

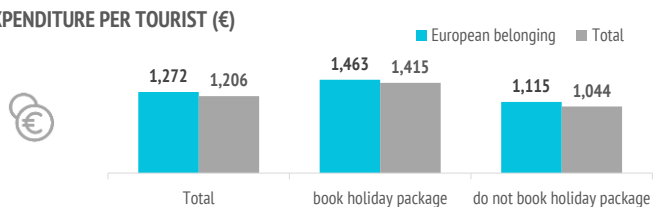
How many are they and how much do they spend?

	European belonging	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,257,555	5,827,892
- book holiday package	1,019,707	2,549,012
- do not book holiday package	1,237,848	3,278,880
- % tourists who book holiday package	45.2%	43.7%
Share of total tourist	40.2%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,272	1,206
- book holiday package	1,463	1,415
- holiday package	1,163	1,135
- others	300	280
- do not book holiday package	1,115	1,044
- flight	260	248
- accommodation	401	369
- others	453	427
Average length of stay	9.90	9.54
- book holiday package	8.63	8.59
- do not book holiday package	10.94	10.28
Average daily expenditure (€)	148.5	144.0
- book holiday package	178.1	172.8
- do not book holiday package	124.1	121.6
Total turnover (> 15 years old) (€m)	2,871	7,028
- book holiday package	1,492	3,606
- do not book holiday package	1,380	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	European belonging	Total
Didn't have holidays	34.4%	35.7%
Canary Islands	19.3%	17.6%
Other destination	46.3%	46.8%

What other destinations do they consider for this trip?*

	European belonging	Total
None	28.3%	29.4%
Canary Islands (other island)	26.7%	25.4%
Other destination	45.0%	45.1%

*Percentage of valid answers

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

	European belonging	Total
European belonging	100.0%	40.2%
Climate	84.5%	76.0%
Tranquility	70.8%	48.5%
Safety	67.2%	49.0%
Sea	61.6%	52.0%
Beaches	53.5%	44.6%
Price	51.4%	32.4%
Effortless trip	48.2%	34.9%
Accommodation supply	46.9%	37.8%
Landscapes	46.6%	39.1%
Environment	41.9%	34.7%
Authenticity	36.3%	24.4%
Gastronomy	35.6%	27.9%
Fun possibilities	27.7%	22.4%
Exoticism	24.1%	14.5%
Hiking trail network	15.0%	12.1%
Historical heritage	13.5%	9.1%
Shopping	13.4%	8.8%
Culture	12.5%	8.7%
Nightlife	11.2%	8.4%

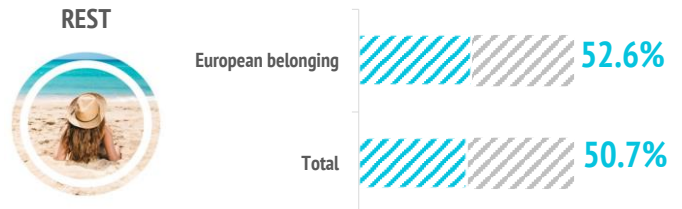
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	European belonging	Total
Rest	52.6%	50.7%
Enjoy family time	13.8%	14.0%
Have fun	6.6%	7.3%
Explore the destination	22.6%	23.3%
Practice their hobbies	2.3%	2.6%
Other reasons	2.1%	2.1%

REST



How far in advance do they book their trip?

