

How many are they and how much do they spend?

	Shopping	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	496,419	5,827,892
- book holiday package	225,820	2,549,012
- do not book holiday package	270,599	3,278,880
- % tourists who book holiday package	45.5%	43.7%
Share of total tourist	8.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,388	1,415
- holiday package	1,091	1,135
- others	297	280
- do not book holiday package	1,103	1,044
- flight	297	248
- accommodation	357	369
- others	449	427
Average length of stay	10.28	9.54
- book holiday package	8.64	8.59
- do not book holiday package	11.65	10.28
Average daily expenditure (€)		
- book holiday package	139.3	144.0
- do not book holiday package	169.1	172.8
- do not book holiday package	114.4	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	612	7,028
- do not book holiday package	313	3,606
- do not book holiday package	299	3,422

Importance of each factor in the destination choice

	Shopping	Total
Shopping	100.0%	8.8%
Climate	87.3%	76.0%
Safety	80.5%	49.0%
Tranquility	72.9%	48.5%
Sea	68.1%	52.0%
Accommodation supply	66.2%	37.8%
Gastronomy	65.9%	27.9%
Beaches	64.0%	44.6%
Price	63.3%	32.4%
Effortless trip	61.8%	34.9%
European belonging	60.8%	40.2%
Fun possibilities	58.0%	22.4%
Environment	55.9%	34.7%
Landscapes	54.2%	39.1%
Authenticity	49.8%	24.4%
Nightlife	40.9%	8.4%
Exoticism	35.5%	14.5%
Culture	29.3%	8.7%
Historical heritage	26.7%	9.1%
Hiking trail network	23.3%	12.1%

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.

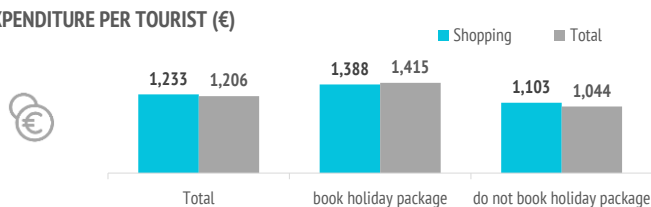
What is the main motivation for their holidays?

	Shopping	Total
Rest	52.5%	50.7%
Enjoy family time	16.8%	14.0%
Have fun	11.8%	7.3%
Explore the destination	15.8%	23.3%
Practice their hobbies	0.9%	2.6%
Other reasons	2.2%	2.1%

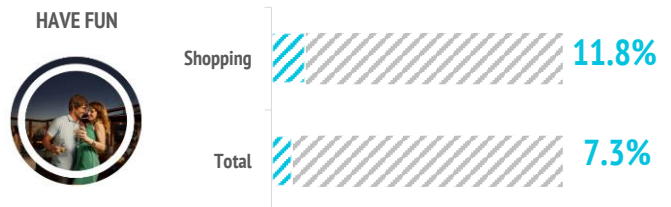
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



HAVE FUN



Where did they spend their main holiday last year?*

	Shopping	Total
Didn't have holidays	35.6%	35.7%
Canary Islands	24.8%	17.6%
Other destination	39.6%	46.8%

What other destinations do they consider for this trip?*

	Shopping	Total
None	27.8%	29.4%
Canary Islands (other island)	28.2%	25.4%
Other destination	44.1%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?

	Shopping	Total
The same day	1.3%	1.0%
Between 1 and 30 days	41.5%	42.5%
Between 1 and 2 months	23.2%	26.7%
Between 3 and 6 months	19.3%	18.7%
More than 6 months	14.7%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

SHOPPING
14.7%



TOTAL
11.1%

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

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

	Shopping	Total
Previous visits to the Canary Islands	50.1%	45.7%
Friends or relatives	30.6%	30.9%
Internet or social media	46.6%	53.5%
Mass Media	3.0%	2.3%
Travel guides and magazines	5.1%	7.0%
Travel Blogs or Forums	4.6%	8.4%
Travel TV Channels	0.9%	0.5%
Tour Operator or Travel Agency	15.8%	19.4%
Public administrations or similar	1.3%	1.9%
Others	3.2%	2.9%

