

TOURIST PROFILE BY ISLAND OF STAY 2021

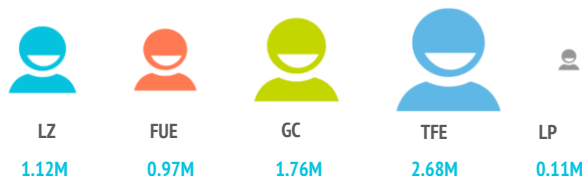
How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1.12	0.97	1.76	2.68	0.11
Tourist arrivals > 15 years old (EGT) (*)	0.96	0.84	1.55	2.32	0.10
- book holiday package (*)	0.37	0.52	0.72	0.88	0.03
- do not book holiday package (*)	0.59	0.32	0.83	1.44	0.08
- % tourists who book holiday package	38.5%	61.9%	46.5%	38.1%	26.0%

(*) Million of tourists

TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,172	1,303	1,235	1,169	1,008
- book holiday package	1,399	1,441	1,466	1,360	1,224
- holiday package	1,103	1,184	1,192	1,064	954
- others	296	257	274	296	270
- do not book holiday package	1,029	1,078	1,033	1,052	932
- flight	222	249	251	255	256
- accommodation	374	461	349	362	314
- others	433	367	433	435	362
Average length of stay	9.03	9.18	10.25	9.39	8.62
- book holiday package	8.58	8.93	8.97	8.04	8.46
- do not book holiday package	9.32	9.58	11.36	10.23	8.67
Average daily expenditure (€)	140.6	153.2	142.0	143.5	141.1
- book holiday package	169.2	170.9	172.1	175.9	163.9
- do not book holiday package	122.6	124.5	115.8	123.5	133.1
Total turnover (> 15 years old) (€m)	1,129	1,099	1,908	2,713	103
- book holiday package	519	753	1,054	1,202	33
- do not book holiday package	610	346	854	1,511	71

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	37.5%	33.9%	37.0%	35.5%	16.3%
Canary Islands	16.8%	16.3%	21.3%	15.8%	19.0%
Other destination	45.7%	49.8%	41.6%	48.7%	64.8%

What other destinations do they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None	31.8%	24.4%	31.0%	29.0%	38.0%
Canary Islands (other island)	24.7%	27.2%	27.3%	23.9%	23.3%
Other destination	43.5%	48.4%	41.7%	47.1%	38.6%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

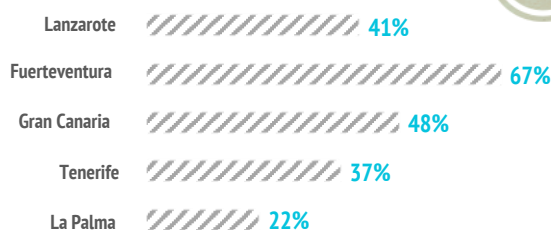
Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	73.2%	79.8%	77.7%	75.8%	56.1%
Sea	48.6%	69.5%	53.1%	46.9%	38.1%
Safety	51.5%	53.6%	47.2%	47.7%	44.2%
Tranquility	49.0%	56.4%	47.3%	45.7%	54.5%
Beaches	40.5%	67.2%	48.0%	37.1%	21.7%
European belonging	39.5%	44.5%	40.6%	39.0%	36.6%
Landscapes	41.2%	30.6%	33.3%	43.5%	71.8%
Accommodation supply	38.2%	43.7%	39.0%	35.6%	20.9%
Effortless trip	35.1%	40.3%	34.9%	33.2%	24.7%
Environment	40.2%	28.1%	29.0%	37.4%	56.1%
Price	34.9%	32.3%	31.4%	33.0%	18.4%
Gastronomy	28.0%	24.3%	27.7%	29.2%	30.1%
Authenticity	28.0%	24.4%	21.1%	24.5%	39.9%
Fun possibilities	19.4%	20.5%	25.5%	23.1%	12.4%
Exoticism	14.2%	12.8%	14.0%	15.6%	16.2%
Hiking trail network	9.5%	7.0%	10.6%	14.1%	45.6%
Historical heritage	11.0%	5.8%	9.2%	9.2%	10.0%
Shopping	8.4%	6.5%	10.8%	8.9%	4.9%
Culture	11.1%	5.2%	8.7%	9.2%	5.5%
Nightlife	7.3%	4.4%	13.2%	7.4%	5.5%

