

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

EXPLORE THE DESTINATION

How many are they and how much do they spend?



	Explore the destination	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,307,458	5,827,892
- book holiday package	439,781	2,549,012
- do not book holiday package	867,678	3,278,880
- % tourists who book holiday package	33.6%	43.7%
Share of total tourist	22.4%	100%
Expenditure per tourist (€)		
- book holiday package	1,088	1,206
- holiday package	1,285	1,415
- others	276	280
- do not book holiday package	988	1,044
- flight	224	248
- accommodation	361	369
- others	403	427
Average length of stay		
- book holiday package	9.18	9.54
- do not book holiday package	8.53	8.59
Average daily expenditure (€)		
- book holiday package	132.1	144.0
- do not book holiday package	158.3	172.8
- do not book holiday package	118.9	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	1,422	7,028
- do not book holiday package	565	3,606
- do not book holiday package	857	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Explore the destination	Total
Didn't have holidays	28.2%	35.7%
Canary Islands	10.8%	17.6%
Other destination	61.0%	46.8%

What other destinations do they consider for this trip?*

	Explore the destination	Total
None	25.1%	29.4%
Canary Islands (other island)	26.5%	25.4%
Other destination	48.4%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that explore the destination 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



	Explore the destination	Total
Climate	67.8%	76.0%
Landscapes	60.6%	39.1%
Sea	50.0%	52.0%
Environment	44.1%	34.7%
Tranquility	42.4%	48.5%
Safety	41.4%	49.0%
Beaches	39.4%	44.6%
European belonging	39.1%	40.2%
Authenticity	31.4%	24.4%
Accommodation supply	28.1%	37.8%
Gastronomy	27.5%	27.9%
Price	27.2%	32.4%
Effortless trip	26.5%	34.9%
Hiking trail network	21.6%	12.1%
Exoticism	18.7%	14.5%
Fun possibilities	16.8%	22.4%
Historical heritage	14.2%	9.1%
Culture	11.5%	8.7%
Shopping	6.0%	8.8%
Nightlife	4.9%	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 LANDSCAPES

EXPLORE THE DESTINATION

60.6%



TOTAL

39.1%

What is the main motivation for their holidays?



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

How far in advance do they book their trip?



	Explore the destination	Total
The same day	0.7%	1.0%
Between 1 and 30 days	41.4%	42.5%
Between 1 and 2 months	30.6%	26.7%
Between 3 and 6 months	19.6%	18.7%
More than 6 months	7.8%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

EXPLORE THE DESTINATION

30.6%



TOTAL

26.7%

Picture: Freepik.com

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EXPLORE THE DESTINATION

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

	Explore the destination	Total
Previous visits to the Canary Islands	30.1%	45.7%
Friends or relatives	34.3%	30.9%
Internet or social media	67.7%	53.5%
Mass Media	3.1%	2.3%
Travel guides and magazines	14.3%	7.0%
Travel Blogs or Forums	19.2%	8.4%
Travel TV Channels	0.9%	0.5%
Tour Operator or Travel Agency	16.8%	19.4%
Public administrations or similar	2.0%	1.9%
Others	1.9%	2.9%

* Multi-choise question

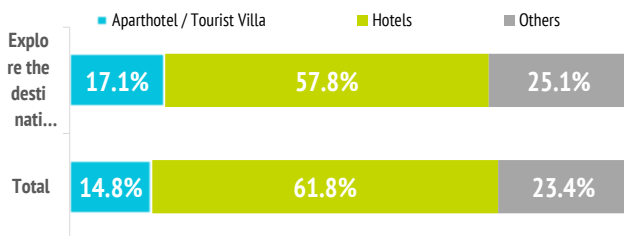
With whom did they book their flight and accommodation?

	Explore the destination	Total
Flight		
- Directly with the airline	59.5%	52.8%
- Tour Operator or Travel Agency	40.5%	47.2%
Accommodation		
- Directly with the accommodation	46.6%	39.9%
- Tour Operator or Travel Agency	53.4%	60.1%

Where do they stay?

	Explore the destination	Total
1-2-3* Hotel	10.8%	11.5%
4* Hotel	39.1%	39.4%
5* Hotel / 5* Luxury Hotel	8.0%	10.9%
Aparthotel / Tourist Villa	17.1%	14.8%
House/room rented in a private dwelling	11.6%	6.9%
Private accommodation (1)	5.5%	9.9%
Others (Cottage, cruise, camping,...)	8.0%	6.6%

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



What do they book?

