

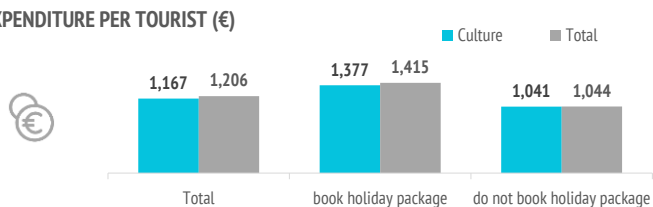
How many are they and how much do they spend?

	Culture	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	490,445	5,827,892
- book holiday package	183,443	2,549,012
- do not book holiday package	307,002	3,278,880
- % tourists who book holiday package	37.4%	43.7%
Share of total tourist	8.7%	100%
Expenditure per tourist (€)		
- book holiday package	1,167	1,206
- holiday package	1,074	1,135
- others	303	280
- do not book holiday package	1,041	1,044
- flight	252	248
- accommodation	337	369
- others	452	427
Average length of stay		
- book holiday package	10.23	9.54
- do not book holiday package	8.76	8.59
- do not book holiday package	11.11	10.28
Average daily expenditure (€)		
- book holiday package	134.4	144.0
- do not book holiday package	165.3	172.8
- do not book holiday package	116.0	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	572	7,028
- do not book holiday package	253	3,606
- do not book holiday package	320	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Culture	Total
Didn't have holidays	31.0%	35.7%
Canary Islands	22.0%	17.6%
Other destination	47.0%	46.8%

What other destinations do they consider for this trip?*

	Culture	Total
None	27.4%	29.4%
Canary Islands (other island)	27.2%	25.4%
Other destination	45.3%	45.1%

*Percentage of valid answers

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

	Culture	Total
Culture	100.0%	8.7%
Climate	81.9%	76.0%
Safety	76.2%	49.0%
Landscapes	75.7%	39.1%
Tranquility	72.6%	48.5%
Environment	71.0%	34.7%
Sea	70.7%	52.0%
Beaches	65.8%	44.6%
Authenticity	65.5%	24.4%
Historical heritage	65.3%	9.1%
Accommodation supply	62.2%	37.8%
Gastronomy	61.8%	27.9%
Fun possibilities	58.9%	22.4%
European belonging	57.7%	40.2%
Effortless trip	57.2%	34.9%
Price	54.4%	32.4%
Exoticism	40.5%	14.5%
Hiking trail network	33.7%	12.1%
Shopping	29.7%	8.8%
Nightlife	26.2%	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?

	Culture	Total
Rest	40.9%	50.7%
Enjoy family time	16.2%	14.0%
Have fun	7.7%	7.3%
Explore the destination	30.6%	23.3%
Practice their hobbies	2.4%	2.6%
Other reasons	2.3%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Culture	Total
The same day	1.4%	1.0%
Between 1 and 30 days	40.7%	42.5%
Between 1 and 2 months	28.3%	26.7%
Between 3 and 6 months	17.5%	18.7%
More than 6 months	12.0%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

CULTURE
28.3%



TOTAL
26.7%

Picture: Freepik.com

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

	Culture	Total
Previous visits to the Canary Islands	42.7%	45.7%
Friends or relatives	34.5%	30.9%
Internet or social media	48.8%	53.5%
Mass Media	3.2%	2.3%
Travel guides and magazines	8.9%	7.0%
Travel Blogs or Forums	9.7%	8.4%
Travel TV Channels	0.8%	0.5%
Tour Operator or Travel Agency	16.3%	19.4%
Public administrations or similar	2.6%	1.9%
Others	3.4%	2.9%

* Multi-choice question

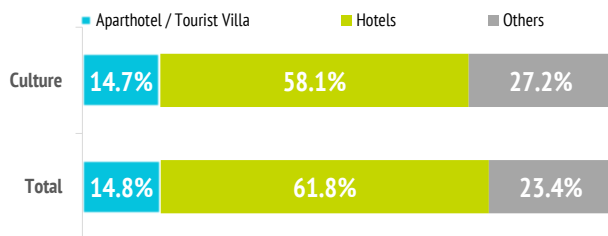
With whom did they book their flight and accommodation? 👁

	Culture	Total
Flight		
- Directly with the airline	59.9%	52.8%
- Tour Operator or Travel Agency	40.1%	47.2%
Accommodation		
- Directly with the accommodation	44.7%	39.9%
- Tour Operator or Travel Agency	55.3%	60.1%

Where do they stay? 🏠

	Culture	Total
1-2-3* Hotel	10.5%	11.5%
4* Hotel	36.4%	39.4%
5* Hotel / 5* Luxury Hotel	11.2%	10.9%
Aparthotel / Tourist Villa	14.7%	14.8%
House/room rented in a private dwelling	6.1%	6.9%
Private accommodation (1)	14.6%	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? 🍽

	Culture	Total
Room only	30.2%	28.1%
Bed and Breakfast	15.0%	15.3%
Half board	19.4%	19.5%
Full board	3.6%	3.2%
All inclusive	31.7%	33.8%

