

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

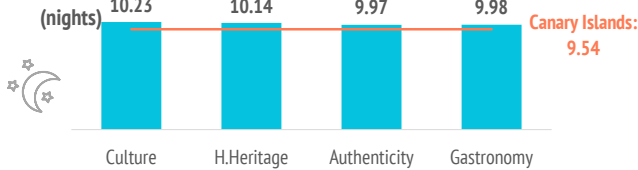
CULTURE

How many are they and how much do they spend?

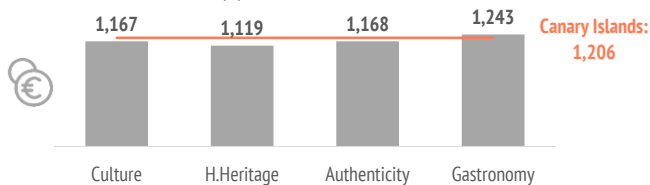


	Culture	H.Heritage	Authenticity	Gastronomy	Total
TOURISTS					
Tourist arrivals > 15 years old (EGT)	490,445	509,427	1,372,268	1,566,646	5,827,892
- book holiday package	183,443	181,021	504,351	638,287	2,549,012
- do not book holiday package	307,002	328,407	867,918	928,359	3,278,880
- % tourists who book holiday package	37.4%	35.5%	36.8%	40.7%	43.7%
Share of total tourist	8.7%	9.1%	24.4%	27.9%	100%
Expenditure per tourist (€)	1,167	1,119	1,168	1,243	1,206
- book holiday package	1,377	1,337	1,376	1,470	1,415
- holiday package	1,074	1,061	1,081	1,166	1,135
- others	303	276	294	303	280
- do not book holiday package	1,041	999	1,047	1,087	1,044
- flight	252	238	244	259	248
- accommodation	337	327	355	376	369
- others	452	433	447	452	427
Average length of stay	10.23	10.14	9.97	9.98	9.54
- book holiday package	8.76	8.67	8.61	8.82	8.59
- do not book holiday package	11.11	10.95	10.75	10.77	10.28
Average daily expenditure (€)	134.4	129.9	135.9	142.3	144.0
- book holiday package	165.3	162.8	168.1	173.7	172.8
- do not book holiday package	116.0	111.7	117.1	120.7	121.6
Total turnover (> 15 years old) (€m)	572	570	1,602	1,947	7,028
- book holiday package	253	242	694	938	3,606
- do not book holiday package	320	328	908	1,009	3,422

AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Didn't have holidays	31.0%	29.0%	31.7%	31.8%	35.7%
Canary Islands	22.0%	22.5%	20.0%	21.4%	17.6%
Other destination	47.0%	48.5%	48.4%	46.8%	46.8%

What other destinations do they consider for this trip?*

	Culture	H.Heritage	Authenticity	Gastronomy	Total
None	27.4%	30.4%	28.9%	30.7%	29.4%
Canary Islands (other island)	27.2%	28.0%	26.0%	25.4%	25.4%
Other destination	45.3%	41.6%	45.1%	43.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that these factors 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.

Importance of each factor in the destination choice



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Climate	81.9%	80.5%	82.4%	84.4%	76.0%
Sea	70.7%	69.5%	66.9%	65.1%	52.0%
Safety	76.2%	73.2%	71.1%	72.5%	49.0%
Tranquility	72.6%	74.5%	74.2%	68.2%	48.5%
Beaches	65.8%	62.0%	59.2%	57.4%	44.6%
European belonging	57.7%	60.0%	59.7%	51.3%	40.2%
Landscapes	75.7%	81.2%	66.7%	53.4%	39.1%
Accommodation supply	62.2%	61.5%	48.5%	52.9%	37.8%
Effortless trip	57.2%	53.5%	51.8%	58.0%	34.9%
Environment	71.0%	74.7%	61.3%	49.3%	34.7%
Price	54.4%	53.4%	54.2%	46.3%	32.4%
Gastronomy	61.8%	56.7%	48.8%	100%	27.9%
Authenticity	65.5%	66.8%	100%	42.8%	24.4%
Fun possibilities	58.9%	46.2%	35.4%	35.1%	22.4%
Exoticism	40.5%	40.4%	45.7%	24.1%	14.5%
Hiking trail network	33.7%	37.2%	23.2%	17.9%	12.1%
Historical heritage	65.3%	100%	24.8%	18.4%	9.1%
Shopping	29.7%	26.0%	18.0%	20.9%	8.8%
Culture	100%	62.8%	23.4%	19.3%	8.7%
Nightlife	26.2%	20.6%	15.4%	16.1%	8.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") by % of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Rest	40.9%	38.3%	44.2%	50.3%	50.7%
Enjoy family time	16.2%	16.3%	14.2%	15.6%	14.0%
Have fun	7.7%	5.1%	6.9%	7.3%	7.3%
Explore the destination	30.6%	36.5%	29.9%	23.0%	23.3%
Practice their hobbies	2.4%	1.4%	2.4%	1.9%	2.6%
Other reasons	2.3%	2.3%	2.4%	1.9%	2.1%

