

# TOURIST PROFILE BY QUARTER OF TRIP (2021)

## CANARY ISLANDS

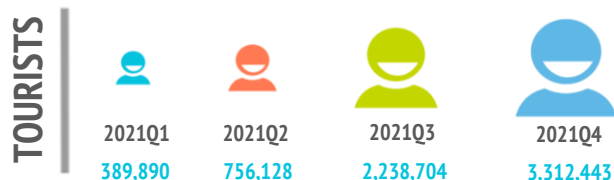


### How many are they and how much do they spend?

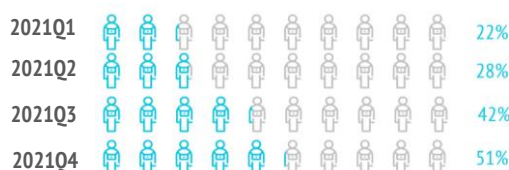


	2021Q1	2021Q2	2021Q3	2021Q4	2021
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	0.39	0.76	2.24	3.31	6.70
Tourist arrivals > 15 years old (EGT) (*)	0.36	0.68	1.87	2.93	5.83
- book holiday package (*)	0.08	0.19	0.79	1.49	2.55
- do not book holiday package (*)	0.28	0.49	1.08	1.43	3.28
- % tourists who book holiday package	21.8%	28.1%	42.2%	51.0%	43.7%

(\*) Million of tourists



#### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	2021Q1	2021Q2	2021Q3	2021Q4	2021
<b>Expenditure per tourist (€)</b>	<b>1,315</b>	<b>1,147</b>	<b>1,180</b>	<b>1,223</b>	<b>1,206</b>
- book holiday package	1,646	1,345	1,364	1,438	1,415
- holiday package	1,327	1,080	1,061	1,171	1,135
- others	319	265	304	267	280
- do not book holiday package	1,222	1,071	1,046	998	1,044
- flight	270	246	254	239	248
- accommodation	461	383	362	351	369
- others	491	441	429	407	427
<b>Average length of stay</b>	<b>13.27</b>	<b>11.22</b>	<b>9.32</b>	<b>8.85</b>	<b>9.54</b>
- book holiday package	10.40	8.62	8.54	8.53	8.59
- do not book holiday package	14.06	12.23	9.88	9.18	10.28
<b>Average daily expenditure (€)</b>	<b>129.2</b>	<b>132.1</b>	<b>139.6</b>	<b>151.3</b>	<b>144.0</b>
- book holiday package	174.4	167.0	166.2	177.0	172.8
- do not book holiday package	116.7	118.5	120.1	124.7	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>469</b>	<b>776</b>	<b>2,205</b>	<b>3,578</b>	<b>7,028</b>
- book holiday package	128	255	1,076	2,147	3,606
- do not book holiday package	341	521	1,129	1,431	3,422

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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
Didn't have holidays	12.8%	21.8%	35.0%	42.1%	35.7%
Canary Islands	24.9%	19.7%	16.7%	16.6%	17.6%
Other destination	62.3%	58.5%	48.2%	41.2%	46.8%

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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
None	38.1%	30.1%	23.4%	32.9%	29.4%
Canary Islands (other island)	29.2%	26.7%	22.0%	27.4%	25.4%
Other destination	32.7%	43.2%	54.6%	39.7%	45.1%

\*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



	2021Q1	2021Q2	2021Q3	2021Q4	2021
Climate	79.6%	71.0%	68.1%	81.8%	76.0%
Sea	57.8%	55.2%	52.9%	50.1%	52.0%
Safety	48.3%	48.2%	48.2%	49.7%	49.0%
Tranquility	51.0%	52.3%	49.4%	46.7%	48.5%
Beaches	46.8%	47.9%	47.0%	42.1%	44.6%
European belonging	44.4%	42.7%	40.1%	39.3%	40.2%
Landscapes	51.5%	49.4%	40.1%	35.0%	39.1%
Accommodation supply	31.3%	36.3%	39.3%	37.9%	37.8%
Effortless trip	34.9%	35.0%	32.3%	36.5%	34.9%
Environment	39.7%	39.7%	35.4%	32.6%	34.7%
Price	27.0%	31.6%	35.3%	31.4%	32.4%
Gastronomy	33.9%	32.2%	28.7%	25.9%	27.9%
Authenticity	26.3%	28.4%	27.1%	21.7%	24.4%
Fun possibilities	19.3%	21.4%	25.4%	21.0%	22.4%
Exoticism	14.1%	16.2%	17.4%	12.3%	14.5%
Hiking trail network	20.0%	15.7%	10.2%	11.6%	12.1%
Historical heritage	12.1%	10.1%	9.7%	8.1%	9.1%
Shopping	8.1%	9.2%	9.6%	8.4%	8.8%
Culture	9.9%	9.1%	9.7%	7.9%	8.7%
Nightlife	7.1%	7.7%	9.3%	8.1%	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.

