

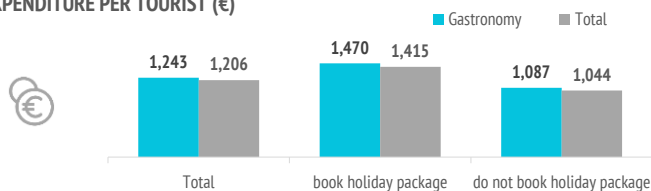
How many are they and how much do they spend?

	Gastronomy	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,566,646	5,827,892
- book holiday package	638,287	2,549,012
- do not book holiday package	928,359	3,278,880
- % tourists who book holiday package	40.7%	43.7%
Share of total tourist	27.9%	100%
Expenditure per tourist (€)		
- book holiday package	1,243	1,206
- holiday package	1,166	1,135
- others	303	280
- do not book holiday package	1,087	1,044
- flight	259	248
- accommodation	376	369
- others	452	427
Average length of stay	9.98	9.54
- book holiday package	8.82	8.59
- do not book holiday package	10.77	10.28
Average daily expenditure (€)		
- book holiday package	142.3	144.0
- do not book holiday package	173.7	172.8
- do not book holiday package	120.7	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	1,947	7,028
- do not book holiday package	938	3,606
- do not book holiday package	1,009	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Gastronomy	Total
Didn't have holidays	31.8%	35.7%
Canary Islands	21.4%	17.6%
Other destination	46.8%	46.8%

What other destinations do they consider for this trip?*

	Gastronomy	Total
None	30.7%	29.4%
Canary Islands (other island)	25.4%	25.4%
Other destination	43.9%	45.1%

*Percentage of valid answers

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

	Gastronomy	Total
Gastronomy	100.0%	27.9%
Climate	84.4%	76.0%
Safety	72.5%	49.0%
Tranquility	68.2%	48.5%
Sea	65.1%	52.0%
Effortless trip	58.0%	34.9%
Beaches	57.4%	44.6%
Landscapes	53.4%	39.1%
Accommodation supply	52.9%	37.8%
European belonging	51.3%	40.2%
Environment	49.3%	34.7%
Price	46.3%	32.4%
Authenticity	42.8%	24.4%
Fun possibilities	35.1%	22.4%
Exoticism	24.1%	14.5%
Shopping	20.9%	8.8%
Culture	19.3%	8.7%
Historical heritage	18.4%	9.1%
Hiking trail network	17.9%	12.1%
Nightlife	16.1%	8.4%

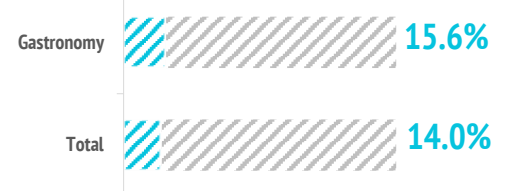
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	Gastronomy	Total
Rest	50.3%	50.7%
Enjoy family time	15.6%	14.0%
Have fun	7.3%	7.3%
Explore the destination	23.0%	23.3%
Practice their hobbies	1.9%	2.6%
Other reasons	1.9%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?

	Gastronomy	Total
The same day	0.9%	1.0%
Between 1 and 30 days	40.3%	42.5%
Between 1 and 2 months	26.9%	26.7%
Between 3 and 6 months	18.6%	18.7%
More than 6 months	13.3%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

GASTRONOMY
13.3%



TOTAL
11.1%

Picture: Freepik.com

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

	Gastronomy	Total
Previous visits to the Canary Islands	48.8%	45.7%
Friends or relatives	32.8%	30.9%
Internet or social media	50.9%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	6.9%	7.0%
Travel Blogs or Forums	8.6%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	17.3%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.7%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

	Gastronomy	Total
Flight		
- Directly with the airline	57.5%	52.8%
- Tour Operator or Travel Agency	42.5%	47.2%

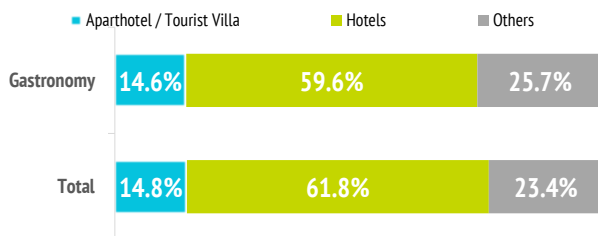
Accommodation

- Directly with the accommodation	42.6%	39.9%
- Tour Operator or Travel Agency	57.4%	60.1%

Where do they stay?

	Gastronomy	Total
1-2-3* Hotel	9.7%	11.5%
4* Hotel	36.7%	39.4%
5* Hotel / 5* Luxury Hotel	13.2%	10.9%
Aparthotel / Tourist Villa	14.6%	14.8%
House/room rented in a private dwelling	6.7%	6.9%
Private accommodation (1)	13.2%	9.9%
Others (Cottage, cruise, camping,...)	5.8%	6.6%

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



What do they book?

