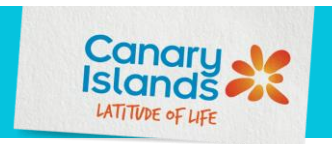


PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS (2021)

HAVE FUN



How many are they and how much do they spend?

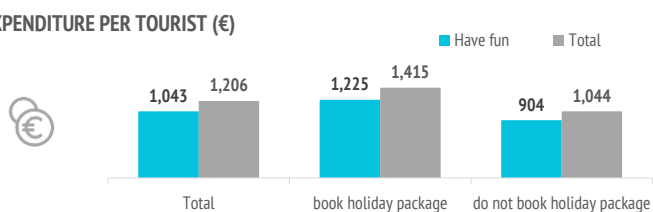


	Have fun	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	412,090	5,827,892
- book holiday package	178,093	2,549,012
- do not book holiday package	233,997	3,278,880
- % tourists who book holiday package	43.2%	43.7%
Share of total tourist	7.1%	100%
Expenditure per tourist (€)		
- book holiday package	1,225	1,415
- holiday package	924	1,135
- others	301	280
- do not book holiday package	904	1,044
- flight	204	248
- accommodation	308	369
- others	392	427
Average length of stay		
- book holiday package	8.22	8.59
- do not book holiday package	8.97	10.28
Average daily expenditure (€)		
- book holiday package	153.5	172.8
- do not book holiday package	116.5	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	218	3,606
- do not book holiday package	212	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Have fun	Total
Didn't have holidays	39.0%	35.7%
Canary Islands	16.1%	17.6%
Other destination	44.9%	46.8%

What other destinations do they consider for this trip?*

	Have fun	Total
None	24.5%	29.4%
Canary Islands (other island)	24.6%	25.4%
Other destination	50.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that have fun 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.

Importance of each factor in the destination choice



	Have fun	Total
Climate	75.9%	76.0%
Sea	51.6%	52.0%
Beaches	46.3%	44.6%
Fun possibilities	45.9%	22.4%
Safety	44.2%	49.0%
Price	38.3%	32.4%
Accommodation supply	37.5%	37.8%
Tranquility	36.8%	48.5%
European belonging	35.9%	40.2%
Effortless trip	34.5%	34.9%
Landscapes	33.8%	39.1%
Environment	30.9%	34.7%
Gastronomy	27.9%	27.9%
Nightlife	25.7%	8.4%
Authenticity	23.0%	24.4%
Exoticism	18.9%	14.5%
Shopping	14.2%	8.8%
Culture	9.1%	8.7%
Hiking trail network	8.4%	12.1%
Historical heritage	6.3%	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 FUN POSSIBILITIES

HAVE FUN
45.9%



TOTAL
22.4%

What is the main motivation for their holidays?



	Have fun	Total
Rest	--	50.7%
Enjoy family time	--	14.0%
Have fun	100%	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?



	Have fun	Total
The same day	1.2%	1.0%
Between 1 and 30 days	43.5%	42.5%
Between 1 and 2 months	24.2%	26.7%
Between 3 and 6 months	20.6%	18.7%
More than 6 months	10.6%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

HAVE FUN
20.6%



TOTAL
18.7%

Picture: Freepik.com

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

	Have fun	Total
Previous visits to the Canary Islands	41.4%	45.7%
Friends or relatives	39.2%	30.9%
Internet or social media	56.4%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	5.3%	7.0%
Travel Blogs or Forums	7.7%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	15.7%	19.4%
Public administrations or similar	2.3%	1.9%
Others	3.2%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

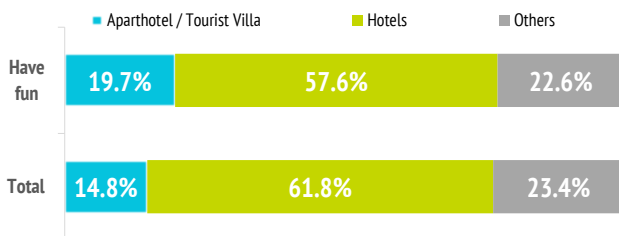
	Have fun	Total
Flight		
- Directly with the airline	56.9%	52.8%
- Tour Operator or Travel Agency	43.1%	47.2%

	Have fun	Total
Accommodation		
- Directly with the accommodation	41.7%	39.9%
- Tour Operator or Travel Agency	58.3%	60.1%

Where do they stay?

	Have fun	Total
1-2-3* Hotel	14.4%	11.5%
4* Hotel	35.3%	39.4%
5* Hotel / 5* Luxury Hotel	8.0%	10.9%
Aparthotel / Tourist Villa	19.7%	14.8%
House/room rented in a private dwelling	8.4%	6.9%
Private accommodation (1)	8.3%	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?

