

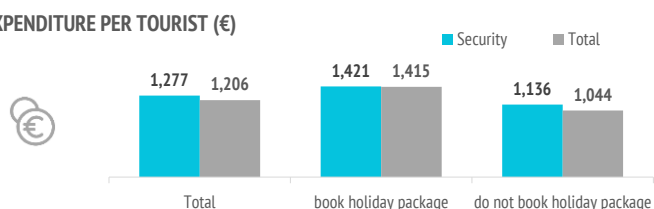
How many are they and how much do they spend?

	Security	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,750,297	5,827,892
- book holiday package	1,363,267	2,549,012
- do not book holiday package	1,387,030	3,278,880
- % tourists who book holiday package	49.6%	43.7%
Share of total tourist	49.0%	100%
Expenditure per tourist (€)		
- book holiday package	1,277	1,206
- holiday package	1,160	1,135
- others	261	280
- do not book holiday package	1,136	1,044
- flight	264	248
- accommodation	412	369
- others	460	427
Average length of stay	9.84	9.54
- book holiday package	8.65	8.59
- do not book holiday package	11.00	10.28
Average daily expenditure (€)		
- book holiday package	147.9	144.0
- do not book holiday package	171.0	172.8
- do not book holiday package	125.3	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	3,513	7,028
- do not book holiday package	1,937	3,606
- do not book holiday package	1,576	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Security	Total
Didn't have holidays	37.3%	35.7%
Canary Islands	19.8%	17.6%
Other destination	42.9%	46.8%

What other destinations do they consider for this trip?*

	Security	Total
None	28.4%	29.4%
Canary Islands (other island)	26.2%	25.4%
Other destination	45.3%	45.1%

*Percentage of valid answers

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

	Security	Total
Safety	100.0%	49.0%
Climate	84.5%	76.0%
Tranquility	73.7%	48.5%
Sea	61.2%	52.0%
Effortless trip	57.5%	34.9%
European belonging	55.1%	40.2%
Beaches	54.4%	44.6%
Accommodation supply	53.1%	37.8%
Price	47.2%	32.4%
Landscapes	44.9%	39.1%
Environment	44.3%	34.7%
Gastronomy	41.3%	27.9%
Authenticity	35.5%	24.4%
Fun possibilities	29.3%	22.4%
Exoticism	19.8%	14.5%
Shopping	14.5%	8.8%
Hiking trail network	13.8%	12.1%
Culture	13.6%	8.7%
Historical heritage	13.6%	9.1%
Nightlife	11.8%	8.4%

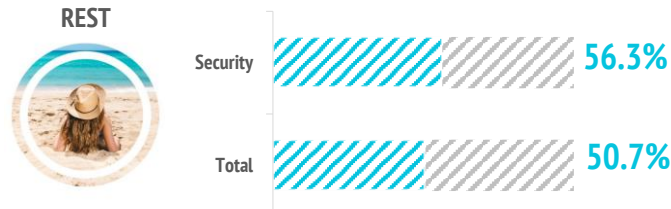
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	Security	Total
Rest	56.3%	50.7%
Enjoy family time	13.5%	14.0%
Have fun	6.6%	7.3%
Explore the destination	19.7%	23.3%
Practice their hobbies	2.1%	2.6%
Other reasons	1.8%	2.1%

REST



How far in advance do they book their trip?

	Security	Total
The same day	0.8%	1.0%
Between 1 and 30 days	40.4%	42.5%
Between 1 and 2 months	26.1%	26.7%
Between 3 and 6 months	19.3%	18.7%
More than 6 months	13.4%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

SECURITY
13.4%



TOTAL
11.1%

Picture: Freepik.com

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

	Security	Total
Previous visits to the Canary Islands	50.1%	45.7%
Friends or relatives	29.0%	30.9%
Internet or social media	52.3%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	6.7%	7.0%
Travel Blogs or Forums	7.9%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	22.0%	19.4%
Public administrations or similar	2.1%	1.9%
Others	2.3%	2.9%

