

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



|   | Sea              | 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>2,920,718</b> | <b>5,827,892</b> |
| - book holiday package                          | 1,305,117        | 2,549,012        |
| - do not book holiday package                   | 1,615,601        | 3,278,880        |
| - % tourists who book holiday package           | 44.7%            | 43.7%            |
| Share of total tourist                          | 52.0%            | 100%             |
| <b>Expenditure per tourist (€)</b>              |                  |                  |
| - book holiday package                          | 1,245            | 1,206            |
| - holiday package                               | 1,161            | 1,135            |
| - others  | 292              | 280              |
| - do not book holiday package                   | 1,077            | 1,044            |
| - flight  | 255              | 248              |
| - accommodation                                 | 383              | 369              |
| - others  | 439              | 427              |
| <b>Average length of stay</b>                   | <b>9.88</b>      | <b>9.54</b>      |
| - book holiday package                          | 8.83             | 8.59             |
| - do not book holiday package                   | 10.73            | 10.28            |
| <b>Average daily expenditure (€)</b>            | <b>143.8</b>     | <b>144.0</b>     |
| - book holiday package                          | 173.7            | 172.8            |
| - do not book holiday package                   | 119.7            | 121.6            |
| <b>Total turnover (&gt; 15 years old) (€m)</b>  | <b>3,637</b>     | <b>7,028</b>     |
| - book holiday package                          | 1,897            | 3,606            |
| - do not book holiday package                   | 1,741            | 3,422            |

#### AVERAGE LENGTH OF STAY (nights)



#### EXPENDITURE PER TOURIST (€)



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

|                      | Sea   | Total |
|----------------------|-------|-------|
| Didn't have holidays | 34.1% | 35.7% |
| Canary Islands       | 18.9% | 17.6% |
| Other destination    | 47.1% | 46.8% |

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

|                               | Sea   | Total |
|-------------------------------|-------|-------|
| None                          | 28.5% | 29.4% |
| Canary Islands (other island) | 26.3% | 25.4% |
| Other destination             | 45.2% | 45.1% |

\*Percentage of valid answers

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



|                      | Sea    | Total |
|----------------------|--------|-------|
| Sea                  | 100.0% | 52.0% |
| Climate              | 88.8%  | 76.0% |
| Beaches              | 77.8%  | 44.6% |
| Tranquility          | 58.5%  | 48.5% |
| Safety               | 57.6%  | 49.0% |
| Landscapes           | 52.8%  | 39.1% |
| European belonging   | 47.6%  | 40.2% |
| Environment          | 44.3%  | 34.7% |
| Accommodation supply | 43.8%  | 37.8% |
| Effortless trip      | 41.9%  | 34.9% |
| Price                | 38.6%  | 32.4% |
| Gastronomy           | 34.9%  | 27.9% |
| Authenticity         | 31.4%  | 24.4% |
| Fun possibilities    | 27.1%  | 22.4% |
| Exoticism            | 19.1%  | 14.5% |
| Hiking trail network | 14.8%  | 12.1% |
| Historical heritage  | 12.1%  | 9.1%  |
| Culture              | 11.9%  | 8.7%  |
| Shopping             | 11.6%  | 8.8%  |
| Nightlife            | 10.4%  | 8.4%  |

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

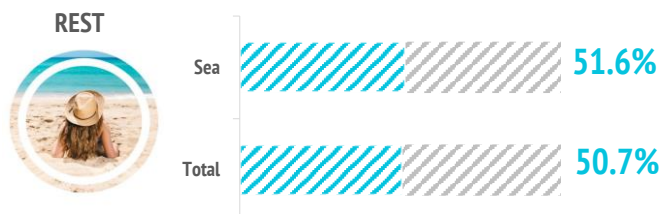
% of tourists who indicate that the factor is "very important" in their choice.

