

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021)

TOURISTS VISITING THE CANARY ISLANDS FOR THE FIRST TIME

How many are they and how much do they spend?



	First visit	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,863,409	5,827,892
- book holiday package	803,604	2,549,012
- do not book holiday package	1,059,805	3,278,880
- % tourists who book holiday package	43.1%	43.7%
Share of total tourist	32.0%	100%
Expenditure per tourist (€)	1,081	1,206
- book holiday package	1,272	1,415
- holiday package	1,034	1,135
- others	238	280
- do not book holiday package	936	1,044
- flight	217	248
- accommodation	338	369
- others	382	427
Average length of stay	8.37	9.54
- book holiday package	7.86	8.59
- do not book holiday package	8.75	10.28
Average daily expenditure (€)	142.0	144.0
- book holiday package	167.7	172.8
- do not book holiday package	122.5	121.6
Total turnover (> 15 years old) (€m)	2,014	7,028
- book holiday package	1,022	3,606
- do not book holiday package	992	3,422

Importance of each factor in the destination choice



	First visit	Total
Climate	72.2%	76.0%
Sea	52.6%	52.0%
Tranquility	45.1%	48.5%
Beaches	44.7%	44.6%
Safety	44.4%	49.0%
Landscapes	44.4%	39.1%
European belonging	39.4%	40.2%
Environment	35.8%	34.7%
Accommodation supply	34.3%	37.8%
Price	32.7%	32.4%
Effortless trip	31.5%	34.9%
Authenticity	26.5%	24.4%
Gastronomy	25.2%	27.9%
Fun possibilities	23.5%	22.4%
Exoticism	18.6%	14.5%
Hiking trail network	13.9%	12.1%
Culture	10.0%	8.7%
Historical heritage	9.8%	9.1%
Nightlife	8.7%	8.4%
Shopping	8.0%	8.8%

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?



	First visit	Total
Rest	42.9%	50.7%
Enjoy family time	9.5%	14.0%
Have fun	9.1%	7.3%
Explore the destination	34.4%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	1.8%	2.1%

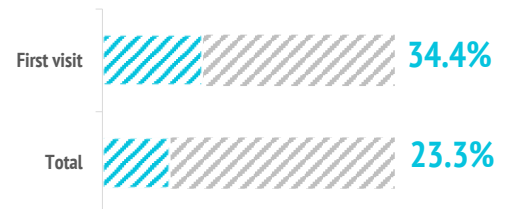
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	First visit	Total
Didn't have holidays	40.6%	35.7%
Canary Islands	2.7%	17.6%
Other destination	56.7%	46.8%

What other destinations do they consider for this trip?*

	First visit	Total
None	21.6%	29.4%
Canary Islands (other island)	23.6%	25.4%
Other destination	54.7%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	First visit	Total
The same day	1.3%	1.0%
Between 1 and 30 days	49.4%	42.5%
Between 1 and 2 months	28.4%	26.7%
Between 3 and 6 months	15.7%	18.7%
More than 6 months	5.3%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

FIRST VISIT
49.4%



TOTAL
42.5%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist visiting the Canary Islands for the first time.

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

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

	First visit	Total
Previous visits to the Canary Islands	0.0%	45.7%
Friends or relatives	40.0%	30.9%
Internet or social media	64.8%	53.5%
Mass Media	3.2%	2.3%
Travel guides and magazines	9.5%	7.0%
Travel Blogs or Forums	13.5%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	21.5%	19.4%
Public administrations or similar	1.5%	1.9%
Others	3.3%	2.9%

* Multi-choise question

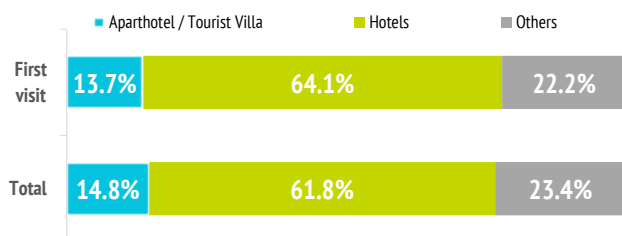
With whom did they book their flight and accommodation?

	First visit	Total
Flight		
- Directly with the airline	50.9%	52.8%
- Tour Operator or Travel Agency	49.1%	47.2%
Accommodation		
- Directly with the accommodation	39.9%	39.9%
- Tour Operator or Travel Agency	60.1%	60.1%

Where do they stay?

	First visit	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	41.8%	39.4%
5* Hotel / 5* Luxury Hotel	10.6%	10.9%
Aparthotel / Tourist Villa	13.7%	14.8%
House/room rented in a private dwelling	9.1%	6.9%
Private accommodation (1)	6.2%	9.9%
Others (Cottage, cruise, camping,...)	6.8%	6.6%

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



What do they book?

	First visit	Total
Room only	28.6%	28.1%
Bed and Breakfast	16.4%	15.3%
Half board	17.8%	19.5%
Full board	3.3%	3.2%
All inclusive	33.9%	33.8%

16.4% of tourists book Bed and Breakfast.