* Multi-choice question

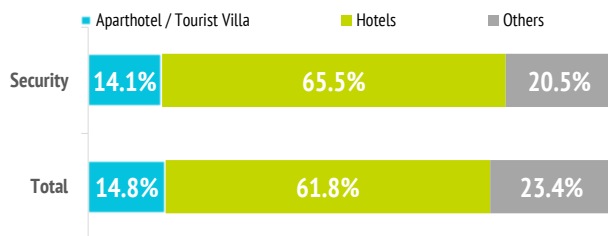
With whom did they book their flight and accommodation? 👁

	Security	Total
Flight		
- Directly with the airline	49.7%	52.8%
- Tour Operator or Travel Agency	50.3%	47.2%
Accommodation		
- Directly with the accommodation	37.0%	39.9%
- Tour Operator or Travel Agency	63.0%	60.1%

Where do they stay? 🏠

	Security	Total
1-2-3* Hotel	10.9%	11.5%
4* Hotel	42.6%	39.4%
5* Hotel / 5* Luxury Hotel	12.0%	10.9%
Aparthotel / Tourist Villa	14.1%	14.8%
House/room rented in a private dwelling	5.3%	6.9%
Private accommodation (1)	9.5%	9.9%
Others (Cottage, cruise, camping,...)	5.7%	6.6%

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



What do they book? 🍽

	Security	Total
Room only	23.8%	28.1%
Bed and Breakfast	13.1%	15.3%
Half board	20.6%	19.5%
Full board	3.1%	3.2%
All inclusive	39.4%	33.8%

”
39.4% of tourists book all inclusive.
 (Canary Islands: 33.8%)

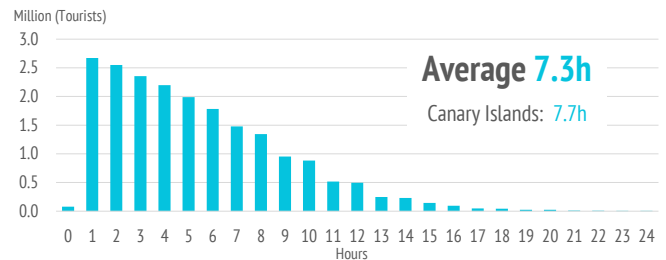
Other expenses 📍

	Security	Total
Restaurants or cafes	63.3%	66.9%
Supermarkets	54.2%	55.6%
Car rental	33.6%	37.3%
Organized excursions	22.6%	23.7%
Taxi, transfer, chauffeur service	50.5%	46.0%
Theme Parks	8.7%	8.6%
Sport activities	8.6%	9.3%
Museums	3.9%	4.7%
Flights between islands	5.4%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Security	Total
0 hours	2.9%	2.4%
1 - 2 hours	11.4%	10.0%
3 - 6 hours	31.9%	30.1%
7 - 12 hours	44.8%	47.1%
More than 12 hours	9.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Security	Total
Beach	76.3%	75.1%
Walk, wander	71.9%	72.2%
Swimming pool, hotel facilities	61.3%	57.5%
Explore the island on their own	49.4%	52.5%
Swim	40.3%	38.8%
Taste Canarian gastronomy	29.0%	30.2%
Hiking	18.7%	22.5%
Organized excursions	16.2%	16.0%
Sea excursions / whale watching	12.9%	13.5%
Nightlife / concerts / shows	12.9%	12.3%
Theme parks	12.3%	12.2%
Wineries / markets / popular festivals	10.1%	10.0%
Museums / exhibitions	9.6%	10.7%
Other Nature Activities	8.0%	9.5%
Running	6.8%	7.6%
Beauty and health treatments	6.5%	5.6%
Practice other sports	5.6%	5.9%
Astronomical observation	4.1%	4.2%
Cycling / Mountain bike	4.1%	4.2%
Surf	4.0%	4.8%
Scuba Diving	3.8%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	1.3%	1.5%

* Multi-choice question

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

SECURITY

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by safety	2,750,297	486,600	443,335	689,011	1,066,975	41,287
- Share by islands	100%	17.7%	16.1%	25.1%	38.8%	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 safety	49.0%	51.5%	53.6%	47.2%	47.7%	44.2%

How many islands do they visit during their trip?