### What is the main motivation for their holidays?



|                         | Sea   | Total |
|-------------------------|-------|-------|
| Rest                    | 51.6% | 50.7% |
| Enjoy family time       | 13.6% | 14.0% |
| Have fun                | 7.3%  | 7.3%  |
| Explore the destination | 22.4% | 23.3% |
| Practice their hobbies  | 3.0%  | 2.6%  |
| Other reasons           | 2.1%  | 2.1%  |

#### REST



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



|                        | Sea   | Total |
|------------------------|-------|-------|
| The same day           | 0.9%  | 1.0%  |
| Between 1 and 30 days  | 42.7% | 42.5% |
| Between 1 and 2 months | 26.4% | 26.7% |
| Between 3 and 6 months | 19.2% | 18.7% |
| More than 6 months     | 10.9% | 11.1% |

#### % TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

SEA  
19.2%



TOTAL  
18.7%

Picture: Freepik.com

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

|                                       | Sea   | Total |
|---------------------------------------|-------|-------|
| Previous visits to the Canary Islands | 45.9% | 45.7% |
| Friends or relatives                  | 30.9% | 30.9% |
| Internet or social media              | 53.8% | 53.5% |
| Mass Media                            | 2.5%  | 2.3%  |
| Travel guides and magazines           | 6.9%  | 7.0%  |
| Travel Blogs or Forums                | 8.5%  | 8.4%  |
| Travel TV Channels                    | 0.5%  | 0.5%  |
| Tour Operator or Travel Agency        | 19.3% | 19.4% |
| Public administrations or similar     | 1.8%  | 1.9%  |
| Others                                | 2.3%  | 2.9%  |

\* Multi-choise question

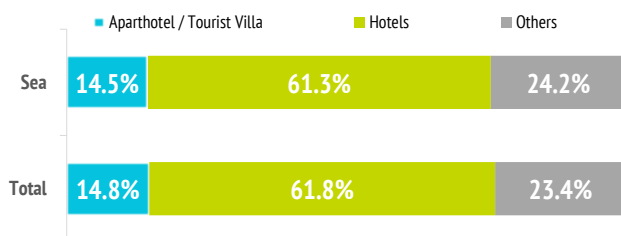
### With whom did they book their flight and accommodation?

|                                   | Sea   | Total |
|-----------------------------------|-------|-------|
| <b>Flight</b>                     |       |       |
| - Directly with the airline       | 52.3% | 52.8% |
| - Tour Operator or Travel Agency  | 47.7% | 47.2% |
| <b>Accommodation</b>              |       |       |
| - Directly with the accommodation | 39.1% | 39.9% |
| - Tour Operator or Travel Agency  | 60.9% | 60.1% |

### Where do they stay?

|   | Sea   | Total |
|---|-------|-------|
| 1-2-3* Hotel                            | 11.4% | 11.5% |
| 4* Hotel                                | 39.3% | 39.4% |
| 5* Hotel / 5* Luxury Hotel              | 10.6% | 10.9% |
| Aparthotel / Tourist Villa              | 14.5% | 14.8% |
| House/room rented in a private dwelling | 7.4%  | 6.9%  |
| Private accommodation (1)               | 10.3% | 9.9%  |
| Others (Cottage, cruise, camping,...)   | 6.5%  | 6.6%  |

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



### What do they book?

|                   | Sea   | Total |
|-------------------|-------|-------|
| Room only         | 28.0% | 28.1% |
| Bed and Breakfast | 13.4% | 15.3% |
| Half board        | 20.6% | 19.5% |
| Full board        | 3.3%  | 3.2%  |
| All inclusive     | 34.7% | 33.8% |

20.6% of tourists book half board.  
(Canary Islands: 19.5%)

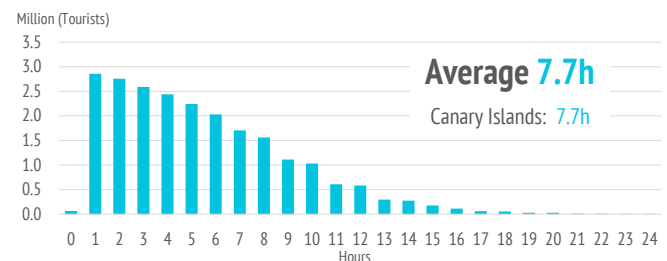
### Other expenses

|                                   | Sea   | Total |
|-----------------------------------|-------|-------|
| Restaurants or cafes              | 64.8% | 66.9% |
| Supermarkets                      | 56.7% | 55.6% |
| Car rental                        | 38.1% | 37.3% |
| Organized excursions              | 24.3% | 23.7% |
| Taxi, transfer, chauffeur service | 46.4% | 46.0% |
| Theme Parks                       | 7.6%  | 8.6%  |
| Sport activities                  | 10.3% | 9.3%  |
| Museums                           | 4.5%  | 4.7%  |
| Flights between islands           | 6.6%  | 6.3%  |

