

## HIKING TRAIL NETWORK

### How many are they and how much do they spend?

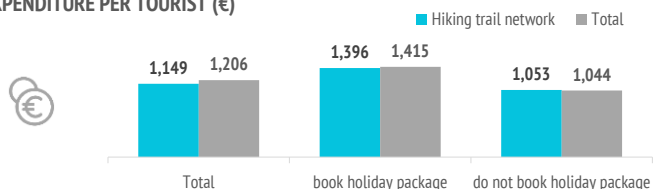


	Hiking trail network	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>678,015</b>	<b>5,827,892</b>
- book holiday package	190,274	2,549,012
- do not book holiday package	487,741	3,278,880
- % tourists who book holiday package	28.1%	43.7%
Share of total tourist	12.1%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,396	1,415
- holiday package	1,105	1,135
- others	291	280
- do not book holiday package	1,053	1,044
- flight	257	248
- accommodation	339	369
- others	457	427
<b>Average lenght of stay</b>	<b>11.12</b>	<b>9.54</b>
- book holiday package	8.99	8.59
- do not book holiday package	11.95	10.28
<b>Average daily expenditure (€)</b>	<b>125.2</b>	<b>144.0</b>
- book holiday package	163.1	172.8
- do not book holiday package	110.4	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>779</b>	<b>7,028</b>
- book holiday package	266	3,606
- do not book holiday package	513	3,422

#### AVERAGE LENGHT OF STAY (nights)



#### EXPENDITURE PER TOURIST (€)



### Where did they spend their main holiday last year?\*

	Hiking trail network	Total
Didn't have holidays	29.0%	35.7%
Canary Islands	19.4%	17.6%
Other destination	51.6%	46.8%

### What other destinations do they consider for this trip?\*

	Hiking trail network	Total
None	30.7%	29.4%
Canary Islands (other island)	27.5%	25.4%
Other destination	41.8%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that hiking trail network 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



	Hiking trail network	Total
Hiking trail network	100.0%	12.1%
Landscapes	82.9%	39.1%
Climate	78.2%	76.0%
Environment	74.5%	34.7%
Sea	63.7%	52.0%
Tranquility	61.0%	48.5%
Safety	55.8%	49.0%
Beaches	52.1%	44.6%
European belonging	50.0%	40.2%
Authenticity	47.0%	24.4%
Accommodation supply	45.9%	37.8%
Effortless trip	41.5%	34.9%
Gastronomy	41.3%	27.9%
Price	39.9%	32.4%
Exoticism	30.7%	14.5%
Fun possibilities	29.9%	22.4%
Historical heritage	28.0%	9.1%
Culture	24.4%	8.7%
Shopping	17.1%	8.8%
Nightlife	14.6%	8.4%

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

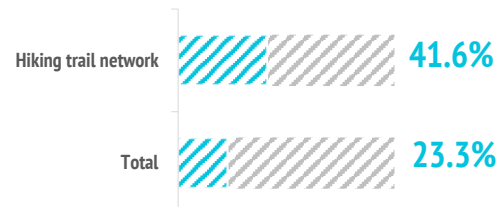
% of tourists who indicate that the factor is "very important" in their choice.

### What is the main motivation for their holidays?



	Hiking trail network	Total
Rest	33.6%	50.7%
Enjoy family time	13.6%	14.0%
Have fun	5.1%	7.3%
Explore the destination	41.6%	23.3%
Practice their hobbies	3.7%	2.6%
Other reasons	2.4%	2.1%

#### EXPLORE THE DESTINATION



### How far in advance do they book their trip?



	Hiking trail network	Total
The same day	1.5%	1.0%
Between 1 and 30 days	44.2%	42.5%
Between 1 and 2 months	27.4%	26.7%
Between 3 and 6 months	18.8%	18.7%
More than 6 months	8.2%	11.1%

#### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

HIKING TRAIL NETWORK  
44.2%



TOTAL  
42.5%

Picture: Freepik.com

## HIKING TRAIL NETWORK

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

	Hiking trail network	Total
Previous visits to the Canary Islands	41.0%	45.7%
Friends or relatives	32.1%	30.9%
Internet or social media	54.6%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	12.0%	7.0%
Travel Blogs or Forums	12.7%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	11.9%	19.4%
Public administrations or similar	1.9%	1.9%
Others	2.6%	2.9%

