

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

ENJOY FAMILY TIME

How many are they and how much do they spend?



	Enjoy family time	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	785,867	5,827,892
- book holiday package	256,992	2,549,012
- do not book holiday package	528,875	3,278,880
- % tourists who book holiday package	32.7%	43.7%
Share of total tourist	13.5%	100%
Expenditure per tourist (€)		
- book holiday package	1,252	1,206
- holiday package	1,423	1,135
- others	299	280
- do not book holiday package	1,023	1,044
- flight	307	248
- accommodation	261	369
- others	456	427
Average length of stay		
- book holiday package	8.38	8.59
- do not book holiday package	10.99	10.28
Average daily expenditure (€)		
- book holiday package	212.8	172.8
- do not book holiday package	110.5	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	984	7,028
- do not book holiday package	443	3,606
- do not book holiday package	541	3,422

Importance of each factor in the destination choice



	Enjoy family time	Total
Climate	72.4%	76.0%
Sea	50.7%	52.0%
Safety	47.4%	49.0%
Tranquility	45.6%	48.5%
Beaches	43.9%	44.6%
European belonging	39.8%	40.2%
Landscapes	37.1%	39.1%
Environment	35.1%	34.7%
Effortless trip	33.0%	34.9%
Gastronomy	31.1%	27.9%
Price	30.4%	32.4%
Accommodation supply	30.3%	37.8%
Fun possibilities	25.2%	22.4%
Authenticity	24.8%	24.4%
Exoticism	15.0%	14.5%
Hiking trail network	11.8%	12.1%
Shopping	10.6%	8.8%
Historical heritage	10.6%	9.1%
Culture	10.1%	8.7%
Nightlife	8.2%	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 GASTRONOMY

ENJOY FAMILY TIME

31.1%



TOTAL

27.9%

What is the main motivation for their holidays?



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

How far in advance do they book their trip?



	Enjoy family time	Total
The same day	1.4%	1.0%
Between 1 and 30 days	38.1%	42.5%
Between 1 and 2 months	27.5%	26.7%
Between 3 and 6 months	20.1%	18.7%
More than 6 months	12.8%	11.1%

% TOURISTS BOOKING WITH MORE 6 MONTHS IN ADVANCE

ENJOY FAMILY TIME

12.8%



TOTAL

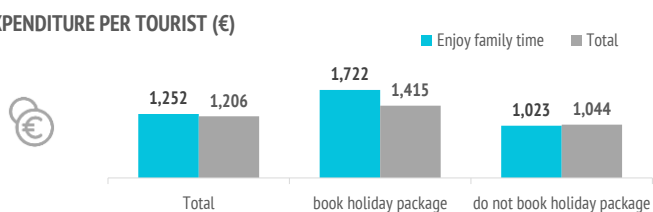
11.1%

Picture: Freepik.com

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Enjoy family time	Total
Didn't have holidays	32.9%	35.7%
Canary Islands	25.6%	17.6%
Other destination	41.5%	46.8%

What other destinations do they consider for this trip?*

	Enjoy family time	Total
None	41.9%	29.4%
Canary Islands (other island)	23.3%	25.4%
Other destination	34.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that enjoy family time 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.

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

	Enjoy family time	Total
Previous visits to the Canary Islands	50.0%	45.7%
Friends or relatives	44.0%	30.9%
Internet or social media	41.9%	53.5%
Mass Media	2.2%	2.3%
Travel guides and magazines	3.7%	7.0%
Travel Blogs or Forums	4.1%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	14.7%	19.4%
Public administrations or similar	1.6%	1.9%
Others	2.6%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

	Enjoy family time	Total
Flight		
- Directly with the airline	61.9%	52.8%
- Tour Operator or Travel Agency	38.1%	47.2%

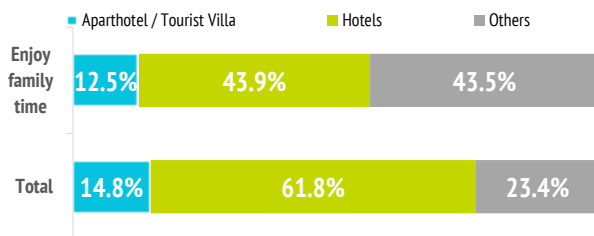
Accommodation

- Directly with the accommodation	41.8%	39.9%
- Tour Operator or Travel Agency	58.2%	60.1%

Where do they stay?