EXPLORE THE DESTINATION

CANARY ISLANDS: 23.3%



How far in advance do they book their trip?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
The same day	1.4%	1.3%	1.3%	0.9%	1.0%
Between 1 and 30 days	40.7%	39.8%	41.4%	40.3%	42.5%
Between 1 and 2 months	28.3%	28.2%	27.6%	26.9%	26.7%
Between 3 and 6 months	17.5%	19.0%	18.7%	18.6%	18.7%
More than 6 months	12.0%	11.7%	11.0%	13.3%	11.1%

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

CULTURE

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

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Previous visits to the Canary Islands	42.7%	41.8%	44.1%	48.8%	45.7%
Friends or relatives	34.5%	33.8%	33.7%	32.8%	30.9%
Internet or social media	48.8%	46.4%	52.2%	50.9%	53.5%
Mass Media	3.2%	3.3%	3.1%	2.7%	2.3%
Travel guides and magazines	8.9%	10.0%	8.2%	6.9%	7.0%
Travel Blogs or Forums	9.7%	9.2%	11.5%	8.6%	8.4%
Travel TV Channels	0.8%	1.2%	0.7%	0.6%	0.5%
Tour Operator or Travel Agency	16.3%	16.3%	17.0%	17.3%	19.4%
Public administrations or similar	2.6%	1.8%	1.8%	1.8%	1.9%
Others	3.4%	3.7%	2.7%	2.7%	2.9%

* Multi-choice question

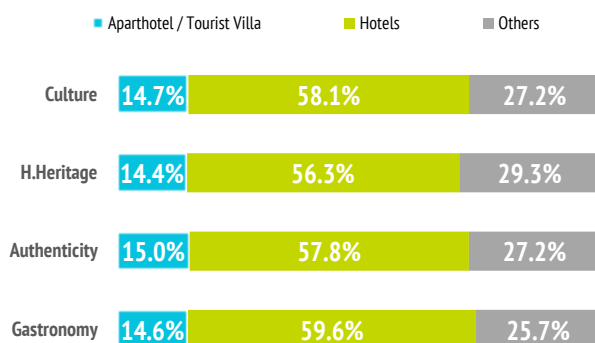
With whom did they book their flight and accommodation?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Flight					
- Directly with the airline	59.9%	59.6%	59.3%	57.5%	52.8%
- Tour Operator or Travel Agency	40.1%	40.4%	40.7%	42.5%	47.2%
Accommodation					
- Directly with the accommodation	44.7%	45.1%	45.0%	42.6%	39.9%
- Tour Operator or Travel Agency	55.3%	54.9%	55.0%	57.4%	60.1%

Where do they stay?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
1-2-3* Hotel	10.5%	9.9%	11.2%	9.7%	11.5%
4* Hotel	36.4%	36.0%	36.0%	36.7%	39.4%
5* Hotel / 5* Luxury Hotel	11.2%	10.4%	10.6%	13.2%	10.9%
Aparthotel / Tourist Villa	14.7%	14.4%	15.0%	14.6%	14.8%
House/room rented in a private dwel	6.1%	6.6%	8.1%	6.7%	6.9%
Private accommodation (1)	14.6%	15.4%	13.2%	13.2%	9.9%
Others (Cottage, cruise, camping,...)	6.5%	7.3%	5.9%	5.8%	6.6%