	Explore the destination	Total
Room only	35.8%	28.1%
Bed and Breakfast	17.4%	15.3%
Half board	21.5%	19.5%
Full board	2.3%	3.2%
All inclusive	23.0%	33.8%

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35.8% of tourists book room only.
(Canary Islands: 28.1%)

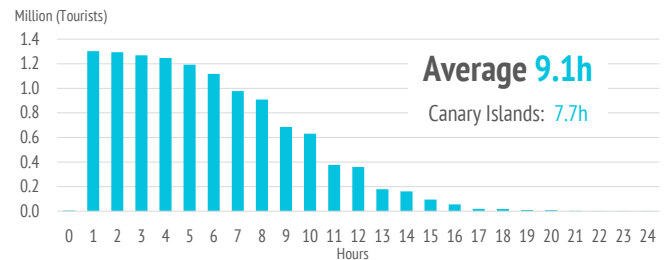
Other expenses

	Explore the destination	Total
Restaurants or cafes	73.5%	66.9%
Supermarkets	61.5%	55.6%
Car rental	63.7%	37.3%
Organized excursions	38.2%	23.7%
Taxi, transfer, chauffeur service	33.3%	46.0%
Theme Parks	10.7%	8.6%
Sport activities	9.9%	9.3%
Museums	11.3%	4.7%
Flights between islands	11.9%	6.3%

Activities in the Canary Islands

Outdoor time per day	Explore the destination	Total
0 hours	0.4%	2.4%
1 - 2 hours	2.6%	10.0%
3 - 6 hours	22.2%	30.1%
7 - 12 hours	61.1%	47.1%
More than 12 hours	13.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Explore the destination	Total
Beach	82.5%	75.1%
Walk, wander	81.0%	72.2%
Explore the island on their own	80.7%	52.5%
Swimming pool, hotel facilities	50.9%	57.5%
Hiking	44.3%	22.5%
Taste Canarian gastronomy	42.8%	30.2%
Swim	41.6%	38.8%
Organized excursions	24.3%	16.0%
Museums / exhibitions	22.5%	10.7%
Sea excursions / whale watching	20.9%	13.5%
Other Nature Activities	18.8%	9.5%
Wineries / markets / popular festivals	17.3%	10.0%
Theme parks	15.3%	12.2%
Nightlife / concerts / shows	9.3%	12.3%
Running	7.3%	7.6%
Astronomical observation	6.3%	4.2%
Scuba Diving	5.8%	4.2%
Surf	5.6%	4.8%
Practice other sports	5.3%	5.9%
Cycling / Mountain bike	4.3%	4.2%
Beauty and health treatments	3.8%	5.6%
Golf	1.3%	2.3%
Windsurf / Kitesurf	1.0%	1.5%

* Multi-choise question

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EXPLORE THE DESTINATION

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Explore the destination	1,307,458	276,108	157,162	217,076	577,522	57,807
- Share by islands	100%	21.1%	12.0%	16.6%	44.2%	4.4%
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%
% Explore the destination	23.3%	29.2%	19.0%	14.9%	25.8%	61.9%

How many islands do they visit during their trip?

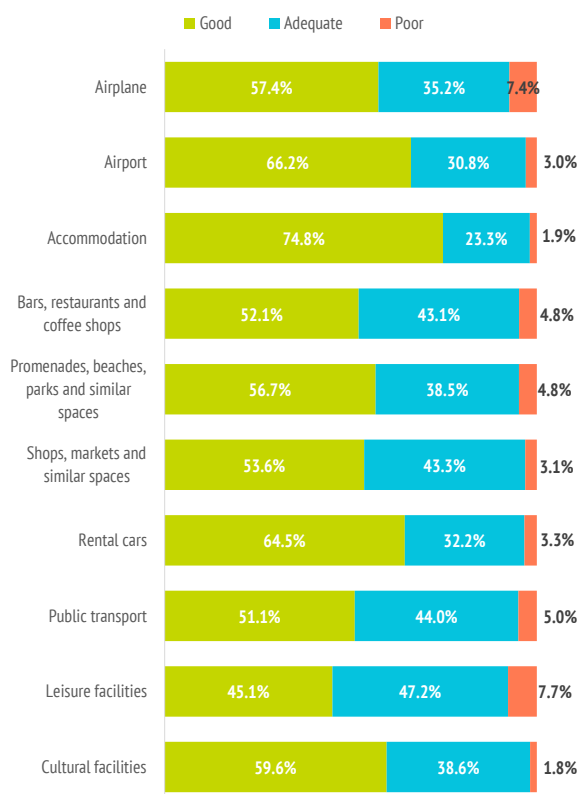
	Explore the destination	Total
One island	84.5%	90.9%
Two islands	12.7%	7.8%
Three or more islands	2.8%	1.3%

Health safety

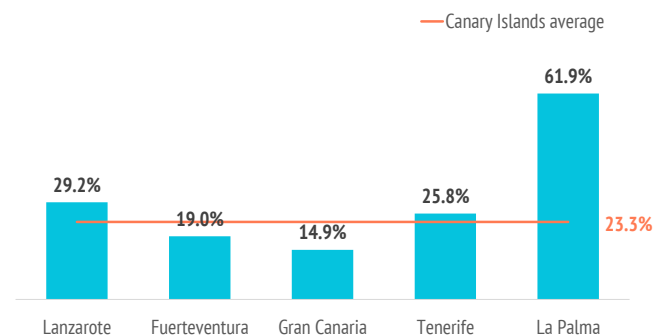
Planning the trip: Importance	Explore the destination	Total
Average rating (scale 0-10)	7.73	7.99

