



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

	Price	Total
Previous visits to the Canary Islands	47.4%	45.7%
Friends or relatives	31.6%	30.9%
Internet or social media	53.8%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	6.4%	7.0%
Travel Blogs or Forums	8.5%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	19.8%	19.4%
Public administrations or similar	2.1%	1.9%
Others	2.1%	2.9%

\* Multi-choice question

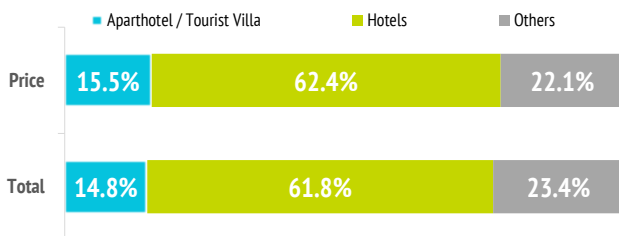
With whom did they book their flight and accommodation? 👁

	Price	Total
<b>Flight</b>		
- Directly with the airline	52.9%	52.8%
- Tour Operator or Travel Agency	47.1%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	38.9%	39.9%
- Tour Operator or Travel Agency	61.1%	60.1%

Where do they stay? 🏠

	Price	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	40.9%	39.4%
5* Hotel / 5* Luxury Hotel	9.8%	10.9%
Aparthotel / Tourist Villa	15.5%	14.8%
House/room rented in a private dwelling	6.2%	6.9%
Private accommodation (1)	10.0%	9.9%
Others (Cottage, cruise, camping,...)	5.8%	6.6%

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



What do they book? 🍷

	Price	Total
Room only	27.9%	28.1%
Bed and Breakfast	12.1%	15.3%
Half board	17.9%	19.5%
Full board	3.0%	3.2%
All inclusive	39.1%	33.8%

”  
39.1% of tourists book all inclusive.  
(Canary Islands: 33.8%)

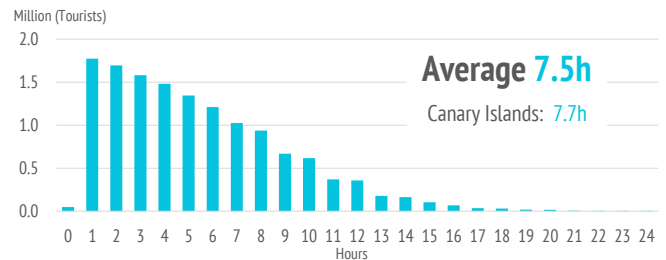
Other expenses 📍

	Price	Total
Restaurants or cafes	63.0%	66.9%
Supermarkets	55.7%	55.6%
Car rental	33.0%	37.3%
Organized excursions	23.8%	23.7%
Taxi, transfer, chauffeur service	48.8%	46.0%
Theme Parks	9.2%	8.6%
Sport activities	8.7%	9.3%
Museums	3.9%	4.7%
Flights between islands	5.7%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Price	Total
0 hours	2.6%	2.4%
1 - 2 hours	10.6%	10.0%
3 - 6 hours	30.5%	30.1%
7 - 12 hours	46.6%	47.1%
More than 12 hours	9.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Price	Total
Beach	76.6%	75.1%
Walk, wander	73.1%	72.2%
Swimming pool, hotel facilities	62.5%	57.5%
Explore the island on their own	49.8%	52.5%
Swim	39.7%	38.8%
Taste Canarian gastronomy	28.2%	30.2%
Hiking	18.8%	22.5%
Organized excursions	16.8%	16.0%
Nightlife / concerts / shows	14.5%	12.3%
Sea excursions / whale watching	14.0%	13.5%
Theme parks	13.3%	12.2%
Wineries / markets / popular festivals	9.9%	10.0%
Museums / exhibitions	9.4%	10.7%
Other Nature Activities	8.8%	9.5%
Running	7.3%	7.6%
Beauty and health treatments	6.4%	5.6%
Practice other sports	5.7%	5.9%
Surf	4.2%	4.8%
Scuba Diving	4.1%	4.2%
Astronomical observation	4.0%	4.2%
Cycling / Mountain bike	3.9%	4.2%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.1%	1.5%

