

How many are they and how much do they spend?



	Accommodation supply	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,122,315	5,827,892
- book holiday package	1,175,301	2,549,012
- do not book holiday package	947,014	3,278,880
- % tourists who book holiday package	55.4%	43.7%
Share of total tourist	37.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,342	1,206
- holiday package	1,190	1,135
- others	255	280
- do not book holiday package	1,213	1,044
- flight	270	248
- accommodation	514	369
- others	429	427
Average lenght of stay		
- book holiday package	8.69	8.59
- do not book holiday package	10.28	10.28
Average daily expenditure (€)		
- book holiday package	174.0	172.8
- do not book holiday package	139.4	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	1,699	3,606
- do not book holiday package	1,148	3,422

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Accommodation supply	Total
Didn't have holidays	39.0%	35.7%
Canary Islands	17.8%	17.6%
Other destination	43.1%	46.8%

What other destinations do they consider for this trip?*

	Accommodation supply	Total
None	25.5%	29.4%
Canary Islands (other island)	26.3%	25.4%
Other destination	48.2%	45.1%

*Percentage of valid answers

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



	Accommodation supply	Total
Accommodation supply	100.0%	37.8%
Climate	87.5%	76.0%
Safety	68.8%	49.0%
Tranquility	63.3%	48.5%
Sea	60.3%	52.0%
Beaches	53.6%	44.6%
Effortless trip	51.5%	34.9%
European belonging	49.9%	40.2%
Price	48.5%	32.4%
Environment	41.2%	34.7%
Landscapes	40.6%	39.1%
Gastronomy	39.0%	27.9%
Fun possibilities	32.4%	22.4%
Authenticity	31.4%	24.4%
Exoticism	19.0%	14.5%
Shopping	15.5%	8.8%
Historical heritage	14.8%	9.1%
Hiking trail network	14.7%	12.1%
Culture	14.4%	8.7%
Nightlife	12.5%	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?



	Accommodation supply	Total
Rest	60.7%	50.7%
Enjoy family time	11.2%	14.0%
Have fun	7.3%	7.3%
Explore the destination	17.3%	23.3%
Practice their hobbies	1.9%	2.6%
Other reasons	1.5%	2.1%

REST



Accommodation supply



How far in advance do they book their trip?



	Accommodation supply	Total
The same day	0.6%	1.0%
Between 1 and 30 days	40.2%	42.5%
Between 1 and 2 months	25.2%	26.7%
Between 3 and 6 months	20.0%	18.7%
More than 6 months	13.9%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

ACCOMMODATION SUPPLY

13.9%



TOTAL

11.1%

Picture: Freepik.com

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

ACCOMMODATION SUPPLY



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

	Accommodation supply	Total
Previous visits to the Canary Islands	51.1%	45.7%
Friends or relatives	25.4%	30.9%
Internet or social media	53.8%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	6.4%	7.0%
Travel Blogs or Forums	6.8%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	24.6%	19.4%
Public administrations or similar	2.0%	1.9%
Others	1.9%	2.9%

* Multi-choise question

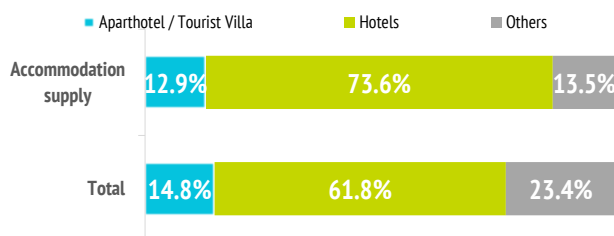
With whom did they book their flight and accommodation?

	Accommodation supply	Total
Flight		
- Directly with the airline	44.8%	52.8%
- Tour Operator or Travel Agency	55.2%	47.2%
Accommodation		
- Directly with the accommodation	34.9%	39.9%
- Tour Operator or Travel Agency	65.1%	60.1%

Where do they stay?

	Accommodation supply	Total
1-2-3* Hotel	11.5%	11.5%
4* Hotel	46.2%	39.4%
5* Hotel / 5* Luxury Hotel	15.8%	10.9%
Aparthotel / Tourist Villa	12.9%	14.8%
House/room rented in a private dwelling	4.1%	6.9%
Private accommodation (1)	4.0%	9.9%
Others (Cottage, cruise, camping,...)	5.3%	6.6%

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



What do they book?