### Activities in the Canary Islands

|                             | Sea   | Total |
|-----------------------------|-------|-------|
| <b>Outdoor time per day</b> |       |       |
| 0 hours                     | 2.2%  | 2.4%  |
| 1 - 2 hours                 | 9.2%  | 10.0% |
| 3 - 6 hours                 | 30.2% | 30.1% |
| 7 - 12 hours                | 48.2% | 47.1% |
| More than 12 hours          | 10.2% | 10.5% |

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



|   | Sea   | Total |
|---|-------|-------|
| <b>Activities in the Canary Islands</b> |       |       |
| Beach                                   | 84.0% | 75.1% |
| Walk, wander                            | 71.0% | 72.2% |
| Swimming pool, hotel facilities         | 57.3% | 57.5% |
| Explore the island on their own         | 54.0% | 52.5% |
| Swim                                    | 44.5% | 38.8% |
| Taste Canarian gastronomy               | 30.3% | 30.2% |
| Hiking                                  | 21.8% | 22.5% |
| Organized excursions                    | 15.9% | 16.0% |
| Sea excursions / whale watching         | 13.9% | 13.5% |
| Nightlife / concerts / shows            | 11.9% | 12.3% |
| Theme parks                             | 11.2% | 12.2% |
| Museums / exhibitions                   | 10.5% | 10.7% |
| Wineries / markets / popular festivals  | 10.2% | 10.0% |
| Other Nature Activities                 | 9.7%  | 9.5%  |
| Running                                 | 7.3%  | 7.6%  |
| Practice other sports                   | 6.2%  | 5.9%  |
| Surf                                    | 6.1%  | 4.8%  |
| Beauty and health treatments            | 5.9%  | 5.6%  |
| Scuba Diving                            | 5.4%  | 4.2%  |
| Astronomical observation                | 4.6%  | 4.2%  |
| Cycling / Mountain bike                 | 4.0%  | 4.2%  |
| Windsurf / Kitesurf                     | 1.9%  | 1.5%  |
| Golf                                    | 1.9%  | 2.3%  |

\* Multi-choise question

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

## SEA



### Which island do they choose?

| Tourist > 15 years old      | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife  | La Palma |
|-----------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists motivated by sea   | 2,920,718      | 459,813   | 575,630       | 773,875      | 1,048,746 | 35,552   |
| - Share by islands          | 100%           | 15.7%     | 19.7%         | 26.5%        | 35.9%     | 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 sea | 52.0%          | 48.6%     | 69.5%         | 53.1%        | 46.9%     | 38.1%    |

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

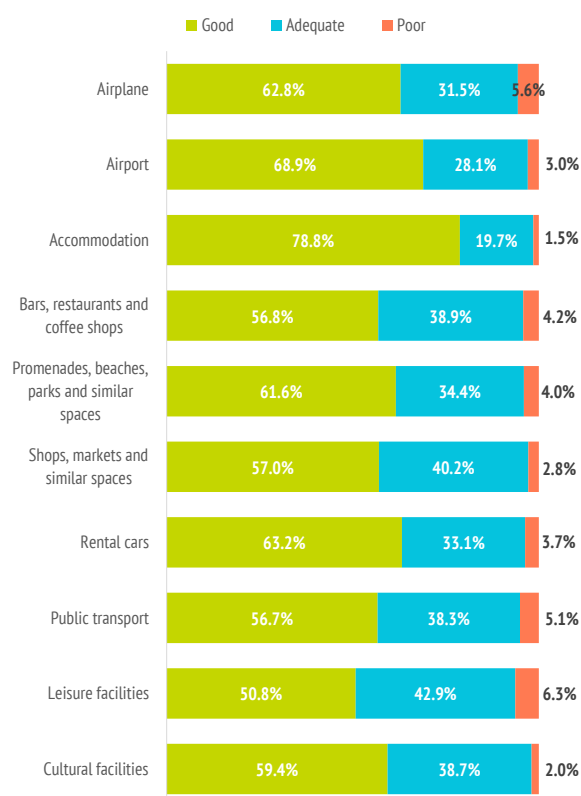
|                       | Sea   | Total |
|-----------------------|-------|-------|
| One island            | 91.1% | 90.9% |
| Two islands           | 7.5%  | 7.8%  |
| Three or more islands | 1.4%  | 1.3%  |