\* Multi-choice question

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

## PRICE

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by price	1,821,359	330,367	267,599	457,724	737,916	17,209
- Share by islands	100%	18.1%	14.7%	25.1%	40.5%	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 price	32.4%	34.9%	32.3%	31.4%	33.0%	18.4%

### How many islands do they visit during their trip?

	Price	Total
One island	92.0%	90.9%
Two islands	7.0%	7.8%
Three or more islands	1.0%	1.3%

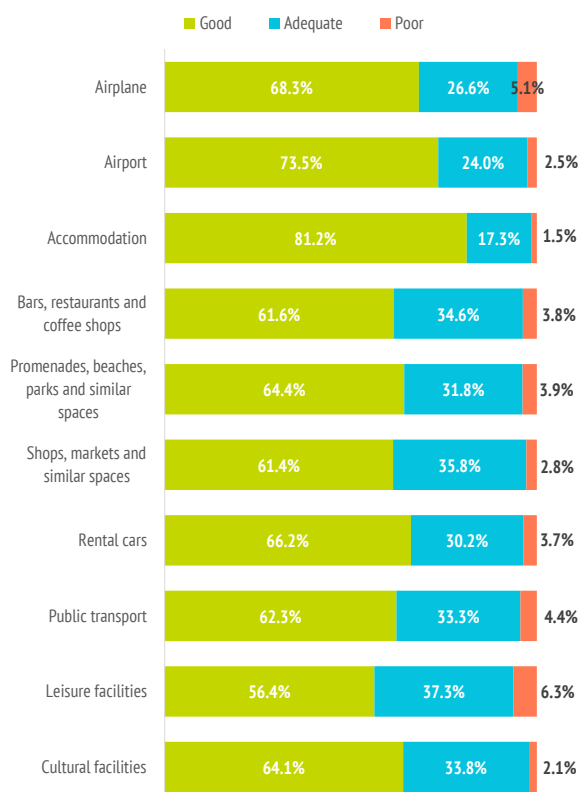
### Health safety

Planning the trip: Importance	Price	Total
Average rating (scale 0-10)	8.47	7.99

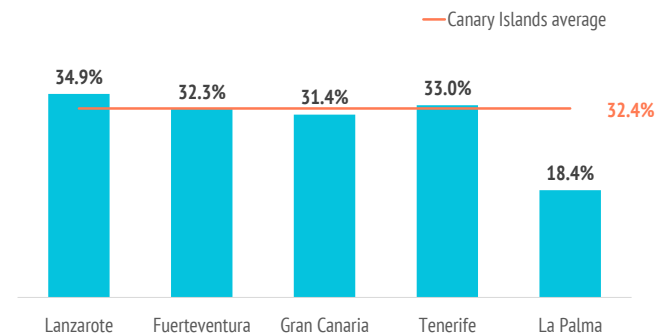
  

During the stay: Rate	Price	Total
Average rating (scale 0-10)	8.72	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

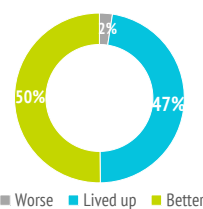


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Price	Total
Average rating	9.08	8.86

Experience in the Canary Islands	Price	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	47.4%	51.4%
Better or much better than expected	50.2%	45.9%

Future intentions (scale 1-10)	Price	Total
Return to the Canary Islands	9.05	8.86
Recommend visiting the Canary Islands	9.28	9.10



Experience in the Canary Islands



Return to the Canary Islands



9.28/10

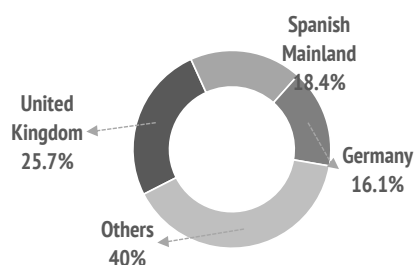
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Price	Total
<b>Repeat tourists</b>	<b>67.6%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	62.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.0%	15.0%
<b>At least 10 previous visits</b>	<b>18.2%</b>	<b>18.3%</b>

Where are they from?

