

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021)

IN LOVE WITH THE DESTINATION ⁽¹⁾

How many are they and how much do they spend?



	In love	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,069,259	5,827,892
- book holiday package	371,517	2,549,012
- do not book holiday package	697,741	3,278,880
- % tourists who book holiday package	34.7%	43.7%
Share of total tourist	18.3%	100%
Expenditure per tourist (€)	1,322	1,206
- book holiday package	1,609	1,415
- holiday package	1,295	1,135
- others	314	280
- do not book holiday package	1,169	1,044
- flight	294	248
- accommodation	339	369
- others	536	427
Average length of stay	12.58	9.54
- book holiday package	10.22	8.59
- do not book holiday package	13.84	10.28
Average daily expenditure (€)	130.5	144.0
- book holiday package	169.3	172.8
- do not book holiday package	109.8	121.6
Total turnover (> 15 years old) (€m)	1,413	7,028
- book holiday package	598	3,606
- do not book holiday package	816	3,422

Importance of each factor in the destination choice



	In love	Total
Climate	78.7%	76.0%
Tranquility	54.1%	48.5%
Sea	53.8%	52.0%
Safety	53.4%	49.0%
Beaches	46.7%	44.6%
European belonging	42.3%	40.2%
Effortless trip	40.1%	34.9%
Accommodation supply	38.0%	37.8%
Landscapes	36.9%	39.1%
Environment	35.8%	34.7%
Gastronomy	33.9%	27.9%
Price	32.6%	32.4%
Authenticity	25.6%	24.4%
Fun possibilities	22.4%	22.4%
Hiking trail network	12.9%	12.1%
Exoticism	11.7%	14.5%
Shopping	11.2%	8.8%
Historical heritage	10.0%	9.1%
Nightlife	9.0%	8.4%
Culture	8.9%	8.7%

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?

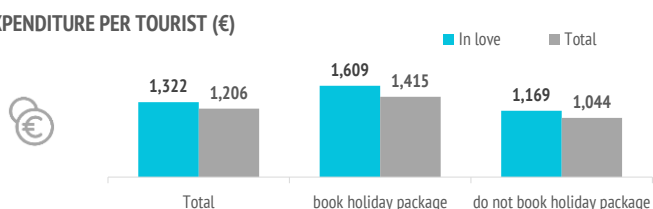


	In love	Total
Rest	56.4%	50.7%
Enjoy family time	22.2%	14.0%
Have fun	5.6%	7.3%
Explore the destination	9.7%	23.3%
Practice their hobbies	3.0%	2.6%
Other reasons	3.1%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



ENJOY FAMILY TIME



Where did they spend their main holiday last year?*

	In love	Total
Didn't have holidays	30.0%	35.7%
Canary Islands	38.7%	17.6%
Other destination	31.2%	46.8%

What other destinations do they consider for this trip?*

	In love	Total
None	50.1%	29.4%
Canary Islands (other island)	25.7%	25.4%
Other destination	24.2%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	In love	Total
The same day	1.2%	1.0%
Between 1 and 30 days	34.6%	42.5%
Between 1 and 2 months	24.6%	26.7%
Between 3 and 6 months	21.8%	18.7%
More than 6 months	17.8%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

IN LOVE
17.8%



TOTAL
11.1%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Tourists who has been at least 10 times in the Canary Islands.

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

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021)

IN LOVE WITH THE DESTINATION ⁽¹⁾

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

	In love	Total
Previous visits to the Canary Islands	78.8%	45.7%
Friends or relatives	24.3%	30.9%
Internet or social media	33.8%	53.5%
Mass Media	1.9%	2.3%
Travel guides and magazines	2.9%	7.0%
Travel Blogs or Forums	2.1%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	13.1%	19.4%
Public administrations or similar	2.0%	1.9%
Others	3.0%	2.9%

* Multi-choice question

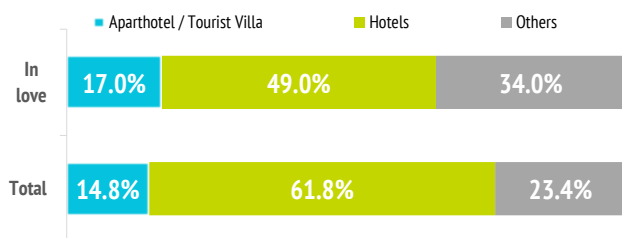
With whom did they book their flight and accommodation?

