

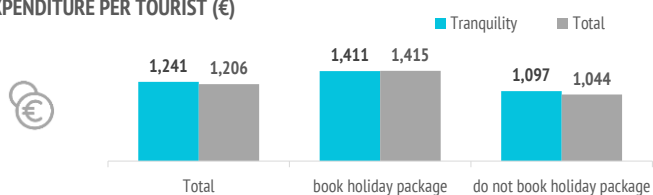
How many are they and how much do they spend?

	Tranquility	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	2,720,329	5,827,892
- book holiday package	1,253,754	2,549,012
- do not book holiday package	1,466,575	3,278,880
- % tourists who book holiday package	46.1%	43.7%
Share of total tourist	48.5%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,241	1,206
- holiday package	1,154	1,135
- others	257	280
- do not book holiday package	1,097	1,044
- flight	256	248
- accommodation	393	369
- others	448	427
<b>Average length of stay</b>		
- book holiday package	8.73	8.59
- do not book holiday package	11.06	10.28
<b>Average daily expenditure (€)</b>		
- book holiday package	169.4	172.8
- do not book holiday package	121.5	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	1,769	3,606
- do not book holiday package	1,608	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



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

	Tranquility	Total
Didn't have holidays	35.6%	35.7%
Canary Islands	20.0%	17.6%
Other destination	44.4%	46.8%

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

	Tranquility	Total
None	29.7%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	44.3%	45.1%

\*Percentage of valid answers

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

	Tranquility	Total
Tranquility	100.0%	48.5%
Climate	83.9%	76.0%
Safety	74.5%	49.0%
Sea	62.8%	52.0%
European belonging	58.7%	40.2%
Beaches	55.7%	44.6%
Effortless trip	52.1%	34.9%
Accommodation supply	49.4%	37.8%
Landscapes	48.2%	39.1%
Price	46.2%	32.4%
Environment	45.3%	34.7%
Gastronomy	39.3%	27.9%
Authenticity	37.5%	24.4%
Fun possibilities	28.3%	22.4%
Exoticism	21.8%	14.5%
Hiking trail network	15.2%	12.1%
Historical heritage	14.0%	9.1%
Shopping	13.3%	8.8%
Culture	13.1%	8.7%
Nightlife	10.2%	8.4%

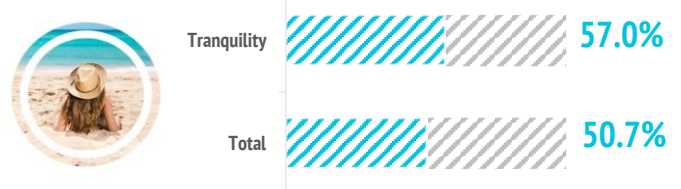
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?

	Tranquility	Total
Rest	57.0%	50.7%
Enjoy family time	13.2%	14.0%
Have fun	5.6%	7.3%
Explore the destination	20.4%	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?

	Tranquility	Total
The same day	0.9%	1.0%
Between 1 and 30 days	40.6%	42.5%
Between 1 and 2 months	26.4%	26.7%
Between 3 and 6 months	19.8%	18.7%
More than 6 months	12.2%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

TRANQUILITY  
19.8%



TOTAL  
18.7%

Picture: Freepik.com

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

	Tranquility	Total
Previous visits to the Canary Islands	48.6%	45.7%
Friends or relatives	29.8%	30.9%
Internet or social media	51.3%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	6.6%	7.0%
Travel Blogs or Forums	7.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	21.0%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.3%	2.9%

\* Multi-choice question

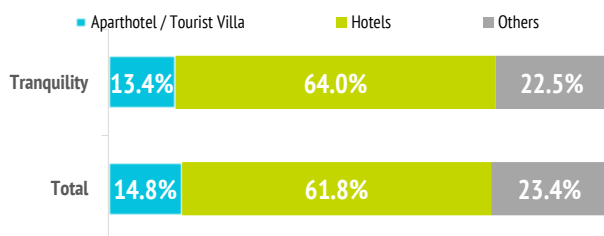
With whom did they book their flight and accommodation?

	Tranquility	Total
<b>Flight</b>		
- Directly with the airline	51.7%	52.8%
- Tour Operator or Travel Agency	48.3%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	38.7%	39.9%
- Tour Operator or Travel Agency	61.3%	60.1%

Where do they stay?

	Tranquility	Total
1-2-3* Hotel	10.7%	11.5%
4* Hotel	41.0%	39.4%
5* Hotel / 5* Luxury Hotel	12.3%	10.9%
Aparthotel / Tourist Villa	13.4%	14.8%
House/room rented in a private dwelling	6.2%	6.9%
Private accommodation (1)	11.0%	9.9%
Others (Cottage, cruise, camping,...)	5.4%	6.6%

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



What do they book?