#### % TOURISTS WHO CHOOSE PRICE



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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
Rest	45.2%	46.4%	47.7%	54.1%	50.7%
Enjoy family time	16.4%	12.3%	13.3%	14.6%	14.0%
Have fun	4.8%	6.3%	8.8%	6.9%	7.3%
Explore the destination	24.4%	27.6%	27.1%	19.8%	23.3%
Practice their hobbies	4.4%	4.0%	1.7%	2.6%	2.6%
Other reasons	4.8%	3.4%	1.5%	2.0%	2.1%

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



	2021Q1	2021Q2	2021Q3	2021Q4	2021
The same day	1.9%	1.3%	0.9%	0.9%	1.0%
Between 1 and 30 days	62.7%	58.8%	41.5%	36.9%	42.5%
Between 1 and 2 months	19.7%	24.1%	25.8%	28.6%	26.7%
Between 3 and 6 months	8.6%	10.2%	20.2%	21.0%	18.7%
More than 6 months	7.0%	5.6%	11.7%	12.6%	11.1%

#### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

# TOURIST PROFILE BY QUARTER OF TRIP (2021)

## CANARY ISLANDS



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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
Previous visits to the Canary Islands	44.3%	37.6%	41.4%	50.4%	<b>45.7%</b>
Friends or relatives	33.2%	34.2%	33.5%	28.3%	<b>30.9%</b>
Internet or social media	49.4%	53.5%	56.6%	52.0%	<b>53.5%</b>
Mass Media	3.7%	3.3%	2.5%	1.8%	<b>2.3%</b>
Travel guides and magazines	6.8%	7.0%	6.9%	7.1%	<b>7.0%</b>
Travel Blogs or Forums	8.5%	10.5%	10.7%	6.5%	<b>8.4%</b>
Travel TV Channels	0.4%	0.6%	0.4%	0.6%	<b>0.5%</b>
Tour Operator or Travel Agency	12.5%	15.2%	19.7%	21.1%	<b>19.4%</b>
Public administrations or similar	2.7%	2.2%	1.9%	1.8%	<b>1.9%</b>
Others	5.0%	4.1%	2.6%	2.5%	<b>2.9%</b>

\* Multi-choise question

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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
<b>Flight</b>					
- Directly with the airline	69.0%	63.0%	53.1%	48.4%	<b>52.8%</b>
- Tour Operator or Travel Agency	31.0%	37.0%	46.9%	51.6%	<b>47.2%</b>
<b>Accommodation</b>					
- Directly with the accommodation	54.6%	49.8%	39.2%	36.4%	<b>39.9%</b>
- Tour Operator or Travel Agency	45.4%	50.2%	60.8%	63.6%	<b>60.1%</b>

### Where do they stay?

	2021Q1	2021Q2	2021Q3	2021Q4	2021
1-2-3* Hotel	11.2%	10.6%	11.0%	12.1%	<b>11.5%</b>
4* Hotel	36.9%	38.8%	41.4%	38.6%	<b>39.4%</b>
5* Hotel / 5* Luxury Hotel	10.8%	14.7%	11.3%	9.7%	<b>10.9%</b>
Aparthotel / Tourist Villa	16.0%	14.1%	14.0%	15.3%	<b>14.8%</b>
House/room rented in a private dwelli	7.1%	6.3%	6.2%	7.5%	<b>6.9%</b>
Private accommodation <sup>(1)</sup>	13.2%	11.5%	10.2%	8.9%	<b>9.9%</b>
Others (Cottage, cruise, camping,...)	4.8%	4.0%	5.9%	7.9%	<b>6.6%</b>

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

### What do they book?

	2021Q1	2021Q2	2021Q3	2021Q4	2021
Room only	36.0%	28.9%	26.0%	28.3%	<b>28.1%</b>
Bed and Breakfast	22.6%	19.0%	13.1%	15.1%	<b>15.3%</b>
Half board	16.6%	22.3%	20.5%	18.7%	<b>19.5%</b>
Full board	4.0%	4.3%	3.0%	3.0%	<b>3.2%</b>
All inclusive	20.8%	25.4%	37.4%	34.9%	<b>33.8%</b>