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.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	47.2%	61.7%	55.5%	46.6%	18.0%
Enjoy family time	12.4%	8.8%	16.0%	15.7%	7.3%
Have fun	6.2%	4.5%	9.7%	7.6%	2.5%
Explore the destination	29.2%	19.0%	14.9%	25.8%	61.9%
Practice their hobbies	3.1%	4.4%	1.6%	2.2%	3.2%
Other reasons	1.8%	1.6%	2.4%	2.1%	7.1%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0.9%	0.7%	1.3%	0.9%	1.3%
Between 1 and 30 days	36.2%	44.6%	44.8%	42.7%	47.9%
Between 1 and 2 months	27.8%	25.0%	24.9%	27.7%	30.9%
Between 3 and 6 months	20.6%	18.7%	18.7%	18.1%	14.2%
More than 6 months	14.4%	11.0%	10.3%	10.6%	5.8%

TOURIST PROFILE BY ISLAND OF STAY

2021



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	49.2%	46.5%	47.0%	43.9%	29.5%
Friends or relatives	29.2%	22.8%	29.6%	35.8%	27.7%
Internet or social media	58.5%	57.9%	46.9%	53.9%	58.8%
Mass Media	2.6%	1.6%	2.1%	2.5%	5.1%
Travel guides and magazines	7.8%	7.2%	5.3%	7.3%	11.2%
Travel Blogs or Forums	9.9%	8.4%	5.0%	9.7%	16.4%
Travel TV Channels	0.7%	0.6%	0.4%	0.5%	1.2%
Tour Operator or Travel Agency	16.7%	28.5%	19.0%	17.6%	13.0%
Public administrations or similar	2.3%	1.0%	1.6%	2.3%	2.2%
Others	2.5%	1.7%	3.3%	2.9%	9.0%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	59.2%	36.8%	49.0%	58.6%	59.6%
- Tour Operator or Travel Agency	40.8%	63.2%	51.0%	41.4%	40.4%
Accommodation					
- Directly with the accommodation	46.0%	27.9%	36.3%	43.9%	54.4%
- Tour Operator or Travel Agency	54.0%	72.1%	63.7%	56.1%	45.6%

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	10.4%	18.1%	14.2%	8.2%	6.6%
4* Hotel	34.3%	56.7%	36.5%	36.9%	62.7%
5* Hotel / 5* Luxury Hotel	13.3%	4.2%	10.9%	12.9%	0.0%
Aparthotel / Tourist Villa	20.5%	10.7%	13.4%	14.6%	15.8%
House/room rented in a private dwelling	7.3%	3.8%	5.8%	8.8%	3.9%
Private accommodation (1)	8.2%	3.2%	12.2%	11.7%	6.1%
Others (Cottage, cruise, camping,...)	6.1%	3.3%	6.9%	7.0%	5.0%

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

What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	33.1%	16.2%	30.1%	29.4%	26.8%
Bed and Breakfast	13.3%	5.9%	15.8%	19.5%	24.2%
Half board	17.7%	15.8%	19.1%	22.0%	27.4%
Full board	1.7%	5.5%	3.0%	3.1%	1.9%
All inclusive	34.1%	56.6%	32.0%	26.0%	19.6%

ALL INCLUSIVE

 **33.8%**
Canary Islands

 **32.0%**
Gran Canaria

 **34.1%**
Lanzarote

 **26.0%**
Tenerife

 **56.6%**
Fuerteventura

 **19.6%**
La Palma

Other expenses 📍

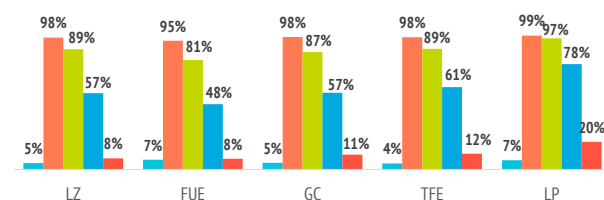
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	74.0%	46.9%	65.5%	71.7%	77.8%
Supermarkets	57.2%	49.0%	56.6%	56.4%	61.8%
Car rental	41.3%	32.9%	24.4%	44.4%	72.0%
Organized excursions	30.3%	19.9%	15.0%	27.9%	26.1%
Taxi, transfer, chauffeur service	41.6%	52.4%	51.5%	42.4%	27.0%
Theme Parks	4.2%	2.9%	4.2%	15.8%	1.2%
Sport activities	12.3%	11.2%	6.7%	9.2%	4.4%
Museums	12.4%	2.0%	3.6%	3.1%	9.6%
Flights between islands	9.8%	7.7%	3.3%	5.6%	12.3%