	Accommodation supply	Total
Room only	19.6%	28.1%
Bed and Breakfast	13.1%	15.3%
Half board	21.9%	19.5%
Full board	3.2%	3.2%
All inclusive	42.2%	33.8%

42.2% of tourists book all inclusive.
(Canary Islands: 33.8%)

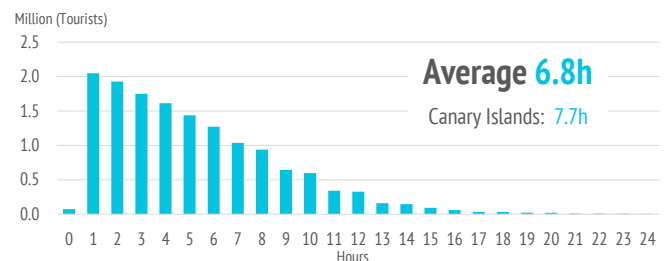
Other expenses

	Accommodation supply	Total
Restaurants or cafes	60.1%	66.9%
Supermarkets	49.5%	55.6%
Car rental	30.7%	37.3%
Organized excursions	22.7%	23.7%
Taxi, transfer, chauffeur service	56.0%	46.0%
Theme Parks	8.5%	8.6%
Sport activities	8.5%	9.3%
Museums	3.3%	4.7%
Flights between islands	4.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	ccommodation supply	Total
0 hours	3.5%	2.4%
1 - 2 hours	14.1%	10.0%
3 - 6 hours	33.6%	30.1%
7 - 12 hours	41.4%	47.1%
More than 12 hours	7.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	ccommodation supply	Total
Beach	74.3%	75.1%
Walk, wander	70.8%	72.2%
Swimming pool, hotel facilities	67.0%	57.5%
Explore the island on their own	45.2%	52.5%
Swim	40.2%	38.8%
Taste Canarian gastronomy	25.9%	30.2%
Organized excursions	17.5%	16.0%
Hiking	16.2%	22.5%
Sea excursions / whale watching	13.2%	13.5%
Nightlife / concerts / shows	12.8%	12.3%
Theme parks	12.6%	12.2%
Wineries / markets / popular festivals	8.8%	10.0%
Museums / exhibitions	8.6%	10.7%
Beauty and health treatments	7.0%	5.6%
Running	6.7%	7.6%
Other Nature Activities	6.2%	9.5%
Practice other sports	5.4%	5.9%
Cycling / Mountain bike	3.9%	4.2%
Astronomical observation	3.8%	4.2%
Scuba Diving	3.5%	4.2%
Surf	3.3%	4.8%
Golf	2.5%	2.3%
Windsurf / Kitesurf	1.3%	1.5%

* Multi-choise question

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

ACCOMMODATION SUPPLY



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by accommodation supply	2,122,315	361,259	362,114	568,873	795,142	19,525
- Share by islands	100%	17.0%	17.1%	26.8%	37.5%	0.9%
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 accommodation supply	37.8%	38.2%	43.7%	39.0%	35.6%	20.9%

How many islands do they visit during their trip?

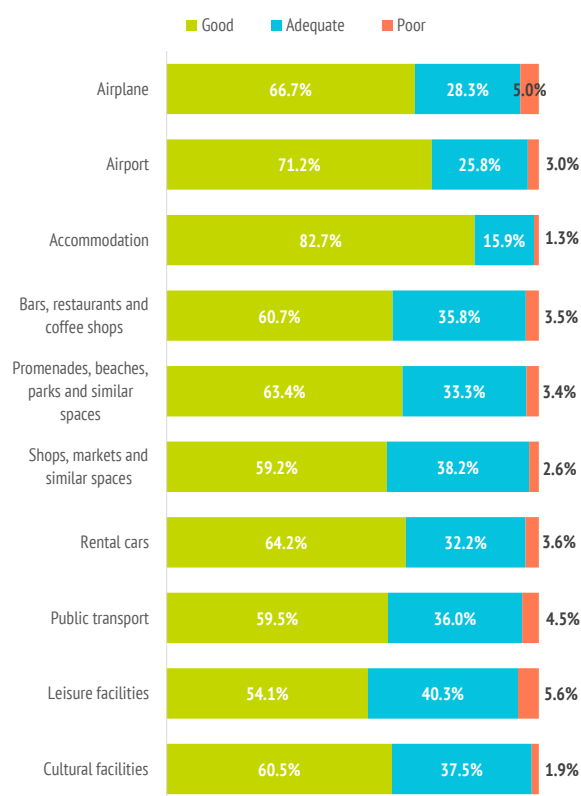
	Accommodation supply	Total
One island	93.1%	90.9%
Two islands	6.0%	7.8%
Three or more islands	0.9%	1.3%

Health safety

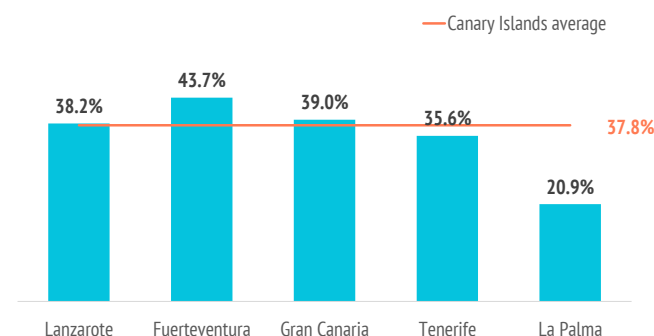
Planning the trip: Importance	Accommodation supply	Total
Average rating (scale 0-10)	8.56	7.99