(Canary Islands: 15.3%)

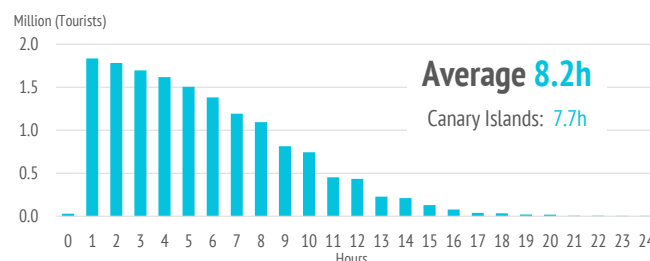
Other expenses

	First visit	Total
Restaurants or cafes	66.6%	66.9%
Supermarkets	53.9%	55.6%
Car rental	42.5%	37.3%
Organized excursions	32.0%	23.7%
Taxi, transfer, chauffeur service	44.4%	46.0%
Theme Parks	10.4%	8.6%
Sport activities	10.6%	9.3%
Museums	5.5%	4.7%
Flights between islands	7.0%	6.3%

Activities in the Canary Islands

Outdoor time per day	First visit	Total
0 hours	1.6%	2.4%
1 - 2 hours	7.5%	10.0%
3 - 6 hours	27.0%	30.1%
7 - 12 hours	51.8%	47.1%
More than 12 hours	12.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	First visit	Total
Beach	78.2%	75.1%
Walk, wander	71.6%	72.2%
Explore the island on their own	58.8%	52.5%
Swimming pool, hotel facilities	57.2%	57.5%
Swim	39.7%	38.8%
Taste Canarian gastronomy	29.8%	30.2%
Hiking	26.7%	22.5%
Organized excursions	22.8%	16.0%
Sea excursions / whale watching	19.1%	13.5%
Theme parks	15.0%	12.2%
Museums / exhibitions	13.4%	10.7%
Other Nature Activities	12.4%	9.5%
Nightlife / concerts / shows	11.7%	12.3%
Wineries / markets / popular festivals	11.1%	10.0%
Running	7.1%	7.6%
Surf	5.8%	4.8%
Practice other sports	5.7%	5.9%
Scuba Diving	5.1%	4.2%
Astronomical observation	4.8%	4.2%
Beauty and health treatments	4.7%	5.6%
Cycling / Mountain bike	3.5%	4.2%
Golf	1.9%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

* Multi-choise question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	1,863,409	278,813	255,365	424,626	857,197	34,843
- Share by islands	100%	15.0%	13.7%	22.8%	46.0%	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%
% First visit	32.0%	28.9%	30.3%	27.5%	36.9%	34.0%

How many islands do they visit during their trip?

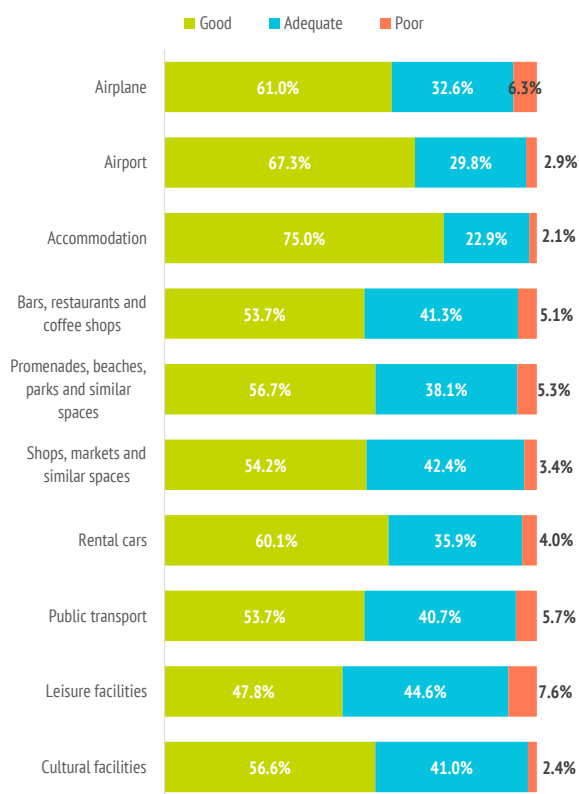
	First visit	Total
One island	90.0%	90.9%
Two islands	8.7%	7.8%
Three or more islands	1.4%	1.3%

Health safety

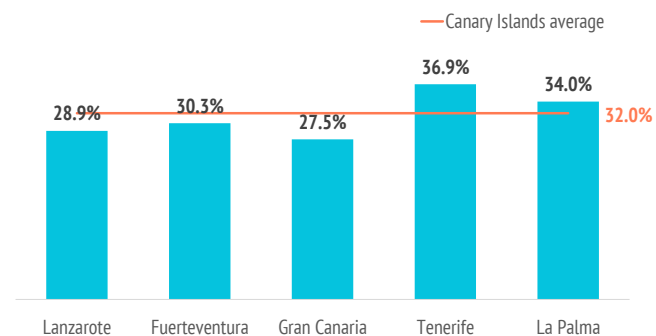
Planning the trip: Importance	First visit	Total
Average rating (scale 0-10)	7.72	7.99