	Gastronomy	Total
Room only	28.3%	28.1%
Bed and Breakfast	17.7%	15.3%
Half board	19.7%	19.5%
Full board	2.9%	3.2%
All inclusive	31.5%	33.8%

17.7% of tourists book Bed and Breakfast (B&B).

(Canary Islands: 15.3%)

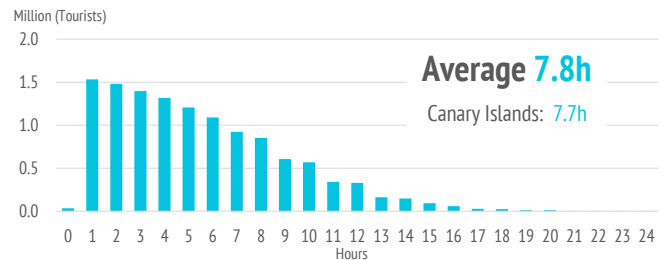
Other expenses

	Gastronomy	Total
Restaurants or cafes	68.9%	66.9%
Supermarkets	55.3%	55.6%
Car rental	37.5%	37.3%
Organized excursions	22.0%	23.7%
Taxi, transfer, chauffeur service	43.5%	46.0%
Theme Parks	8.3%	8.6%
Sport activities	9.9%	9.3%
Museums	4.9%	4.7%
Flights between islands	6.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Gastronomy	Total
0 hours	2.2%	2.4%
1 - 2 hours	8.7%	10.0%
3 - 6 hours	30.2%	30.1%
7 - 12 hours	48.6%	47.1%
More than 12 hours	10.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Gastronomy	Total
Beach	76.1%	75.1%
Walk, wander	72.6%	72.2%
Swimming pool, hotel facilities	58.1%	57.5%
Explore the island on their own	53.4%	52.5%
Swim	39.5%	38.8%
Taste Canarian gastronomy	38.3%	30.2%
Hiking	21.2%	22.5%
Organized excursions	14.6%	16.0%
Nightlife / concerts / shows	13.2%	12.3%
Sea excursions / whale watching	12.7%	13.5%
Wineries / markets / popular festivals	12.4%	10.0%
Theme parks	12.2%	12.2%
Museums / exhibitions	11.0%	10.7%
Other Nature Activities	9.3%	9.5%
Beauty and health treatments	6.9%	5.6%
Running	6.9%	7.6%
Practice other sports	5.7%	5.9%
Astronomical observation	4.6%	4.2%
Surf	4.4%	4.8%
Scuba Diving	4.2%	4.2%
Cycling / Mountain bike	4.1%	4.2%
Golf	2.7%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choise question

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

GASTRONOMY

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by gastronomy	1,566,646	264,937	201,413	403,800	653,965	28,083
- Share by islands	100%	16.9%	12.9%	25.8%	41.7%	1.8%
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 gastronomy	27.9%	28.0%	24.3%	27.7%	29.2%	30.1%

How many islands do they visit during their trip?

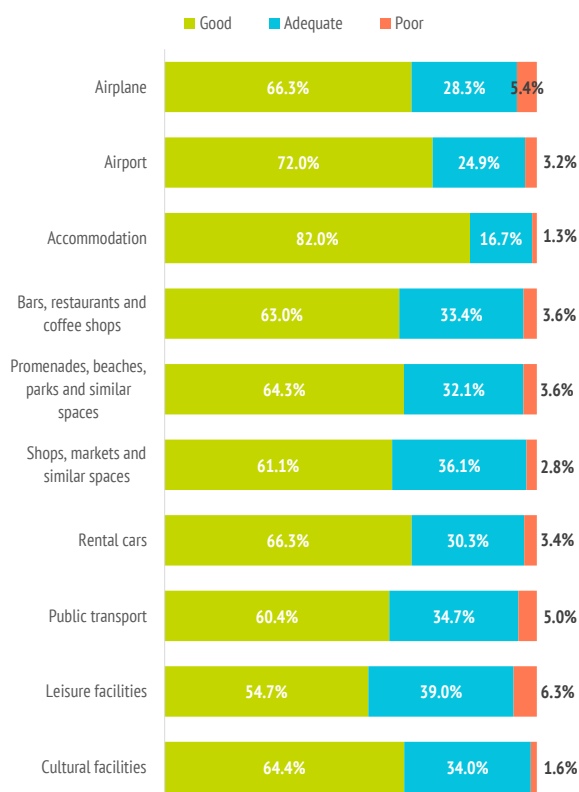
	Gastronomy	Total
One island	91.2%	90.9%
Two islands	7.5%	7.8%
Three or more islands	1.3%	1.3%

Health safety

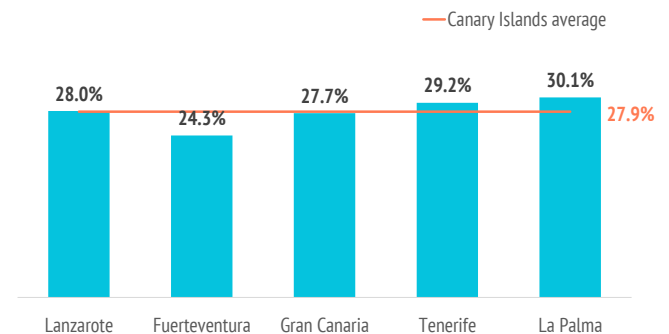
Planning the trip: Importance	Gastronomy	Total
Average rating (scale 0-10)	8.34	7.99