* Multi-choice question

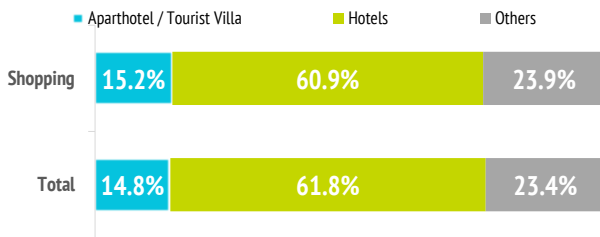
With whom did they book their flight and accommodation? 👁

	Shopping	Total
Flight		
- Directly with the airline	54.0%	52.8%
- Tour Operator or Travel Agency	46.0%	47.2%
Accommodation		
- Directly with the accommodation	39.0%	39.9%
- Tour Operator or Travel Agency	61.0%	60.1%

Where do they stay? 🏠

	Shopping	Total
1-2-3* Hotel	10.2%	11.5%
4* Hotel	38.9%	39.4%
5* Hotel / 5* Luxury Hotel	11.8%	10.9%
Aparthotel / Tourist Villa	15.2%	14.8%
House/room rented in a private dwelling	5.1%	6.9%
Private accommodation (1)	12.9%	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? 🎯

	Shopping	Total
Room only	27.4%	28.1%
Bed and Breakfast	13.0%	15.3%
Half board	19.0%	19.5%
Full board	4.1%	3.2%
All inclusive	36.4%	33.8%

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36.4% of tourists book all inclusive.
(Canary Islands: 33.8%)

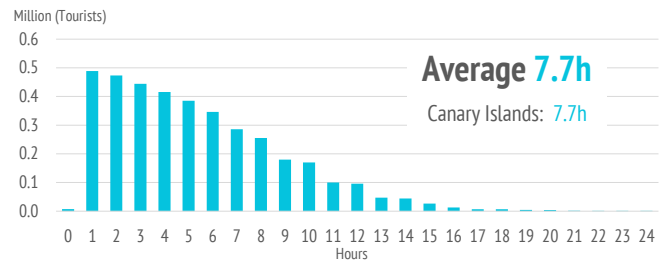
Other expenses 📍

	Shopping	Total
Restaurants or cafes	62.5%	66.9%
Supermarkets	55.2%	55.6%
Car rental	29.2%	37.3%
Organized excursions	21.1%	23.7%
Taxi, transfer, chauffeur service	48.7%	46.0%
Theme Parks	10.3%	8.6%
Sport activities	8.3%	9.3%
Museums	3.3%	4.7%
Flights between islands	4.6%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Shopping	Total
0 hours	1.5%	2.4%
1 - 2 hours	9.0%	10.0%
3 - 6 hours	31.9%	30.1%
7 - 12 hours	48.1%	47.1%
More than 12 hours	9.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Shopping	Total
Beach	75.9%	75.1%
Walk, wander	70.2%	72.2%
Swimming pool, hotel facilities	62.9%	57.5%
Explore the island on their own	46.8%	52.5%
Swim	38.9%	38.8%
Taste Canarian gastronomy	28.2%	30.2%
Nightlife / concerts / shows	21.0%	12.3%
Organized excursions	17.2%	16.0%
Hiking	14.6%	22.5%
Theme parks	14.3%	12.2%
Sea excursions / whale watching	13.2%	13.5%
Wineries / markets / popular festivals	10.2%	10.0%
Beauty and health treatments	9.1%	5.6%
Museums / exhibitions	7.9%	10.7%
Other Nature Activities	7.8%	9.5%
Running	5.9%	7.6%
Practice other sports	5.1%	5.9%
Astronomical observation	4.0%	4.2%
Cycling / Mountain bike	3.7%	4.2%
Scuba Diving	3.7%	4.2%
Surf	3.3%	4.8%
Golf	2.9%	2.3%
Windsurf / Kitesurf	1.1%	1.5%

* Multi-choice question

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

SHOPPING



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by shopping	496,419	79,821	53,988	157,044	198,932	4,580
- Share by islands	100%	16.1%	10.9%	31.6%	40.1%	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 shopping	8.8%	8.4%	6.5%	10.8%	8.9%	4.9%

How many islands do they visit during their trip?

