

How many are they and how much do they spend?

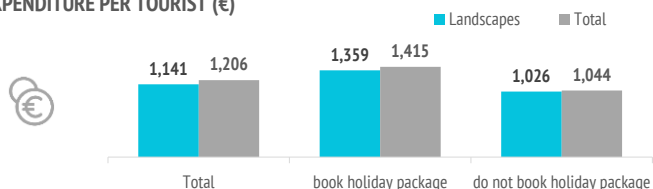


	Landscapes	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,197,292	5,827,892
- book holiday package	756,545	2,549,012
- do not book holiday package	1,440,748	3,278,880
- % tourists who book holiday package	34.4%	43.7%
Share of total tourist	39.1%	100%
Expenditure per tourist (€)		
- book holiday package	1,359	1,415
- holiday package	1,084	1,135
- others	275	280
- do not book holiday package	1,026	1,044
- flight	241	248
- accommodation	346	369
- others	440	427
Average lenght of stay	9.92	9.54
- book holiday package	8.59	8.59
- do not book holiday package	10.62	10.28
Average daily expenditure (€)	133.1	144.0
- book holiday package	166.1	172.8
- do not book holiday package	115.8	121.6
Total turnover (> 15 years old) (€m)	2,507	7,028
- book holiday package	1,028	3,606
- do not book holiday package	1,479	3,422

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Landscapes	Total
Didn't have holidays	29.6%	35.7%
Canary Islands	18.7%	17.6%
Other destination	51.7%	46.8%

What other destinations do they consider for this trip?*

	Landscapes	Total
None	29.3%	29.4%
Canary Islands (other island)	27.1%	25.4%
Other destination	43.6%	45.1%

*Percentage of valid answers

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



	Landscapes	Total
Landscapes	100.0%	39.1%
Climate	81.4%	76.0%
Sea	70.2%	52.0%
Environment	67.0%	34.7%
Beaches	60.0%	44.6%
Tranquility	59.6%	48.5%
Safety	56.3%	49.0%
European belonging	47.9%	40.2%
Authenticity	41.7%	24.4%
Price	39.2%	32.4%
Accommodation supply	39.2%	37.8%
Effortless trip	39.1%	34.9%
Gastronomy	38.0%	27.9%
Fun possibilities	27.1%	22.4%
Hiking trail network	25.6%	12.1%
Exoticism	25.1%	14.5%
Historical heritage	18.8%	9.1%
Culture	16.9%	8.7%
Shopping	12.3%	8.8%
Nightlife	10.5%	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?



	Landscapes	Total
Rest	39.4%	50.7%
Enjoy family time	13.3%	14.0%
Have fun	6.3%	7.3%
Explore the destination	36.0%	23.3%
Practice their hobbies	2.6%	2.6%
Other reasons	2.4%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Landscapes	Total
The same day	1.1%	1.0%
Between 1 and 30 days	42.5%	42.5%
Between 1 and 2 months	28.0%	26.7%
Between 3 and 6 months	18.5%	18.7%
More than 6 months	9.9%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

LANDSCAPES
28.0%



TOTAL
26.7%

Picture: Freepik.com

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

	Landscapes	Total
Previous visits to the Canary Islands	41.9%	45.7%
Friends or relatives	33.9%	30.9%
Internet or social media	55.8%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	10.1%	7.0%
Travel Blogs or Forums	12.7%	8.4%
Travel TV Channels	0.8%	0.5%
Tour Operator or Travel Agency	15.7%	19.4%
Public administrations or similar	1.9%	1.9%
Others	2.6%	2.9%

* Multi-choise question

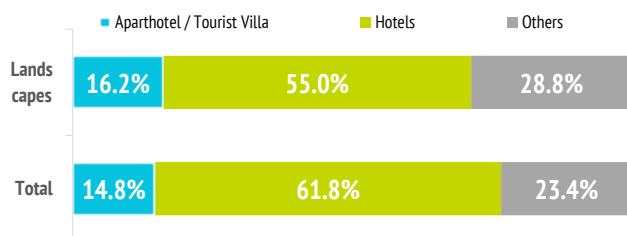
With whom did they book their flight and accommodation?

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

Where do they stay?

	Landscapes	Total
1-2-3* Hotel	9.5%	11.5%
4* Hotel	35.4%	39.4%
5* Hotel / 5* Luxury Hotel	10.1%	10.9%
Aparthotel / Tourist Villa	16.2%	14.8%
House/room rented in a private dwelling	9.7%	6.9%
Private accommodation (1)	12.3%	9.9%
Others (Cottage, cruise, camping,...)	6.8%	6.6%

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



What do they book?