”
30.2% of tourists book room only.
(Canary Islands: 28.1%)

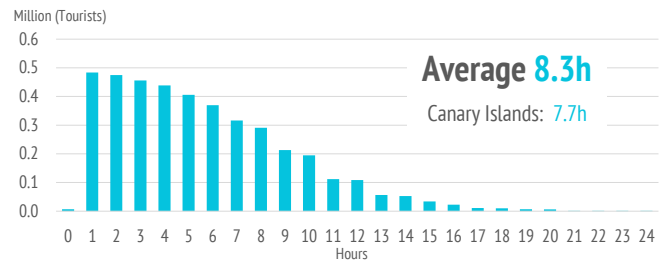
Other expenses 📍

	Culture	Total
Restaurants or cafes	66.9%	66.9%
Supermarkets	56.1%	55.6%
Car rental	37.9%	37.3%
Organized excursions	26.6%	23.7%
Taxi, transfer, chauffeur service	39.5%	46.0%
Theme Parks	9.9%	8.6%
Sport activities	9.8%	9.3%
Museums	8.4%	4.7%
Flights between islands	6.7%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Culture	Total
0 hours	1.4%	2.4%
1 - 2 hours	5.6%	10.0%
3 - 6 hours	28.5%	30.1%
7 - 12 hours	53.0%	47.1%
More than 12 hours	11.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Culture	Total
Beach	79.1%	75.1%
Walk, wander	75.9%	72.2%
Explore the island on their own	60.7%	52.5%
Swimming pool, hotel facilities	57.6%	57.5%
Swim	41.2%	38.8%
Taste Canarian gastronomy	36.5%	30.2%
Hiking	25.5%	22.5%
Organized excursions	20.3%	16.0%
Museums / exhibitions	19.4%	10.7%
Wineries / markets / popular festivals	17.2%	10.0%
Nightlife / concerts / shows	16.0%	12.3%
Sea excursions / whale watching	15.2%	13.5%
Theme parks	14.8%	12.2%
Other Nature Activities	13.5%	9.5%
Running	8.2%	7.6%
Beauty and health treatments	7.5%	5.6%
Practice other sports	6.5%	5.9%
Surf	5.7%	4.8%
Astronomical observation	5.3%	4.2%
Cycling / Mountain bike	5.2%	4.2%
Scuba Diving	4.7%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

* Multi-choice question

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

CULTURE

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by culture	490,445	104,563	43,452	126,440	205,655	5,136
- Share by islands	100%	21.3%	8.9%	25.8%	41.9%	1.0%
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 culture	8.7%	11.1%	5.2%	8.7%	9.2%	5.5%

How many islands do they visit during their trip?

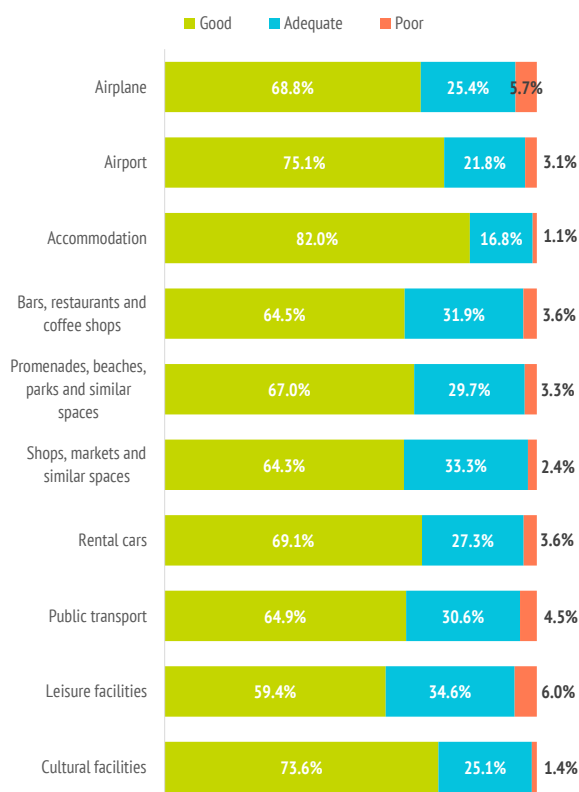
	Culture	Total
One island	89.6%	90.9%
Two islands	8.5%	7.8%
Three or more islands	1.9%	1.3%

Health safety

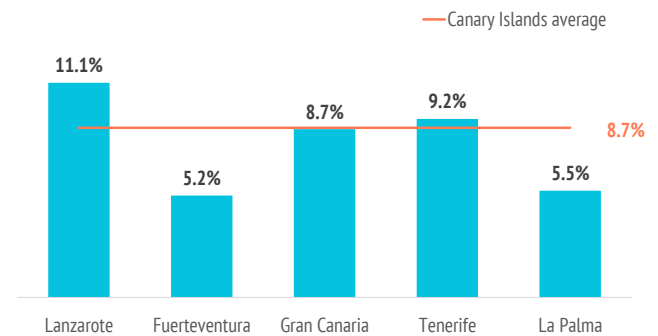
Planning the trip: Importance	Culture	Total
Average rating (scale 0-10)	8.63	7.99