	European belonging	Total
The same day	0.9%	1.0%
Between 1 and 30 days	40.3%	42.5%
Between 1 and 2 months	27.1%	26.7%
Between 3 and 6 months	19.4%	18.7%
More than 6 months	12.3%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

EUROPEAN BELONGING
12.3%



TOTAL
11.1%

Picture: Freepik.com

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

	European belonging	Total
Previous visits to the Canary Islands	47.6%	45.7%
Friends or relatives	30.0%	30.9%
Internet or social media	53.0%	53.5%
Mass Media	2.6%	2.3%
Travel guides and magazines	6.7%	7.0%
Travel Blogs or Forums	8.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	20.0%	19.4%
Public administrations or similar	1.7%	1.9%
Others	2.2%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	European belonging	Total
Flight		
- Directly with the airline	52.3%	52.8%
- Tour Operator or Travel Agency	47.7%	47.2%

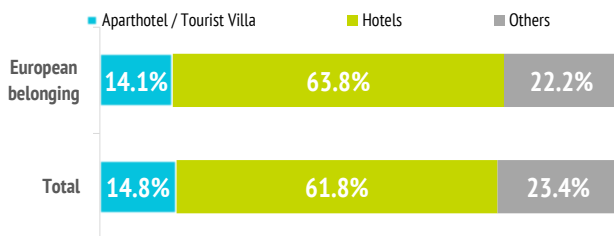
Accommodation

- Directly with the accommodation	39.1%	39.9%
- Tour Operator or Travel Agency	60.9%	60.1%

Where do they stay? 🏠

	European belonging	Total
1-2-3* Hotel	11.3%	11.5%
4* Hotel	40.6%	39.4%
5* Hotel / 5* Luxury Hotel	11.9%	10.9%
Aparthotel / Tourist Villa	14.1%	14.8%
House/room rented in a private dwelling	6.3%	6.9%
Private accommodation (1)	9.9%	9.9%
Others (Cottage, cruise, camping,...)	6.0%	6.6%

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



What do they book? 🍷

	European belonging	Total
Room only	26.0%	28.1%
Bed and Breakfast	13.3%	15.3%
Half board	20.4%	19.5%
Full board	3.4%	3.2%
All inclusive	36.9%	33.8%

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36.9% of tourists book all inclusive.
(Canary Islands: 33.8%)

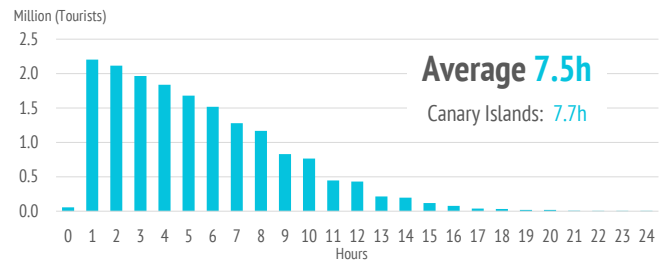
Other expenses 📍

	European belonging	Total
Restaurants or cafes	64.5%	66.9%
Supermarkets	54.2%	55.6%
Car rental	37.9%	37.3%
Organized excursions	24.5%	23.7%
Taxi, transfer, chauffeur service	45.9%	46.0%
Theme Parks	8.5%	8.6%
Sport activities	8.6%	9.3%
Museums	4.5%	4.7%
Flights between islands	6.4%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	European belonging	Total
0 hours	2.4%	2.4%
1 - 2 hours	10.5%	10.0%
3 - 6 hours	30.4%	30.1%
7 - 12 hours	47.1%	47.1%
More than 12 hours	9.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	European belonging	Total
Beach	76.9%	75.1%
Walk, wander	72.1%	72.2%
Swimming pool, hotel facilities	59.8%	57.5%
Explore the island on their own	52.9%	52.5%
Swim	39.1%	38.8%
Taste Canarian gastronomy	30.0%	30.2%
Hiking	22.1%	22.5%
Organized excursions	16.7%	16.0%
Sea excursions / whale watching	13.6%	13.5%
Theme parks	12.1%	12.2%
Nightlife / concerts / shows	11.7%	12.3%
Museums / exhibitions	10.6%	10.7%
Wineries / markets / popular festivals	10.3%	10.0%
Other Nature Activities	9.1%	9.5%
Running	7.5%	7.6%
Beauty and health treatments	6.2%	5.6%
Practice other sports	5.8%	5.9%
Surf	4.7%	4.8%
Cycling / Mountain bike	4.3%	4.2%
Astronomical observation	4.2%	4.2%
Scuba Diving	4.0%	4.2%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

* Multi-choice question

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

EUROPEAN BELONGING



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by european belonging	2,257,555	373,400	368,379	592,076	872,124	34,201
- Share by islands	100%	16.5%	16.3%	26.2%	38.6%	1.5%
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 european belonging	40.2%	39.5%	44.5%	40.6%	39.0%	36.6%

How many islands do they visit during their trip?

