

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

## PRACTICE THEIR HOBBIES

### How many are they and how much do they spend?

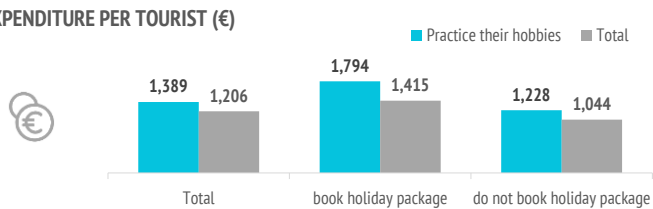


	Practice their hobbies	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	143,963	5,827,892
- book holiday package	40,904	2,549,012
- do not book holiday package	103,059	3,278,880
- % tourists who book holiday package	28.4%	43.7%
Share of total tourist	2.5%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,389	1,206
- holiday package	1,794	1,415
- others	381	280
- do not book holiday package	1,228	1,044
- flight	265	248
- accommodation	443	369
- others	520	427
<b>Average length of stay</b>		
- book holiday package	11.80	9.54
- do not book holiday package	10.59	8.59
- do not book holiday package	12.28	10.28
<b>Average daily expenditure (€)</b>		
- book holiday package	144.1	144.0
- do not book holiday package	194.8	172.8
- do not book holiday package	124.0	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	200	7,028
- do not book holiday package	73	3,606
- do not book holiday package	127	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Where did they spend their main holiday last year?\*

	Practice their hobbies	Total
Didn't have holidays	22.9%	35.7%
Canary Islands	21.0%	17.6%
Other destination	56.1%	46.8%

### What other destinations do they consider for this trip?\*

	Practice their hobbies	Total
None	34.3%	29.4%
Canary Islands (other island)	24.7%	25.4%
Other destination	41.0%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that practice their hobbies 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



	Practice their hobbies	Total
Climate	72.7%	76.0%
Sea	60.3%	52.0%
Landscapes	39.5%	39.1%
Safety	39.2%	49.0%
Tranquility	38.8%	48.5%
Beaches	38.6%	44.6%
European belonging	36.1%	40.2%
Environment	35.4%	34.7%
Fun possibilities	33.3%	22.4%
Effortless trip	33.2%	34.9%
Accommodation supply	28.1%	37.8%
Price	22.8%	32.4%
Authenticity	22.7%	24.4%
Gastronomy	20.9%	27.9%
Hiking trail network	17.3%	12.1%
Exoticism	11.4%	14.5%
Culture	8.3%	8.7%
Nightlife	5.1%	8.4%
Historical heritage	5.1%	9.1%
Shopping	3.1%	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.

### % TOURISTS WHO CHOOSE FUN POSSIBILITIES

PRACTICE THEIR HOBBIES

33.3%



TOTAL

22.4%

### What is the main motivation for their holidays?



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

### How far in advance do they book their trip?



	Practice their hobbies	Total
The same day	0.7%	1.0%
Between 1 and 30 days	48.8%	42.5%
Between 1 and 2 months	26.1%	26.7%
Between 3 and 6 months	14.9%	18.7%
More than 6 months	9.5%	11.1%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

PRACTICE THEIR HOBBIES

48.8%



TOTAL

42.5%

Picture: Freepik.com

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## PRACTICE THEIR HOBBIES

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

	Practice their hobbies	Total
Previous visits to the Canary Islands	53.3%	45.7%
Friends or relatives	32.7%	30.9%
Internet or social media	55.3%	53.5%
Mass Media	3.7%	2.3%
Travel guides and magazines	4.7%	7.0%
Travel Blogs or Forums	9.3%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	14.0%	19.4%
Public administrations or similar	1.7%	1.9%
Others	2.7%	2.9%

\* Multi-choise question

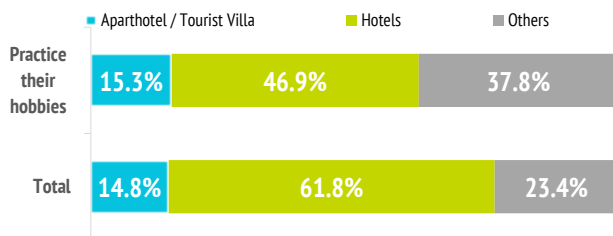
### With whom did they book their flight and accommodation?

