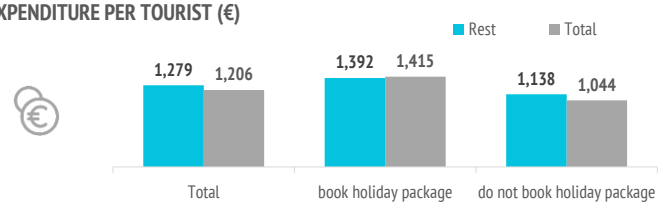
PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2021)
REST

How many are they and how much do they spend?

	Rest	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**2,844,887**	**5,827,892**
- book holiday package	1,580,373	2,549,012
- do not book holiday package	1,264,514	3,278,880
- % tourists who book holiday package	55.6%	43.7%
Share of total tourist	48.8%	100%
Expenditure per tourist (€)	**1,279**	**1,206**
- book holiday package	1,392	1,415
- holiday package	1,146	1,135
- others	246	280
- do not book holiday package	1,138	1,044
- flight	257	248
- accommodation	449	369
- others	432	427
Average lenght of stay	**9.48**	**9.54**
- book holiday package	8.66	8.59
- do not book holiday package	10.51	10.28
Average daily expenditure (€)	**150.5**	**144.0**
- book holiday package	168.0	172.8
- do not book holiday package	128.5	121.6
Total turnover (> 15 years old) (€m)	**3,639**	**7,028**
- book holiday package	2,200	3,606
- do not book holiday package	1,438	3,422

AVERAGE LENGHT OF STAY (nights)

EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Rest	Total
Climate	81.4%	76.0%
Tranquility	54.5%	48.5%
Safety	54.4%	49.0%
Sea	53.0%	52.0%
Beaches	47.4%	44.6%
Accommodation supply	45.3%	37.8%
European belonging	41.7%	40.2%
Effortless trip	39.5%	34.9%
Price	35.1%	32.4%
Environment	30.8%	34.7%
Landscapes	30.4%	39.1%
Gastronomy	27.7%	27.9%
Authenticity	21.3%	24.4%
Fun possibilities	20.3%	22.4%
Exoticism	12.0%	14.5%
Shopping	9.2%	8.8%
Hiking trail network	8.0%	12.1%
Nightlife	7.7%	8.4%
Culture	7.1%	8.7%
Historical heritage	6.9%	9.1%

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 ACCOMMODATION SUPPLY

REST **45.3%**

TOTAL **37.8%**

What is the main motivation for their holidays?

	Rest	Total
Rest	100%	50.7%
Enjoy family time	--	14.0%
Have fun	--	7.3%
Explore the destination	--	23.3%
Practice their hobbies	--	2.6%
Other reasons	--	2.1%

Where did they spend their main holiday last year?*

	Rest	Total
Didn't have holidays	40.4%	35.7%
Canary Islands	18.3%	17.6%
Other destination	41.4%	46.8%

How far in advance do they book their trip?

	Rest	Total
The same day	0.8%	1.0%
Between 1 and 30 days	41.3%	42.5%
Between 1 and 2 months	26.0%	26.7%
Between 3 and 6 months	18.9%	18.7%
More than 6 months	13.0%	11.1%

What other destinations do they consider for this trip?*

	Rest	Total
None	28.3%	29.4%
Canary Islands (other island)	25.7%	25.4%
Other destination	46.0%	45.1%

**Percentage of valid answers*

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

REST **13.0%**

TOTAL **11.1%**

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that rest was the main motivation for their holidays.