### Health safety

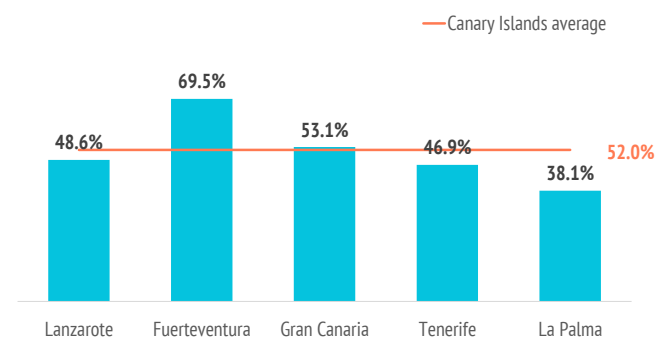
| Planning the trip: Importance | Sea  | Total |
|-------------------------------|------|-------|
| Average rating (scale 0-10)   | 8.14 | 7.99  |

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

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

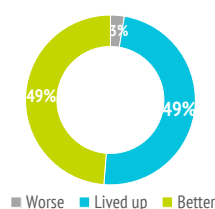


### How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Sea  | Total |
|---------------------------|------|-------|
| Average rating            | 9.00 | 8.86  |

| Experience in the Canary Islands    | Sea   | Total |
|-------------------------------------|-------|-------|
| Worse or much worse than expected   | 2.7%  | 2.7%  |
| Lived up to expectations            | 48.6% | 51.4% |
| Better or much better than expected | 48.8% | 45.9% |

| Future intentions (scale 1-10)        | Sea  | Total |
|---------------------------------------|------|-------|
| Return to the Canary Islands          | 8.99 | 8.86  |
| Recommend visiting the Canary Islands | 9.23 | 9.10  |



Experience in the  
Canary Islands

8.99/10

Return to the  
Canary Islands

9.23/10

Recommend  
visiting the Canary  
Islands

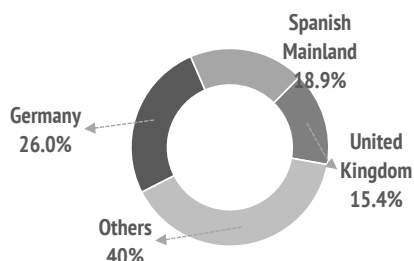
### How many are loyal to the Canary Islands?

|   | Sea          | Total        |
|---|--------------|--------------|
| <b>Repeat tourists</b>                            | <b>67.5%</b> | <b>68.0%</b> |
| Repeat tourists (last 5 years)                    | 61.7%        | 61.9%        |
| Repeat tourists (last 5 years) (5 or more visits) | 15.4%        | 15.0%        |
| <b>At least 10 previous visits</b>                | <b>18.7%</b> | <b>18.3%</b> |

### Where are they from?



|                  | %     | Absolute |
|------------------|-------|----------|
| Germany          | 26.0% | 759,678  |
| Spanish Mainland | 18.9% | 552,658  |
| United Kingdom   | 15.4% | 448,557  |
| France           | 7.7%  | 225,957  |
| Poland           | 4.5%  | 130,292  |
| Italy            | 4.5%  | 130,202  |
| Netherlands      | 3.9%  | 114,907  |
| Belgium          | 3.5%  | 102,483  |
| Ireland          | 2.5%  | 71,941   |
| Sweden           | 2.2%  | 65,432   |
| Switzerland      | 1.7%  | 49,382   |
| Norway           | 1.2%  | 35,088   |
| Denmark          | 1.1%  | 32,233   |
| Finland          | 1.0%  | 29,612   |
| Czech Republic   | 1.0%  | 28,321   |
| Luxembourg       | 0.9%  | 24,941   |
| Austria          | 0.8%  | 24,623   |
| Others           | 3.2%  | 94,411   |