\* Multi-choise question

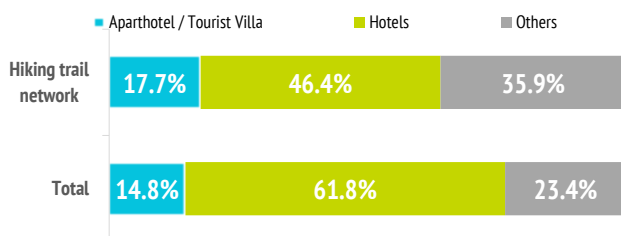
### With whom did they book their flight and accommodation?

	Hiking trail network	Total
<b>Flight</b>		
- Directly with the airline	64.9%	52.8%
- Tour Operator or Travel Agency	35.1%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	50.8%	39.9%
- Tour Operator or Travel Agency	49.2%	60.1%

### Where do they stay?

	Hiking trail network	Total
1-2-3* Hotel	9.2%	11.5%
4* Hotel	28.7%	39.4%
5* Hotel / 5* Luxury Hotel	8.5%	10.9%
Aparthotel / Tourist Villa	17.7%	14.8%
House/room rented in a private dwelling	12.1%	6.9%
Private accommodation (1)	15.2%	9.9%
Others (Cottage, cruise, camping,...)	8.6%	6.6%

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



### What do they book?

	Hiking trail network	Total
Room only	42.4%	28.1%
Bed and Breakfast	17.0%	15.3%
Half board	18.4%	19.5%
Full board	2.6%	3.2%
All inclusive	19.6%	33.8%

42.4% of tourists book room only.  
(Canary Islands: 28.1%)

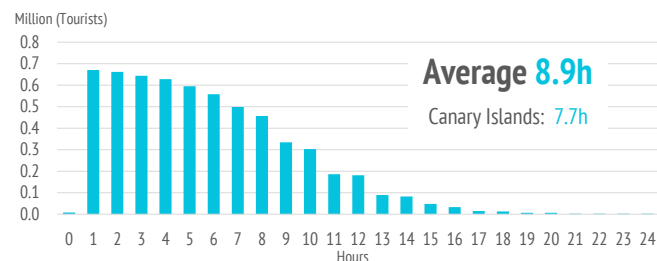
### Other expenses

	Hiking trail network	Total
Restaurants or cafes	72.9%	66.9%
Supermarkets	63.5%	55.6%
Car rental	51.1%	37.3%
Organized excursions	25.1%	23.7%
Taxi, transfer, chauffeur service	31.7%	46.0%
Theme Parks	6.6%	8.6%
Sport activities	9.1%	9.3%
Museums	7.2%	4.7%
Flights between islands	10.2%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Hiking trail network	Total
0 hours	1.1%	2.4%
1 - 2 hours	3.9%	10.0%
3 - 6 hours	21.4%	30.1%
7 - 12 hours	60.4%	47.1%
More than 12 hours	13.1%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Hiking trail network	Total
Walk, wander	79.5%	72.2%
Beach	75.5%	75.1%
Explore the island on their own	67.5%	52.5%
Hiking	52.7%	22.5%
Swimming pool, hotel facilities	45.1%	57.5%
Swim	39.0%	38.8%
Taste Canarian gastronomy	35.2%	30.2%
Other Nature Activities	18.0%	9.5%
Museums / exhibitions	15.9%	10.7%
Organized excursions	15.1%	16.0%
Sea excursions / whale watching	14.9%	13.5%
Wineries / markets / popular festivals	13.1%	10.0%
Running	11.3%	7.6%
Theme parks	10.0%	12.2%
Nightlife / concerts / shows	9.0%	12.3%
Astronomical observation	7.8%	4.2%
Surf	7.0%	4.8%
Practice other sports	6.5%	5.9%
Cycling / Mountain bike	6.1%	4.2%
Scuba Diving	5.3%	4.2%
Beauty and health treatments	5.2%	5.6%
Golf	2.0%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

