

### How many are they and how much do they spend?



|   | Environment      | Total            |
|---|------------------|------------------|
| <b>TOURISTS</b>                                 |                  |                  |
| <b>Tourist arrivals (FRONTUR)</b>               | <b>n.d.</b>      | <b>6,697,165</b> |
| <b>Tourist arrivals &gt; 15 years old (EGT)</b> | <b>1,947,552</b> | <b>5,827,892</b> |
| - book holiday package                          | 718,843          | 2,549,012        |
| - do not book holiday package                   | 1,228,708        | 3,278,880        |
| - % tourists who book holiday package           | 36.9%            | 43.7%            |
| Share of total tourist                          | 34.7%            | 100%             |
| <b>Expenditure per tourist (€)</b>              |                  |                  |
| - book holiday package                          | 1,378            | 1,415            |
| - holiday package                               | 1,091            | 1,135            |
| - others  | 287              | 280              |
| - do not book holiday package                   | 1,034            | 1,044            |
| - flight  | 246              | 248              |
| - accommodation                                 | 358              | 369              |
| - others  | 429              | 427              |
| <b>Average lenght of stay</b>                   | <b>9.88</b>      | <b>9.54</b>      |
| - book holiday package                          | 8.47             | 8.59             |
| - do not book holiday package                   | 10.70            | 10.28            |
| <b>Average daily expenditure (€)</b>            | <b>136.3</b>     | <b>144.0</b>     |
| - book holiday package                          | 171.0            | 172.8            |
| - do not book holiday package                   | 116.0            | 121.6            |
| <b>Total turnover (&gt; 15 years old) (€m)</b>  | <b>2,260</b>     | <b>7,028</b>     |
| - book holiday package                          | 990              | 3,606            |
| - do not book holiday package                   | 1,270            | 3,422            |

### AVERAGE LENGHT OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Where did they spend their main holiday last year?\*

|                      | Environment | Total |
|----------------------|-------------|-------|
| Didn't have holidays | 31.8%       | 35.7% |
| Canary Islands       | 19.9%       | 17.6% |
| Other destination    | 48.3%       | 46.8% |

### What other destinations do they consider for this trip?\*

|                               | Environment | Total |
|-------------------------------|-------------|-------|
| None                          | 30.7%       | 29.4% |
| Canary Islands (other island) | 25.9%       | 25.4% |
| Other destination             | 43.4%       | 45.1% |

\*Percentage of valid answers

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



|                      | Environment | Total |
|----------------------|-------------|-------|
| Environment          | 100.0%      | 34.7% |
| Climate              | 82.6%       | 76.0% |
| Landscapes           | 75.6%       | 39.1% |
| Sea                  | 66.4%       | 52.0% |
| Tranquility          | 63.2%       | 48.5% |
| Safety               | 62.6%       | 49.0% |
| Beaches              | 57.5%       | 44.6% |
| European belonging   | 48.6%       | 40.2% |
| Accommodation supply | 44.8%       | 37.8% |
| Effortless trip      | 44.4%       | 34.9% |
| Authenticity         | 43.2%       | 24.4% |
| Price                | 42.8%       | 32.4% |
| Gastronomy           | 39.7%       | 27.9% |
| Fun possibilities    | 29.5%       | 22.4% |
| Hiking trail network | 25.9%       | 12.1% |
| Exoticism            | 25.1%       | 14.5% |
| Historical heritage  | 19.5%       | 9.1%  |
| Culture              | 17.9%       | 8.7%  |
| Shopping             | 14.3%       | 8.8%  |
| Nightlife            | 11.7%       | 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?



|                         | Environment | Total |
|-------------------------|-------------|-------|
| Rest                    | 45.0%       | 50.7% |
| Enjoy family time       | 14.2%       | 14.0% |
| Have fun                | 6.5%        | 7.3%  |
| Explore the destination | 29.6%       | 23.3% |
| Practice their hobbies  | 2.6%        | 2.6%  |
| Other reasons           | 2.1%        | 2.1%  |

### EXPLORE THE DESTINATION



### How far in advance do they book their trip?



|                        | Environment | Total |
|------------------------|-------------|-------|
| The same day           | 0.9%        | 1.0%  |
| Between 1 and 30 days  | 40.3%       | 42.5% |
| Between 1 and 2 months | 27.7%       | 26.7% |
| Between 3 and 6 months | 19.5%       | 18.7% |
| More than 6 months     | 11.6%       | 11.1% |

### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

ENVIRONMENT  
27.7%



TOTAL  
26.7%

Picture: Freepik.com

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

## ENVIRONMENT



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

|                                       | Environment | Total |
|---------------------------------------|-------------|-------|
| Previous visits to the Canary Islands | 45.9%       | 45.7% |
| Friends or relatives                  | 33.7%       | 30.9% |
| Internet or social media              | 53.3%       | 53.5% |
| Mass Media                            | 2.9%        | 2.3%  |
| Travel guides and magazines           | 8.9%        | 7.0%  |
| Travel Blogs or Forums                | 11.2%       | 8.4%  |
| Travel TV Channels                    | 0.8%        | 0.5%  |
| Tour Operator or Travel Agency        | 16.6%       | 19.4% |
| Public administrations or similar     | 2.0%        | 1.9%  |
| Others                                | 2.3%        | 2.9%  |

\* Multi-choise question

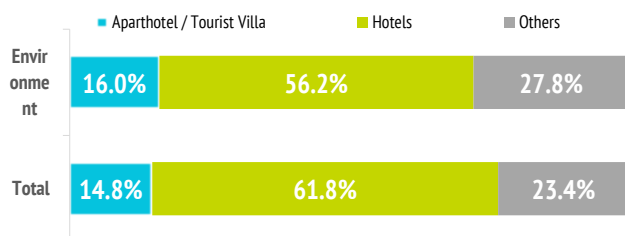
### With whom did they book their flight and accommodation?

|                                   | Environment | Total |
|-----------------------------------|-------------|-------|
| <b>Flight</b>                     |             |       |
| - Directly with the airline       | 59.3%       | 52.8% |
| - Tour Operator or Travel Agency  | 40.7%       | 47.2% |
| <b>Accommodation</b>              |             |       |
| - Directly with the accommodation | 45.8%       | 39.9% |
| - Tour Operator or Travel Agency  | 54.2%       | 60.1% |

### Where do they stay?

|   | Environment | Total |
|---|-------------|-------|
| 1-2-3* Hotel                            | 9.7%        | 11.5% |
| 4* Hotel                                | 36.0%       | 39.4% |
| 5* Hotel / 5* Luxury Hotel              | 10.4%       | 10.9% |
| Aparthotel / Tourist Villa              | 16.0%       | 14.8% |
| House/room rented in a private dwelling | 8.8%        | 6.9%  |
| Private accommodation (1)               | 12.1%       | 9.9%  |
| Others (Cottage, cruise, camping,...)   | 7.0%        | 6.6%  |

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



### What do they book?

|                   | Environment | Total |
|-------------------|-------------|-------|
| Room only         | 33.0%       | 28.1% |
| Bed and Breakfast | 15.3%       | 15.3% |
| Half board        | 19.8%       | 19.5% |
| Full board        | 3.2%        | 3.2%  |
| All inclusive     | 28.8%       | 33.8% |

33% of tourists book room only.  
(Canary Islands: 28.1%)

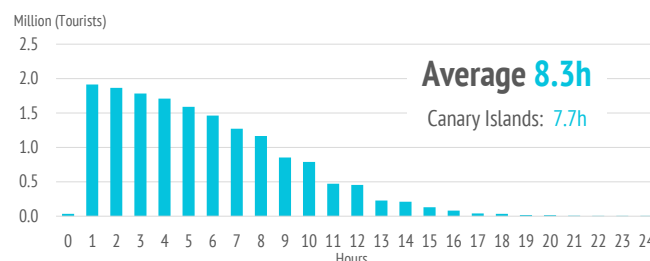
### Other expenses

|                                   | Environment | Total |
|-----------------------------------|-------------|-------|
| Restaurants or cafes              | 69.2%       | 66.9% |
| Supermarkets                      | 57.3%       | 55.6% |
| Car rental                        | 42.7%       | 37.3% |
| Organized excursions              | 26.1%       | 23.7% |
| Taxi, transfer, chauffeur service | 39.6%       | 46.0% |
| Theme Parks                       | 8.8%        | 8.6%  |
| Sport activities                  | 8.9%        | 9.3%  |
| Museums                           | 6.2%        | 4.7%  |
| Flights between islands           | 7.6%        | 6.3%  |

