

How many are they and how much do they spend?

	Fun possibilities	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,257,392	5,827,892
- book holiday package	558,012	2,549,012
- do not book holiday package	699,379	3,278,880
- % tourists who book holiday package	44.4%	43.7%
Share of total tourist	22.4%	100%
Expenditure per tourist (€)		
- book holiday package	1,204	1,206
- holiday package	1,117	1,135
- others	291	280
- do not book holiday package	1,042	1,044
- flight	236	248
- accommodation	373	369
- others	433	427
Average length of stay	9.29	9.54
- book holiday package	8.54	8.59
- do not book holiday package	9.89	10.28
Average daily expenditure (€)	145.0	144.0
- book holiday package	172.2	172.8
- do not book holiday package	123.4	121.6
Total turnover (> 15 years old) (€m)	1,514	7,028
- book holiday package	786	3,606
- do not book holiday package	728	3,422

Importance of each factor in the destination choice

	Fun possibilities	Total
Fun possibilities	100.0%	22.4%
Climate	83.9%	76.0%
Safety	64.1%	49.0%
Sea	63.0%	52.0%
Tranquility	61.2%	48.5%
Beaches	59.0%	44.6%
Accommodation supply	54.7%	37.8%
European belonging	49.6%	40.2%
Effortless trip	48.7%	34.9%
Price	48.7%	32.4%
Landscapes	47.3%	39.1%
Environment	45.6%	34.7%
Gastronomy	43.8%	27.9%
Authenticity	38.6%	24.4%
Nightlife	28.9%	8.4%
Exoticism	28.0%	14.5%
Culture	23.0%	8.7%
Shopping	22.9%	8.8%
Historical heritage	18.7%	9.1%
Hiking trail network	16.1%	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?

	Fun possibilities	Total
Rest	45.9%	50.7%
Enjoy family time	15.8%	14.0%
Have fun	15.0%	7.3%
Explore the destination	17.4%	23.3%
Practice their hobbies	3.8%	2.6%
Other reasons	2.0%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



HAVE FUN



Where did they spend their main holiday last year?*

	Fun possibilities	Total
Didn't have holidays	35.4%	35.7%
Canary Islands	19.0%	17.6%
Other destination	45.5%	46.8%

What other destinations do they consider for this trip?*

	Fun possibilities	Total
None	26.1%	29.4%
Canary Islands (other island)	26.3%	25.4%
Other destination	47.6%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?

	Fun possibilities	Total
The same day	1.3%	1.0%
Between 1 and 30 days	42.2%	42.5%
Between 1 and 2 months	25.1%	26.7%
Between 3 and 6 months	19.1%	18.7%
More than 6 months	12.3%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

FUN POSSIBILITIES
12.3%

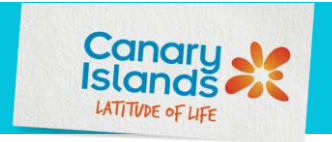


TOTAL
11.1%

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

FUN POSSIBILITIES



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

	Fun possibilities	Total
Previous visits to the Canary Islands	45.2%	45.7%
Friends or relatives	34.9%	30.9%
Internet or social media	52.6%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	5.4%	7.0%
Travel Blogs or Forums	7.9%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	17.9%	19.4%
Public administrations or similar	2.2%	1.9%
Others	2.9%	2.9%

* Multi-choice question

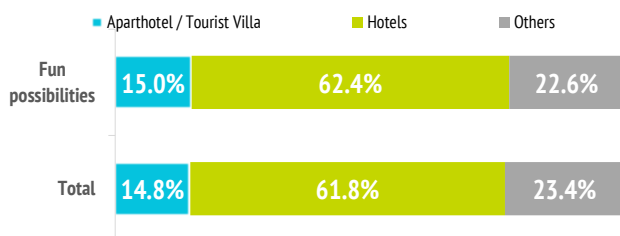
With whom did they book their flight and accommodation? 👁

	Fun possibilities	Total
Flight		
- Directly with the airline	52.9%	52.8%
- Tour Operator or Travel Agency	47.1%	47.2%
Accommodation		
- Directly with the accommodation	40.0%	39.9%
- Tour Operator or Travel Agency	60.0%	60.1%

Where do they stay? 🏠

	Fun possibilities	Total
1-2-3* Hotel	13.6%	11.5%
4* Hotel	38.5%	39.4%
5* Hotel / 5* Luxury Hotel	10.3%	10.9%
Aparthotel / Tourist Villa	15.0%	14.8%
House/room rented in a private dwelling	5.7%	6.9%
Private accommodation (1)	10.4%	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? 🍽

	Fun possibilities	Total
Room only	27.7%	28.1%
Bed and Breakfast	14.0%	15.3%
Half board	18.1%	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%)

