

HISTORICAL HERITAGE

How many are they and how much do they spend?

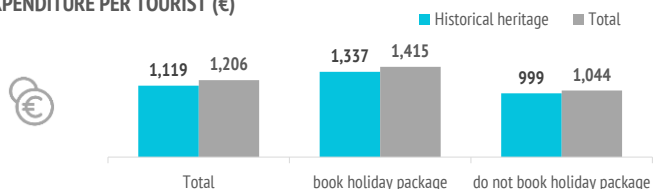


	Historical heritage	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	509,427	5,827,892
- book holiday package	181,021	2,549,012
- do not book holiday package	328,407	3,278,880
- % tourists who book holiday package	35.5%	43.7%
Share of total tourist	9.1%	100%
Expenditure per tourist (€)		
- book holiday package	1,337	1,415
- holiday package	1,061	1,135
- others	276	280
- do not book holiday package	999	1,044
- flight	238	248
- accommodation	327	369
- others	433	427
Average lenght of stay	10.14	9.54
- book holiday package	8.67	8.59
- do not book holiday package	10.95	10.28
Average daily expenditure (€)	129.9	144.0
- book holiday package	162.8	172.8
- do not book holiday package	111.7	121.6
Total turnover (> 15 years old) (€m)	570	7,028
- book holiday package	242	3,606
- do not book holiday package	328	3,422

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Historical heritage	Total
Didn't have holidays	29.0%	35.7%
Canary Islands	22.5%	17.6%
Other destination	48.5%	46.8%

What other destinations do they consider for this trip?*

	Historical heritage	Total
None	30.4%	29.4%
Canary Islands (other island)	28.0%	25.4%
Other destination	41.6%	45.1%

*Percentage of valid answers

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



	Historical heritage	Total
Historical heritage	100.0%	9.1%
Landscapes	81.2%	39.1%
Climate	80.5%	76.0%
Environment	74.7%	34.7%
Tranquility	74.5%	48.5%
Safety	73.2%	49.0%
Sea	69.5%	52.0%
Authenticity	66.8%	24.4%
Culture	62.8%	8.7%
Beaches	62.0%	44.6%
Accommodation supply	61.5%	37.8%
European belonging	60.0%	40.2%
Gastronomy	56.7%	27.9%
Effortless trip	53.5%	34.9%
Price	53.4%	32.4%
Fun possibilities	46.2%	22.4%
Exoticism	40.4%	14.5%
Hiking trail network	37.2%	12.1%
Shopping	26.0%	8.8%
Nightlife	20.6%	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?



	Historical heritage	Total
Rest	38.3%	50.7%
Enjoy family time	16.3%	14.0%
Have fun	5.1%	7.3%
Explore the destination	36.5%	23.3%
Practice their hobbies	1.4%	2.6%
Other reasons	2.3%	2.1%

EXPLORE THE DESTINATION



Historical heritage



How far in advance do they book their trip?



	Historical heritage	Total
The same day	1.3%	1.0%
Between 1 and 30 days	39.8%	42.5%
Between 1 and 2 months	28.2%	26.7%
Between 3 and 6 months	19.0%	18.7%
More than 6 months	11.7%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

HISTORICAL HERITAGE
28.2%



TOTAL
26.7%

Picture: Freepik.com

HISTORICAL HERITAGE

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

	Historical heritage	Total
Previous visits to the Canary Islands	41.8%	45.7%
Friends or relatives	33.8%	30.9%
Internet or social media	46.4%	53.5%
Mass Media	3.3%	2.3%
Travel guides and magazines	10.0%	7.0%
Travel Blogs or Forums	9.2%	8.4%
Travel TV Channels	1.2%	0.5%
Tour Operator or Travel Agency	16.3%	19.4%
Public administrations or similar	1.8%	1.9%
Others	3.7%	2.9%

* Multi-choise question

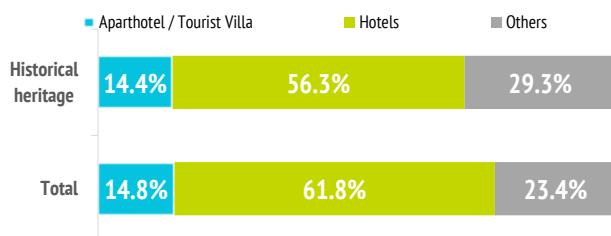
With whom did they book their flight and accommodation?

