

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

TRAVEL BLOGS OR FORUMS



How many are they and how much do they spend?

	Travel blogs/Forums	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	490,624	5,827,892
- book holiday package	133,397	2,549,012
- do not book holiday package	357,227	3,278,880
- % tourists who book holiday package	27.2%	43.7%
Share of total tourist	8.4%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,121	1,206
- book holiday package	1,297	1,415
- holiday package	1,022	1,135
- others	275	280
- do not book holiday package	1,055	1,044
- flight	229	248
- accommodation	396	369
- others	429	427
Average length of stay	9.25	9.54
- book holiday package	8.17	8.59
- do not book holiday package	9.65	10.28
Average daily expenditure (€)	134.3	144.0
- book holiday package	163.0	172.8
- do not book holiday package	123.7	121.6
Total turnover (> 15 years old) (€m)	550	7,028
- book holiday package	173	3,606
- do not book holiday package	377	3,422

Importance of each factor in the destination choice

	Travel blogs/Forums	Total
Climate	72.6%	76.0%
Landscapes	57.5%	39.1%
Sea	51.2%	52.0%
Safety	44.9%	49.0%
Environment	44.8%	34.7%
Tranquility	43.7%	48.5%
Beaches	42.9%	44.6%
European belonging	40.7%	40.2%
Authenticity	32.4%	24.4%
Price	32.0%	32.4%
Accommodation supply	29.7%	37.8%
Effortless trip	29.5%	34.9%
Gastronomy	27.8%	27.9%
Exoticism	21.6%	14.5%
Fun possibilities	20.3%	22.4%
Hiking trail network	17.8%	12.1%
Culture	9.8%	8.7%
Historical heritage	9.7%	9.1%
Nightlife	5.4%	8.4%
Shopping	4.7%	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.

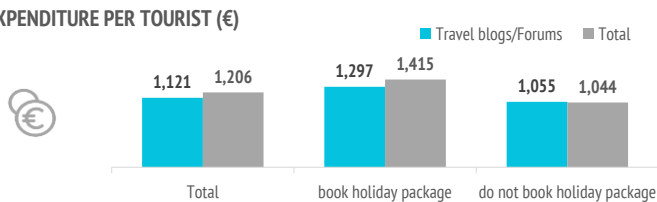
What is the main motivation for their holidays?

	Travel blogs/Forums	Total
Rest	31.0%	50.7%
Enjoy family time	6.6%	14.0%
Have fun	6.5%	7.3%
Explore the destination	51.8%	23.3%
Practice their hobbies	2.8%	2.6%
Other reasons	1.3%	2.1%

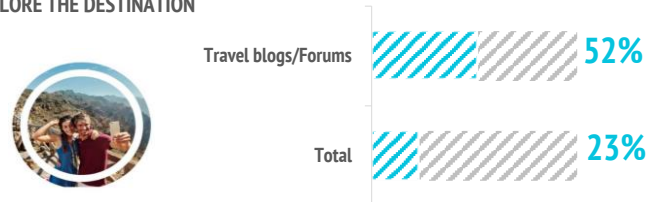
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Travel blogs/Forums	Total
Didn't have holidays	26.2%	35.7%
Canary Islands	9.6%	17.6%
Other destination	64.2%	46.8%

What other destinations do they consider for this trip?*

	Travel blogs/Forums	Total
None	15.1%	29.4%
Canary Islands (other island)	25.1%	25.4%
Other destination	59.8%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?

	Travel blogs/Forums	Total
The same day	0.7%	1.0%
Between 1 and 30 days	40.0%	42.5%
Between 1 and 2 months	31.5%	26.7%
Between 3 and 6 months	20.7%	18.7%
More than 6 months	7.2%	11.1%

% TOURISTS BOOKING MORE THAN 1 MONTH IN ADVANCE

TRAVEL BLOGS / FORUMS
59.4%



TOTAL
56.5%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use travel blogs or forums to plan the trip.