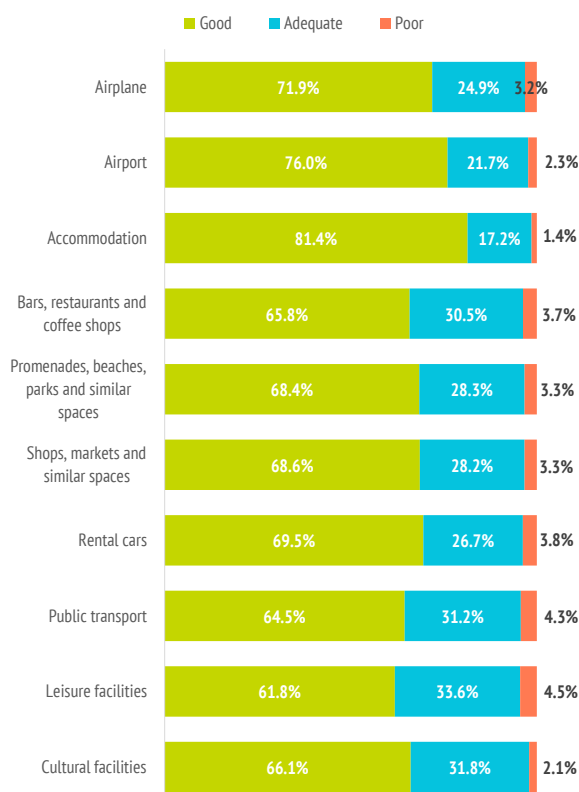
	Shopping	Total
One island	92.9%	90.9%
Two islands	5.8%	7.8%
Three or more islands	1.3%	1.3%

Health safety

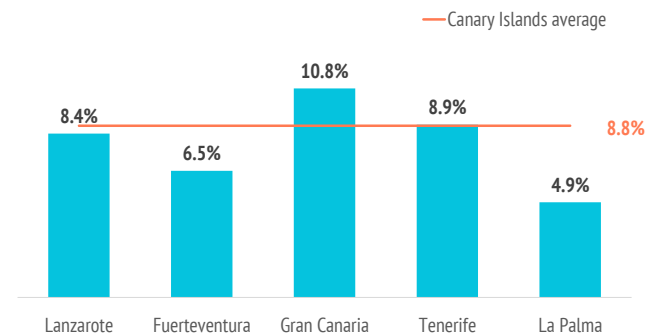
Planning the trip: Importance	Shopping	Total
Average rating (scale 0-10)	8.56	7.99

During the stay: Rate	Shopping	Total
Average rating (scale 0-10)	8.78	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

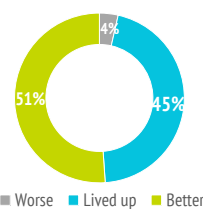


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Shopping	Total
Average rating	9.14	8.86

Experience in the Canary Islands	Shopping	Total
Worse or much worse than expected	3.6%	2.7%
Lived up to expectations	45.4%	51.4%
Better or much better than expected	51.1%	45.9%

Future intentions (scale 1-10)	Shopping	Total
Return to the Canary Islands	9.14	8.86
Recommend visiting the Canary Islands	9.30	9.10



9.14/10

Experience in the Canary Islands



9.30/10

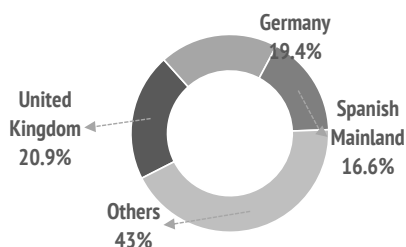
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Shopping	Total
Repeat tourists	71.1%	68.0%
Repeat tourists (last 5 years)	65.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	21.6%	15.0%
At least 10 previous visits	23.0%	18.3%

Where are they from?