During the stay: Rate	First visit	Total
Average rating (scale 0-10)	8.33	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

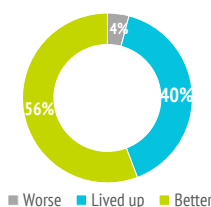


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	First visit	Total
Average rating	8.71	8.86

Experience in the Canary Islands	First visit	Total
Worse or much worse than expected	4.1%	2.7%
Lived up to expectations	40.1%	51.4%
Better or much better than expected	55.8%	45.9%

Future intentions (scale 1-10)	First visit	Total
Return to the Canary Islands	8.24	8.86
Recommend visiting the Canary Islands	8.76	9.10



Experience in the Canary Islands

8.24/10

Return to the Canary Islands

8.76/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	First visit	Total
Repeat tourists	--	68.0%
Repeat tourists (last 5 years)	--	61.9%
Repeat tourists (last 5 years) (5 or more visits)	--	15.0%
At least 10 previous visits	--	18.3%

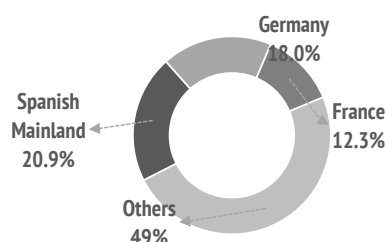
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Where are they from?



	%	Absolute
Spanish Mainland	20.9%	389,544
Germany	18.0%	335,933
France	12.3%	228,568
United Kingdom	11.1%	206,559
Italy	6.9%	128,680
Netherlands	5.7%	106,293
Poland	5.5%	101,780
Belgium	3.8%	70,613
Switzerland	1.9%	35,406
Ireland	1.8%	32,801
Denmark	1.7%	31,007
Czech Republic	1.6%	29,994
Sweden	1.3%	24,915
Austria	0.8%	14,982
Portugal	0.7%	13,930
Luxembourg	0.7%	13,479
Norway	0.6%	11,181
Otros	4.7%	87,556



Who are they?



	First visit	Total
Gender		
Men	49.1%	49.6%
Women	50.9%	50.4%
Age		
Average age (tourist > 15 years old)	37.0	43.3
Standard deviation	13.9	15.6
Age range (> 15 years old)		
16 - 24 years old	19.2%	11.9%
25 - 30 years old	22.6%	14.8%
31 - 45 years old	32.4%	30.2%
46 - 60 years old	17.9%	26.6%
Over 60 years old	7.8%	16.4%
Occupation		
Salaried worker	61.5%	57.8%
Self-employed	11.2%	11.1%
Unemployed	2.1%	1.7%
Business owner	9.7%	10.0%
Student	8.5%	5.9%
Retired	5.8%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	21.0%	16.1%
€25,000 - €49,999	38.3%	37.0%
€50,000 - €74,999	21.1%	23.4%
More than €74,999	19.6%	23.5%
Education level		
No studies	1.8%	2.2%
Primary education	2.3%	2.2%
Secondary education	16.7%	18.8%
Higher education	79.2%	76.9%

Who do they come with?

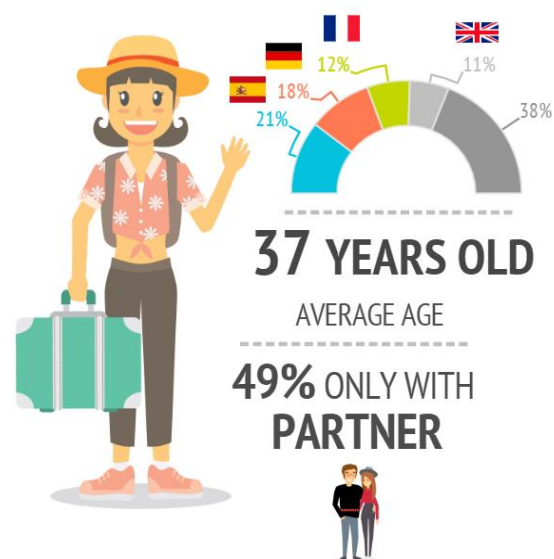


	First visit	Total
Unaccompanied	11.6%	13.5%
Only with partner	49.4%	48.2%
Only with children (< 13 years old)	3.6%	3.9%
Partner + children (< 13 years old)	4.3%	4.9%
Other relatives	7.6%	8.4%
Friends	11.7%	8.5%
Work colleagues	0.9%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	10.7%	11.5%

(1) Different situations have been isolated

Tourists with children	10.9%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	8.6%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	89.1%	87.5%
Group composition:		
- 1 person	14.8%	16.5%
- 2 people	59.9%	56.7%
- 3 people	10.4%	10.7%
- 4 or 5 people	12.8%	13.6%
- 6 or more people	2.2%	2.5%
Average group size:	2.35	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com