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 MAIN MOTIVATION FOR THEIR HOLIDAYS (2021)
REST

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

	Rest	Total
Previous visits to the Canary Islands	52.9%	45.7%
Friends or relatives	25.1%	30.9%
Internet or social media	51.5%	53.5%
Mass Media	1.8%	2.3%
Travel guides and magazines	5.3%	7.0%
Travel Blogs or Forums	5.3%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	23.7%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.1%	2.9%

** Multi-choise question*

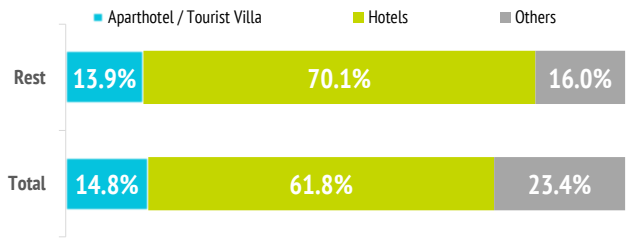
With whom did they book their flight and accommodation?

	Rest	Total
Flight		
- Directly with the airline	44.9%	52.8%
- Tour Operator or Travel Agency	55.1%	47.2%
Accommodation		
- Directly with the accommodation	34.4%	39.9%
- Tour Operator or Travel Agency	65.6%	60.1%

Where do they stay?

	Rest	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	44.7%	39.4%
5* Hotel / 5* Luxury Hotel	13.7%	10.9%
Aparthotel / Tourist Villa	13.9%	14.8%
House/room rented in a private dwelling	4.5%	6.9%
Private accommodation (1)	5.6%	9.9%
Others (Cottage, cruise, camping,..)	5.9%	6.6%

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



What do they book?

	Rest	Total
Room only	21.1%	28.1%
Bed and Breakfast	13.1%	15.3%
Half board	21.1%	19.5%
Full board	3.2%	3.2%
All inclusive	41.6%	33.8%

41.6% of tourists book all inclusive.

(Canary Islands: 33.8%)

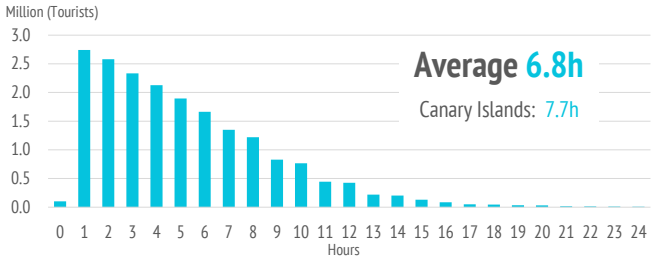
Other expenses

	Rest	Total
Restaurants or cafes	61.5%	66.9%
Supermarkets	51.3%	55.6%
Car rental	27.6%	37.3%
Organized excursions	20.0%	23.7%
Taxi, transfer, chauffeur service	56.4%	46.0%
Theme Parks	6.4%	8.6%
Sport activities	6.9%	9.3%
Museums	2.6%	4.7%
Flights between islands	4.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	Rest	Total
0 hours	3.6%	2.4%
1 - 2 hours	14.3%	10.0%
3 - 6 hours	34.6%	30.1%
7 - 12 hours	39.8%	47.1%
More than 12 hours	7.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Rest	Total
Beach	74.2%	75.1%
Walk, wander	70.6%	72.2%
Swimming pool, hotel facilities	65.3%	57.5%
Explore the island on their own	42.3%	52.5%
Swim	38.4%	38.8%
Taste Canarian gastronomy	23.9%	30.2%
Hiking	14.5%	22.5%
Organized excursions	14.2%	16.0%
Nightlife / concerts / shows	12.0%	12.3%
Sea excursions / whale watching	10.8%	13.5%
Theme parks	9.3%	12.2%
Wineries / markets / popular festivals	7.3%	10.0%
Museums / exhibitions	6.6%	10.7%
Running	6.6%	7.6%
Beauty and health treatments	6.4%	5.6%
Other Nature Activities	5.4%	9.5%
Practice other sports	4.5%	5.9%
Cycling / Mountain bike	3.5%	4.2%
Astronomical observation	3.4%	4.2%
Scuba Diving	3.1%	4.2%
Surf	2.9%	4.8%
Golf	2.3%	2.3%
Windsurf / Kitesurf	1.1%	1.5%