	Practice their hobbies	Total
<b>Flight</b>		
- Directly with the airline	63.7%	52.8%
- Tour Operator or Travel Agency	36.3%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	52.9%	39.9%
- Tour Operator or Travel Agency	47.1%	60.1%

### Where do they stay?

	Practice their hobbies	Total
1-2-3* Hotel	14.0%	11.5%
4* Hotel	27.1%	39.4%
5* Hotel / 5* Luxury Hotel	5.8%	10.9%
Aparthotel / Tourist Villa	15.3%	14.8%
House/room rented in a private dwelling	14.3%	6.9%
Private accommodation (1)	10.8%	9.9%
Others (Cottage, cruise, camping,...)	12.7%	6.6%

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



### What do they book?

	Practice their hobbies	Total
Room only	45.5%	28.1%
Bed and Breakfast	17.1%	15.3%
Half board	15.8%	19.5%
Full board	7.5%	3.2%
All inclusive	14.1%	33.8%

”  
**45.5% of tourists book room only.**

(Canary Islands: 28.1%)

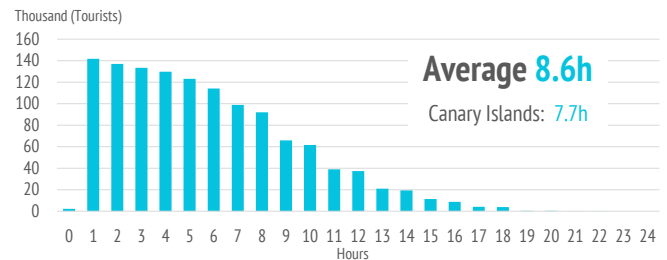
### Other expenses

	Practice their hobbies	Total
Restaurants or cafes	68.1%	66.9%
Supermarkets	63.8%	55.6%
Car rental	46.4%	37.3%
Organized excursions	17.1%	23.7%
Taxi, transfer, chauffeur service	34.2%	46.0%
Theme Parks	3.7%	8.6%
Sport activities	42.1%	9.3%
Museums	4.2%	4.7%
Flights between islands	8.8%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Practice their hobbies	Total
0 hours	1.5%	2.4%
1 - 2 hours	5.8%	10.0%
3 - 6 hours	24.0%	30.1%
7 - 12 hours	54.0%	47.1%
More than 12 hours	14.6%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Practice their hobbies	Total
Beach	69.5%	75.1%
Walk, wander	60.3%	72.2%
Explore the island on their own	51.7%	52.5%
Swim	33.9%	38.8%
Swimming pool, hotel facilities	31.7%	57.5%
Hiking	28.9%	22.5%
Surf	26.6%	4.8%
Taste Canarian gastronomy	26.6%	30.2%
Practice other sports	17.6%	5.9%
Cycling / Mountain bike	14.0%	4.2%
Running	11.3%	7.6%
Other Nature Activities	11.2%	9.5%
Golf	11.0%	2.3%
Windsurf / Kitesurf	11.0%	1.5%
Scuba Diving	10.7%	4.2%
Sea excursions / whale watching	8.3%	13.5%
Nightlife / concerts / shows	8.0%	12.3%
Organized excursions	7.3%	16.0%
Museums / exhibitions	7.1%	10.7%
Wineries / markets / popular festivals	5.1%	10.0%
Theme parks	4.8%	12.2%
Beauty and health treatments	4.3%	5.6%
Astronomical observation	4.1%	4.2%

\* Multi-choise question

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

## PRACTICE THEIR HOBBIES

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Practice their holidays	143,963	29,373	36,068	23,276	49,839	2,979
- Share by islands	100%	20.4%	25.1%	16.2%	34.6%	2.1%
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%
% Practice their holidays	2.6%	3.1%	4.4%	1.6%	2.2%	3.2%

### How many islands do they visit during their trip?

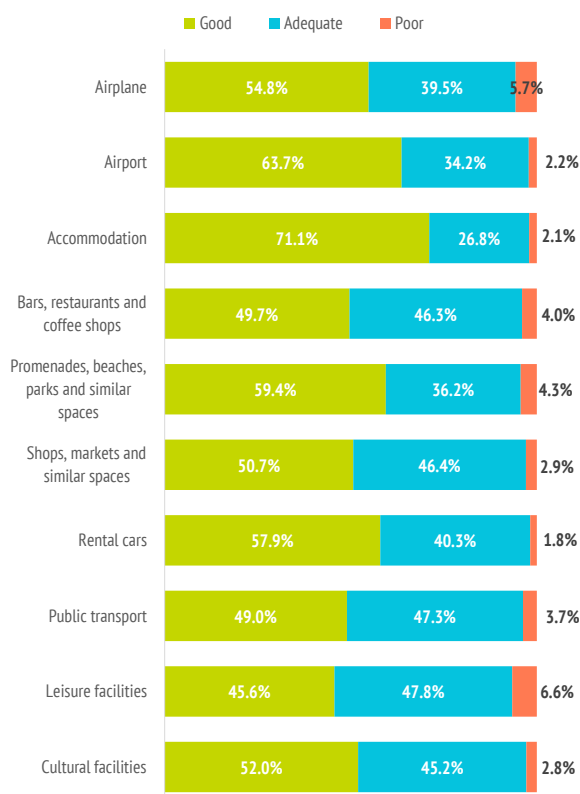
	Practice their hobbies	Total
One island	89.1%	90.9%
Two islands	9.6%	7.8%
Three or more islands	1.3%	1.3%