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	2.3%	4.7%	1.8%	2.0%	0.8%
1 - 2 hours	8.6%	14.2%	11.2%	8.6%	2.0%
3 - 6 hours	32.6%	32.8%	30.2%	28.4%	19.2%
7 - 12 hours	48.4%	40.4%	45.8%	49.3%	57.5%
More than 12 hours	8.2%	7.9%	11.0%	11.7%	20.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



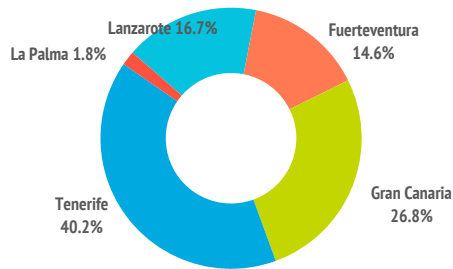
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	78.1%	63.8%	65.7%	77.7%	68.2%
Beach	75.5%	88.9%	73.5%	72.2%	60.7%
Swimming pool, hotel facilities	60.9%	58.1%	52.1%	61.1%	39.0%
Explore the island on their own	57.1%	50.0%	44.9%	55.4%	75.4%
Swim	39.0%	47.7%	35.5%	38.5%	24.4%
Taste Canarian gastronomy	32.8%	23.4%	26.5%	33.1%	48.9%
Hiking	20.7%	17.5%	18.6%	25.6%	58.6%
Theme parks	6.4%	5.7%	8.5%	20.0%	2.6%
Sea excursions / whale watching	8.4%	11.1%	9.2%	19.2%	15.6%
Organized excursions	19.8%	14.3%	10.5%	18.5%	17.2%
Nightlife / concerts / shows	12.1%	7.6%	16.8%	11.6%	2.0%
Other Nature Activities	10.6%	7.1%	7.2%	11.1%	18.5%
Museums / exhibitions	24.2%	5.2%	9.0%	7.8%	18.0%
Wineries / markets / popular festi	23.3%	5.3%	7.5%	7.6%	14.8%
Running	9.8%	7.0%	7.8%	7.0%	4.9%
Beauty and health treatments	5.0%	5.3%	5.0%	6.6%	1.7%
Practice other sports	6.5%	8.0%	5.6%	5.2%	3.5%
Astronomical observation	2.5%	4.2%	3.4%	4.8%	17.7%
Scuba Diving	5.0%	4.3%	3.7%	4.1%	4.0%
Surf	6.5%	8.3%	3.6%	4.0%	0.4%
Golf	1.6%	2.0%	2.4%	2.8%	0.0%
Cycling / Mountain bike	10.1%	4.7%	2.7%	2.5%	3.4%
Windsurf / Kitesurf	1.4%	4.2%	0.7%	1.1%	0.1%

* Multi-choise question

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2021

Which island do they choose?



How many islands do they visit during their trip?

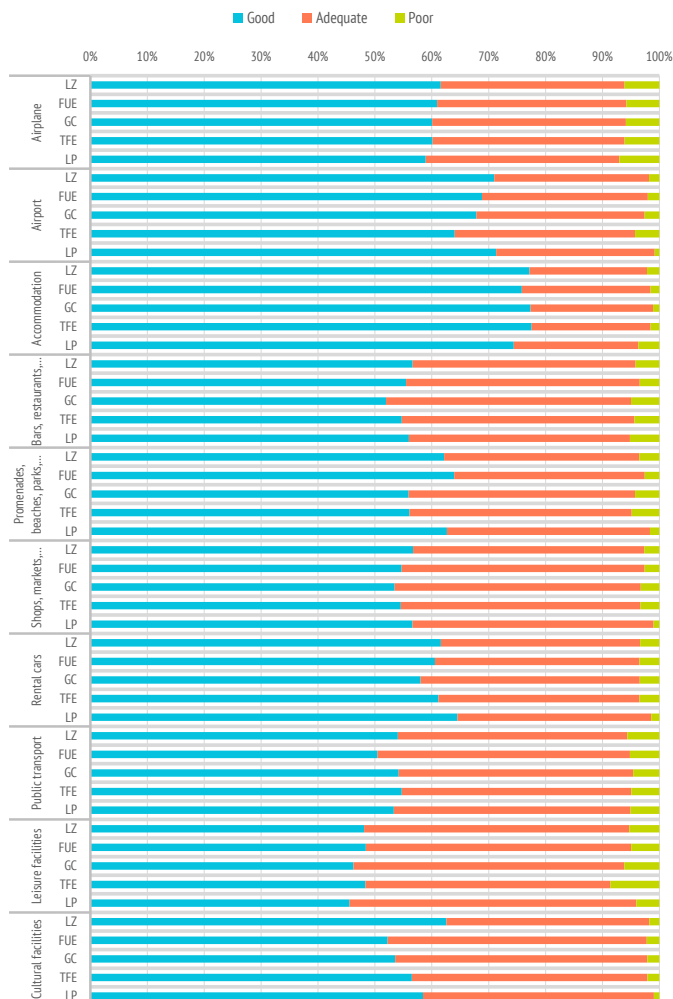
	LZ	FUE	GC	TFE	LP
One island	90.7%	90.7%	93.7%	91.5%	75.4%
Two islands	8.1%	8.7%	5.2%	7.6%	22.3%
Three or more islands	1.1%	0.7%	1.1%	0.9%	2.3%