### Who do they come with?



|                                     | Sea   | Total |
|-------------------------------------|-------|-------|
| Unaccompanied                       | 12.7% | 13.5% |
| Only with partner                   | 48.6% | 48.2% |
| Only with children (< 13 years old) | 4.4%  | 3.9%  |
| Partner + children (< 13 years old) | 4.9%  | 4.9%  |
| Other relatives                     | 8.5%  | 8.4%  |
| Friends                             | 8.7%  | 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

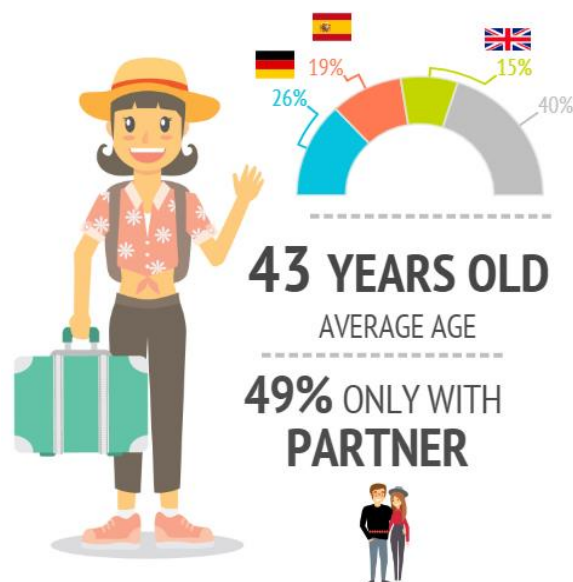
|                                  |              |              |
|----------------------------------|--------------|--------------|
| <b>Tourists with children</b>    | <b>12.9%</b> | <b>12.5%</b> |
| - Between 0 and 2 years old      | 1.3%         | 1.2%         |
| - Between 3 and 12 years old     | 10.6%        | 10.2%        |
| - Between 0 -2 and 3-12 years    | 1.0%         | 1.0%         |
| <b>Tourists without children</b> | <b>87.1%</b> | <b>87.5%</b> |
| <b>Group composition:</b>        |              |              |
| - 1 person                       | 15.3%        | 16.5%        |
| - 2 people                       | 57.7%        | 56.7%        |
| - 3 people                       | 10.7%        | 10.7%        |
| - 4 or 5 people                  | 13.7%        | 13.6%        |
| - 6 or more people               | 2.5%         | 2.5%         |
| <b>Average group size:</b>       | <b>2.38</b>  | <b>2.37</b>  |

\*People who share the main expenses of the trip

### Who are they?



|                                      | Sea   | Total |
|--------------------------------------|-------|-------|
| <b>Gender</b>                        |       |       |
| Men                                  | 46.2% | 49.6% |
| Women                                | 53.8% | 50.4% |
| <b>Age</b>                           |       |       |
| Average age (tourist > 15 years old) | 43.0  | 43.3  |
| Standard deviation                   | 15.5  | 15.6  |
| <b>Age range (&gt; 15 years old)</b> |       |       |
| 16 - 24 years old                    | 11.9% | 11.9% |
| 25 - 30 years old                    | 15.2% | 14.8% |
| 31 - 45 years old                    | 31.1% | 30.2% |
| 46 - 60 years old                    | 26.0% | 26.6% |
| Over 60 years old                    | 15.8% | 16.4% |
| <b>Occupation</b>                    |       |       |
| Salaried worker                      | 57.3% | 57.8% |
| Self-employed                        | 11.1% | 11.1% |
| Unemployed                           | 1.9%  | 1.7%  |
| Business owner                       | 10.2% | 10.0% |
| Student                              | 6.2%  | 5.9%  |
| Retired                              | 12.0% | 12.2% |
| Unpaid domestic work                 | 0.4%  | 0.5%  |
| Others                               | 0.9%  | 0.9%  |
| <b>Annual household income level</b> |       |       |
| Less than €25,000                    | 16.5% | 16.1% |
| €25,000 - €49,999                    | 37.1% | 37.0% |
| €50,000 - €74,999                    | 23.4% | 23.4% |
| More than €74,999                    | 23.1% | 23.5% |
| <b>Education level</b>               |       |       |
| No studies                           | 1.8%  | 2.2%  |
| Primary education                    | 2.3%  | 2.2%  |
| Secondary education                  | 17.5% | 18.8% |
| Higher education                     | 78.4% | 76.9% |



Pictures: Freepik.com