	In love	Total
Flight		
- Directly with the airline	63.5%	52.8%
- Tour Operator or Travel Agency	36.5%	47.2%
Accommodation		
- Directly with the accommodation	44.8%	39.9%
- Tour Operator or Travel Agency	55.2%	60.1%

Where do they stay?

	In love	Total
1-2-3* Hotel	10.8%	11.5%
4* Hotel	28.9%	39.4%
5* Hotel / 5* Luxury Hotel	9.3%	10.9%
Aparthotel / Tourist Villa	17.0%	14.8%
House/room rented in a private dwelling	4.8%	6.9%
Private accommodation (1)	22.0%	9.9%
Others (Cottage, cruise, camping,...)	7.2%	6.6%

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



What do they book?

	In love	Total
Room only	35.9%	28.1%
Bed and Breakfast	14.1%	15.3%
Half board	19.5%	19.5%
Full board	3.6%	3.2%
All inclusive	27.0%	33.8%

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35.9% of tourists book room only.

(Canary Islands: 28.1%)

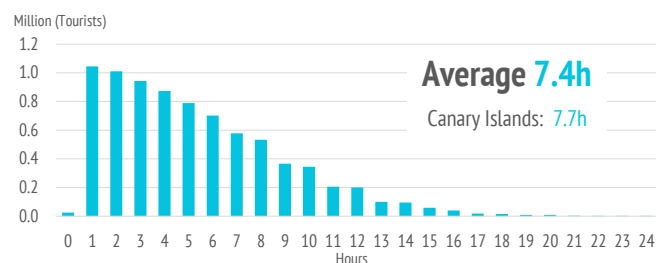
Other expenses

	In love	Total
Restaurants or cafes	72.0%	66.9%
Supermarkets	61.1%	55.6%
Car rental	30.2%	37.3%
Organized excursions	10.5%	23.7%
Taxi, transfer, chauffeur service	42.6%	46.0%
Theme Parks	4.9%	8.6%
Sport activities	7.6%	9.3%
Museums	2.7%	4.7%
Flights between islands	5.0%	6.3%

Activities in the Canary Islands

Outdoor time per day	In love	Total
0 hours	2.3%	2.4%
1 - 2 hours	9.5%	10.0%
3 - 6 hours	34.1%	30.1%
7 - 12 hours	44.7%	47.1%
More than 12 hours	9.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	In love	Total
Walk, wander	71.3%	72.2%
Beach	67.6%	75.1%
Swimming pool, hotel facilities	50.3%	57.5%
Explore the island on their own	41.0%	52.5%
Swim	36.9%	38.8%
Taste Canarian gastronomy	30.7%	30.2%
Hiking	17.2%	22.5%
Nightlife / concerts / shows	11.8%	12.3%
Wineries / markets / popular festivals	8.7%	10.0%
Running	7.6%	7.6%
Theme parks	7.2%	12.2%
Other Nature Activities	6.6%	9.5%
Practice other sports	6.5%	5.9%
Museums / exhibitions	6.5%	10.7%
Beauty and health treatments	6.4%	5.6%
Sea excursions / whale watching	5.7%	13.5%
Organized excursions	5.6%	16.0%
Cycling / Mountain bike	4.4%	4.2%
Surf	4.2%	4.8%
Golf	3.1%	2.3%
Astronomical observation	3.1%	4.2%
Scuba Diving	2.8%	4.2%
Windsurf / Kitesurf	1.6%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021) IN LOVE WITH THE DESTINATION (1)