	Enjoy family time	Total
1-2-3* Hotel	8.7%	11.5%
4* Hotel	26.1%	39.4%
5* Hotel / 5* Luxury Hotel	9.1%	10.9%
Aparthotel / Tourist Villa	12.5%	14.8%
House/room rented in a private dwelling	5.3%	6.9%
Private accommodation (1)	32.2%	9.9%
Others (Cottage, cruise, camping,...)	6.0%	6.6%

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



What do they book?

	Enjoy family time	Total
Room only	30.9%	28.1%
Bed and Breakfast	12.2%	15.3%
Half board	14.3%	19.5%
Full board	4.4%	3.2%
All inclusive	38.2%	33.8%

38.2% of tourists book all inclusive.
(Canary Islands: 33.8%)

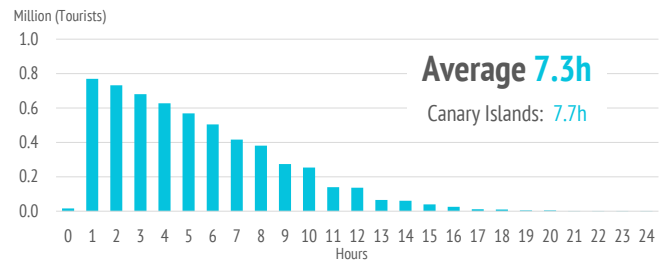
Other expenses

	Enjoy family time	Total
Restaurants or cafes	69.3%	66.9%
Supermarkets	59.8%	55.6%
Car rental	33.6%	37.3%
Organized excursions	18.5%	23.7%
Taxi, transfer, chauffeur service	35.8%	46.0%
Theme Parks	12.2%	8.6%
Sport activities	8.1%	9.3%
Museums	3.8%	4.7%
Flights between islands	4.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Enjoy family time	Total
0 hours	2.1%	2.4%
1 - 2 hours	11.4%	10.0%
3 - 6 hours	33.6%	30.1%
7 - 12 hours	44.7%	47.1%
More than 12 hours	8.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Enjoy family time	Total
Beach	75.4%	75.1%
Walk, wander	73.5%	72.2%
Swimming pool, hotel facilities	53.8%	57.5%
Explore the island on their own	49.3%	52.5%
Swim	38.1%	38.8%
Taste Canarian gastronomy	33.6%	30.2%
Hiking	18.2%	22.5%
Theme parks	17.3%	12.2%
Sea excursions / whale watching	11.4%	13.5%
Organized excursions	11.2%	16.0%
Museums / exhibitions	9.9%	10.7%
Running	9.5%	7.6%
Wineries / markets / popular festivals	9.5%	10.0%
Nightlife / concerts / shows	9.4%	12.3%
Other Nature Activities	9.1%	9.5%
Practice other sports	6.9%	5.9%
Beauty and health treatments	6.4%	5.6%
Surf	4.7%	4.8%
Cycling / Mountain bike	3.6%	4.2%
Scuba Diving	3.5%	4.2%
Astronomical observation	3.3%	4.2%
Golf	2.1%	2.3%
Windsurf / Kitesurf	1.3%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Enjoy family time	785,867	117,592	72,747	233,829	350,590	6,785
- Share by islands	100%	15.0%	9.3%	29.8%	44.6%	0.9%
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%
% Enjoy family time	14.0%	12.4%	8.8%	16.0%	15.7%	7.3%

How many islands do they visit during their trip?