	%	Absolute
United Kingdom	20.9%	103,558
Germany	19.4%	96,400
Spanish Mainland	16.6%	82,582
France	10.3%	50,983
Ireland	5.8%	28,576
Italy	4.3%	21,377
Belgium	4.1%	20,568
Netherlands	2.9%	14,565
Poland	1.9%	9,589
Sweden	1.9%	9,449
Denmark	1.8%	8,823
Norway	1.5%	7,639
Finland	1.3%	6,448
Switzerland	1.3%	6,257
Luxembourg	0.9%	4,303
Austria	0.6%	3,078
Portugal	0.5%	2,719
Others	3.9%	19,506



Who are they?

	Shopping	Total
Gender		
Men	42.9%	49.6%
Women	57.1%	50.4%
Age		
Average age (tourist > 15 years old)	43.1	43.3
Standard deviation	16.4	15.6
Age range (> 15 years old)		
16 - 24 years old	17.7%	11.9%
25 - 30 years old	11.7%	14.8%
31 - 45 years old	26.7%	30.2%
46 - 60 years old	26.5%	26.6%
Over 60 years old	17.4%	16.4%
Occupation		
Salaried worker	52.6%	57.8%
Self-employed	10.7%	11.1%
Unemployed	2.8%	1.7%
Business owner	9.7%	10.0%
Student	8.2%	5.9%
Retired	14.2%	12.2%
Unpaid domestic work	0.8%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	21.1%	16.1%
€25,000 - €49,999	37.5%	37.0%
€50,000 - €74,999	20.3%	23.4%
More than €74,999	21.1%	23.5%
Education level		
No studies	3.5%	2.2%
Primary education	3.3%	2.2%
Secondary education	23.6%	18.8%
Higher education	69.5%	76.9%

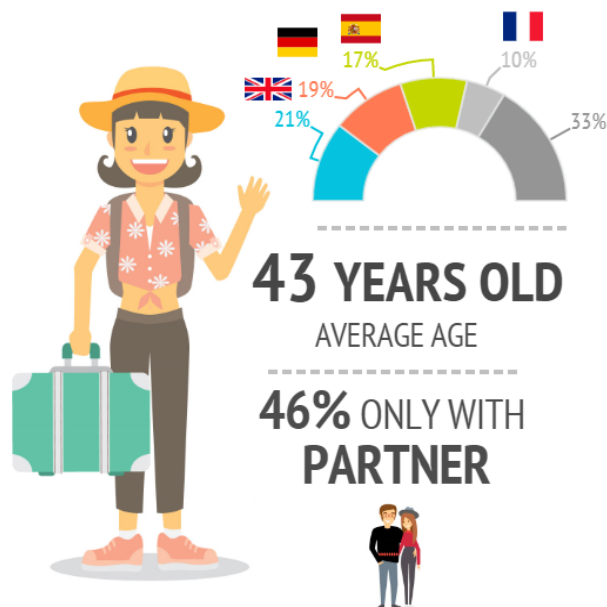
Who do they come with?

	Shopping	Total
Unaccompanied	14.5%	13.5%
Only with partner	46.1%	48.2%
Only with children (< 13 years old)	4.0%	3.9%
Partner + children (< 13 years old)	3.5%	4.9%
Other relatives	9.4%	8.4%
Friends	10.4%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.8%	11.5%

(1) Different situations have been isolated

Tourists with children	11.6%	12.5%
- Between 0 and 2 years old	0.9%	1.2%
- Between 3 and 12 years old	10.1%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	88.4%	87.5%
Group composition:		
- 1 person	17.5%	16.5%
- 2 people	54.8%	56.7%
- 3 people	11.1%	10.7%
- 4 or 5 people	13.9%	13.6%
- 6 or more people	2.7%	2.5%
Average group size:	2.38	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com