	Landscapes	Total
Room only	34.1%	28.1%
Bed and Breakfast	15.8%	15.3%
Half board	20.1%	19.5%
Full board	3.0%	3.2%
All inclusive	26.9%	33.8%

34.1% of tourists book room only.
(Canary Islands: 28.1%)

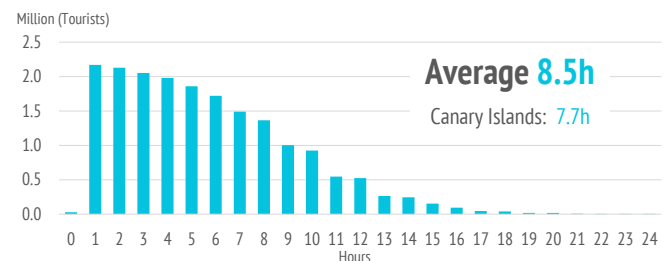
Other expenses

	Landscapes	Total
Restaurants or cafes	69.8%	66.9%
Supermarkets	58.9%	55.6%
Car rental	49.0%	37.3%
Organized excursions	28.6%	23.7%
Taxi, transfer, chauffeur service	35.9%	46.0%
Theme Parks	8.9%	8.6%
Sport activities	8.8%	9.3%
Museums	6.8%	4.7%
Flights between islands	8.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	Landscapes	Total
0 hours	1.3%	2.4%
1 - 2 hours	5.3%	10.0%
3 - 6 hours	25.7%	30.1%
7 - 12 hours	55.8%	47.1%
More than 12 hours	12.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Landscapes	Total
Beach	80.1%	75.1%
Walk, wander	77.6%	72.2%
Explore the island on their own	66.1%	52.5%
Swimming pool, hotel facilities	53.0%	57.5%
Swim	40.0%	38.8%
Taste Canarian gastronomy	36.7%	30.2%
Hiking	32.4%	22.5%
Organized excursions	18.2%	16.0%
Sea excursions / whale watching	15.7%	13.5%
Museums / exhibitions	15.7%	10.7%
Other Nature Activities	14.2%	9.5%
Wineries / markets / popular festivals	13.6%	10.0%
Theme parks	12.6%	12.2%
Nightlife / concerts / shows	11.0%	12.3%
Running	7.9%	7.6%
Surf	5.8%	4.8%
Practice other sports	5.7%	5.9%
Astronomical observation	5.5%	4.2%
Beauty and health treatments	5.1%	5.6%
Scuba Diving	5.0%	4.2%
Cycling / Mountain bike	4.5%	4.2%
Golf	1.7%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

* Multi-choise question

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

LANDSCAPES



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by landscapes	2,197,292	389,285	252,908	485,436	973,499	67,042
- Share by islands	100%	17.7%	11.5%	22.1%	44.3%	3.1%
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 landscapes	39.1%	41.2%	30.6%	33.3%	43.5%	71.8%

How many islands do they visit during their trip?

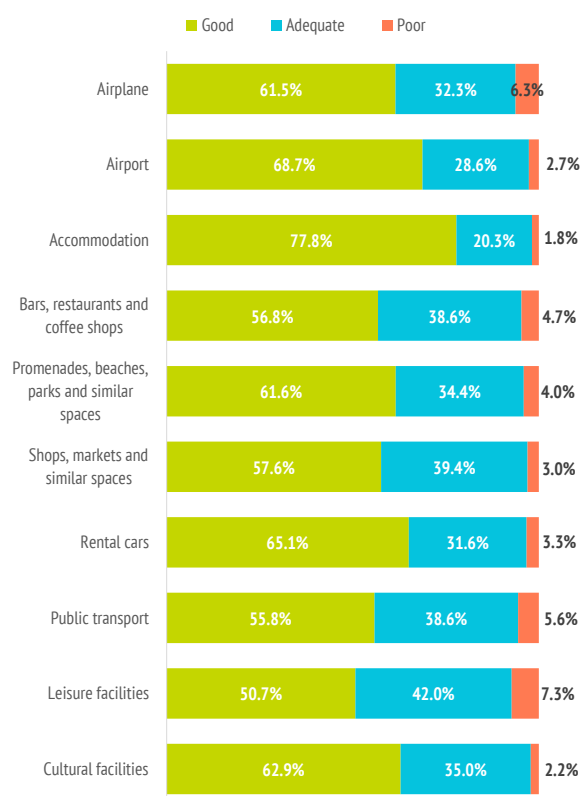
	Landscapes	Total
One island	88.4%	90.9%
Two islands	9.8%	7.8%
Three or more islands	1.8%	1.3%

Health safety

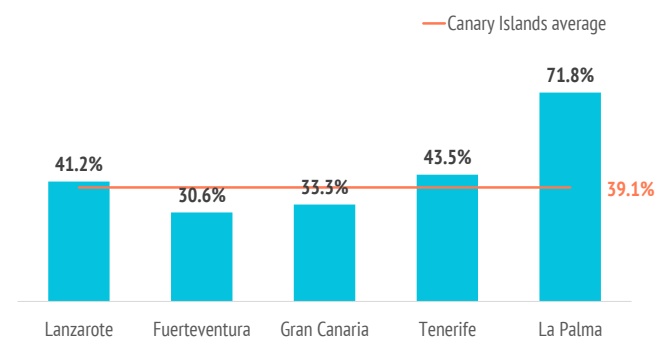
Planning the trip: Importance	Landscapes	Total
Average rating (scale 0-10)	8.07	7.99