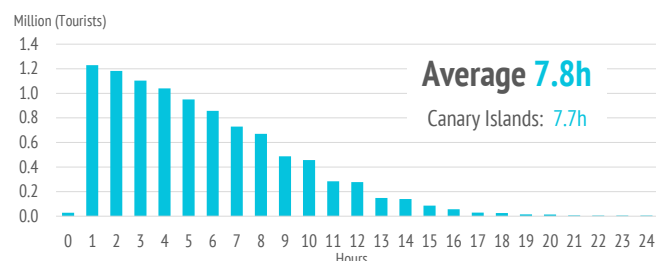
Other expenses 📍

	Fun possibilities	Total
Restaurants or cafes	64.3%	66.9%
Supermarkets	55.7%	55.6%
Car rental	31.0%	37.3%
Organized excursions	24.0%	23.7%
Taxi, transfer, chauffeur service	49.0%	46.0%
Theme Parks	13.2%	8.6%
Sport activities	13.4%	9.3%
Museums	3.4%	4.7%
Flights between islands	5.3%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Fun possibilities	Total
0 hours	2.2%	2.4%
1 - 2 hours	10.0%	10.0%
3 - 6 hours	29.7%	30.1%
7 - 12 hours	46.2%	47.1%
More than 12 hours	11.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fun possibilities	Total
Beach	78.0%	75.1%
Walk, wander	71.9%	72.2%
Swimming pool, hotel facilities	63.7%	57.5%
Explore the island on their own	49.5%	52.5%
Swim	43.8%	38.8%
Taste Canarian gastronomy	29.5%	30.2%
Nightlife / concerts / shows	22.4%	12.3%
Hiking	19.1%	22.5%
Organized excursions	18.8%	16.0%
Theme parks	18.7%	12.2%
Sea excursions / whale watching	16.7%	13.5%
Wineries / markets / popular festivals	10.3%	10.0%
Other Nature Activities	9.8%	9.5%
Museums / exhibitions	9.1%	10.7%
Running	8.8%	7.6%
Practice other sports	8.1%	5.9%
Beauty and health treatments	7.1%	5.6%
Surf	6.6%	4.8%
Scuba Diving	5.6%	4.2%
Astronomical observation	4.8%	4.2%
Cycling / Mountain bike	4.6%	4.2%
Golf	3.3%	2.3%
Windsurf / Kitesurf	2.1%	1.5%

* Multi-choice question

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

FUN POSSIBILITIES



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by fun possibilities	1,257,392	183,057	169,284	372,004	516,063	11,588
- Share by islands	100%	14.6%	13.5%	29.6%	41.0%	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 fun possibilities	22.4%	19.4%	20.5%	25.5%	23.1%	12.4%

How many islands do they visit during their trip?

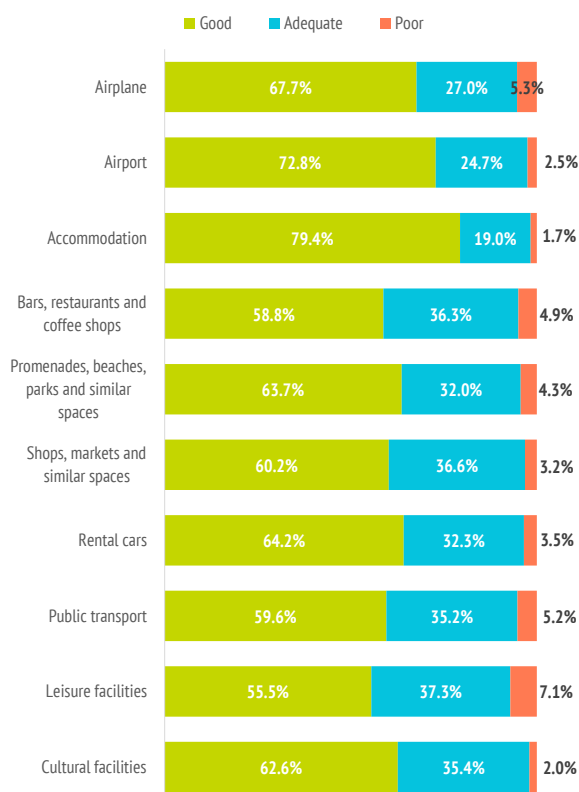
	Fun possibilities	Total
One island	92.3%	90.9%
Two islands	6.8%	7.8%
Three or more islands	0.9%	1.3%

Health safety

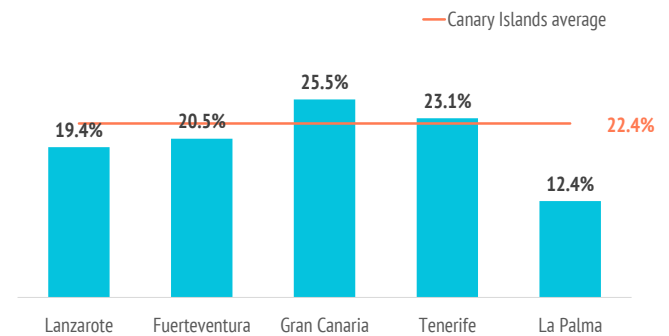
Planning the trip: Importance	Fun possibilities	Total
Average rating (scale 0-10)	8.25	7.99