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 CHANNEL USED TO PLAN THE TRIP (2021)

TRAVEL BLOGS OR FORUMS

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

	Travel blogs/Forums	Total
Previous visits to the Canary Islands	29.2%	45.7%
Friends or relatives	38.9%	30.9%
Internet or social media	88.6%	53.5%
Mass Media	6.2%	2.3%
Travel guides and magazines	20.4%	7.0%
Travel Blogs or Forums	100.0%	8.4%
Travel TV Channels	1.5%	0.5%
Tour Operator or Travel Agency	13.9%	19.4%
Public administrations or similar	6.5%	1.9%
Others	1.8%	2.9%

* Multi-choise question

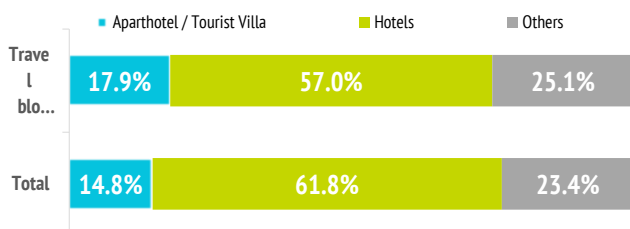
With whom did they book their flight and accommodation?

	Travel blogs/Forums	Total
Flight		
- Directly with the airline	67.0%	52.8%
- Tour Operator or Travel Agency	33.0%	47.2%
Accommodation		
- Directly with the accommodation	53.4%	39.9%
- Tour Operator or Travel Agency	46.6%	60.1%

Where do they stay?

	Travel blogs/Forums	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	36.7%	39.4%
5* Hotel / 5* Luxury Hotel	8.4%	10.9%
Aparthotel / Tourist Villa	17.9%	14.8%
House/room rented in a private dwelling	14.6%	6.9%
Private accommodation (1)	2.9%	9.9%
Others (Cottage, cruise, camping,...)	7.5%	6.6%

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



What do they book?

	Travel blogs/Forums	Total
Room only	41.2%	28.1%
Bed and Breakfast	18.2%	15.3%
Half board	16.8%	19.5%
Full board	1.6%	3.2%
All inclusive	22.2%	33.8%

”
41% of tourists book room only
(Canary Islands: 28%)

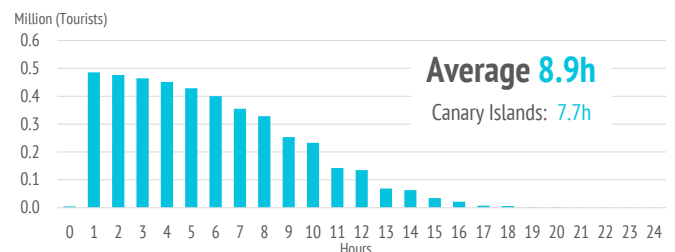
Other expenses

	Travel blogs/Forums	Total
Restaurants or cafes	78.0%	66.9%
Supermarkets	70.0%	55.6%
Car rental	65.3%	37.3%
Organized excursions	38.2%	23.7%
Taxi, transfer, chauffeur service	31.4%	46.0%
Theme Parks	11.4%	8.6%
Sport activities	13.6%	9.3%
Museums	11.3%	4.7%
Flights between islands	12.7%	6.3%