	Historical heritage	Total
Flight		
- Directly with the airline	59.6%	52.8%
- Tour Operator or Travel Agency	40.4%	47.2%
Accommodation		
- Directly with the accommodation	45.1%	39.9%
- Tour Operator or Travel Agency	54.9%	60.1%

Where do they stay?

	Historical heritage	Total
1-2-3* Hotel	9.9%	11.5%
4* Hotel	36.0%	39.4%
5* Hotel / 5* Luxury Hotel	10.4%	10.9%
Aparthotel / Tourist Villa	14.4%	14.8%
House/room rented in a private dwelling	6.6%	6.9%
Private accommodation (1)	15.4%	9.9%
Others (Cottage, cruise, camping,...)	7.3%	6.6%

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



What do they book?

	Historical heritage	Total
Room only	29.9%	28.1%
Bed and Breakfast	15.0%	15.3%
Half board	20.0%	19.5%
Full board	4.0%	3.2%
All inclusive	31.2%	33.8%

29.9% of tourists book room only.
(Canary Islands: 28.1%)

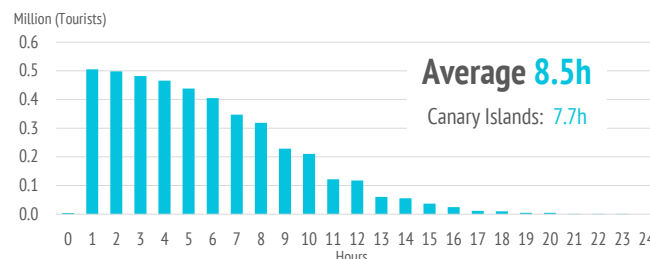
Other expenses

	Historical heritage	Total
Restaurants or cafes	66.8%	66.9%
Supermarkets	54.8%	55.6%
Car rental	41.1%	37.3%
Organized excursions	27.1%	23.7%
Taxi, transfer, chauffeur service	35.6%	46.0%
Theme Parks	8.4%	8.6%
Sport activities	7.5%	9.3%
Museums	8.7%	4.7%
Flights between islands	8.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Historical heritage	Total
0 hours	0.8%	2.4%
1 - 2 hours	4.6%	10.0%
3 - 6 hours	26.4%	30.1%
7 - 12 hours	56.3%	47.1%
More than 12 hours	11.9%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Historical heritage	Total
Beach	77.5%	75.1%
Walk, wander	76.3%	72.2%
Explore the island on their own	62.6%	52.5%
Swimming pool, hotel facilities	53.8%	57.5%
Swim	38.9%	38.8%
Taste Canarian gastronomy	37.8%	30.2%
Hiking	28.4%	22.5%
Museums / exhibitions	21.6%	10.7%
Organized excursions	20.3%	16.0%
Wineries / markets / popular festivals	17.8%	10.0%
Sea excursions / whale watching	15.0%	13.5%
Theme parks	13.8%	12.2%
Other Nature Activities	13.5%	9.5%
Nightlife / concerts / shows	12.1%	12.3%
Running	8.2%	7.6%
Beauty and health treatments	6.8%	5.6%
Practice other sports	6.2%	5.9%
Astronomical observation	5.4%	4.2%
Scuba Diving	5.0%	4.2%
Cycling / Mountain bike	5.0%	4.2%
Surf	4.9%	4.8%
Golf	2.6%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

* Multi-choise question

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

HISTORICAL HERITAGE

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by historical heritage	509,427	104,196	48,101	134,783	205,855	9,316
- Share by islands	100%	20.5%	9.4%	26.5%	40.4%	1.8%
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 historical heritage	9.1%	11.0%	5.8%	9.2%	9.2%	10.0%

How many islands do they visit during their trip?