**33.8%** of tourists book all inclusive.



**20.8%**  
2021Q1



**37.4%**  
2021Q3



**25.4%**  
2021Q2



**34.9%**  
2021Q4

### Other expenses

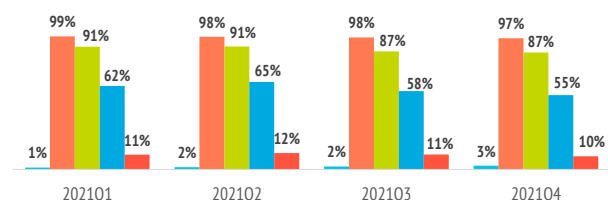
	2021Q1	2021Q2	2021Q3	2021Q4	TOTAL
Restaurants or cafes	71.3%	68.9%	65.5%	66.7%	<b>66.9%</b>
Supermarkets	59.7%	54.2%	56.4%	54.8%	<b>55.6%</b>
Car rental	50.1%	48.7%	39.6%	31.7%	<b>37.3%</b>
Organized excursions	16.8%	22.3%	30.1%	20.9%	<b>23.7%</b>
Taxi, transfer, chauffeur service	27.4%	31.7%	45.2%	52.1%	<b>46.0%</b>
Theme Parks	2.7%	5.2%	11.9%	7.9%	<b>8.6%</b>
Sport activities	10.0%	9.9%	10.6%	8.2%	<b>9.3%</b>
Museums	3.4%	4.8%	5.7%	4.2%	<b>4.7%</b>
Flights between islands	7.9%	7.8%	7.7%	4.9%	<b>6.3%</b>

### Activities in the Canary Islands

Outdoor time per day	2021Q1	2021Q2	2021Q3	2021Q4	2021
0 hours	1.4%	1.7%	2.2%	2.8%	<b>2.4%</b>
1 - 2 hours	7.6%	7.2%	10.3%	10.6%	<b>10.0%</b>
3 - 6 hours	29.1%	26.4%	29.4%	31.6%	<b>30.1%</b>
7 - 12 hours	50.9%	52.7%	47.0%	45.3%	<b>47.1%</b>
More than 12 hours	10.9%	12.1%	11.0%	9.7%	<b>10.5%</b>

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	2021Q1	2021Q2	2021Q3	2021Q4	2021
Beach	70.4%	76.5%	81.8%	71.2%	<b>75.1%</b>
Walk, wander	70.0%	70.7%	73.6%	72.0%	<b>72.2%</b>
Swimming pool, hotel facilities	42.4%	52.4%	65.9%	55.1%	<b>57.5%</b>
Explore the island on their own	56.9%	59.0%	56.2%	48.1%	<b>52.5%</b>
Swim	30.3%	35.3%	46.2%	35.9%	<b>38.8%</b>
Taste Canarian gastronomy	31.6%	33.0%	34.0%	26.9%	<b>30.2%</b>
Hiking	30.4%	28.1%	22.1%	20.5%	<b>22.5%</b>
Organized excursions	7.5%	12.2%	21.5%	14.3%	<b>16.0%</b>
Sea excursions / whale watching	8.1%	12.2%	18.4%	11.3%	<b>13.5%</b>
Nightlife / concerts / shows	4.3%	6.8%	13.2%	13.9%	<b>12.3%</b>
Theme parks	4.3%	8.7%	17.3%	10.6%	<b>12.2%</b>
Museums / exhibitions	9.0%	11.0%	12.5%	9.6%	<b>10.7%</b>
Wineries / markets / popular festiv	7.2%	9.8%	11.2%	9.5%	<b>10.0%</b>
Other Nature Activities	13.8%	12.8%	10.4%	7.8%	<b>9.5%</b>
Running	10.5%	8.8%	7.6%	7.0%	<b>7.6%</b>
Practice other sports	8.2%	7.6%	6.5%	4.8%	<b>5.9%</b>
Beauty and health treatments	6.8%	5.7%	5.4%	5.5%	<b>5.6%</b>
Surf	8.1%	6.2%	5.0%	4.0%	<b>4.8%</b>
Astronomical observation	3.0%	3.7%	5.3%	3.8%	<b>4.2%</b>
Cycling / Mountain bike	6.2%	5.2%	3.9%	3.9%	<b>4.2%</b>
Scuba Diving	3.5%	5.0%	5.4%	3.3%	<b>4.2%</b>
Golf	4.0%	2.8%	1.9%	2.2%	<b>2.3%</b>
Windsurf / Kitesurf	3.0%	2.3%	1.6%	1.0%	<b>1.5%</b>