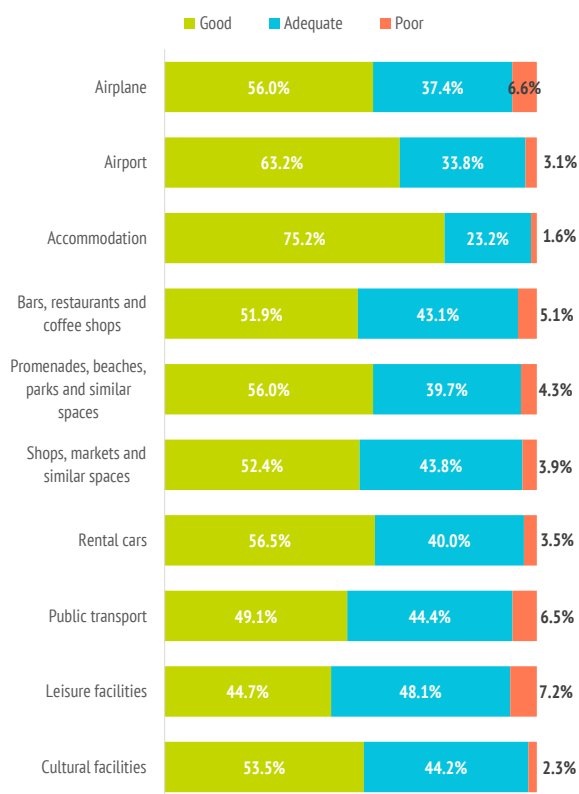
	Enjoy family time	Total
One island	92.8%	90.9%
Two islands	6.5%	7.8%
Three or more islands	0.7%	1.3%

Health safety

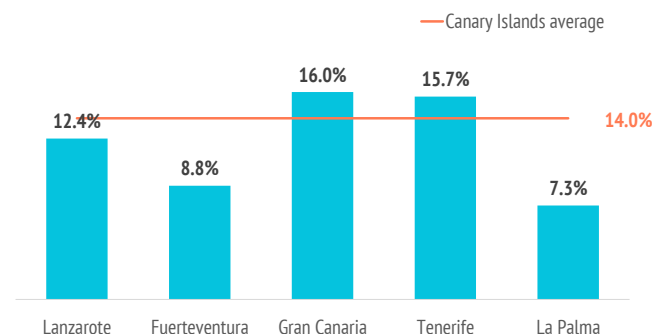
Planning the trip: Importance	Enjoy family time	Total
Average rating (scale 0-10)	7.90	7.99

During the stay: Rate	Enjoy family time	Total
Average rating (scale 0-10)	8.31	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

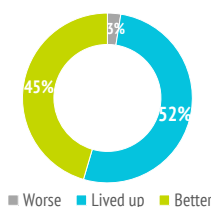


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Enjoy family time	Total
Average rating	8.93	8.86

Experience in the Canary Islands	Enjoy family time	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	52.0%	51.4%
Better or much better than expected	45.4%	45.9%

Future intentions (scale 1-10)	Enjoy family time	Total
Return to the Canary Islands	9.11	8.86
Recommend visiting the Canary Islands	9.23	9.10



9.11/10

Experience in the Canary Islands



9.23/10

Recommend visiting the Canary Islands

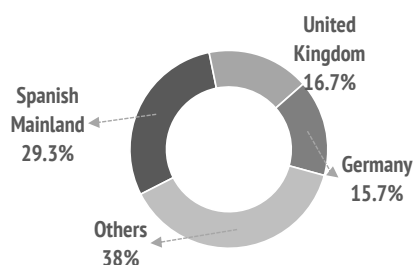
How many are loyal to the Canary Islands?