### Activities in the Canary Islands

| Outdoor time per day | Environment | Total |
|----------------------|-------------|-------|
| 0 hours              | 1.8%        | 2.4%  |
| 1 - 2 hours          | 6.7%        | 10.0% |
| 3 - 6 hours          | 26.3%       | 30.1% |
| 7 - 12 hours         | 53.6%       | 47.1% |
| More than 12 hours   | 11.7%       | 10.5% |

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands       | Environment | Total |
|--|-------------|-------|
| Beach                                  | 77.2%       | 75.1% |
| Walk, wander                           | 76.8%       | 72.2% |
| Explore the island on their own        | 59.9%       | 52.5% |
| Swimming pool, hotel facilities        | 56.0%       | 57.5% |
| Swim                                   | 38.5%       | 38.8% |
| Taste Canarian gastronomy              | 35.0%       | 30.2% |
| Hiking                                 | 28.1%       | 22.5% |
| Organized excursions                   | 17.6%       | 16.0% |
| Museums / exhibitions                  | 14.8%       | 10.7% |
| Sea excursions / whale watching        | 14.5%       | 13.5% |
| Wineries / markets / popular festivals | 13.2%       | 10.0% |
| Other Nature Activities                | 13.1%       | 9.5%  |
| Theme parks                            | 12.1%       | 12.2% |
| Nightlife / concerts / shows           | 11.9%       | 12.3% |
| Running                                | 8.0%        | 7.6%  |
| Practice other sports                  | 6.0%        | 5.9%  |
| Beauty and health treatments           | 5.9%        | 5.6%  |
| Astronomical observation               | 5.5%        | 4.2%  |
| Surf                                   | 5.3%        | 4.8%  |
| Scuba Diving                           | 4.7%        | 4.2%  |
| Cycling / Mountain bike                | 4.4%        | 4.2%  |
| Golf                                   | 2.0%        | 2.3%  |
| Windsurf / Kitesurf                    | 1.3%        | 1.5%  |

\* Multi-choise question

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

### ENVIRONMENT



#### Which island do they choose?

| Tourist > 15 years old              | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife  | La Palma |
|-------------------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists motivated by environment   | 1,947,552      | 380,079   | 232,590       | 423,393      | 837,625   | 52,374   |
| - Share by islands                  | 100%           | 19.5%     | 11.9%         | 21.7%        | 43.0%     | 2.7%     |
| 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 environment | 34.7%          | 40.2%     | 28.1%         | 29.0%        | 37.5%     | 56.1%    |

#### How many islands do they visit during their trip?

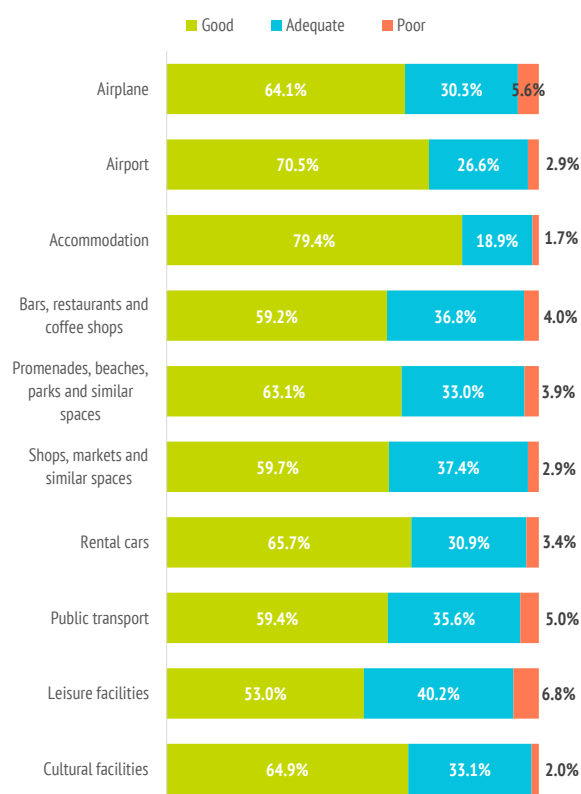
|                       | Environment | Total |
|-----------------------|-------------|-------|
| One island            | 89.5%       | 90.9% |
| Two islands           | 8.9%        | 7.8%  |
| Three or more islands | 1.6%        | 1.3%  |