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



What do they book?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Room only	30.2%	29.9%	31.3%	28.3%	28.1%
Bed and Breakfast	15.0%	15.0%	14.3%	17.7%	15.3%
Half board	19.4%	20.0%	19.0%	19.7%	19.5%
Full board	3.6%	4.0%	3.3%	2.9%	3.2%
All inclusive	31.7%	31.2%	32.0%	31.5%	33.8%

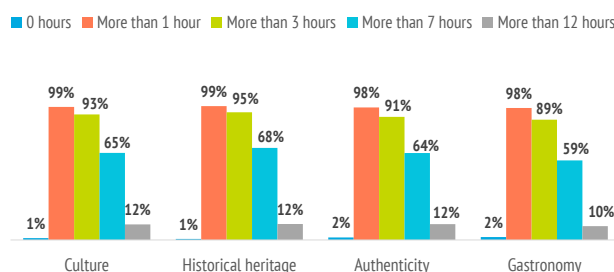
Other expenses

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Restaurants or cafes	66.9%	66.8%	67.6%	68.9%	66.9%
Supermarkets	56.1%	54.8%	57.4%	55.3%	55.6%
Car rental	37.9%	41.1%	43.5%	37.5%	37.3%
Organized excursions	26.6%	27.1%	26.2%	22.0%	23.7%
Taxi, transfer, chauffeur service	39.5%	35.6%	39.0%	43.5%	46.0%
Theme Parks	9.9%	8.4%	8.6%	8.3%	8.6%
Sport activities	9.8%	7.5%	9.0%	9.9%	9.3%
Museums	8.4%	8.7%	6.1%	4.9%	4.7%
Flights between islands	6.7%	8.2%	7.4%	6.6%	6.3%

Activities in the Canary Islands

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Outdoor time per day					
0 hours	1.4%	0.8%	1.8%	2.2%	2.4%
1 - 2 hours	5.6%	4.6%	6.9%	8.7%	10.0%
3 - 6 hours	28.5%	26.4%	26.8%	30.2%	30.1%
7 - 12 hours	53.0%	56.3%	52.7%	48.6%	47.1%
More than 12 hours	11.5%	11.9%	11.8%	10.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Culture	H.Heritage	Authenticity	Gastronomy	Total
Beach	79.1%	77.5%	78.4%	76.1%	75.1%
Walk, wander	75.9%	76.3%	74.9%	72.6%	72.2%
Swimming pool, hotel facilities	57.6%	53.8%	55.8%	58.1%	57.5%
Explore the island on their own	60.7%	62.6%	60.1%	53.4%	52.5%
Swim	41.2%	38.9%	40.7%	39.5%	38.8%
Taste Canarian gastronomy	36.5%	37.8%	35.9%	38.3%	30.2%
Hiking	25.5%	28.4%	26.2%	21.2%	22.5%
Organized excursions	20.3%	20.3%	18.2%	14.6%	16.0%
Sea excursions / whale watching	15.2%	15.0%	14.7%	12.7%	13.5%
Nightlife / concerts / shows	16.0%	12.1%	13.2%	13.2%	12.3%
Theme parks	14.8%	13.8%	12.9%	12.2%	12.2%
Museums / exhibitions	19.4%	21.6%	14.7%	11.0%	10.7%
Wineries / markets / popular festi	17.2%	17.8%	14.1%	12.4%	10.0%
Other Nature Activities	13.5%	13.5%	13.3%	9.3%	9.5%
Running	8.2%	8.2%	7.7%	6.9%	7.6%
Practice other sports	6.5%	6.2%	6.4%	5.7%	5.9%
Beauty and health treatments	7.5%	6.8%	6.1%	6.9%	5.6%
Surf	5.7%	4.9%	5.8%	4.4%	4.8%
Astronomical observation	5.3%	5.4%	5.9%	4.6%	4.2%
Cycling / Mountain bike	5.2%	5.0%	4.3%	4.1%	4.2%
Scuba Diving	4.7%	5.0%	5.0%	4.2%	4.2%
Golf	2.4%	2.6%	1.9%	2.7%	2.3%
Windsurf / Kitesurf	1.7%	1.7%	1.4%	1.4%	1.5%

* Multi-choice question

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

CULTURE



Which island do they choose?