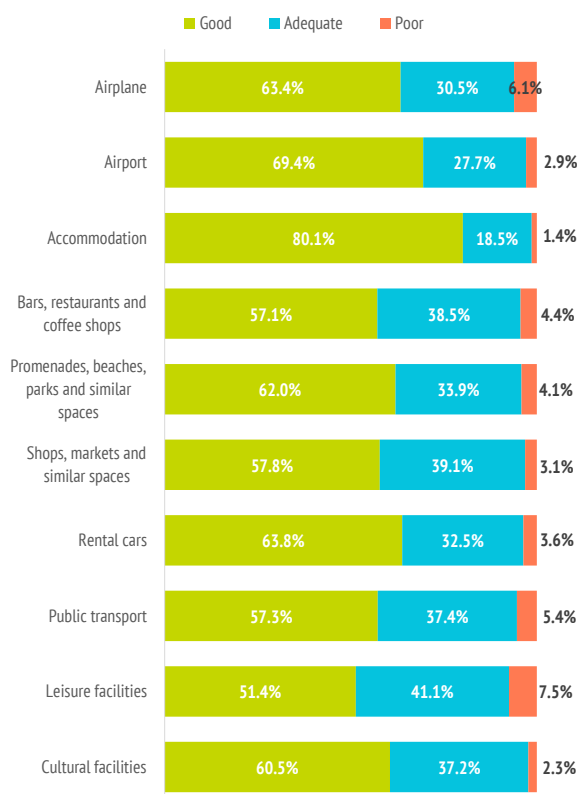
	European belonging	Total
One island	91.0%	90.9%
Two islands	7.6%	7.8%
Three or more islands	1.4%	1.3%

Health safety

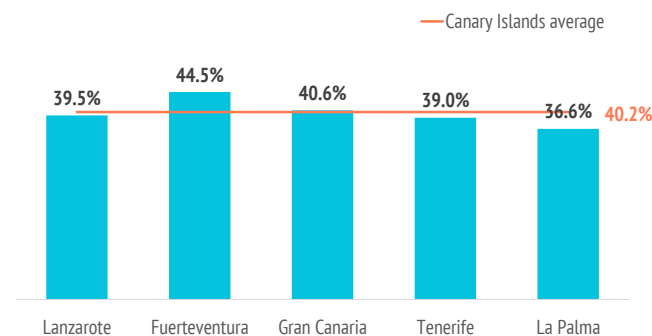
Planning the trip: Importance	European belonging	Total
Average rating (scale 0-10)	8.43	7.99

During the stay: Rate	European belonging	Total
Average rating (scale 0-10)	8.63	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

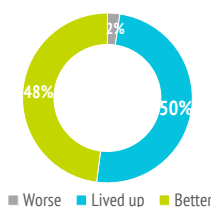


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	European belonging	Total
Average rating	9.03	8.86

Experience in the Canary Islands	European belonging	Total
Worse or much worse than expected	2.4%	2.7%
Lived up to expectations	49.7%	51.4%
Better or much better than expected	48.0%	45.9%

Future intentions (scale 1-10)	European belonging	Total
Return to the Canary Islands	9.03	8.86
Recommend visiting the Canary Islands	9.26	9.10



Experience in the Canary Islands



x,xx/10

Return to the Canary Islands



x,xx/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	European belonging	Total
Repeat tourists	68.5%	68.0%
Repeat tourists (last 5 years)	62.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.3%	15.0%
At least 10 previous visits	19.0%	18.3%

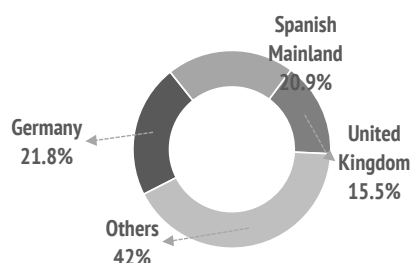
PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

EUROPEAN BELONGING

Where are they from?