During the stay: Rate	Fun possibilities	Total
Average rating (scale 0-10)	8.58	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

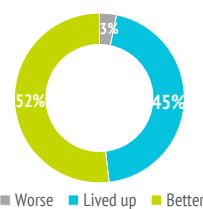


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Fun possibilities	Total
Average rating	9.04	8.86

Experience in the Canary Islands	Fun possibilities	Total
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	44.9%	51.4%
Better or much better than expected	51.8%	45.9%

Future intentions (scale 1-10)	Fun possibilities	Total
Return to the Canary Islands	9.01	8.86
Recommend visiting the Canary Islands	9.24	9.10



9.01/10

Experience in the Canary Islands



9.24/10

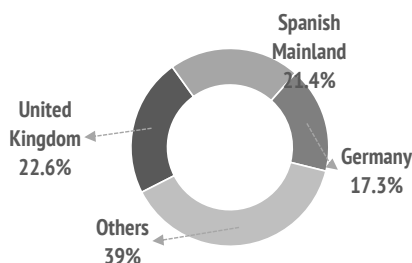
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Fun possibilities	Total
Repeat tourists	66.3%	68.0%
Repeat tourists (last 5 years)	60.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	15.7%	15.0%
At least 10 previous visits	18.1%	18.3%

Where are they from?

	%	Absolute
United Kingdom	22.6%	284,241
Spanish Mainland	21.4%	269,426
Germany	17.3%	218,129
Netherlands	8.2%	103,585
France	5.5%	69,056
Italy	4.4%	55,262
Belgium	3.9%	49,489
Ireland	3.5%	43,615
Poland	2.0%	25,032
Denmark	1.7%	21,443
Sweden	1.4%	17,882
Norway	1.1%	13,849
Switzerland	0.9%	11,555
Austria	0.6%	8,170
Finland	0.6%	8,045
Czech Republic	0.6%	7,922
Luxembuorg	0.6%	7,115
Others	3.5%	43,575



Who are they?

	Fun possibilities	Total
Gender		
Men	48.3%	49.6%
Women	51.7%	50.4%
Age		
Average age (tourist > 15 years old)	39.0	43.3
Standard deviation	15.1	15.6
Age range (> 15 years old)		
16 - 24 years old	20.2%	11.9%
25 - 30 years old	16.9%	14.8%
31 - 45 years old	30.7%	30.2%
46 - 60 years old	21.7%	26.6%
Over 60 years old	10.5%	16.4%
Occupation		
Salaried worker	59.0%	57.8%
Self-employed	10.9%	11.1%
Unemployed	1.9%	1.7%
Business owner	9.3%	10.0%
Student	9.3%	5.9%
Retired	8.2%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	18.6%	16.1%
€25,000 - €49,999	38.2%	37.0%
€50,000 - €74,999	21.1%	23.4%
More than €74,999	22.1%	23.5%
Education level		
No studies	3.0%	2.2%
Primary education	2.6%	2.2%
Secondary education	20.4%	18.8%
Higher education	74.0%	76.9%

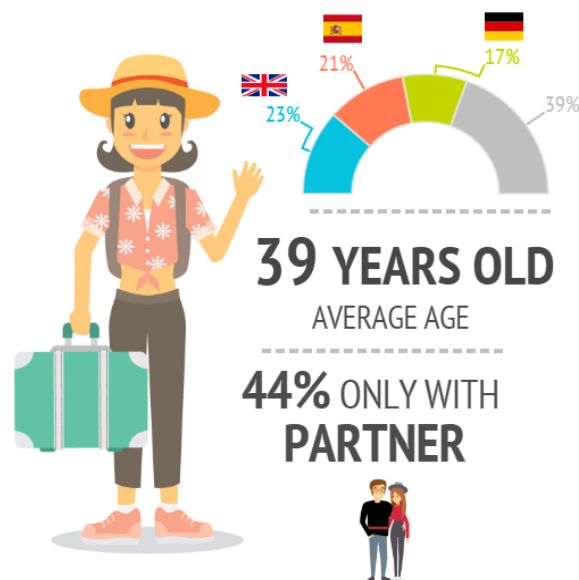
Who do they come with?

	Fun possibilities	Total
Unaccompanied	13.2%	13.5%
Only with partner	43.5%	48.2%
Only with children (< 13 years old)	4.9%	3.9%
Partner + children (< 13 years old)	5.7%	4.9%
Other relatives	9.0%	8.4%
Friends	11.6%	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	15.1%	12.5%
- Between 0 and 2 years old	1.4%	1.2%
- Between 3 and 12 years old	12.4%	10.2%
- Between 0 -2 and 3-12 years	1.3%	1.0%
Tourists without children	84.9%	87.5%
Group composition:		
- 1 person	16.2%	16.5%
- 2 people	53.6%	56.7%
- 3 people	11.6%	10.7%
- 4 or 5 people	15.5%	13.6%
- 6 or more people	3.2%	2.5%
Average group size:	2.46	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com