%	45.1%

**Percentage of valid answers*

How far in advance do they book their trip?

	Climate	Total
The same day	0.8%	1.0%
Between 1 and 30 days	41.3%	42.5%
Between 1 and 2 months	26.6%	26.7%
Between 3 and 6 months	19.5%	18.7%
More than 6 months	11.8%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

CLIMATE **19.5%**

TOTAL **18.7%**

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that climate is "very important" in their choice

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

CLIMATE

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

	Climate	Total
Previous visits to the Canary Islands	48.9%	45.7%
Friends or relatives	29.3%	30.9%
Internet or social media	54.8%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	6.7%	7.0%
Travel Blogs or Forums	8.3%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	20.7%	19.4%
Public administrations or similar	1.9%	1.9%
Others	2.1%	2.9%

** Multi-choise question*

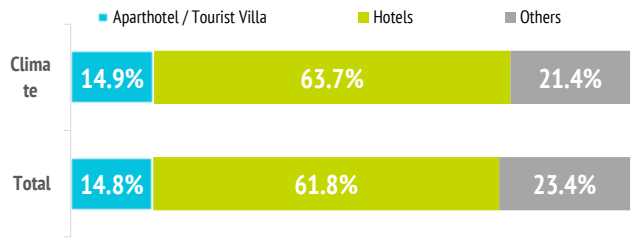
With whom did they book their flight and accommodation?

	Climate	Total
Flight		
- Directly with the airline	50.7%	52.8%
- Tour Operator or Travel Agency	49.3%	47.2%
Accommodation		
- Directly with the accommodation	38.5%	39.9%
- Tour Operator or Travel Agency	61.5%	60.1%

Where do they stay?

	Climate	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	40.5%	39.4%
5* Hotel / 5* Luxury Hotel	11.7%	10.9%
Aparthotel / Tourist Villa	14.9%	14.8%
House/room rented in a private dwelling	6.7%	6.9%
Private accommodation (1)	8.5%	9.9%
Others (Cottage, cruise, camping,..)	6.3%	6.6%

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



What do they book?

	Climate	Total
Room only	26.7%	28.1%
Bed and Breakfast	14.2%	15.3%
Half board	20.0%	19.5%
Full board	3.1%	3.2%
All inclusive	36.0%	33.8%

36% of tourists book all inclusive.

(Canary Islands: 33.8%)

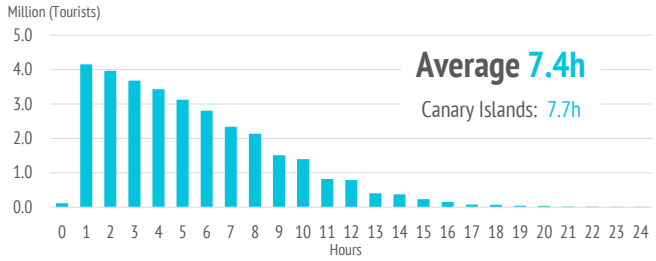
Other expenses

	Climate	Total
Restaurants or cafes	65.7%	66.9%
Supermarkets	55.9%	55.6%
Car rental	36.3%	37.3%
Organized excursions	23.5%	23.7%
Taxi, transfer, chauffeur service	49.4%	46.0%
Theme Parks	8.7%	8.6%
Sport activities	9.5%	9.3%
Museums	4.3%	4.7%
Flights between islands	5.7%	6.3%

Activities in the Canary Islands

Outdoor time per day	Climate	Total
0 hours	2.7%	2.4%
1 - 2 hours	11.1%	10.0%
3 - 6 hours	31.4%	30.1%
7 - 12 hours	45.4%	47.1%
More than 12 hours	9.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Climate	Total
Beach	77.1%	75.1%
Walk, wander	72.9%	72.2%
Swimming pool, hotel facilities	61.0%	57.5%
Explore the island on their own	51.6%	52.5%
Swim	40.5%	38.8%
Taste Canarian gastronomy	28.9%	30.2%
Hiking	21.3%	22.5%
Organized excursions	15.8%	16.0%
Sea excursions / whale watching	13.4%	13.5%
Nightlife / concerts / shows	12.7%	12.3%
Theme parks	12.1%	12.2%
Museums / exhibitions	9.8%	10.7%
Wineries / markets / popular festivals	9.6%	10.0%
Other Nature Activities	8.8%	9.5%
Running	7.5%	7.6%
Beauty and health treatments	6.2%	5.6%
Practice other sports	5.7%	5.9%
Surf	4.7%	4.8%
Cycling / Mountain bike	4.2%	4.2%
Astronomical observation	4.1%	4.2%
Scuba Diving	4.1%	4.2%
Golf	2.5%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