During the stay: Rate	Culture	Total
Average rating (scale 0-10)	8.82	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

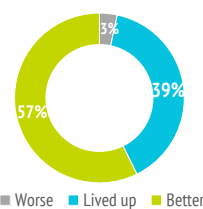


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Culture	Total
Average rating	9.18	8.86

Experience in the Canary Islands	Culture	Total
Worse or much worse than expected	3.4%	2.7%
Lived up to expectations	39.4%	51.4%
Better or much better than expected	57.3%	45.9%

Future intentions (scale 1-10)	Culture	Total
Return to the Canary Islands	9.12	8.86
Recommend visiting the Canary Islands	9.35	9.10



Experience in the Canary Islands



Return to the Canary Islands



9.35/10

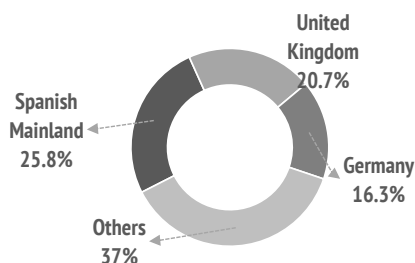
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Culture	Total
Repeat tourists	63.3%	68.0%
Repeat tourists (last 5 years)	58.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.8%	15.0%
At least 10 previous visits	18.4%	18.3%

Where are they from?

	%	Absolute
Spanish Mainland	25.8%	126,388
United Kingdom	20.7%	101,301
Germany	16.3%	79,718
France	9.6%	47,170
Poland	4.1%	20,008
Italy	3.8%	18,485
Ireland	3.7%	18,303
Belgium	2.2%	10,832
Netherlands	2.0%	9,615
Switzerland	1.7%	8,503
Sweden	1.3%	6,495
Norway	1.2%	6,007
Luxembourg	1.0%	5,059
Czech Republic	1.0%	4,949
Denmark	0.7%	3,566
Austria	0.7%	3,333
Portugal	0.6%	2,770
Others	3.7%	17,943



Who are they?

	Culture	Total
Gender		
Men	45.5%	49.6%
Women	54.5%	50.4%
Age		
Average age (tourist > 15 years old)	41.8	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	14.6%	11.9%
25 - 30 years old	15.0%	14.8%
31 - 45 years old	32.7%	30.2%
46 - 60 years old	23.3%	26.6%
Over 60 years old	14.4%	16.4%
Occupation		
Salaried worker	57.0%	57.8%
Self-employed	11.7%	11.1%
Unemployed	2.5%	1.7%
Business owner	9.2%	10.0%
Student	7.3%	5.9%
Retired	10.9%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	1.2%	0.9%
Annual household income level		
Less than €25,000	20.3%	16.1%
€25,000 - €49,999	39.2%	37.0%
€50,000 - €74,999	21.0%	23.4%
More than €74,999	19.4%	23.5%
Education level		
No studies	2.6%	2.2%
Primary education	3.4%	2.2%
Secondary education	17.0%	18.8%
Higher education	77.0%	76.9%

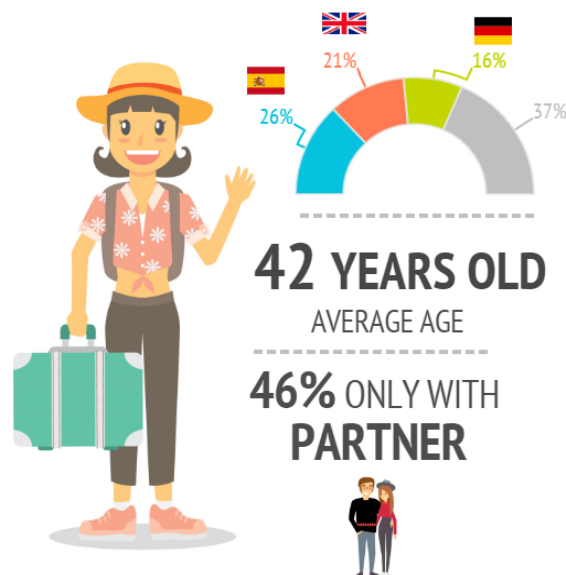
Who do they come with?

	Culture	Total
Unaccompanied	17.1%	13.5%
Only with partner	46.4%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	4.2%	4.9%
Other relatives	9.1%	8.4%
Friends	8.8%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	10.0%	11.5%

(1) Different situations have been isolated

Tourists with children	11.7%	12.5%
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	9.6%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	88.3%	87.5%
Group composition:		
- 1 person	20.5%	16.5%
- 2 people	54.7%	56.7%
- 3 people	12.2%	10.7%
- 4 or 5 people	10.6%	13.6%
- 6 or more people	2.0%	2.5%
Average group size:	2.25	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com