### Health safety

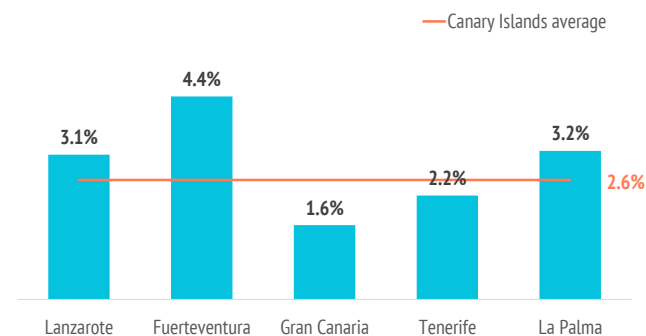
Planning the trip: Importance	Practice their hobbies	Total
Average rating (scale 0-10)	7.37	7.99

During the stay: Rate	Practice their hobbies	Total
Average rating (scale 0-10)	8.26	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

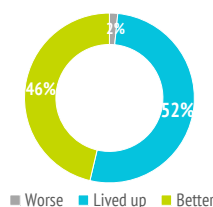


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Practice their hobbies	Total
Average rating	8.78	8.86

Experience in the Canary Islands	Practice their hobbies	Total
Worse or much worse than expected	1.6%	2.7%
Lived up to expectations	52.1%	51.4%
Better or much better than expected	46.3%	45.9%

Future intentions (scale 1-10)	Practice their hobbies	Total
Return to the Canary Islands	9.00	8.86
Recommend visiting the Canary Islands	9.11	9.10



9.00/10

Experience in the Canary Islands



9.11/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Practice their hobbies	Total
<b>Repeat tourists</b>	<b>72.7%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	67.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.2%	15.0%
<b>At least 10 previous visits</b>	<b>21.0%</b>	<b>18.3%</b>

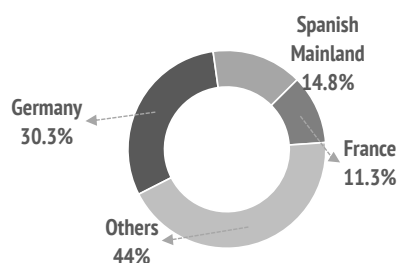
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## PRACTICE THEIR HOBBIES

### Where are they from?



	%	Absolute
Germany	30.3%	43,576
Spanish Mainland	14.8%	21,320
France	11.3%	16,300
Italy	9.1%	13,082
United Kingdom	8.3%	12,015
Belgium	4.2%	6,029
Netherlands	3.6%	5,147
Denmark	2.9%	4,192
Sweden	2.8%	4,020
Switzerland	2.5%	3,652
Austria	2.2%	3,222
Poland	2.0%	2,862
Portugal	1.3%	1,823
Finland	1.2%	1,659
Norway	1.2%	1,658
Ireland	0.6%	911
Czech Republic	0.6%	839
Others	1.2%	1,656



### Who do they come with?



	Practice their hobbies	Total
Unaccompanied	24.4%	13.5%
Only with partner	37.6%	48.2%
Only with children (< 13 years old)	2.7%	3.9%
Partner + children (< 13 years old)	1.9%	4.9%
Other relatives	6.9%	8.4%
Friends	15.1%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	1.0%	0.2%
Other combinations (1)	9.8%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>6.6%</b>	<b>12.5%</b>
- Between 0 and 2 years old	0.6%	1.2%
- Between 3 and 12 years old	5.9%	10.2%
- Between 0 -2 and 3-12 years	0.1%	1.0%
<b>Tourists without children</b>	<b>93.4%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	28.2%	16.5%
- 2 people	49.3%	56.7%
- 3 people	7.2%	10.7%
- 4 or 5 people	12.3%	13.6%
- 6 or more people	2.9%	2.5%
<b>Average group size:</b>	<b>2.19</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Practice their hobbies	Total
<b>Gender</b>		
Men	60.1%	49.6%
Women	39.9%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	42.8	43.3
Standard deviation	15.1	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.5%	11.9%
25 - 30 years old	16.8%	14.8%
31 - 45 years old	32.4%	30.2%
46 - 60 years old	24.7%	26.6%
Over 60 years old	15.6%	16.4%
<b>Occupation</b>		
Salaried worker	51.5%	57.8%
Self-employed	12.6%	11.1%
Unemployed	1.7%	1.7%
Business owner	14.2%	10.0%
Student	6.6%	5.9%
Retired	12.7%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.7%	0.9%
<b>Annual household income level</b>		
Less than €25,000	14.5%	16.1%
€25,000 - €49,999	30.8%	37.0%
€50,000 - €74,999	22.7%	23.4%
More than €74,999	32.0%	23.5%
<b>Education level</b>		
No studies	0.1%	2.2%
Primary education	1.0%	2.2%
Secondary education	12.7%	18.8%
Higher education	86.2%	76.9%



Pictures: Freepik.com