** Multi-choise question*

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)
CLIMATE

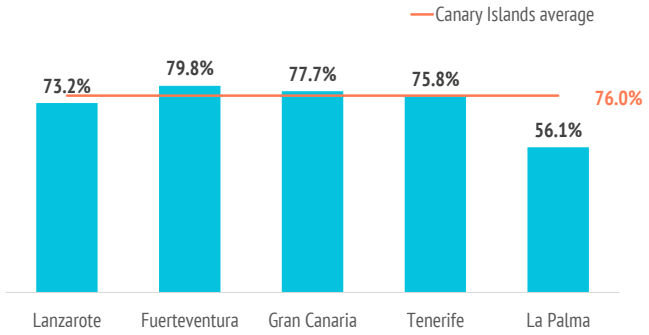
Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by climate	4,268,046	692,159	660,812	1,133,966	1,694,899	52,407
- Share by islands	100%	16.2%	15.5%	26.6%	39.7%	1.2%
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 motivated by climate	76.0%	73.2%	79.8%	77.7%	75.8%	56.1%

How many islands do they visit during their trip?

	Climate	Total
One island	92.0%	90.9%
Two islands	6.9%	7.8%
Three or more islands	1.1%	1.3%

% TOURISTS BY ISLAND OF STAY

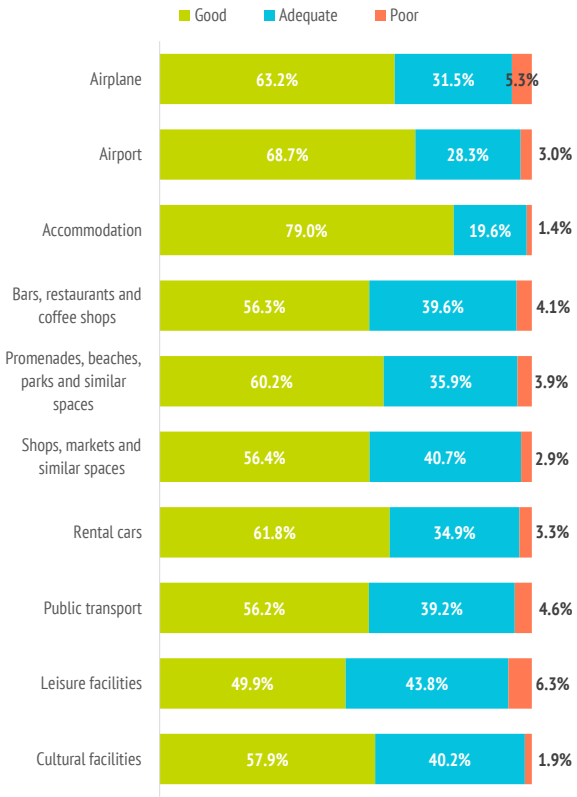


Health safety

Planning the trip: Importance	Climate	Total
Average rating (scale 0-10)	8.14	7.99

During the stay: Rate	Climate	Total
Average rating (scale 0-10)	8.55	8.42

HEALTH SAFETY MEASURES (RATE)

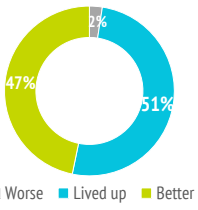


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Climate	Total
Average rating	8.95	8.86

Experience in the Canary Islands	Climate	Total
Worse or much worse than expected	2.4%	2.7%
Lived up to expectations	50.8%	51.4%
Better or much better than expected	46.8%	45.9%

Future intentions (scale 1-10)	Climate	Total
Return to the Canary Islands	8.95	8.86
Recommend visiting the Canary Islands	9.18	9.10



Experience in the Canary Islands

8.95/10

Return to the Canary Islands

9.18/10

Recommend visiting the Canary Islands

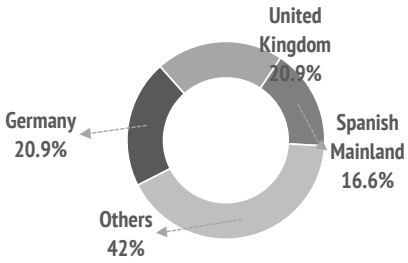
How many are loyal to the Canary Islands?