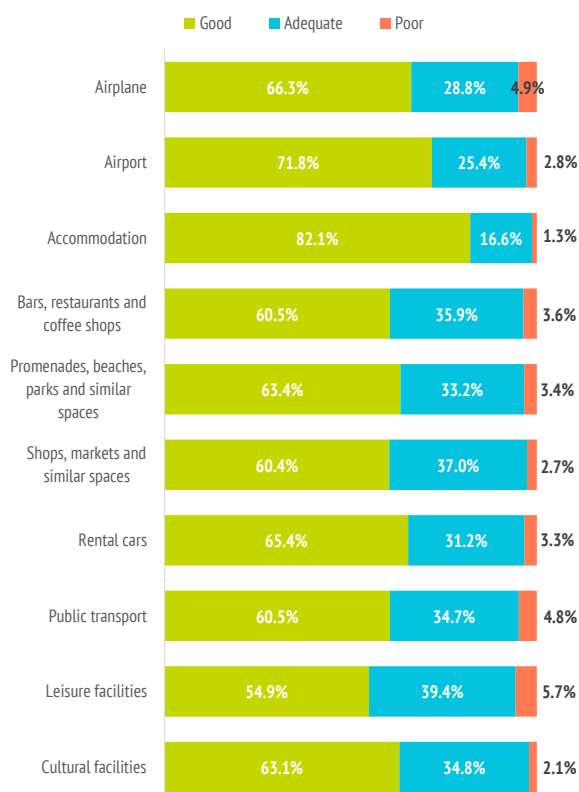
	Security	Total
One island	92.3%	90.9%
Two islands	6.5%	7.8%
Three or more islands	1.2%	1.3%

Health safety

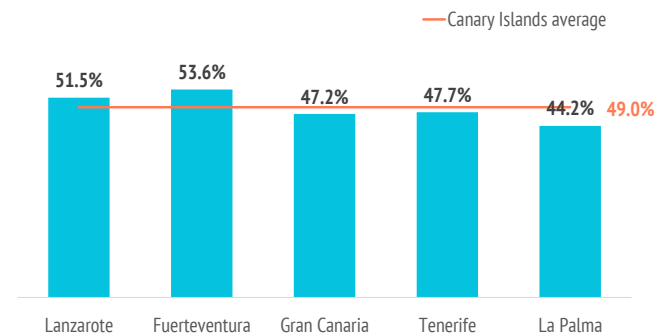
Planning the trip: Importance	Security	Total
Average rating (scale 0-10)	8.68	7.99

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

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

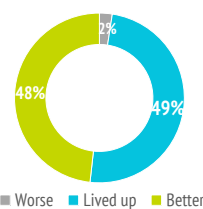


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Security	Total
Worse or much worse than expected	2.4%	2.7%
Lived up to expectations	49.3%	51.4%
Better or much better than expected	48.2%	45.9%

Future intentions (scale 1-10)	Security	Total
Return to the Canary Islands	9.08	8.86
Recommend visiting the Canary Islands	9.30	9.10



9.08/10

Experience in the Canary Islands

Return to the Canary Islands



9.30/10

Recommend visiting the Canary Islands

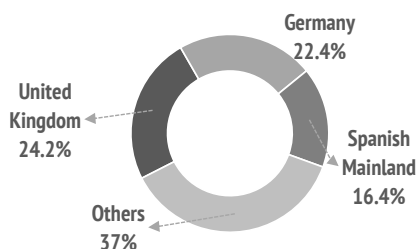
How many are loyal to the Canary Islands?