	Have fun	Total
Room only	35.2%	28.1%
Bed and Breakfast	14.8%	15.3%
Half board	15.9%	19.5%
Full board	2.6%	3.2%
All inclusive	31.6%	33.8%

”
35.2% of tourists book room only.
(Canary Islands: 28.1%)

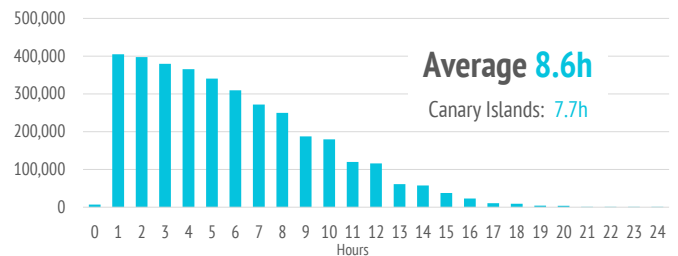
Other expenses

	Have fun	Total
Restaurants or cafes	70.8%	66.9%
Supermarkets	60.4%	55.6%
Car rental	29.5%	37.3%
Organized excursions	27.0%	23.7%
Taxi, transfer, chauffeur service	51.1%	46.0%
Theme Parks	16.3%	8.6%
Sport activities	14.5%	9.3%
Museums	2.7%	4.7%
Flights between islands	4.5%	6.3%

Activities in the Canary Islands

Outdoor time per day	Have fun	Total
0 hours	1.7%	2.4%
1 - 2 hours	6.2%	10.0%
3 - 6 hours	26.1%	30.1%
7 - 12 hours	51.2%	47.1%
More than 12 hours	14.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Have fun	Total
Beach	81.2%	75.1%
Walk, wander	72.2%	72.2%
Swimming pool, hotel facilities	64.1%	57.5%
Explore the island on their own	51.2%	52.5%
Swim	50.7%	38.8%
Nightlife / concerts / shows	34.6%	12.3%
Taste Canarian gastronomy	33.1%	30.2%
Theme parks	21.3%	12.2%
Organized excursions	20.9%	16.0%
Sea excursions / whale watching	19.9%	13.5%
Hiking	19.3%	22.5%
Wineries / markets / popular festivals	10.6%	10.0%
Other Nature Activities	10.2%	9.5%
Practice other sports	9.8%	5.9%
Running	9.0%	7.6%
Museums / exhibitions	7.7%	10.7%
Surf	7.4%	4.8%
Scuba Diving	6.7%	4.2%
Beauty and health treatments	6.0%	5.6%
Astronomical observation	5.4%	4.2%
Cycling / Mountain bike	4.5%	4.2%
Golf	3.0%	2.3%
Windsurf / Kitesurf	1.8%	1.5%

* Multi-choise question

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Have fun	412,090	59,088	37,632	140,913	170,869	2,342
- Share by islands	100%	14.3%	9.1%	34.2%	41.5%	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%
% Have fun	7.3%	6.2%	4.5%	9.7%	7.6%	2.5%

How many islands do they visit during their trip?

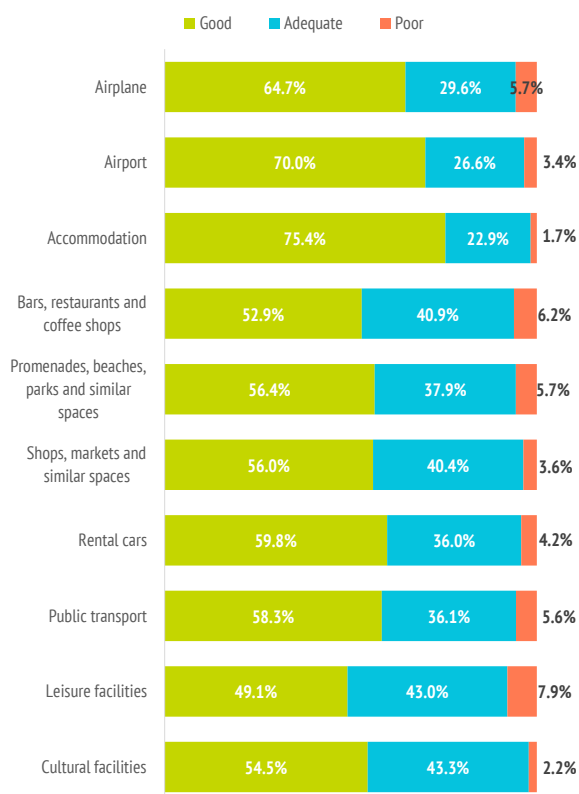
	Have fun	Total
One island	94.4%	90.9%
Two islands	4.8%	7.8%
Three or more islands	0.9%	1.3%

Health safety

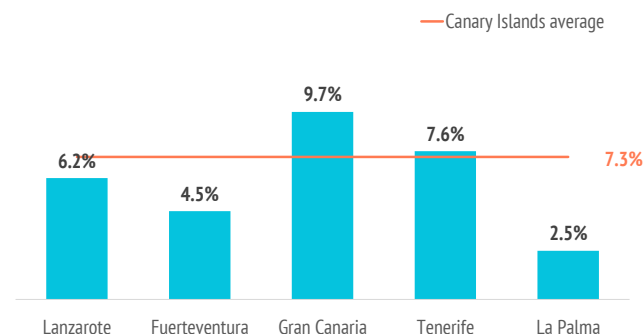
Planning the trip: Importance	Have fun	Total
Average rating (scale 0-10)	7.63	7.99