Activities in the Canary Islands

Outdoor time per day	Travel blogs/Forums	Total
0 hours	1.0%	2.4%
1 - 2 hours	4.3%	10.0%
3 - 6 hours	22.3%	30.1%
7 - 12 hours	58.3%	47.1%
More than 12 hours	14.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Travel blogs/Forums	Total
Beach	85.8%	75.1%
Walk, wander	84.3%	72.2%
Explore the island on their own	80.9%	52.5%
Swimming pool, hotel facilities	57.4%	57.5%
Swim	48.4%	38.8%
Hiking	46.4%	22.5%
Taste Canarian gastronomy	45.0%	30.2%
Sea excursions / whale watching	23.2%	13.5%
Museums / exhibitions	22.3%	10.7%
Organized excursions	22.1%	16.0%
Other Nature Activities	19.7%	9.5%
Wineries / markets / popular festivals	18.6%	10.0%
Theme parks	15.4%	12.2%
Nightlife / concerts / shows	11.1%	12.3%
Running	8.0%	7.6%
Astronomical observation	7.9%	4.2%
Surf	7.3%	4.8%
Scuba Diving	7.2%	4.2%
Practice other sports	7.0%	5.9%
Beauty and health treatments	5.5%	5.6%
Cycling / Mountain bike	5.1%	4.2%
Windsurf / Kitesurf	1.6%	1.5%
Golf	1.4%	2.3%

* Multi-choise question

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

TRAVEL BLOGS OR FORUMS



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Travel blogs or forums	490,624	95,433	71,166	77,842	224,603	16,854
- Share by islands	100%	19.5%	14.5%	15.9%	45.8%	3.4%
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%
% Travel blogs or forums	8.4%	9.9%	8.4%	5.0%	9.7%	16.4%

How many islands do they visit during their trip?

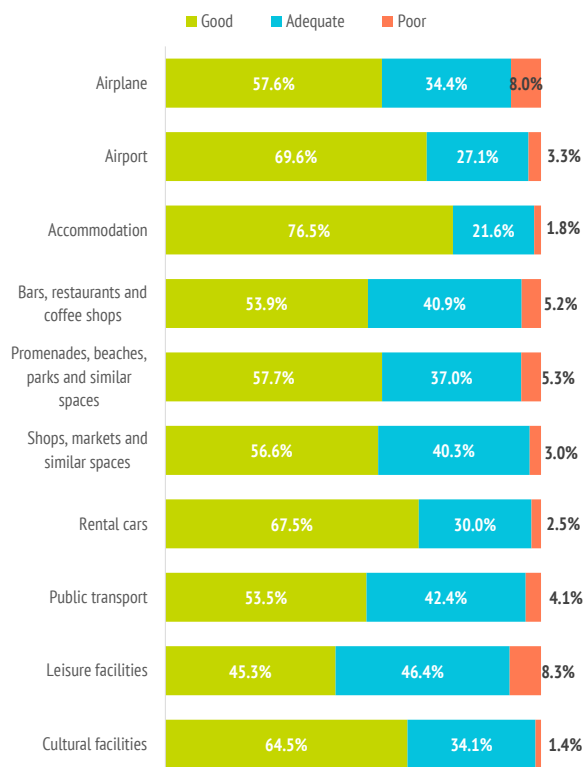
	Travel blogs/Forums	Total
One island	84.9%	90.9%
Two islands	12.7%	7.8%
Three or more islands	2.4%	1.3%

Health safety

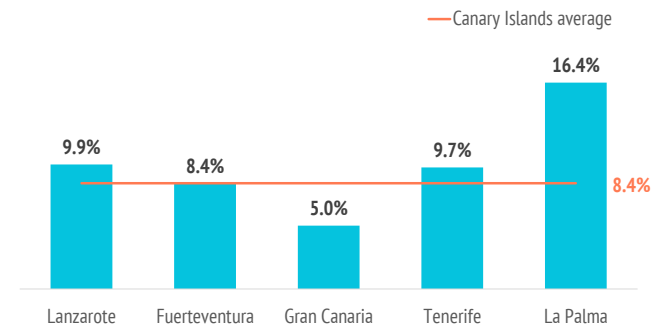
Planning the trip: Importance	Travel blogs/Forums	Total
Average rating (scale 0-10)	7.79	7.99

During the stay: Rate	Travel blogs/Forums	Total
Average rating (scale 0-10)	8.45	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