	Security	Total
Repeat tourists	70.9%	68.0%
Repeat tourists (last 5 years)	64.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.3%	15.0%
At least 10 previous visits	19.7%	18.3%

Where are they from?



	%	Absolute
United Kingdom	24.2%	665,541
Germany	22.4%	616,472
Spanish Mainland	16.4%	451,482
France	6.6%	181,347
Poland	4.6%	125,867
Ireland	3.8%	104,076
Italy	3.4%	94,735
Belgium	3.1%	84,032
Netherland	2.7%	75,133
Sweden	2.1%	56,795
Switzerland	1.4%	38,433
Norway	1.3%	35,412
Denmark	1.2%	34,159
Czech Republic	1.1%	29,613
Luxembourg	0.9%	24,358
Finland	0.8%	23,006
Austria	0.7%	20,040
Others	3.3%	89,796



Who do they come with?



	Security	Total
Unaccompanied	11.5%	13.5%
Only with partner	50.8%	48.2%
Only with children (< 13 years old)	4.4%	3.9%
Partner + children (< 13 years old)	5.2%	4.9%
Other relatives	8.5%	8.4%
Friends	7.7%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.7%	11.5%

(1) Different situations have been isolated

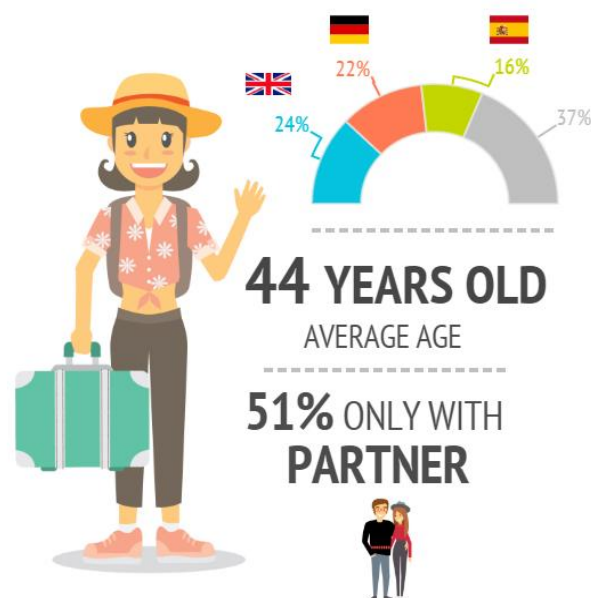
Tourists with children	13.8%	12.5%
- Between 0 and 2 years old	1.4%	1.2%
- Between 3 and 12 years old	11.3%	10.2%
- Between 0 -2 and 3-12 years	1.2%	1.0%
Tourists without children	86.2%	87.5%
Group composition:		
- 1 person	14.1%	16.5%
- 2 people	58.6%	56.7%
- 3 people	11.2%	10.7%
- 4 or 5 people	13.9%	13.6%
- 6 or more people	2.2%	2.5%
Average group size:	2.39	2.37

*People who share the main expenses of the trip

Who are they?



	Security	Total
Gender		
Men	44.0%	49.6%
Women	56.0%	50.4%
Age		
Average age (tourist > 15 years old)	44.3	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	10.9%	11.9%
25 - 30 years old	13.2%	14.8%
31 - 45 years old	29.7%	30.2%
46 - 60 years old	28.6%	26.6%
Over 60 years old	17.6%	16.4%
Occupation		
Salaried worker	57.7%	57.8%
Self-employed	11.0%	11.1%
Unemployed	1.5%	1.7%
Business owner	9.6%	10.0%
Student	5.4%	5.9%
Retired	13.5%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	15.4%	16.1%
€25,000 - €49,999	36.8%	37.0%
€50,000 - €74,999	23.1%	23.4%
More than €74,999	24.6%	23.5%
Education level		
No studies	3.1%	2.2%
Primary education	2.2%	2.2%
Secondary education	19.7%	18.8%
Higher education	75.0%	76.9%



Pictures: Freepik.com