\* Multi-choise question

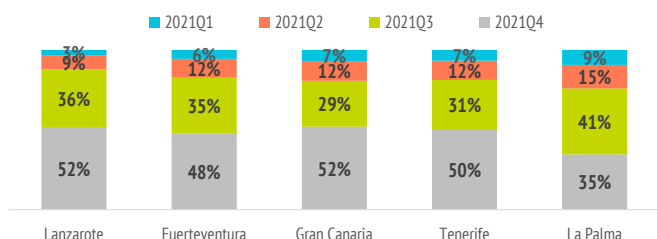
## TOURIST PROFILE BY QUARTER OF TRIP (2021) CANARY ISLANDS



### Which island do they choose?

Tourists (> 15 years old)	2021Q1	2021Q2	2021Q3	2021Q4	2021
Lanzarote	31,678	84,115	348,422	499,115	<b>963,331</b>
Fuerteventura	46,651	100,208	295,199	401,746	<b>843,805</b>
Gran Canaria	106,790	190,581	444,885	802,980	<b>1,545,237</b>
Tenerife	156,180	279,499	725,609	1,159,024	<b>2,320,313</b>
La Palma	9,575	15,076	42,393	35,532	<b>102,576</b>

#### % TOURISTS BY ISLAND AND QUARTER OF TRIP



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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
One island	86.8%	88.4%	89.6%	92.8%	<b>90.9%</b>
Two islands	10.2%	9.7%	9.2%	6.1%	<b>7.8%</b>
Three or more islands	2.9%	1.9%	1.1%	1.1%	<b>1.3%</b>

### Health safety

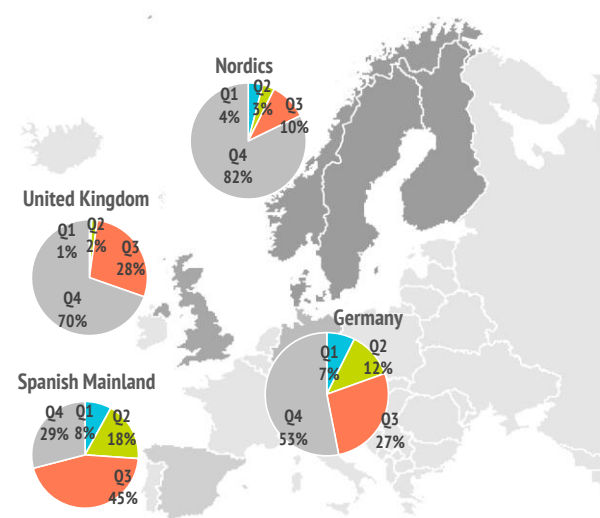
Planning the trip: Importance	2021Q1	2021Q2	2021Q3	2021Q4	2021
Average rating (scale 0-10)	7.92	7.91	7.98	8.01	7.99
During the stay: Rate	2021Q1	2021Q2	2021Q3	2021Q4	2021
Average rating (scale 0-10)	8.67	8.60	8.30	8.42	8.42

#### HEALTH SAFETY MEASURES (RATE)



Share by islands	2021Q1	2021Q2	2021Q3	2021Q4	2021
Lanzarote	9.0%	12.6%	18.8%	17.2%	<b>16.7%</b>
Fuerteventura	13.3%	15.0%	15.9%	13.9%	<b>14.6%</b>
Gran Canaria	30.4%	28.5%	24.0%	27.7%	<b>26.8%</b>
Tenerife	44.5%	41.7%	39.1%	40.0%	<b>40.2%</b>
La Palma	2.7%	2.3%	2.3%	1.2%	<b>1.8%</b>

### MAIN MARKETS:



### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2021Q1	2021Q2	2021Q3	2021Q4	2021
Average rating	8.91	8.90	8.84	8.86	<b>8.86</b>