\* Multi-choise question

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

### HIKING TRAIL NETWORK



#### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by hiking trail network	678,015	90,287	58,242	154,015	315,999	42,628
- Share by islands	100%	13.3%	8.6%	22.7%	46.6%	6.3%
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 hiking trail network	12.1%	9.5%	7.0%	10.6%	14.1%	45.6%

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

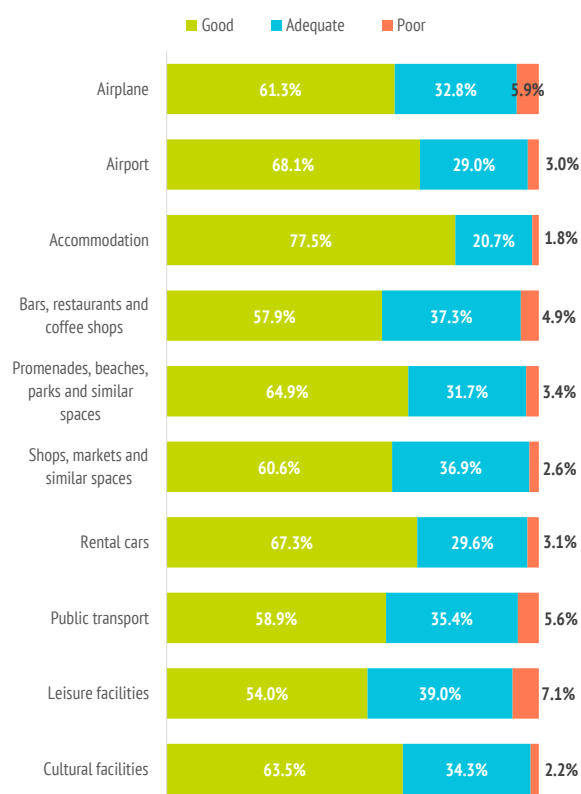
	Hiking trail network	Total
One island	85.4%	90.9%
Two islands	11.8%	7.8%
Three or more islands	2.8%	1.3%

#### Health safety

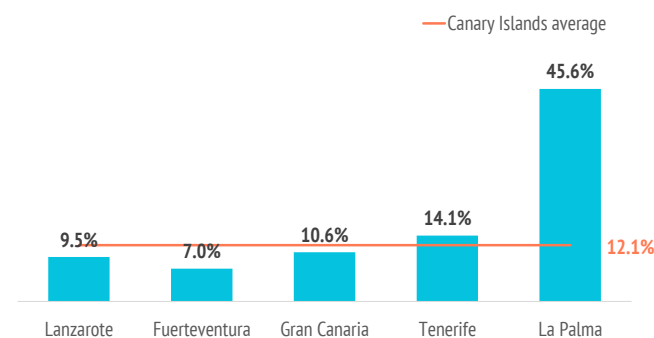
Planning the trip: Importance	Hiking trail network	Total
Average rating (scale 0-10)	7.99	7.99

During the stay: Rate	Hiking trail network	Total
Average rating (scale 0-10)	8.59	8.42

#### HEALTH SAFETY MEASURES (RATE)



#### % TOURISTS BY ISLAND OF STAY

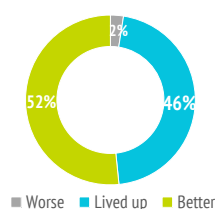


#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Hiking trail network	Total
Average rating	9.06	8.86

Experience in the Canary Islands	Hiking trail network	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	45.9%	51.4%
Better or much better than expected	51.6%	45.9%

Future intentions (scale 1-10)	Hiking trail network	Total
Return to the Canary Islands	9.00	8.86
Recommend visiting the Canary Islands	9.27	9.10



9.00/10

Experience in the  
Canary Islands



9.27/10

Recommend  
visiting the Canary  
Islands

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

	Hiking trail network	Total
Repeat tourists	63.1%	68.0%
Repeat tourists (last 5 years)	58.7%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.4%	15.0%
At least 10 previous visits	19.3%	18.3%