	Climate	Total
Repeat tourists	**69.5%**	**68.0%**
Repeat tourists (last 5 years)	63.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits	15.2%	15.0%
At least 10 previous visits	**18.7%**	**18.3%**

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)
CLIMATE

Where are they from?

	%	Absolute
Germany	20.9%	893,577
United Kingdom	20.9%	891,364
Spanish Mainland	16.6%	707,840
France	7.4%	315,534
Netherlands	4.9%	210,611
Italy	4.2%	180,752
Belgium	4.0%	172,217
Poland	4.0%	168,903
Ireland	2.9%	122,611
Sweden	2.6%	111,835
Denmark	2.1%	90,372
Norway	1.6%	68,903
Switzerland	1.5%	63,918
Finland	1.0%	43,902
Luxembourg	0.8%	34,413
Czech Republic	0.8%	33,609
Austria	0.6%	27,370
Others	3.1%	130,314



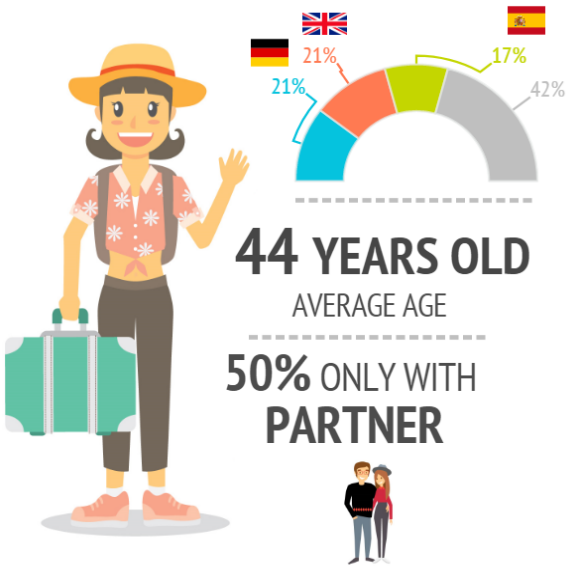
Who do they come with?

	Climate	Total
Unaccompanied	11.3%	13.5%
Only with partner	50.2%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	5.3%	4.9%
Other relatives	8.5%	8.4%
Friends	8.4%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.9%	11.5%
(1) Different situations have been isolated		
Tourists with children	**13.4%**	**12.5%**
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
Tourists without children	**86.6%**	**87.5%**
Group composition:		
- 1 person	13.7%	16.5%
- 2 people	58.7%	56.7%
- 3 people	11.0%	10.7%
- 4 or 5 people	13.9%	13.6%
- 6 or more people	2.7%	2.5%
Average group size:	**2.42**	**2.37**

**People who share the main expenses of the trip*

Who are they?

	Climate	Total
Gender		
Men	47.6%	49.6%
Women	52.4%	50.4%
Age		
Average age (tourist > 15 years old)	43.9	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	10.9%	11.9%
25 - 30 years old	14.0%	14.8%
31 - 45 years old	30.5%	30.2%
46 - 60 years old	27.4%	26.6%
Over 60 years old	17.1%	16.4%
Occupation		
Salaried worker	58.2%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.6%	1.7%
Business owner	9.9%	10.0%
Student	5.2%	5.9%
Retired	12.8%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	14.8%	16.1%
€25,000 - €49,999	36.3%	37.0%
€50,000 - €74,999	23.7%	23.4%
More than €74,999	25.2%	23.5%
Education level		
No studies	2.4%	2.2%
Primary education	2.1%	2.2%
Secondary education	18.7%	18.8%
Higher education	76.9%	76.9%



Pictures: Freepik.com

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