#### Health safety

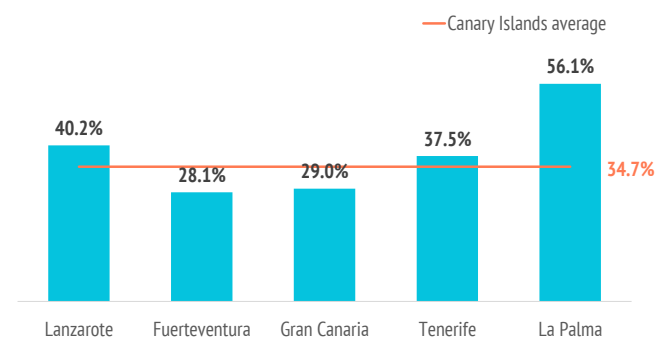
| Planning the trip: Importance | Environment | Total |
|-------------------------------|-------------|-------|
| Average rating (scale 0-10)   | 8.29        | 7.99  |

| During the stay: Rate       | Environment | Total |
|-----------------------------|-------------|-------|
| Average rating (scale 0-10) | 8.65        | 8.42  |

#### HEALTH SAFETY MEASURES (RATE)



#### % TOURISTS BY ISLAND OF STAY

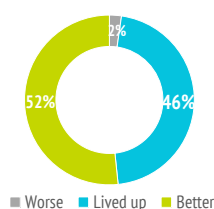


#### How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Environment | Total |
|---------------------------|-------------|-------|
| Average rating            | 9.11        | 8.86  |

| Experience in the Canary Islands    | Environment | Total |
|-------------------------------------|-------------|-------|
| Worse or much worse than expected   | 2.3%        | 2.7%  |
| Lived up to expectations            | 46.1%       | 51.4% |
| Better or much better than expected | 51.6%       | 45.9% |

| Future intentions (scale 1-10)        | Environment | Total |
|---------------------------------------|-------------|-------|
| Return to the Canary Islands          | 9.11        | 8.86  |
| Recommend visiting the Canary Islands | 9.33        | 9.10  |



Experience in the  
Canary Islands



9.11/10

Return to the  
Canary Islands



9.33/10

Recommend  
visiting the Canary  
Islands

#### How many are loyal to the Canary Islands?

|   | Environment  | Total        |
|---|--------------|--------------|
| <b>Repeat tourists</b>                            | <b>66.9%</b> | <b>68.0%</b> |
| Repeat tourists (last 5 years)                    | 61.2%        | 61.9%        |
| Repeat tourists (last 5 years) (5 or more visits) | 16.2%        | 15.0%        |
| <b>At least 10 previous visits</b>                | <b>18.7%</b> | <b>18.3%</b> |

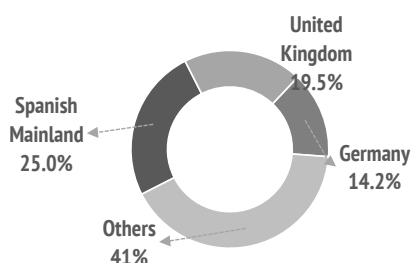
# PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

## ENVIRONMENT

### Where are they from?



|                  | %     | Absolute |
|------------------|-------|----------|
| Spanish Mainland | 25.0% | 487,460  |
| United Kingdom   | 19.5% | 379,790  |
| Germany          | 14.2% | 275,767  |
| France           | 9.1%  | 177,174  |
| Italy            | 7.1%  | 137,375  |
| Poland           | 5.1%  | 99,442   |
| Ireland          | 3.1%  | 61,083   |
| Belgium          | 3.0%  | 57,570   |
| Sweden           | 2.2%  | 42,042   |
| Netherlands      | 1.6%  | 32,026   |
| Denmark          | 1.3%  | 25,655   |
| Switzerland      | 1.2%  | 23,904   |
| Norway           | 0.9%  | 17,527   |
| Finland          | 0.8%  | 16,106   |
| Czech Republic   | 0.8%  | 16,057   |
| Austria          | 0.7%  | 13,239   |
| Luxembourg       | 0.7%  | 12,787   |
| Others           | 3.7%  | 72,546   |



### Who do they come with?



|                                     | Environment | Total |
|-------------------------------------|-------------|-------|
| Unaccompanied                       | 13.7%       | 13.5% |
| Only with partner                   | 48.8%       | 48.2% |
| Only with children (< 13 years old) | 3.8%        | 3.9%  |
| Partner + children (< 13 years old) | 4.9%        | 4.9%  |
| Other relatives                     | 8.4%        | 8.4%  |
| Friends                             | 8.8%        | 8.5%  |
| Work colleagues                     | 0.2%        | 0.8%  |
| Organized trip                      | 0.2%        | 0.2%  |
| Other combinations (1)              | 11.3%       | 11.5% |