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
In love with the destination	1,069,259	181,133	142,657	352,404	371,067	12,291
- Share by islands	100%	16.9%	13.3%	33.0%	34.7%	1.1%
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%
% In love with the destination	18.3%	18.8%	16.9%	22.8%	16.0%	12.0%

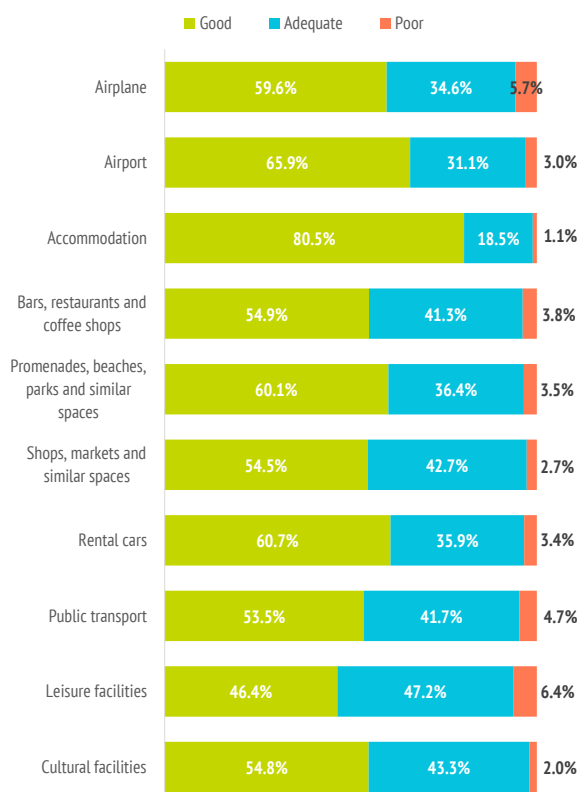
How many islands do they visit during their trip?

	In love	Total
One island	92.5%	90.9%
Two islands	6.5%	7.8%
Three or more islands	1.0%	1.3%

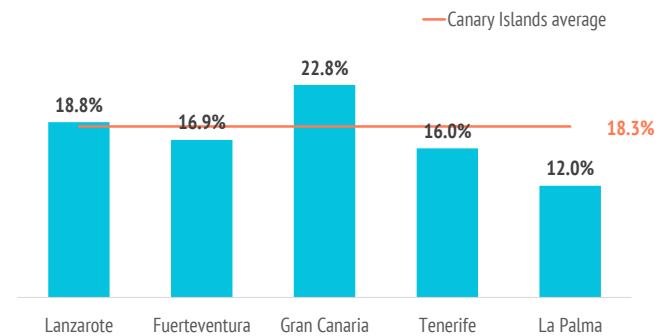
Health safety

Planning the trip: Importance	In love	Total
Average rating (scale 0-10)	8.17	7.99
During the stay: Rate	In love	Total
Average rating (scale 0-10)	8.45	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

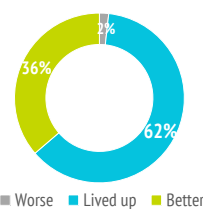


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	In love	Total
Average rating	9.03	8.86

Experience in the Canary Islands	In love	Total
Worse or much worse than expected	1.8%	2.7%
Lived up to expectations	62.0%	51.4%
Better or much better than expected	36.3%	45.9%

Future intentions (scale 1-10)	In love	Total
Return to the Canary Islands	9.55	8.86
Recommend visiting the Canary Islands	9.50	9.10



Experience in the Canary Islands



Return to the Canary Islands



9.50/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

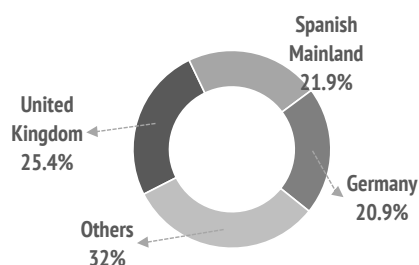
	In love	Total
Repeat tourists	100.0%	68.0%
Repeat tourists (last 5 years)	98.7%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	60.3%	15.0%
At least 10 previous visits	100.0%	18.3%

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Where are they from?