During the stay: Rate	Landscapes	Total
Average rating (scale 0-10)	8.54	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

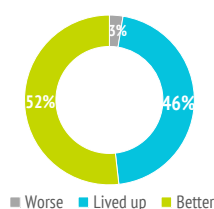


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Landscapes	Total
Average rating	9.06	8.86

Experience in the Canary Islands	Landscapes	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	45.7%	51.4%
Better or much better than expected	51.8%	45.9%

Future intentions (scale 1-10)	Landscapes	Total
Return to the Canary Islands	9.02	8.86
Recommend visiting the Canary Islands	9.30	9.10



9.02/10

Experience in the
Canary Islands



9.30/10

Recommend
visiting the Canary
Islands

How many are loyal to the Canary Islands?

	Landscapes	Total
Repeat tourists	63.6%	68.0%
Repeat tourists (last 5 years)	58.2%	61.9%
Repeat tourists (last 5 years) (5 or more visit:	14.9%	15.0%
At least 10 previous visits	17.1%	18.3%

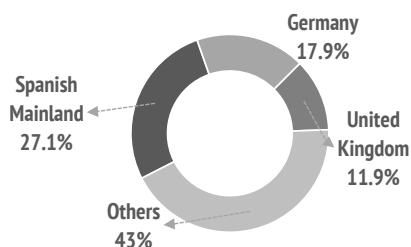
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

LANDSCAPES

Where are they from?



	%	Absolute
Spanish Mainland	27.1%	595,879
Germany	17.9%	393,363
United Kingdom	11.9%	261,544
France	10.7%	235,921
Italy	6.5%	141,836
Poland	5.9%	129,081
Belgium	4.0%	87,603
Netherlands	2.6%	56,693
Ireland	1.8%	39,063
Switzerland	1.3%	28,549
Czech Republic	1.3%	28,049
Sweden	1.2%	25,305
Finland	1.0%	21,353
Denmark	0.9%	19,750
Austria	0.9%	19,216
Luxembourg	0.7%	16,436
Portugal	0.6%	13,444
Others	3.8%	84,207



Who do they come with?



	Landscapes	Total
Unaccompanied	13.7%	13.5%
Only with partner	49.6%	48.2%
Only with children (< 13 years old)	3.7%	3.9%
Partner + children (< 13 years old)	4.6%	4.9%
Other relatives	8.2%	8.4%
Friends	9.1%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	10.8%	11.5%

(1) Different situations have been isolated

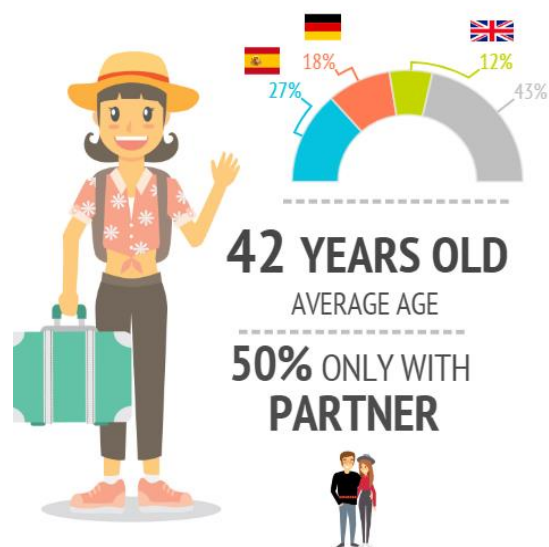
Tourists with children	11.2%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	9.2%	10.2%
- Between 0-2 and 3-12 years	0.8%	1.0%
Tourists without children	88.8%	87.5%
Group composition:		
- 1 person	16.9%	16.5%
- 2 people	57.9%	56.7%
- 3 people	10.3%	10.7%
- 4 or 5 people	12.8%	13.6%
- 6 or more people	2.1%	2.5%
Average group size:	2.32	2.37

*People who share the main expenses of the trip

Who are they?



	Landscapes	Total
Gender		
Men	46.9%	49.6%
Women	53.1%	50.4%
Age		
Average age (tourist > 15 years old)	42.1	43.3
Standard deviation	15.4	15.6
Age range (> 15 years old)		
16 - 24 years old	12.6%	11.9%
25 - 30 years old	16.9%	14.8%
31 - 45 years old	31.5%	30.2%
46 - 60 years old	24.2%	26.6%
Over 60 years old	14.8%	16.4%
Occupation		
Salaried worker	57.0%	57.8%
Self-employed	12.0%	11.1%
Unemployed	2.3%	1.7%
Business owner	9.3%	10.0%
Student	6.7%	5.9%
Retired	11.3%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	19.8%	16.1%
€25,000 - €49,999	40.3%	37.0%
€50,000 - €74,999	20.8%	23.4%
More than €74,999	19.1%	23.5%
Education level		
No studies	1.8%	2.2%
Primary education	2.5%	2.2%
Secondary education	16.5%	18.8%
Higher education	79.3%	76.9%



Pictures: Freepik.com

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