Tourists (> 15 years old)	Culture	H.Heritage	Authenticity	Gastronomy	Total
Lanzarote	104,563	104,196	264,452	264,937	963,331
Fuerteventura	43,452	48,101	202,087	201,413	843,805
Gran Canaria	126,440	134,783	308,184	403,800	1,545,237
Tenerife	205,655	205,855	547,213	653,965	2,320,313
La Palma	5,136	9,316	37,248	28,083	102,576

Share by islands	Culture	H.Heritage	Authenticity	Gastronomy	Total
Lanzarote	21.5%	20.7%	19.5%	17.1%	16.7%
Fuerteventura	9.0%	9.6%	14.9%	13.0%	14.6%
Gran Canaria	26.1%	26.8%	22.7%	26.0%	26.8%
Tenerife	42.4%	41.0%	40.3%	42.1%	40.2%
La Palma	1.1%	1.9%	2.7%	1.8%	1.8%

How many islands do they visit during their trip?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
One island	89.6%	87.5%	89.2%	91.2%	90.9%
Two islands	8.5%	9.8%	9.2%	7.5%	7.8%
Three or more islands	1.9%	2.6%	1.6%	1.3%	1.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Culture	H.Heritage	Authenticity	Gastronomy	Total
Average rating	9.18	9.17	9.20	9.10	8.86

Experience in the Canary Islands	Culture	H.Heritage	Authenticity	Gastronomy	Total
Worse or much worse than expected	3.4%	3.3%	2.6%	2.9%	2.7%
Lived up to expectations	39.4%	42.8%	43.0%	46.5%	51.4%
Better or much better than expected	57.3%	53.9%	54.4%	50.6%	45.9%

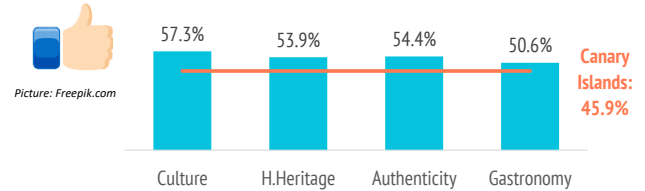
Health safety

Planning the trip: Importance	Culture	H.Heritage	Authenticity	Gastronomy	Total
Average rating (scale 0-10)	8.63	8.57	8.40	8.34	7.99

Future intentions (scale 1-10)	Culture	H.Heritage	Authenticity	Gastronomy	Total
Return to the Canary Islands	9.12	9.10	9.18	9.14	8.86
Recommend visiting the Canary Islands	9.35	9.33	9.41	9.32	9.10

During the stay: Rate	Culture	H.Heritage	Authenticity	Gastronomy	Total
Average rating (scale 0-10)	8.82	8.79	8.74	8.68	8.42