** Multi-choise question*

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2021)
REST

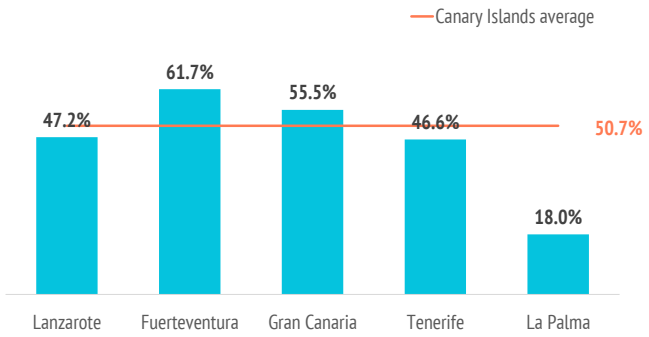
Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	2,844,887	446,827	510,528	809,162	1,041,846	16,856
- Share by islands	100%	15.7%	17.9%	28.4%	36.6%	0.6%
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%
% Rest	50.7%	47.2%	61.7%	55.5%	46.6%	18.0%

How many islands do they visit during their trip?

	Rest	Total
One island	93.8%	90.9%
Two islands	5.5%	7.8%
Three or more islands	0.7%	1.3%

% TOURISTS BY ISLAND OF STAY

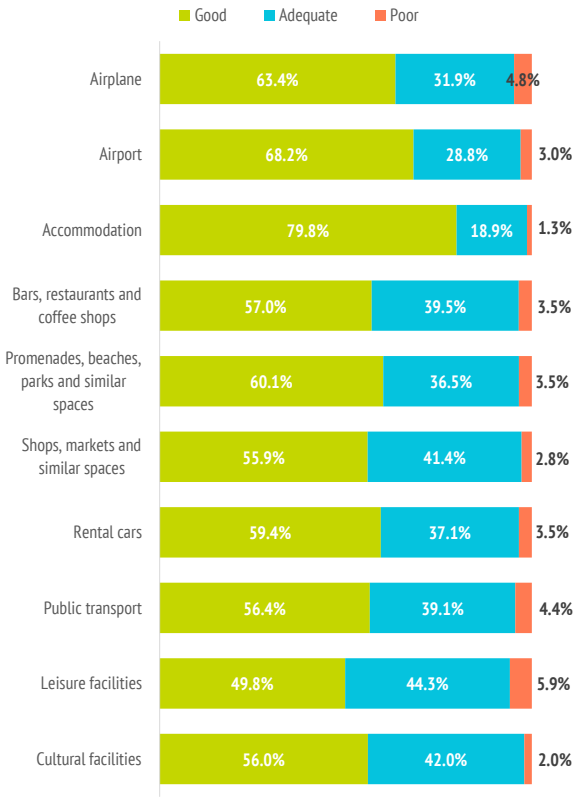


Health safety

Planning the trip: Importance	Rest	Total
Average rating (scale 0-10)	8.28	7.99

During the stay: Rate	Rest	Total
Average rating (scale 0-10)	8.57	8.42

HEALTH SAFETY MEASURES (RATE)

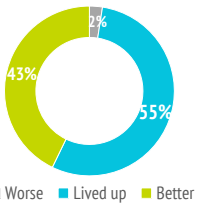


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Rest	Total
Average rating	8.88	8.86

Experience in the Canary Islands	Rest	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	54.7%	51.4%
Better or much better than expected	42.8%	45.9%

Future intentions (scale 1-10)	Rest	Total
Return to the Canary Islands	8.89	8.86
Recommend visiting the Canary Islands	9.09	9.10



Experience in the Canary Islands

8.89/10

Return to the Canary Islands

9.09/10

Recommend visiting the Canary Islands

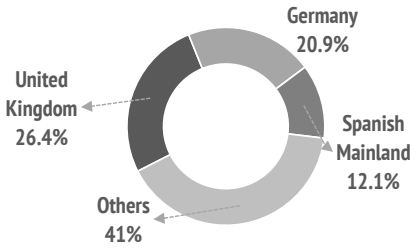
How many are loyal to the Canary Islands?