	%	Absolute
United Kingdom	25.7%	468,385
Spanish Mainland	18.4%	334,704
Germany	16.1%	293,248
France	8.4%	152,707
Ireland	4.4%	79,440
Italy	4.4%	79,381
Belgium	4.0%	72,389
Poland	3.9%	71,858
Netherlands	3.4%	61,970
Sweden	2.3%	42,286
Norway	1.2%	22,189
Switzerland	1.2%	21,644
Denmark	1.1%	20,376
Finland	0.8%	14,581
Luxembourg	0.7%	12,754
Portugal	0.7%	12,690
Austria	0.6%	10,289
Others	2.8%	50,469



Who are they?

	Price	Total
<b>Gender</b>		
Men	43.5%	49.6%
Women	56.5%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	42.1	43.3
Standard deviation	15.6	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	14.2%	11.9%
25 - 30 years old	15.7%	14.8%
31 - 45 years old	29.9%	30.2%
46 - 60 years old	25.1%	26.6%
Over 60 years old	15.0%	16.4%
<b>Occupation</b>		
Salaried worker	59.5%	57.8%
Self-employed	10.8%	11.1%
Unemployed	2.1%	1.7%
Business owner	8.2%	10.0%
Student	6.8%	5.9%
Retired	11.2%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.8%	0.9%
<b>Annual household income level</b>		
Less than €25,000	19.0%	16.1%
€25,000 - €49,999	39.6%	37.0%
€50,000 - €74,999	21.5%	23.4%
More than €74,999	19.9%	23.5%
<b>Education level</b>		
No studies	3.3%	2.2%
Primary education	2.3%	2.2%
Secondary education	20.1%	18.8%
Higher education	74.4%	76.9%

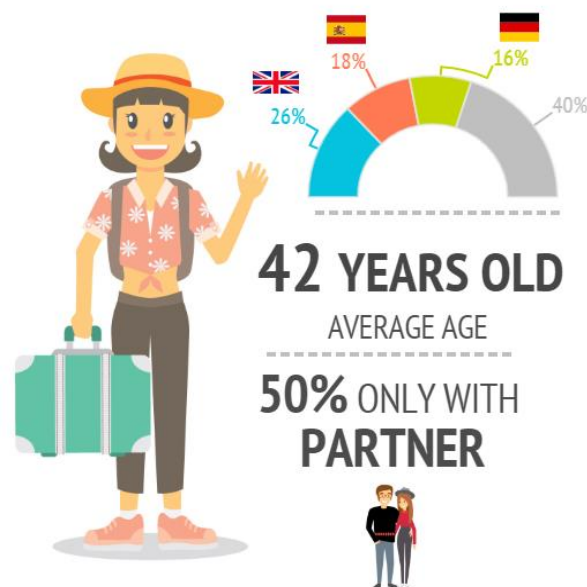
Who do they come with?

	Price	Total
Unaccompanied	11.9%	13.5%
Only with partner	49.6%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	4.7%	4.9%
Other relatives	8.9%	8.4%
Friends	9.7%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.8%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>12.7%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	10.5%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
<b>Tourists without children</b>	<b>87.3%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	14.8%	16.5%
- 2 people	58.6%	56.7%
- 3 people	10.7%	10.7%
- 4 or 5 people	13.6%	13.6%
- 6 or more people	2.3%	2.5%
<b>Average group size:</b>	<b>2.38</b>	<b>2.37</b>

\*People who share the main expenses of the trip



Pictures: Freepik.com