(1) Different situations have been isolated

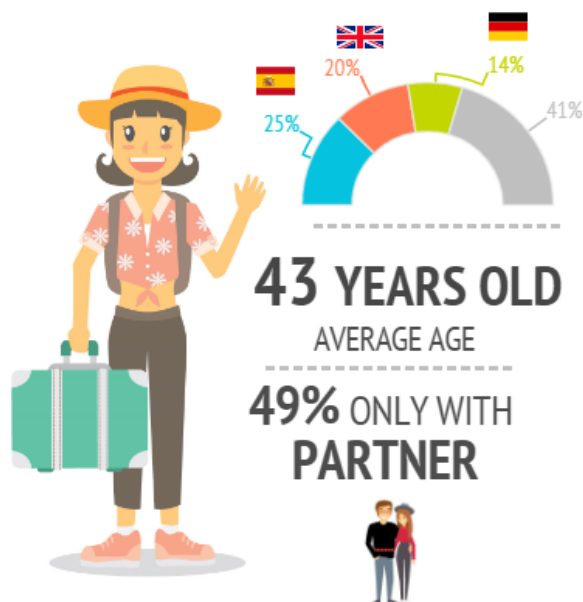
|                                  |              |              |
|----------------------------------|--------------|--------------|
| <b>Tourists with children</b>    | <b>12.0%</b> | <b>12.5%</b> |
| - Between 0 and 2 years old      | 1.2%         | 1.2%         |
| - Between 3 and 12 years old     | 9.9%         | 10.2%        |
| - Between 0 -2 and 3-12 years    | 0.9%         | 1.0%         |
| <b>Tourists without children</b> | <b>88.0%</b> | <b>87.5%</b> |
| <b>Group composition:</b>        |              |              |
| - 1 person                       | 16.7%        | 16.5%        |
| - 2 people                       | 56.8%        | 56.7%        |
| - 3 people                       | 11.0%        | 10.7%        |
| - 4 or 5 people                  | 13.3%        | 13.6%        |
| - 6 or more people               | 2.2%         | 2.5%         |
| <b>Average group size:</b>       | <b>2.34</b>  | <b>2.37</b>  |

\*People who share the main expenses of the trip

### Who are they?



|                                      | Environment | Total |
|--------------------------------------|-------------|-------|
| <b>Gender</b>                        |             |       |
| Men                                  | 46.6%       | 49.6% |
| Women                                | 53.4%       | 50.4% |
| <b>Age</b>                           |             |       |
| Average age (tourist > 15 years old) | 42.9        | 43.3  |
| Standard deviation                   | 15.4        | 15.6  |
| <b>Age range (&gt; 15 years old)</b> |             |       |
| 16 - 24 years old                    | 11.9%       | 11.9% |
| 25 - 30 years old                    | 15.4%       | 14.8% |
| 31 - 45 years old                    | 30.7%       | 30.2% |
| 46 - 60 years old                    | 26.3%       | 26.6% |
| Over 60 years old                    | 15.7%       | 16.4% |
| <b>Occupation</b>                    |             |       |
| Salaried worker                      | 56.8%       | 57.8% |
| Self-employed                        | 11.8%       | 11.1% |
| Unemployed                           | 2.2%        | 1.7%  |
| Business owner                       | 9.2%        | 10.0% |
| Student                              | 6.3%        | 5.9%  |
| Retired                              | 12.3%       | 12.2% |
| Unpaid domestic work                 | 0.5%        | 0.5%  |
| Others                               | 1.0%        | 0.9%  |
| <b>Annual household income level</b> |             |       |
| Less than €25,000                    | 18.3%       | 16.1% |
| €25,000 - €49,999                    | 39.6%       | 37.0% |
| €50,000 - €74,999                    | 21.3%       | 23.4% |
| More than €74,999                    | 20.7%       | 23.5% |
| <b>Education level</b>               |             |       |
| No studies                           | 2.5%        | 2.2%  |
| Primary education                    | 2.3%        | 2.2%  |
| Secondary education                  | 16.8%       | 18.8% |
| Higher education                     | 78.4%       | 76.9% |



Pictures: Freepik.com

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