Health safety

Planning the trip: Importance	LZ	FUE	GC	TFE	LP
Average rating (scale 0-10)	8.22	8.21	7.98	7.84	7.53

During the stay: Rate	LZ	FUE	GC	TFE	LP
Average rating (scale 0-10)	8.56	8.54	8.35	8.36	8.39

HEALTH SAFETY MEASURES (RATE)



Which is the most visited place in each island?



The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.99	8.86	8.79	8.86	8.85

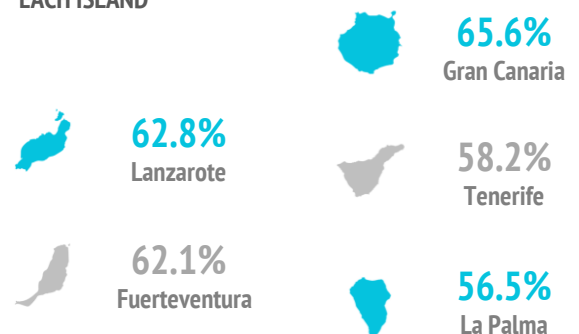
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	2.6%	2.4%	3.4%	2.5%	2.0%
Lived up to expectations	49.2%	55.8%	54.5%	48.6%	47.7%
Better or much better than expected	48.2%	41.8%	42.0%	48.9%	50.3%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.04	8.86	8.80	8.81	9.03
Recommend visiting the Canary Islands	9.27	9.07	8.99	9.10	9.25

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	62.8%	62.1%	65.6%	58.2%	56.5%
At least 10 previous visits	10.6%	8.5%	15.2%	9.8%	3.7%
Repeat tourists	71.1%	69.7%	72.5%	63.1%	66.0%
At least 10 previous visits	18.8%	16.9%	22.8%	16.0%	12.0%

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY 2021

Where are they from?



	LZ	FUE	GC	TFE	LP
Spanish Mainland	24.7%	13.9%	21.9%	21.0%	65.5%
Germany	11.2%	39.5%	23.4%	13.1%	16.6%
United Kingdom	29.5%	12.9%	10.2%	22.7%	2.1%
France	9.8%	7.9%	3.9%	7.5%	2.2%
Netherlands	3.7%	2.9%	7.2%	4.4%	2.0%
Italy	3.6%	6.6%	2.9%	5.4%	0.8%
Belgium	2.2%	1.2%	3.3%	5.8%	2.1%
Poland	0.9%	6.5%	2.6%	4.6%	3.2%
Ireland	7.4%	1.2%	1.3%	2.3%	0.0%
Sweden	0.7%	1.5%	5.3%	1.2%	0.0%
Denmark	2.0%	1.9%	3.2%	1.5%	0.4%
Switzerland	1.0%	1.3%	1.6%	1.7%	2.6%
Norway	0.0%	0.0%	4.5%	0.4%	0.1%
Czech Republic	0.1%	0.9%	1.1%	1.4%	0.0%
Finland	0.2%	0.2%	2.1%	0.7%	0.1%
Luxembourg	0.9%	0.4%	1.1%	0.6%	0.0%
Austria	0.2%	0.3%	0.8%	0.9%	0.6%
Others	1.9%	1.0%	3.7%	4.9%	1.5%

Who do they come with?