During the stay: Rate	Explore the destination	Total
Average rating (scale 0-10)	8.33	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

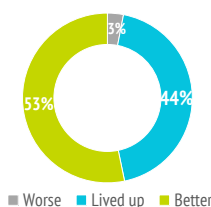


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Explore the destination	Total
Average rating	8.86	8.86

Experience in the Canary Islands	Explore the destination	Total
Worse or much worse than expected	3.0%	2.7%
Lived up to expectations	43.7%	51.4%
Better or much better than expected	53.2%	45.9%

Future intentions (scale 1-10)	Explore the destination	Total
Return to the Canary Islands	8.65	8.86
Recommend visiting the Canary Islands	9.07	9.10



8.65/10

Experience in the Canary Islands

Return to the Canary Islands



9.07/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Explore the destination	Total
Repeat tourists	52.5%	68.0%
Repeat tourists (last 5 years)	46.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	6.1%	15.0%
At least 10 previous visits	7.6%	18.3%

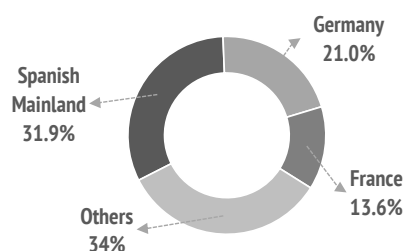
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Where are they from?



	%	Absolute
Spanish Mainland	31.9%	416,693
Germany	21.0%	273,941
France	13.6%	177,658
Italy	5.7%	74,993
United Kingdom	5.1%	66,328
Poland	4.8%	62,305
Belgium	3.8%	50,300
Netherlands	3.2%	42,130
Czech Republic	1.6%	21,113
Switzerland	1.6%	20,419
Austria	1.0%	12,973
Ireland	0.8%	10,195
Luxembourg	0.7%	9,317
Sweden	0.7%	9,183
Portugal	0.6%	8,196
Denmark	0.6%	7,905
Finland	0.5%	5,945
Others	2.9%	37,674



Who do they come with?



	Explore the destination	Total
Unaccompanied	7.7%	13.5%
Only with partner	56.9%	48.2%
Only with children (< 13 years old)	3.1%	3.9%
Partner + children (< 13 years old)	3.6%	4.9%
Other relatives	7.1%	8.4%
Friends	10.1%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.3%	11.5%

(1) Different situations have been isolated

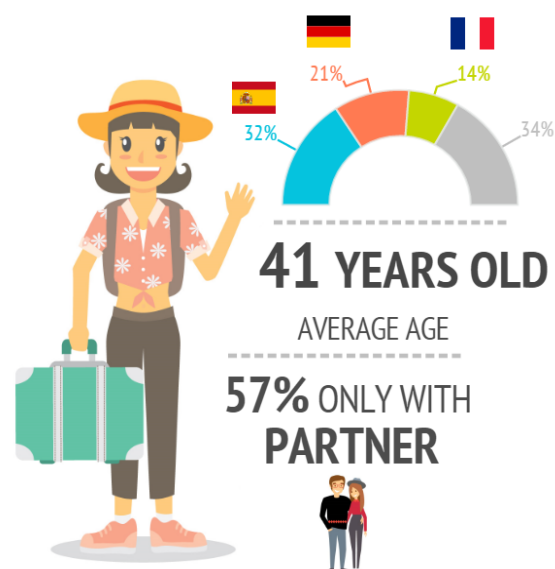
Tourists with children	8.6%	12.5%
- Between 0 and 2 years old	0.7%	1.2%
- Between 3 and 12 years old	7.2%	10.2%
- Between 0-2 and 3-12 years	0.6%	1.0%
Tourists without children	91.4%	87.5%
Group composition:		
- 1 person	10.4%	16.5%
- 2 people	65.6%	56.7%
- 3 people	9.4%	10.7%
- 4 or 5 people	12.6%	13.6%
- 6 or more people	1.9%	2.5%
Average group size:	2.36	2.37

*People who share the main expenses of the trip

Who are they?



	Explore the destination	Total
Gender		
Men	48.9%	49.6%
Women	51.1%	50.4%
Age		
Average age (tourist > 15 years old)	41.3	43.3
Standard deviation	15.1	15.6
Age range (> 15 years old)		
16 - 24 years old	12.2%	11.9%
25 - 30 years old	19.1%	14.8%
31 - 45 years old	31.6%	30.2%
46 - 60 years old	23.2%	26.6%
Over 60 years old	13.8%	16.4%
Occupation		
Salaried worker	61.0%	57.8%
Self-employed	10.6%	11.1%
Unemployed	2.1%	1.7%
Business owner	8.8%	10.0%
Student	6.1%	5.9%
Retired	10.2%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	19.2%	16.1%
€25,000 - €49,999	41.3%	37.0%
€50,000 - €74,999	22.0%	23.4%
More than €74,999	17.5%	23.5%
Education level		
No studies	0.8%	2.2%
Primary education	2.0%	2.2%
Secondary education	16.0%	18.8%
Higher education	81.1%	76.9%



Pictures: Freepik.com