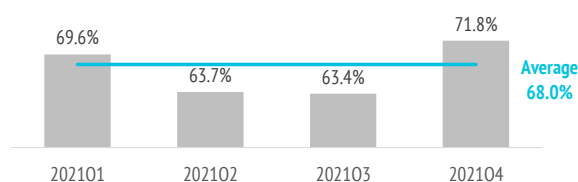
Experience in the Canary Islands	2021Q1	2021Q2	2021Q3	2021Q4	2021
Worse or much worse than expected	2.7%	2.8%	3.5%	2.3%	<b>2.7%</b>
Lived up to expectations	49.5%	48.4%	49.9%	53.2%	<b>51.4%</b>
Better or much better than expected	47.9%	48.8%	46.6%	44.5%	<b>45.9%</b>

Future intentions (scale 1-10)	2021Q1	2021Q2	2021Q3	2021Q4	2021
Return to the Canary Islands	9.06	8.93	8.70	8.91	<b>8.86</b>
Recommend visiting the Canary Islands	9.25	9.16	9.01	9.12	<b>9.10</b>

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

	2021Q1	2021Q2	2021Q3	2021Q4	2021
<b>Repeat tourists</b>	<b>69.6%</b>	<b>63.7%</b>	<b>63.4%</b>	<b>71.8%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	65.5%	59.4%	57.0%	65.1%	<b>61.9%</b>
Repeat tourists (last 5 years)(5 or more visits)	24.1%	19.3%	12.4%	14.6%	<b>15.0%</b>
<b>At least 10 previous visits</b>	<b>22.8%</b>	<b>19.6%</b>	<b>14.5%</b>	<b>19.9%</b>	<b>18.3%</b>

#### REPEAT TOURISTS



# TOURIST PROFILE BY QUARTER OF TRIP (2021)

## CANARY ISLANDS

### Where are they from?



	2021Q1	2021Q2	2021Q3	2021Q4	2021
Spanish Mainland	28.2%	33.6%	30.1%	12.5%	<b>21.5%</b>
Germany	23.9%	20.7%	16.9%	20.9%	<b>19.8%</b>
United Kingdom	1.9%	2.5%	16.4%	25.8%	<b>18.6%</b>
France	13.5%	10.3%	6.6%	5.4%	<b>6.9%</b>
Netherlands	1.1%	3.6%	5.0%	5.3%	<b>4.8%</b>
Italy	4.8%	6.2%	4.7%	3.9%	<b>4.5%</b>
Belgium	2.4%	4.4%	4.1%	3.6%	<b>3.8%</b>
Poland	4.7%	5.7%	4.6%	2.5%	<b>3.7%</b>
Ireland	1.5%	0.5%	3.0%	3.0%	<b>2.6%</b>
Sweden	3.5%	0.9%	0.5%	3.4%	<b>2.2%</b>
Denmark	0.3%	0.7%	1.2%	3.1%	<b>2.1%</b>
Switzerland	1.5%	2.5%	1.4%	1.4%	<b>1.5%</b>
Norway	0.3%	0.2%	0.3%	2.4%	<b>1.4%</b>
Czech Republic	3.0%	1.8%	0.7%	0.7%	<b>1.0%</b>
Finland	0.2%	0.1%	0.0%	1.7%	<b>0.9%</b>
Luxembourg	3.0%	1.9%	0.3%	0.4%	<b>0.7%</b>
Austria	0.6%	0.5%	0.7%	0.7%	<b>0.7%</b>
Others	5.5%	3.9%	3.4%	3.1%	<b>3.4%</b>