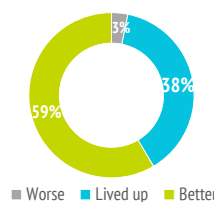


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Travel blogs/Forums	Total
Average rating	8.92	8.86

Experience in the Canary Islands	Travel blogs/Forums	Total
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	38.3%	51.4%
Better or much better than expected	58.5%	45.9%

Future intentions (scale 1-10)	Travel blogs/Forums	Total
Return to the Canary Islands	8.68	8.86
Recommend visiting the Canary Islands	9.17	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.17/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Travel blogs/Forums	Total
Repeat tourists	48.7%	68.0%
Repeat tourists (last 5 years)	41.8%	61.9%
Repeat tourists (last 5 years) (5 or more visit)	4.8%	15.0%
At least 10 previous visits	4.5%	18.3%

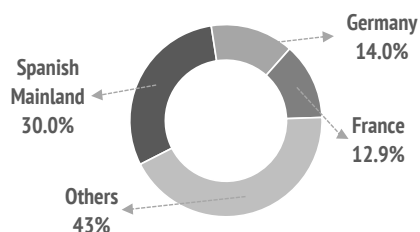
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TRAVEL BLOGS OR FORUMS

Where are they from?



	%	Absolute
Spanish Mainland	30.0%	147,432
Germany	14.0%	68,659
France	12.9%	63,382
United Kingdom	10.7%	52,366
Poland	10.3%	50,653
Italy	4.6%	22,463
Netherlands	2.9%	14,070
Belgium	2.6%	12,845
Czech Republic	1.7%	8,208
Switzerland	1.2%	5,770
Ireland	1.1%	5,369
Austria	1.0%	4,769
Denmark	0.7%	3,574
Estonia	0.6%	2,964
Sweden	0.6%	2,916
Luxembourg	0.4%	1,778
Finland	0.3%	1,667
Others	4.4%	21,738



Who do they come with?



	Travel blogs/Forums	Total
Unaccompanied	7.0%	13.5%
Only with partner	57.9%	48.2%
Only with children (< 13 years old)	2.9%	3.9%
Partner + children (< 13 years old)	5.4%	4.9%
Other relatives	7.0%	8.4%
Friends	9.7%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	9.5%	11.5%

(1) Different situations have been isolated

Tourists with children	11.0%	12.5%
- Between 0 and 2 years old	0.8%	1.2%
- Between 3 and 12 years old	9.6%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	89.0%	87.5%
Group composition:		
- 1 person	9.3%	16.5%
- 2 people	66.8%	56.7%
- 3 people	8.6%	10.7%
- 4 or 5 people	13.1%	13.6%
- 6 or more people	2.2%	2.5%
Average group size:	2.39	2.37

*People who share the main expenses of the trip

Who are they?



	Travel blogs/Forums	Total
Gender		
Men	46.4%	49.6%
Women	53.6%	50.4%
Age		
Average age (tourist > 15 years old)	35.7	43.3
Standard deviation	11.8	15.6
Age range (> 15 years old)		
16 - 24 years old	14.6%	11.9%
25 - 30 years old	28.1%	14.8%
31 - 45 years old	36.8%	30.2%
46 - 60 years old	16.5%	26.6%
Over 60 years old	4.1%	16.4%
Occupation		
Salaried worker	66.1%	57.8%
Self-employed	12.5%	11.1%
Unemployed	2.3%	1.7%
Business owner	8.1%	10.0%
Student	6.6%	5.9%
Retired	3.6%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.5%	0.9%
Annual household income level		
Less than €25,000	19.4%	16.1%
€25,000 - €49,999	39.0%	37.0%
€50,000 - €74,999	22.3%	23.4%
More than €74,999	19.2%	23.5%
Education level		
No studies	0.7%	2.2%
Primary education	0.7%	2.2%
Secondary education	10.1%	18.8%
Higher education	88.5%	76.9%



Pictures: Freepik.com

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