	Rest	Total
Repeat tourists	**72.8%**	**68.0%**
Repeat tourists (last 5 years)	66.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits	15.6%	15.0%
At least 10 previous visits	**20.2%**	**18.3%**

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2021)
REST

Where are they from?

	%	Absolute
United Kingdom	26.4%	749,808
Germany	20.9%	595,352
Spanish Mainland	12.1%	345,245
Netherlands	5.5%	156,152
France	4.9%	139,016
Poland	4.5%	128,686
Belgium	4.0%	114,962
Ireland	3.6%	103,728
Italy	3.6%	103,611
Denmark	2.4%	68,378
Sweden	2.0%	57,475
Norway	2.0%	56,906
Switzerland	1.5%	42,863
Finland	1.2%	35,094
Luxembourg	0.9%	25,278
Czech Republic	0.8%	23,660
Iceland	0.6%	16,862
Others	2.9%	81,810



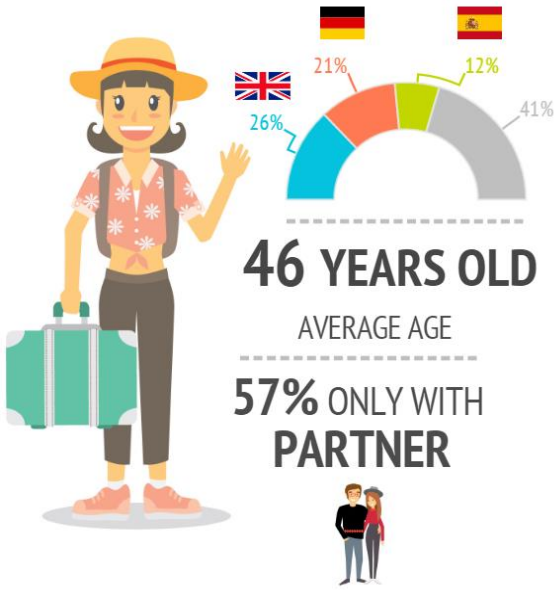
Who do they come with?

	Rest	Total
Unaccompanied	10.5%	13.5%
Only with partner	56.6%	48.2%
Only with children (< 13 years old)	3.0%	3.9%
Partner + children (< 13 years old)	3.6%	4.9%
Other relatives	8.1%	8.4%
Friends	7.6%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.2%	11.5%
(1) Different situations have been isolated		
Tourists with children	**9.4%**	**12.5%**
- Between 0 and 2 years old	0.9%	1.2%
- Between 3 and 12 years old	7.8%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
Tourists without children	**90.6%**	**87.5%**
Group composition:		
- 1 person	12.9%	16.5%
- 2 people	64.7%	56.7%
- 3 people	9.4%	10.7%
- 4 or 5 people	10.9%	13.6%
- 6 or more people	2.0%	2.5%
Average group size:	**2.30**	**2.37**

**People who share the main expenses of the trip*

Who are they?

	Rest	Total
Gender		
Men	47.8%	49.6%
Women	52.2%	50.4%
Age		
Average age (tourist > 15 years old)	45.9	43.3
Standard deviation	15.9	15.6
Age range (> 15 years old)		
16 - 24 years old	9.3%	11.9%
25 - 30 years old	12.7%	14.8%
31 - 45 years old	27.2%	30.2%
46 - 60 years old	30.1%	26.6%
Over 60 years old	20.8%	16.4%
Occupation		
Salaried worker	56.9%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.3%	1.7%
Business owner	9.8%	10.0%
Student	4.3%	5.9%
Retired	15.5%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	13.7%	16.1%
€25,000 - €49,999	35.9%	37.0%
€50,000 - €74,999	24.4%	23.4%
More than €74,999	25.9%	23.5%
Education level		
No studies	3.0%	2.2%
Primary education	2.3%	2.2%
Secondary education	21.0%	18.8%
Higher education	73.6%	76.9%



Pictures: Freepik.com

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