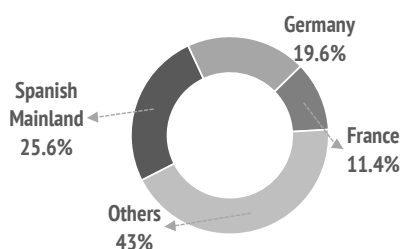
# PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

## HIKING TRAIL NETWORK

### Where are they from?



	%	Absolute
Spanish Mainland	25.6%	173,331
Germany	19.6%	133,050
France	11.4%	77,163
United Kingdom	8.3%	56,514
Italy	7.3%	49,587
Belgium	5.2%	35,441
Poland	3.9%	26,481
Netherlands	3.1%	21,279
Norway	2.0%	13,490
Finland	2.0%	13,470
Switzerland	1.4%	9,510
Denmark	1.3%	8,825
Austria	1.2%	8,344
Ireland	1.2%	7,833
Sweden	1.1%	7,498
Czech Republic	1.0%	6,827
Luxembourg	0.6%	4,161
Others	3.7%	25,211



### Who do they come with?



	Hiking trail network	Total
Unaccompanied	18.6%	13.5%
Only with partner	50.2%	48.2%
Only with children (< 13 years old)	3.1%	3.9%
Partner + children (< 13 years old)	3.5%	4.9%
Other relatives	5.2%	8.4%
Friends	8.7%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	10.0%	11.5%

(1) Different situations have been isolated

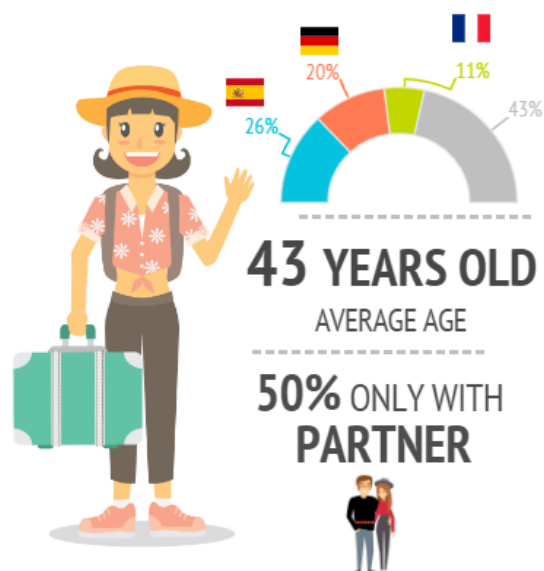
<b>Tourists with children</b>	<b>8.8%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	7.3%	10.2%
- Between 0-2 and 3-12 years	0.5%	1.0%
<b>Tourists without children</b>	<b>91.2%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	22.3%	16.5%
- 2 people	56.5%	56.7%
- 3 people	9.2%	10.7%
- 4 or 5 people	10.0%	13.6%
- 6 or more people	2.1%	2.5%
<b>Average group size:</b>	<b>2.19</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Hiking trail network	Total
<b>Gender</b>		
Men	49.6%	49.6%
Women	50.4%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	43.2	43.3
Standard deviation	15.2	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.2%	11.9%
25 - 30 years old	15.8%	14.8%
31 - 45 years old	32.1%	30.2%
46 - 60 years old	25.4%	26.6%
Over 60 years old	16.5%	16.4%
<b>Occupation</b>		
Salaried worker	55.3%	57.8%
Self-employed	13.0%	11.1%
Unemployed	2.6%	1.7%
Business owner	9.6%	10.0%
Student	5.6%	5.9%
Retired	13.0%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.7%	0.9%
<b>Annual household income level</b>		
Less than €25,000	17.7%	16.1%
€25,000 - €49,999	39.1%	37.0%
€50,000 - €74,999	21.8%	23.4%
More than €74,999	21.4%	23.5%
<b>Education level</b>		
No studies	1.3%	2.2%
Primary education	2.7%	2.2%
Secondary education	16.0%	18.8%
Higher education	80.0%	76.9%



Pictures: Freepik.com

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

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