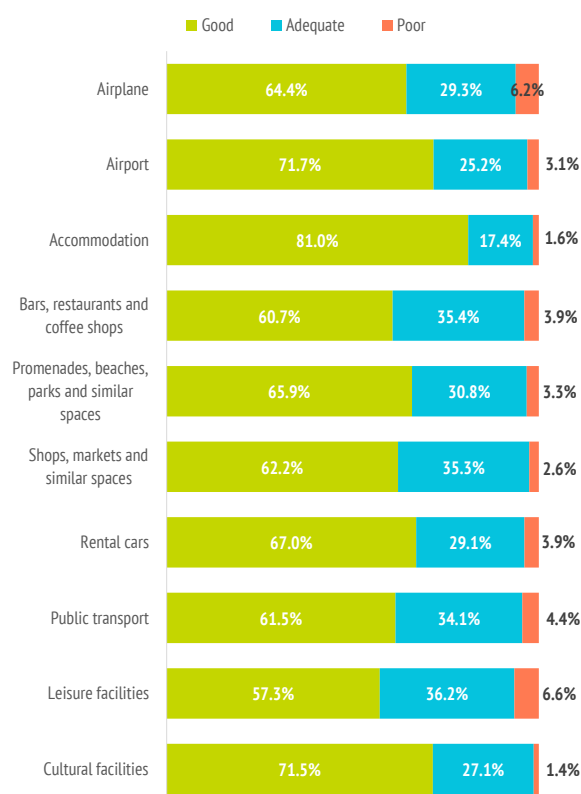
	Historical heritage	Total
One island	87.5%	90.9%
Two islands	9.8%	7.8%
Three or more islands	2.6%	1.3%

Health safety

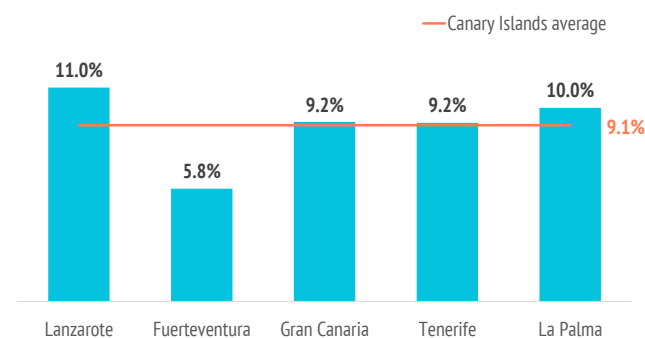
Planning the trip: Importance	Historical heritage	Total
Average rating (scale 0-10)	8.57	7.99

During the stay: Rate	Historical heritage	Total
Average rating (scale 0-10)	8.79	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

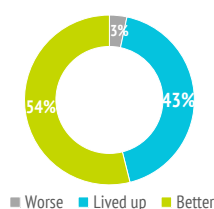


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Historical heritage	Total
Average rating	9.17	8.86

Experience in the Canary Islands	Historical heritage	Total
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	42.8%	51.4%
Better or much better than expected	53.9%	45.9%

Future intentions (scale 1-10)	Historical heritage	Total
Return to the Canary Islands	9.10	8.86
Recommend visiting the Canary Islands	9.33	9.10



9.10/10

Experience in the
Canary Islands



9.33/10

Recommend
visiting the Canary
Islands

How many are loyal to the Canary Islands?

	Historical heritage	Total
Repeat tourists	65.3%	68.0%
Repeat tourists (last 5 years)	60.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.4%	15.0%
At least 10 previous visits	20.0%	18.3%

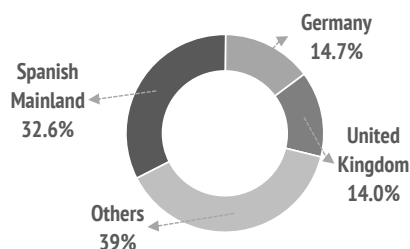
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

HISTORICAL HERITAGE

Where are they from?