During the stay: Rate	Have fun	Total
Average rating (scale 0-10)	8.17	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

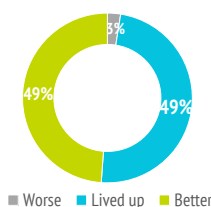


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Have fun	Total
Average rating	8.89	8.86

Experience in the Canary Islands	Have fun	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	48.7%	51.4%
Better or much better than expected	48.8%	45.9%

Future intentions (scale 1-10)	Have fun	Total
Return to the Canary Islands	8.73	8.86
Recommend visiting the Canary Islands	9.08	9.10



Experience in the Canary Islands

Return to the Canary Islands

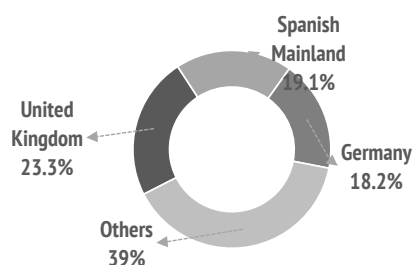
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Have fun	Total
Repeat tourists	60.4%	68.0%
Repeat tourists (last 5 years)	54.4%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.4%	15.0%
At least 10 previous visits	13.8%	18.3%

Where are they from?

	%	Absolute
United Kingdom	23.3%	95,903
Spanish Mainland	19.1%	78,633
Germany	18.2%	75,055
Netherlands	10.0%	41,356
France	5.8%	24,011
Belgium	4.4%	18,285
Italy	3.6%	14,675
Ireland	3.5%	14,524
Sweden	2.2%	9,045
Switzerland	1.7%	6,935
Poland	1.2%	4,950
Norway	1.0%	4,116
Denmark	0.7%	2,972
Czech Republic	0.6%	2,432
Luxembourg	0.4%	1,826
United States	0.4%	1,778
Portugal	0.4%	1,690
Others	3.4%	13,907



Who are they?

	Have fun	Total
Gender		
Men	52.2%	49.6%
Women	47.8%	50.4%
Age		
Average age (tourist > 15 years old)	34.8	43.3
Standard deviation	14.9	15.6
Age range (> 15 years old)		
16 - 24 years old	33.0%	11.9%
25 - 30 years old	19.7%	14.8%
31 - 45 years old	24.3%	30.2%
46 - 60 years old	14.4%	26.6%
Over 60 years old	8.6%	16.4%
Occupation		
Salaried worker	60.3%	57.8%
Self-employed	8.7%	11.1%
Unemployed	2.0%	1.7%
Business owner	8.0%	10.0%
Student	13.1%	5.9%
Retired	7.1%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.6%	0.9%
Annual household income level		
Less than €25,000	22.5%	16.1%
€25,000 - €49,999	38.4%	37.0%
€50,000 - €74,999	20.4%	23.4%
More than €74,999	18.7%	23.5%
Education level		
No studies	2.9%	2.2%
Primary education	1.5%	2.2%
Secondary education	21.6%	18.8%
Higher education	74.0%	76.9%

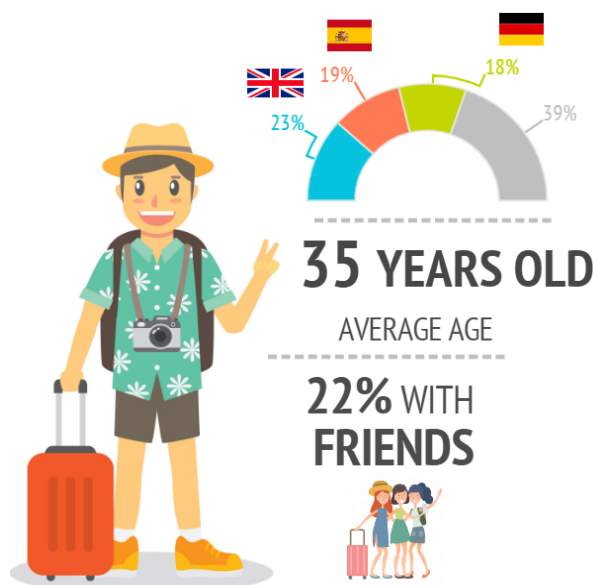
Who do they come with?

	Have fun	Total
Unaccompanied	11.1%	13.5%
Only with partner	42.8%	48.2%
Only with children (< 13 years old)	2.0%	3.9%
Partner + children (< 13 years old)	2.9%	4.9%
Other relatives	8.7%	8.4%
Friends	21.6%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.4%	11.5%

(1) Different situations have been isolated

Tourists with children	8.0%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	6.3%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	92.0%	87.5%
Group composition:		
- 1 person	16.5%	16.5%
- 2 people	56.4%	56.7%
- 3 people	9.8%	10.7%
- 4 or 5 people	14.7%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.39	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com