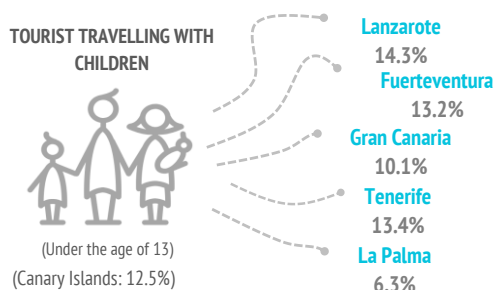


	LZ	FUE	GC	TFE	LP
Unaccompanied	10.7%	10.9%	19.8%	11.3%	15.5%
Only with partner	48.1%	52.1%	44.4%	49.3%	44.3%
Only with children (< 13 years old)	4.6%	4.4%	3.3%	4.0%	1.9%
Partner + children (< 13 years old)	5.5%	5.2%	3.9%	5.4%	3.4%
Other relatives	10.2%	7.0%	7.5%	8.9%	6.1%
Friends	7.6%	7.6%	9.1%	8.9%	7.2%
Work colleagues	0.3%	0.4%	1.1%	0.8%	5.3%
Organized trip	0.3%	0.2%	0.1%	0.2%	0.9%
Other combinations ⁽¹⁾	12.6%	12.1%	10.8%	11.2%	15.4%

(1) Different situations have been isolated

Tourists with children	14.3%	13.2%	10.1%	13.4%	6.3%
- Between 0 and 2 years old	1.1%	1.7%	1.1%	1.2%	0.6%
- Between 3 and 12 years old	12.1%	10.6%	8.2%	11.0%	5.2%
- Between 0 -2 and 3-12 years	1.1%	0.9%	0.8%	1.2%	0.4%
Tourists without children	85.7%	86.8%	89.9%	86.6%	93.7%
Group composition:					
- 1 person	14.8%	14.3%	23.1%	13.3%	21.7%
- 2 people	54.4%	59.7%	53.5%	58.6%	55.5%
- 3 people	11.8%	10.1%	10.3%	10.8%	9.2%
- 4 or 5 people	15.8%	14.1%	10.9%	14.6%	11.2%
- 6 or more people	3.1%	1.9%	2.2%	2.8%	2.5%
Average group size:	2.48	2.36	2.23	2.44	2.24

*People who share the main expenses of the trip



Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	50.9%	51.0%	53.3%	46.3%	46.0%
Women	49.1%	49.0%	46.7%	53.7%	54.0%
Age					
Average age (tourist > 15 years old)	44.8	43.8	44.3	41.6	44.7
Standard deviation	15.5	15.3	16.2	15.3	13.2
Age range (> 15 years old)					
16 - 24 years old	9.7%	10.1%	12.9%	13.4%	6.1%
25 - 30 years old	13.6%	14.8%	12.5%	17.1%	10.4%
31 - 45 years old	29.0%	30.2%	28.5%	32.0%	32.3%
46 - 60 years old	29.2%	29.2%	27.1%	23.5%	40.6%
Over 60 years old	18.6%	15.6%	19.1%	14.1%	10.6%
Occupation					
Salaried worker	56.8%	59.0%	55.2%	59.3%	65.7%
Self-employed	10.5%	11.8%	10.6%	11.5%	9.9%
Unemployed	1.9%	1.2%	1.7%	1.7%	2.1%
Business owner	7.7%	10.8%	11.1%	9.9%	10.5%
Student	6.2%	5.2%	6.2%	6.0%	3.2%
Retired	15.1%	11.0%	13.9%	10.3%	7.6%
Unpaid domestic work	0.8%	0.4%	0.3%	0.5%	0.0%
Others	1.0%	0.6%	1.1%	0.8%	1.0%
Annual household income level					
Less than €25,000	16.5%	13.9%	15.7%	17.1%	17.1%
€25,000 - €49,999	35.9%	37.7%	36.9%	37.2%	39.0%
€50,000 - €74,999	23.6%	23.8%	23.9%	22.6%	25.1%
More than €74,999	24.1%	24.6%	23.5%	23.0%	18.8%
Education level					
No studies	3.4%	1.6%	1.4%	2.6%	0.2%
Primary education	2.7%	1.8%	2.7%	1.7%	2.1%
Secondary education	16.9%	18.3%	22.6%	17.4%	14.3%
Higher education	77.0%	78.3%	73.3%	78.3%	83.3%



AVERAGE AGE
(> 15 years old)



% OF TOURISTS WITH INCOMES
OVER €74,999



% OF TOURISTS TRAVEL ONLY WITH PARTNER