During the stay: Rate	Accommodation supply	Total
Average rating (scale 0-10)	8.77	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

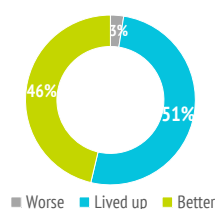


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Accommodation supply	Total
Average rating	9.02	8.86

Experience in the Canary Islands	Accommodation supply	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	51.2%	51.4%
Better or much better than expected	46.3%	45.9%

Future intentions (scale 1-10)	Accommodation supply	Total
Return to the Canary Islands	8.97	8.86
Recommend visiting the Canary Islands	9.21	9.10



Experience in the
Canary Islands



8.97/10

Return to the
Canary Islands



9.21/10

Recommend
visiting the Canary
Islands

How many are loyal to the Canary Islands?

	Accommodation supply	Total
Repeat tourists	70.8%	68.0%
Repeat tourists (last 5 years)	64.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	14.6%	15.0%
At least 10 previous visits	18.2%	18.3%

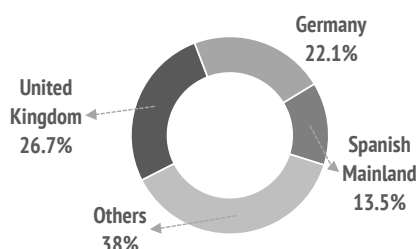
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

ACCOMMODATION SUPPLY

Where are they from?



	%	Absolute
United Kingdom	26.7%	566,455
Germany	22.1%	469,593
Spanish Mainland	13.5%	287,527
France	6.9%	145,898
Netherlands	4.3%	91,123
Poland	4.1%	87,038
Ireland	4.0%	85,481
Belgium	3.5%	74,599
Italy	3.0%	64,044
Denmark	1.7%	35,859
Sweden	1.7%	35,690
Switzerland	1.5%	32,605
Norway	1.3%	27,862
Finland	0.9%	19,852
Luxembourg	0.8%	17,598
Czech Republic	0.8%	16,344
Austria	0.6%	11,687
Others	2.5%	53,061



Who do they come with?



	Accommodation supply	Total
Unaccompanied	9.4%	13.5%
Only with partner	52.2%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	8.9%	8.4%
Friends	7.5%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.2%	11.5%

(1) Different situations have been isolated

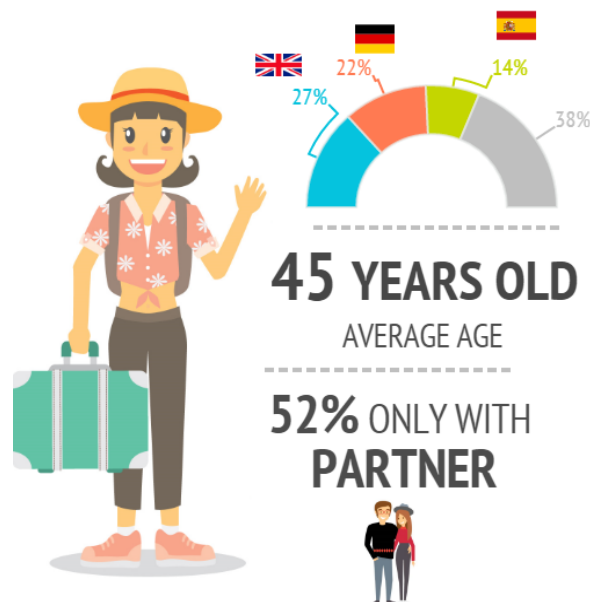
Tourists with children	13.9%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	11.6%	10.2%
- Between 0-2 and 3-12 years	1.2%	1.0%
Tourists without children	86.1%	87.5%
Group composition:		
- 1 person	11.8%	16.5%
- 2 people	60.3%	56.7%
- 3 people	10.8%	10.7%
- 4 or 5 people	14.2%	13.6%
- 6 or more people	2.9%	2.5%
Average group size:	2.45	2.37

*People who share the main expenses of the trip

Who are they?



	Accommodation supply	Total
Gender		
Men	44.9%	49.6%
Women	55.1%	50.4%
Age		
Average age (tourist > 15 years old)	45.2	43.3
Standard deviation	15.8	15.6
Age range (> 15 years old)		
16 - 24 years old	10.9%	11.9%
25 - 30 years old	12.2%	14.8%
31 - 45 years old	28.2%	30.2%
46 - 60 years old	29.2%	26.6%
Over 60 years old	19.5%	16.4%
Occupation		
Salaried worker	57.3%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.4%	1.7%
Business owner	9.7%	10.0%
Student	4.6%	5.9%
Retired	14.6%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	14.4%	16.1%
€25,000 - €49,999	35.4%	37.0%
€50,000 - €74,999	23.5%	23.4%
More than €74,999	26.8%	23.5%
Education level		
No studies	3.4%	2.2%
Primary education	2.0%	2.2%
Secondary education	19.2%	18.8%
Higher education	75.3%	76.9%



Pictures: Freepik.com