	%	Absolute
Spanish Mainland	32.6%	166,277
Germany	14.7%	74,695
United Kingdom	14.0%	71,507
France	11.4%	58,199
Italy	4.6%	23,307
Poland	3.6%	18,325
Belgium	2.8%	14,249
Ireland	2.7%	13,626
Netherlands	2.1%	10,613
Czech Republic	1.2%	5,990
Sweden	1.1%	5,416
Norway	1.0%	5,184
Switzerland	1.0%	5,033
Luxembourg	0.9%	4,648
Austria	0.7%	3,690
Finland	0.7%	3,666
Portugal	0.7%	3,604
Others	4.2%	21,399



Who do they come with?



	Historical heritage	Total
Unaccompanied	16.5%	13.5%
Only with partner	46.6%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	3.7%	4.9%
Other relatives	9.1%	8.4%
Friends	8.0%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	11.4%	11.5%

(1) Different situations have been isolated

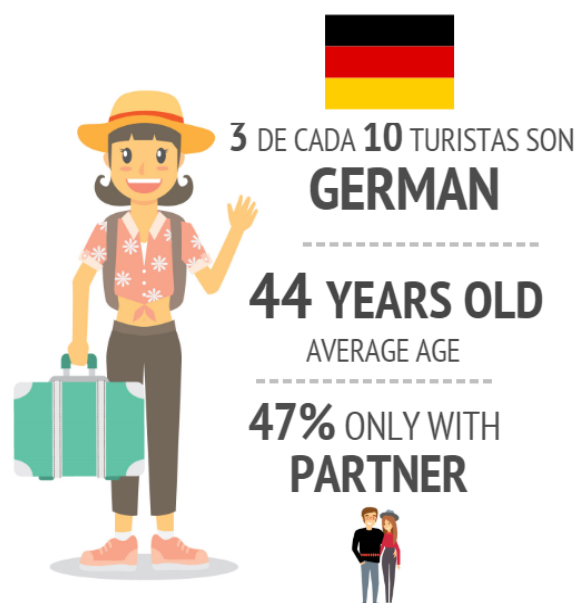
Tourists with children	10.8%	12.5%
- Between 0 and 2 years old	0.9%	1.2%
- Between 3 and 12 years old	9.2%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	89.2%	87.5%
Group composition:		
- 1 person	20.4%	16.5%
- 2 people	54.1%	56.7%
- 3 people	11.7%	10.7%
- 4 or 5 people	12.1%	13.6%
- 6 or more people	1.7%	2.5%
Average group size:	2.27	2.37

*People who share the main expenses of the trip

Who are they?



	Historical heritage	Total
Gender		
Men	46.2%	49.6%
Women	53.8%	50.4%
Age		
Average age (tourist > 15 years old)	44.2	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	11.6%	11.9%
25 - 30 years old	12.3%	14.8%
31 - 45 years old	31.3%	30.2%
46 - 60 years old	27.1%	26.6%
Over 60 years old	17.7%	16.4%
Occupation		
Salaried worker	53.3%	57.8%
Self-employed	12.5%	11.1%
Unemployed	2.5%	1.7%
Business owner	9.4%	10.0%
Student	6.8%	5.9%
Retired	13.7%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	1.4%	0.9%
Annual household income level		
Less than €25,000	20.7%	16.1%
€25,000 - €49,999	40.7%	37.0%
€50,000 - €74,999	20.3%	23.4%
More than €74,999	18.4%	23.5%
Education level		
No studies	2.0%	2.2%
Primary education	3.7%	2.2%
Secondary education	17.9%	18.8%
Higher education	76.4%	76.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that historical heritage is "very important" in their choice

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