	%	Absolute
Germany	21.8%	491,723
Spanish Mainland	20.9%	472,390
United Kingdom	15.5%	350,250
France	7.3%	164,277
Italy	4.9%	109,956
Poland	4.8%	107,810
Belgium	4.3%	97,654
Netherlands	4.2%	94,177
Ireland	3.3%	74,515
Sweden	2.1%	47,193
Denmark	1.6%	37,017
Norway	1.3%	28,818
Switzerland	1.2%	27,192
Czech Republic	1.2%	26,122
Portugal	0.9%	19,554
Finland	0.9%	19,547
Luxembourg	0.7%	16,349
Others	3.2%	73,010



Who are they?



	European belonging	Total
Gender		
Men	47.5%	49.6%
Women	52.5%	50.4%
Age		
Average age (tourist > 15 years old)	44.3	43.3
Standard deviation	15.7	15.6
Age range (> 15 years old)		
16 - 24 years old	10.7%	11.9%
25 - 30 years old	13.6%	14.8%
31 - 45 years old	30.0%	30.2%
46 - 60 years old	27.8%	26.6%
Over 60 years old	17.8%	16.4%
Occupation		
Salaried worker	56.4%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.7%	1.7%
Business owner	11.1%	10.0%
Student	5.8%	5.9%
Retired	13.0%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	16.0%	16.1%
€25,000 - €49,999	37.7%	37.0%
€50,000 - €74,999	23.2%	23.4%
More than €74,999	23.1%	23.5%
Education level		
No studies	2.1%	2.2%
Primary education	2.3%	2.2%
Secondary education	19.6%	18.8%
Higher education	75.9%	76.9%

Who do they come with?

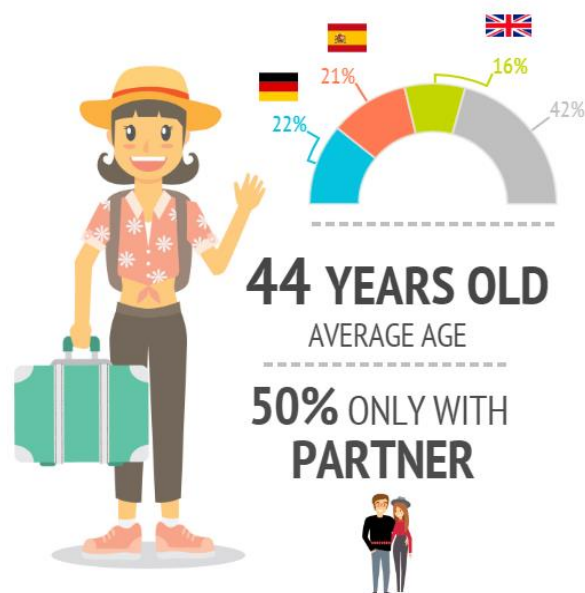


	European belonging	Total
Unaccompanied	12.2%	13.5%
Only with partner	49.9%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	5.1%	4.9%
Other relatives	8.4%	8.4%
Friends	8.1%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.8%	11.5%

(1) Different situations have been isolated

Tourists with children	13.2%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	11.1%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
Tourists without children	86.8%	87.5%
Group composition:		
- 1 person	14.7%	16.5%
- 2 people	57.8%	56.7%
- 3 people	11.6%	10.7%
- 4 or 5 people	13.3%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.39	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com

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

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