During the stay: Rate	Gastronomy	Total
Average rating (scale 0-10)	8.68	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

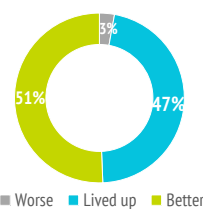


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Gastronomy	Total
Average rating	9.10	8.86

Experience in the Canary Islands	Gastronomy	Total
Worse or much worse than expected	2.9%	2.7%
Lived up to expectations	46.5%	51.4%
Better or much better than expected	50.6%	45.9%

Future intentions (scale 1-10)	Gastronomy	Total
Return to the Canary Islands	9.14	8.86
Recommend visiting the Canary Islands	9.32	9.10



9.14/10

Experience in the Canary Islands



9.32/10

Recommend visiting the Canary Islands

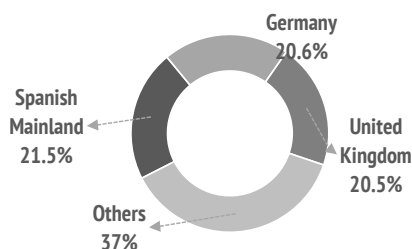
How many are loyal to the Canary Islands?

	Gastronomy	Total
Repeat tourists	71.1%	68.0%
Repeat tourists (last 5 years)	64.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	18.5%	15.0%
At least 10 previous visits	22.0%	18.3%

Where are they from?



	%	Absolute
Spanish Mainland	21.5%	337,009
Germany	20.6%	323,448
United Kingdom	20.5%	321,570
France	6.6%	103,928
Poland	4.7%	73,819
Belgium	3.9%	61,414
Ireland	3.2%	49,938
Netherlands	3.1%	48,097
Italy	2.8%	43,650
Sweden	2.3%	35,807
Switzerland	2.0%	31,530
Denmark	1.2%	18,433
Czech Republic	1.0%	15,928
Norway	1.0%	15,009
Austria	0.9%	14,326
Luxembourg	0.9%	14,112
Finland	0.7%	10,676
Others	3.1%	47,952



Who are they?



	Gastronomy	Total
Gender		
Men	46.1%	49.6%
Women	53.9%	50.4%
Age		
Average age (tourist > 15 years old)	43.8	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	10.7%	11.9%
25 - 30 years old	14.7%	14.8%
31 - 45 years old	30.2%	30.2%
46 - 60 years old	27.1%	26.6%
Over 60 years old	17.4%	16.4%
Occupation		
Salaried worker	56.3%	57.8%
Self-employed	11.3%	11.1%
Unemployed	2.1%	1.7%
Business owner	10.7%	10.0%
Student	5.7%	5.9%
Retired	12.8%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	16.9%	16.1%
€25,000 - €49,999	36.3%	37.0%
€50,000 - €74,999	22.6%	23.4%
More than €74,999	24.3%	23.5%
Education level		
No studies	2.1%	2.2%
Primary education	2.5%	2.2%
Secondary education	18.5%	18.8%
Higher education	76.9%	76.9%

Who do they come with?

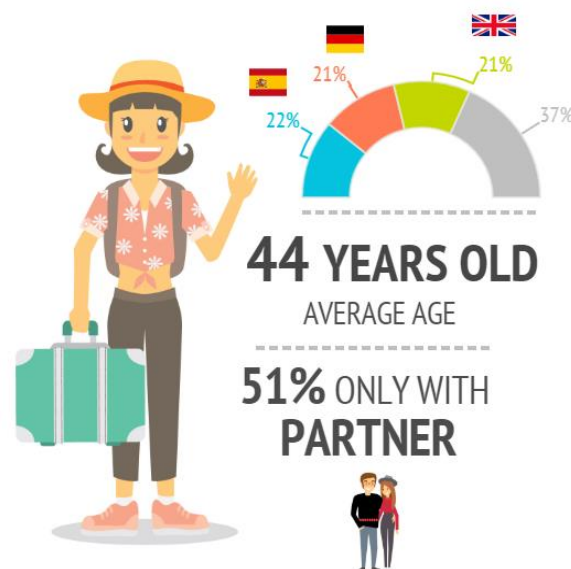


	Gastronomy	Total
Unaccompanied	12.5%	13.5%
Only with partner	51.4%	48.2%
Only with children (< 13 years old)	3.7%	3.9%
Partner + children (< 13 years old)	4.4%	4.9%
Other relatives	7.5%	8.4%
Friends	8.5%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.8%	11.5%

(1) Different situations have been isolated

Tourists with children	11.7%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	9.5%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
Tourists without children	88.3%	87.5%
Group composition:		
- 1 person	15.3%	16.5%
- 2 people	58.6%	56.7%
- 3 people	10.1%	10.7%
- 4 or 5 people	13.6%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.37	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com