	Tranquility	Total
Room only	24.9%	28.1%
Bed and Breakfast	13.4%	15.3%
Half board	21.5%	19.5%
Full board	3.2%	3.2%
All inclusive	37.0%	33.8%

”  
**37% of tourists book all inclusive.**  
 (Canary Islands: 33.8%)

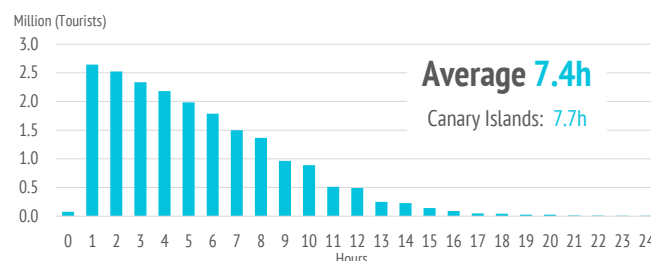
Other expenses

	Tranquility	Total
Restaurants or cafes	64.1%	66.9%
Supermarkets	54.5%	55.6%
Car rental	36.0%	37.3%
Organized excursions	23.1%	23.7%
Taxi, transfer, chauffeur service	47.1%	46.0%
Theme Parks	7.7%	8.6%
Sport activities	7.8%	9.3%
Museums	4.4%	4.7%
Flights between islands	6.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Tranquility	Total
0 hours	2.8%	2.4%
1 - 2 hours	11.3%	10.0%
3 - 6 hours	30.8%	30.1%
7 - 12 hours	46.0%	47.1%
More than 12 hours	9.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Tranquility	Total
Beach	76.0%	75.1%
Walk, wander	71.5%	72.2%
Swimming pool, hotel facilities	58.9%	57.5%
Explore the island on their own	51.2%	52.5%
Swim	39.3%	38.8%
Taste Canarian gastronomy	30.2%	30.2%
Hiking	20.8%	22.5%
Organized excursions	16.0%	16.0%
Sea excursions / whale watching	12.7%	13.5%
Theme parks	11.3%	12.2%
Nightlife / concerts / shows	11.1%	12.3%
Museums / exhibitions	10.7%	10.7%
Wineries / markets / popular festivals	10.1%	10.0%
Other Nature Activities	9.0%	9.5%
Running	7.1%	7.6%
Beauty and health treatments	6.3%	5.6%
Practice other sports	5.8%	5.9%
Astronomical observation	4.5%	4.2%
Scuba Diving	4.1%	4.2%
Cycling / Mountain bike	3.9%	4.2%
Surf	3.7%	4.8%
Golf	2.3%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

\* Multi-choice question

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

## TRANQUILITY

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists xxx	2,720,329	463,770	466,970	690,322	1,022,008	50,950
- Share by islands	100%	17.0%	17.2%	25.4%	37.6%	1.9%
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 xxx	48.5%	49.0%	56.4%	47.3%	45.7%	54.5%

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

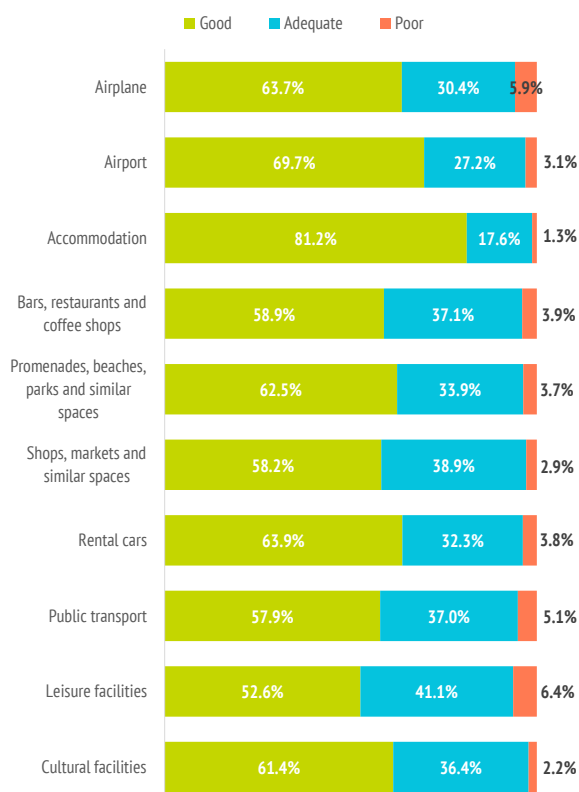
	Tranquility	Total
One island	91.4%	90.9%
Two islands	7.4%	7.8%
Three or more islands	1.2%	1.3%

### Health safety

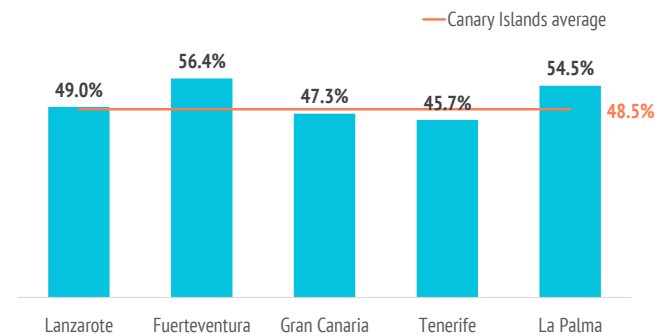
Planning the trip: Importance	Tranquility	Total
Average rating (scale 0-10)	8.44	7.99

During the stay: Rate	Tranquility	Total
Average rating (scale 0-10)	8.65	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

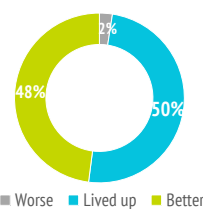


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Tranquility	Total
Average rating	9.05	8.86

Experience in the Canary Islands	Tranquility	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	49.6%	51.4%
Better or much better than expected	48.0%	45.9%

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



9.05/10

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?