	%	Absolute
United Kingdom	25.4%	271,439
Spanish Mainland	21.9%	234,665
Germany	20.9%	223,726
Belgium	4.7%	49,934
Ireland	3.6%	37,999
Netherlands	3.4%	35,960
Sweden	3.0%	32,139
Italy	2.8%	29,557
Denmark	2.7%	28,762
Norway	2.5%	27,110
France	2.5%	26,311
Switzerland	1.3%	14,126
Finland	1.1%	12,016
Luxembourg	0.7%	7,958
Poland	0.7%	7,424
Austria	0.6%	6,891
Iceland	0.4%	3,983
Others	1.8%	19,259



Who do they come with?



	In love	Total
Unaccompanied	22.9%	13.5%
Only with partner	46.5%	48.2%
Only with children (< 13 years old)	2.8%	3.9%
Partner + children (< 13 years old)	3.8%	4.9%
Other relatives	8.3%	8.4%
Friends	4.4%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.7%	11.5%

(1) Different situations have been isolated

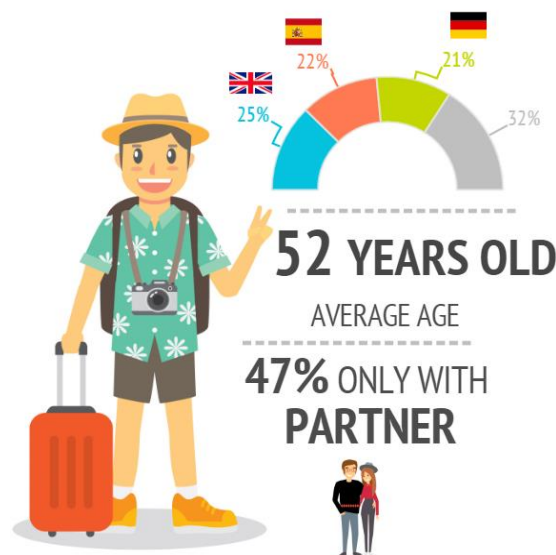
Tourists with children	10.0%	12.5%
- Between 0 and 2 years old	0.8%	1.2%
- Between 3 and 12 years old	8.4%	10.2%
- Between 0 -2 and 3-12 years	0.8%	1.0%
Tourists without children	90.0%	87.5%
Group composition:		
- 1 person	25.6%	16.5%
- 2 people	51.4%	56.7%
- 3 people	9.1%	10.7%
- 4 or 5 people	11.7%	13.6%
- 6 or more people	2.2%	2.5%
Average group size:	2.21	2.37

*People who share the main expenses of the trip

Who are they?



	In love	Total
Gender		
Men	53.2%	49.6%
Women	46.8%	50.4%
Age		
Average age (tourist > 15 years old)	51.8	43.3
Standard deviation	15.6	15.6
Age range (> 15 years old)		
16 - 24 years old	5.9%	11.9%
25 - 30 years old	6.5%	14.8%
31 - 45 years old	20.8%	30.2%
46 - 60 years old	34.3%	26.6%
Over 60 years old	32.4%	16.4%
Occupation		
Salaried worker	46.6%	57.8%
Self-employed	10.4%	11.1%
Unemployed	1.1%	1.7%
Business owner	11.5%	10.0%
Student	4.3%	5.9%
Retired	24.5%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	1.1%	0.9%
Annual household income level		
Less than €25,000	11.7%	16.1%
€25,000 - €49,999	35.8%	37.0%
€50,000 - €74,999	25.5%	23.4%
More than €74,999	27.0%	23.5%
Education level		
No studies	2.4%	2.2%
Primary education	2.7%	2.2%
Secondary education	21.2%	18.8%
Higher education	73.7%	76.9%



Pictures: Freepik.com

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