	Enjoy family time	Total
Repeat tourists	78.1%	68.0%
Repeat tourists (last 5 years)	72.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	25.0%	15.0%
At least 10 previous visits	28.7%	18.3%

Where are they from?



	%	Absolute
Spanish Mainland	29.3%	230,234
United Kingdom	16.7%	131,406
Germany	15.7%	123,688
Sweden	5.5%	43,302
Italy	4.3%	33,973
France	4.0%	31,757
Denmark	3.8%	30,102
Netherlands	3.2%	25,420
Belgium	3.2%	24,838
Ireland	2.5%	19,770
Norway	1.7%	13,200
Poland	1.3%	10,004
Switzerland	1.1%	8,718
Portugal	1.1%	8,635
Finland	1.0%	7,633
Czech Republic	0.9%	6,827
United States	0.7%	5,458
Others	3.9%	30,901



Who are they?



	Enjoy family time	Total
Gender		
Men	48.0%	49.6%
Women	52.0%	50.4%
Age		
Average age (tourist > 15 years old)	42.1	43.3
Standard deviation	14.2	15.6
Age range (> 15 years old)		
16 - 24 years old	11.9%	11.9%
25 - 30 years old	12.3%	14.8%
31 - 45 years old	39.0%	30.2%
46 - 60 years old	25.1%	26.6%
Over 60 years old	11.8%	16.4%
Occupation		
Salaried worker	56.1%	57.8%
Self-employed	11.4%	11.1%
Unemployed	2.4%	1.7%
Business owner	11.0%	10.0%
Student	8.1%	5.9%
Retired	8.9%	12.2%
Unpaid domestic work	0.9%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	16.2%	16.1%
€25,000 - €49,999	34.2%	37.0%
€50,000 - €74,999	23.8%	23.4%
More than €74,999	25.8%	23.5%
Education level		
No studies	1.9%	2.2%
Primary education	2.4%	2.2%
Secondary education	17.4%	18.8%
Higher education	78.3%	76.9%

Who do they come with?

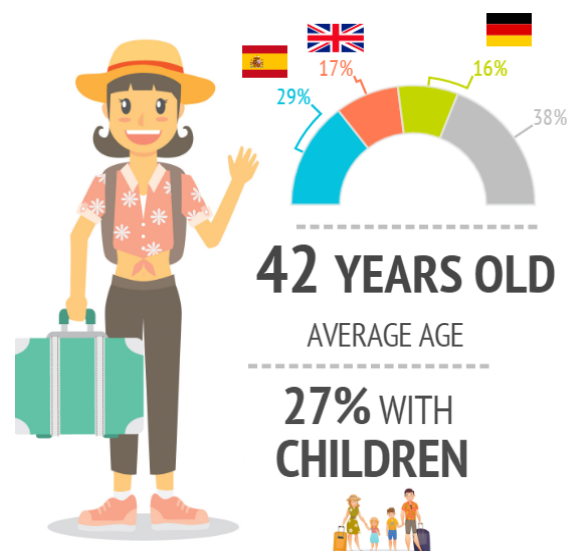


	Enjoy family time	Total
Unaccompanied	19.2%	13.5%
Only with partner	19.1%	48.2%
Only with children (< 13 years old)	11.1%	3.9%
Partner + children (< 13 years old)	15.5%	4.9%
Other relatives	13.4%	8.4%
Friends	1.7%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	19.8%	11.5%

(1) Different situations have been isolated

Tourists with children	37.3%	12.5%
- Between 0 and 2 years old	3.9%	1.2%
- Between 3 and 12 years old	29.9%	10.2%
- Between 0 -2 and 3-12 years	3.5%	1.0%
Tourists without children	62.7%	87.5%
Group composition:		
- 1 person	21.5%	16.5%
- 2 people	24.0%	56.7%
- 3 people	20.6%	10.7%
- 4 or 5 people	28.1%	13.6%
- 6 or more people	5.8%	2.5%
Average group size:	2.93	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com