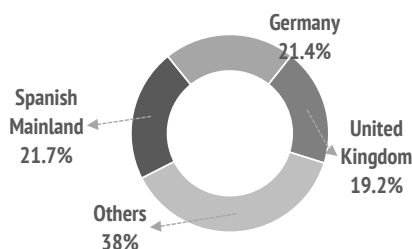
	Tranquility	Total
<b>Repeat tourists</b>	<b>70.1%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	64.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.1%	15.0%
<b>At least 10 previous visits</b>	<b>20.2%</b>	<b>18.3%</b>

## TRANQUILITY

### Where are they from?



	%	Absolute
Spanish Mainland	21.7%	590,855
Germany	21.4%	582,847
United Kingdom	19.2%	522,763
France	7.1%	194,287
Italy	4.6%	125,162
Belgium	4.1%	112,475
Netherlands	4.1%	110,430
Poland	3.8%	104,296
Ireland	2.8%	76,464
Sweden	2.0%	53,457
Denmark	1.4%	37,679
Switzerland	1.3%	34,577
Norway	1.0%	26,627
Luxembourg	0.8%	21,748
Portugal	0.7%	19,835
Czech Republic	0.7%	19,221
Austria	0.7%	18,248
Others	2.5%	69,358



### Who do they come with?



	Tranquility	Total
Unaccompanied	12.4%	13.5%
Only with partner	51.9%	48.2%
Only with children (< 13 years old)	3.7%	3.9%
Partner + children (< 13 years old)	4.6%	4.9%
Other relatives	8.3%	8.4%
Friends	7.4%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.3%	11.5%

(1) Different situations have been isolated

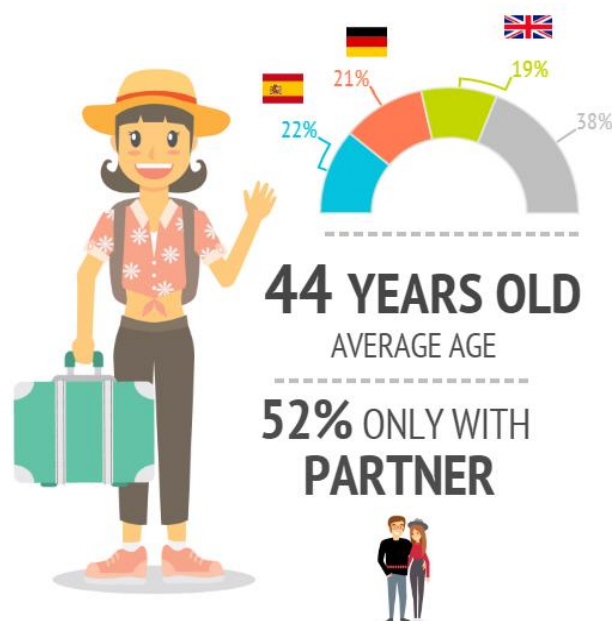
<b>Tourists with children</b>	<b>11.7%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	9.6%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%
<b>Tourists without children</b>	<b>88.3%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	15.1%	16.5%
- 2 people	59.9%	56.7%
- 3 people	10.5%	10.7%
- 4 or 5 people	12.3%	13.6%
- 6 or more people	2.2%	2.5%
<b>Average group size:</b>	<b>2.34</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Tranquility	Total
<b>Gender</b>		
Men	45.8%	49.6%
Women	54.2%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	44.2	43.3
Standard deviation	15.7	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	11.4%	11.9%
25 - 30 years old	13.8%	14.8%
31 - 45 years old	28.6%	30.2%
46 - 60 years old	28.5%	26.6%
Over 60 years old	17.6%	16.4%
<b>Occupation</b>		
Salaried worker	57.1%	57.8%
Self-employed	10.6%	11.1%
Unemployed	1.8%	1.7%
Business owner	10.4%	10.0%
Student	5.6%	5.9%
Retired	13.4%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.8%	0.9%
<b>Annual household income level</b>		
Less than €25,000	16.2%	16.1%
€25,000 - €49,999	37.7%	37.0%
€50,000 - €74,999	23.3%	23.4%
More than €74,999	22.9%	23.5%
<b>Education level</b>		
No studies	2.1%	2.2%
Primary education	2.4%	2.2%
Secondary education	20.0%	18.8%
Higher education	75.5%	76.9%



Pictures: Freepik.com