EXPERIENCE IN THE CANARY ISLANDS: BETTER OR MUCH BETTER THAN EXPECTED



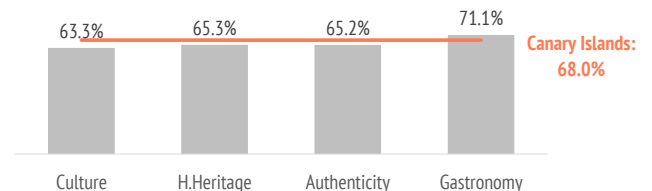
RETURN TO THE CANARY ISLANDS



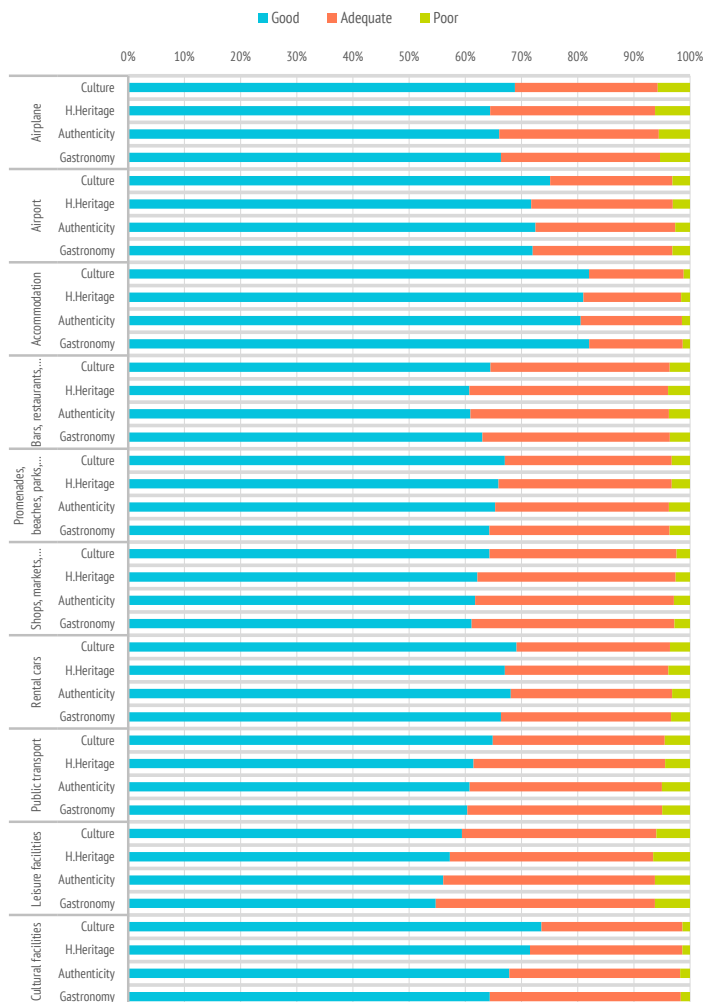
How many are loyal to the Canary Islands?

	Culture	H.Heritage	Authenticity	Gastronomy	Total
Repeat tourists	63.3%	65.3%	65.2%	71.1%	68.0%
Repeat tourists (last 5 years)	58.6%	60.5%	59.9%	64.9%	61.9%
Repeat tourists (last 5 years) (5 or mo	16.8%	17.4%	16.9%	18.5%	15.0%
At least 10 previous visits	18.4%	20.0%	18.9%	22.0%	18.3%

REPEAT TOURISTS



HEALTH SAFETY MEASURES (RATE)



Where are they from?

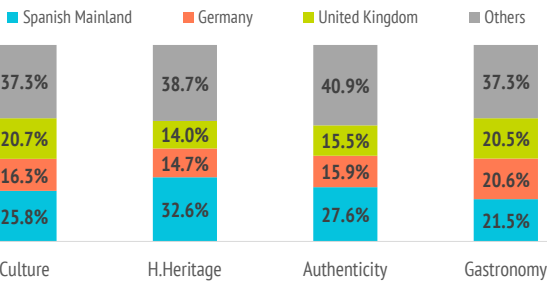


	Culture	H.Heritage	Authenticity	Gastronomy	Total
Spanish Mainland	25.8%	32.6%	27.6%	21.5%	21.5%
Germany	16.3%	14.7%	15.9%	20.6%	19.8%
United Kingdom	20.7%	14.0%	15.5%	20.5%	18.6%
France	9.6%	11.4%	10.0%	6.6%	6.9%
Netherland	2.0%	2.1%	2.0%	3.1%	4.8%
Italy	3.8%	4.6%	5.3%	2.8%	4.5%
Belgium	2.2%	2.8%	3.4%	3.9%	3.8%
Poland	4.1%	3.6%	5.6%	4.7%	3.7%
Ireland	3.7%	2.7%	3.1%	3.2%	2.6%
Sweden	1.3%	1.1%	1.5%	2.3%	2.2%
Denmark	0.7%	0.5%	1.3%	1.2%	2.1%
Switzerland	1.7%	1.0%	1.3%	2.0%	1.5%
Norway	1.2%	1.0%	0.6%	1.0%	1.4%
Czech Republic	1.0%	1.2%	1.2%	1.0%	1.0%
Finland	0.4%	0.7%	0.4%	0.7%	0.9%
Luxembourg	1.0%	0.9%	0.6%	0.9%	0.7%
Austria	0.7%	0.7%	0.7%	0.9%	0.7%
Others	3.8%	4.4%	3.8%	3.1%	3.4%

Who are they?