### Who do they come with?



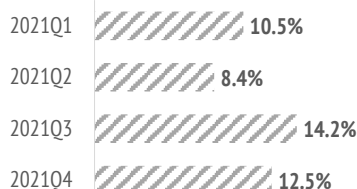
	2021Q1	2021Q2	2021Q3	2021Q4	2021
Unaccompanied	25.7%	20.5%	9.8%	12.7%	<b>13.5%</b>
Only with partner	41.8%	46.7%	47.8%	49.6%	<b>48.2%</b>
Only with children (< 13 years old)	3.8%	3.1%	4.5%	3.7%	<b>3.9%</b>
Partner + children (< 13 years old)	4.1%	3.5%	6.0%	4.7%	<b>4.9%</b>
Other relatives	5.0%	5.8%	8.9%	9.0%	<b>8.4%</b>
Friends	7.3%	9.5%	9.6%	7.7%	<b>8.5%</b>
Work colleagues	2.4%	2.0%	0.4%	0.6%	<b>0.8%</b>
Organized trip	0.5%	0.1%	0.1%	0.2%	<b>0.2%</b>
Other combinations <sup>(1)</sup>	9.2%	8.8%	12.9%	11.6%	<b>11.5%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>10.5%</b>	<b>8.4%</b>	<b>14.2%</b>	<b>12.5%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.4%	1.8%	1.0%	1.2%	1.2%
- Between 3 and 12 years old	8.3%	5.9%	12.3%	10.1%	10.2%
- Between 0 -2 and 3-12 years	0.8%	0.7%	1.0%	1.1%	1.0%
<b>Tourists without children</b>	<b>89.5%</b>	<b>91.6%</b>	<b>85.8%</b>	<b>87.5%</b>	<b>87.5%</b>
<b>Group composition:</b>					
- 1 person	28.9%	24.0%	12.7%	15.6%	<b>16.5%</b>
- 2 people	49.6%	56.7%	56.3%	57.8%	<b>56.7%</b>
- 3 people	9.4%	8.0%	12.5%	10.3%	<b>10.7%</b>
- 4 or 5 people	10.4%	10.3%	15.7%	13.5%	<b>13.6%</b>
- 6 or more people	1.7%	1.1%	2.8%	2.8%	<b>2.5%</b>
<b>Average group size:</b>	<b>2.12</b>	<b>2.12</b>	<b>2.49</b>	<b>2.39</b>	<b>2.37</b>

\*People who share the main expenses of the trip

12.5% of tourists travel with children.



### Who are they?



	2021Q1	2021Q2	2021Q3	2021Q4	2021
<b>Gender</b>					
Men	53.6%	50.2%	48.2%	49.8%	<b>49.6%</b>
Women	46.4%	49.8%	51.8%	50.2%	<b>50.4%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	43.3	41.2	39.9	45.9	<b>43.3</b>
Standard deviation	15.0	15.2	14.6	15.9	<b>15.6</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	10.0%	11.7%	16.4%	9.4%	<b>11.9%</b>
25 - 30 years old	14.5%	20.5%	17.1%	12.1%	<b>14.8%</b>
31 - 45 years old	33.4%	31.3%	31.4%	28.8%	<b>30.2%</b>
46 - 60 years old	26.6%	23.2%	25.0%	28.3%	<b>26.6%</b>
Over 60 years old	15.5%	13.3%	10.1%	21.4%	<b>16.4%</b>
<b>Occupation</b>					
Salaried worker	49.8%	52.5%	63.2%	56.6%	<b>57.8%</b>
Self-employed	15.7%	14.4%	10.1%	10.4%	<b>11.1%</b>
Unemployed	1.9%	1.8%	1.8%	1.5%	<b>1.7%</b>
Business owner	14.1%	12.2%	8.9%	9.7%	<b>10.0%</b>
Student	6.1%	6.6%	8.2%	4.3%	<b>5.9%</b>
Retired	11.3%	11.2%	6.8%	16.0%	<b>12.2%</b>
Unpaid domestic work	0.3%	0.3%	0.3%	0.6%	<b>0.5%</b>
Others	0.9%	0.9%	0.7%	0.9%	<b>0.9%</b>
<b>Annual household income level</b>					
Less than €25,000	16.2%	17.5%	19.0%	14.0%	<b>16.1%</b>
€25,000 - €49,999	35.1%	36.8%	40.0%	35.3%	<b>37.0%</b>
€50,000 - €74,999	21.3%	21.0%	22.0%	25.1%	<b>23.4%</b>
More than €74,999	27.4%	24.8%	19.0%	25.7%	<b>23.5%</b>
<b>Education level</b>					
No studies	0.8%	0.6%	1.7%	3.1%	<b>2.2%</b>
Primary education	1.7%	1.8%	2.1%	2.3%	<b>2.2%</b>
Secondary education	14.4%	15.0%	18.2%	20.5%	<b>18.8%</b>
Higher education	83.1%	82.6%	77.9%	74.1%	<b>76.9%</b>

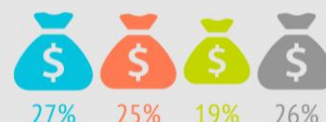


AVERAGE AGE  
(> 15 years old)



% OF TOURISTS WITH INCOMES  
OVER €74,999

2021Q1 2021Q2 2021Q3 2021Q4



% TOURISTS TRAVELING ALONE



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.