	Culture	H.Heritage	Authenticity	Gastronomy	Total
Gender					
Men	45.5%	46.2%	46.1%	46.1%	49.6%
Women	54.5%	53.8%	53.9%	53.9%	50.4%
Age					
Average age (tourist > 15 years old)	41.8	44.2	41.9	43.8	43.3
Standard deviation	15.5	15.5	15.2	15.5	15.6
Age range (> 15 years old)					
16 - 24 years old	14.6%	11.6%	13.2%	10.7%	11.9%
25 - 30 years old	15.0%	12.3%	16.5%	14.7%	14.8%
31 - 45 years old	32.7%	31.3%	30.8%	30.2%	30.2%
46 - 60 years old	23.3%	27.1%	25.6%	27.1%	26.6%
Over 60 years old	14.4%	17.7%	13.9%	17.4%	16.4%
Occupation					
Salaried worker	57.0%	53.3%	56.3%	56.3%	57.8%
Self-employed	11.7%	12.5%	12.4%	11.3%	11.1%
Unemployed	2.5%	2.5%	2.6%	2.1%	1.7%
Business owner	9.2%	9.4%	10.0%	10.7%	10.0%
Student	7.3%	6.8%	7.2%	5.7%	5.9%
Retired	10.9%	13.7%	10.3%	12.8%	12.2%
Unpaid domestic work	0.3%	0.4%	0.4%	0.5%	0.5%
Others	1.2%	1.4%	0.9%	0.7%	0.9%
Annual household income level					
Less than €25,000	20.3%	20.7%	20.5%	16.9%	16.1%
€25,000 - €49,999	39.2%	40.7%	38.9%	36.3%	37.0%
€50,000 - €74,999	21.0%	20.3%	21.7%	22.6%	23.4%
More than €74,999	19.4%	18.4%	18.9%	24.3%	23.5%
Education level					
No studies	2.6%	2.0%	1.8%	2.1%	2.2%
Primary education	3.4%	3.7%	2.7%	2.5%	2.2%
Secondary education	17.0%	17.9%	17.1%	18.5%	18.8%
Higher education	77.0%	76.4%	78.3%	76.9%	76.9%



Who do they come with?



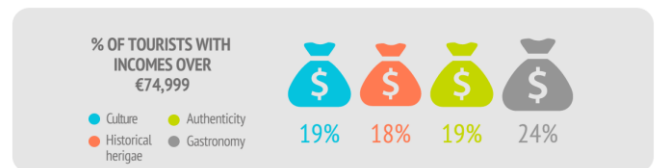
	Culture	H.Heritage	Authenticity	Gastronomy	Total
Unaccompanied	17.1%	16.5%	14.3%	12.5%	13.5%
Only with partner	46.4%	46.6%	49.3%	51.4%	48.2%
Only with children (< 13 years old)	4.2%	4.1%	4.0%	3.7%	3.9%
Partner + children (< 13 years old)	4.2%	3.7%	4.0%	4.4%	4.9%
Other relatives	9.1%	9.1%	8.7%	7.5%	8.4%
Friends	8.8%	8.0%	8.5%	8.5%	8.5%
Work colleagues	0.1%	0.3%	0.3%	0.2%	0.8%
Organized trip	0.3%	0.3%	0.1%	0.1%	0.2%
Other combinations ⁽¹⁾	10.0%	11.4%	10.9%	11.8%	11.5%

(1) Different situations have been isolated

Tourists with children	Culture	H.Heritage	Authenticity	Gastronomy	Total
- Between 0 and 2 years old	1.5%	0.9%	1.2%	1.1%	1.2%
- Between 3 and 12 years old	9.6%	9.2%	9.5%	9.5%	10.2%
- Between 0 -2 and 3-12 years old	0.6%	0.6%	0.7%	1.1%	1.0%
Tourists without children	88.3%	89.2%	88.6%	88.3%	87.5%

Group composition:

- 1 person	20.5%	20.4%	17.6%	15.3%	16.5%
- 2 people	54.7%	54.1%	57.6%	58.6%	56.7%
- 3 people	12.2%	11.7%	10.7%	10.1%	10.7%
- 4 or 5 people	10.6%	12.1%	12.0%	13.6%	13.6%
- 6 or more people	2.0%	1.7%	2.1%	2.5%	2.5%
Average group size:	2.25	2.27	2.30	2.37	2.37



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that these factors 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.