

# PROFILE OF TOURIST BY MEAL PLANS (2021)

## HALF BOARD

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

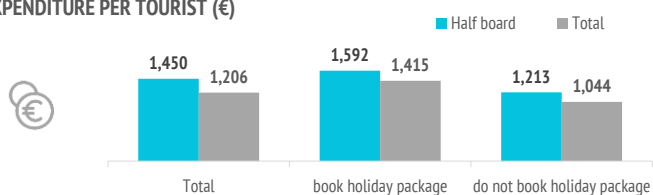


	Half board	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>968,683</b>	<b>5,827,892</b>
- book holiday package	605,974	2,549,012
- do not book holiday package	362,710	3,278,880
- % tourists who book holiday package	62.6%	43.7%
Share of total tourist	16.6%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	<b>1,450</b>	<b>1,206</b>
- holiday package	1,183	1,135
- others	410	280
- do not book holiday package	<b>1,213</b>	<b>1,044</b>
- flight	251	248
- accommodation	594	369
- others	368	427
<b>Average length of stay</b>	<b>8.44</b>	<b>9.54</b>
- book holiday package	8.69	8.59
- do not book holiday package	8.01	10.28
<b>Average daily expenditure (€)</b>	<b>179.6</b>	<b>144.0</b>
- book holiday package	192.3	172.8
- do not book holiday package	158.4	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,405</b>	<b>7,028</b>
- book holiday package	965	3,606
- do not book holiday package	440	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Half board	Total
Didn't have holidays	36.9%	35.7%
Canary Islands	13.9%	17.6%
Other destination	49.1%	46.8%

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

	Half board	Total
None	25.7%	29.4%
Canary Islands (other island)	26.7%	25.4%
Other destination	47.6%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who book half board.

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



	Half board	Total
Climate	78.0%	76.0%
Sea	53.8%	52.0%
Tranquility	52.2%	48.5%
Safety	51.4%	49.0%
Accommodation supply	45.0%	37.8%
Beaches	43.8%	44.6%
European belonging	41.4%	40.2%
Landscapes	38.0%	39.1%
Effortless trip	36.1%	34.9%
Environment	33.4%	34.7%
Price	29.3%	32.4%
Gastronomy	26.5%	27.9%
Authenticity	22.3%	24.4%
Fun possibilities	20.2%	22.4%
Exoticism	12.5%	14.5%
Hiking trail network	10.3%	12.1%
Historical heritage	8.5%	9.1%
Shopping	8.1%	8.8%
Culture	7.9%	8.7%
Nightlife	6.5%	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.

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



	Half board	Total
Rest	56.6%	50.7%
Enjoy family time	7.5%	14.0%
Have fun	5.8%	7.3%
Explore the destination	26.5%	23.3%
Practice their hobbies	2.0%	2.6%
Other reasons	1.6%	2.1%



### REST



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



	Half board	Total
The same day	0.6%	1.0%
Between 1 and 30 days	42.3%	42.5%
Between 1 and 2 months	27.3%	26.7%
Between 3 and 6 months	19.4%	18.7%
More than 6 months	10.4%	11.1%

### % TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

HALF BOARD  
19.4%

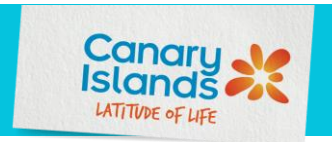


TOTAL  
18.7%

Picture: Freepik.com

# PROFILE OF TOURIST BY MEAL PLANS (2021)

## HALF BOARD



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

	Half board	Total
Previous visits to the Canary Islands	47.1%	45.7%
Friends or relatives	24.1%	30.9%
Internet or social media	55.1%	53.5%
Mass Media	2.1%	2.3%
Travel guides and magazines	7.6%	7.0%
Travel Blogs or Forums	7.8%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	27.9%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.0%	2.9%

\* Multi-choice question

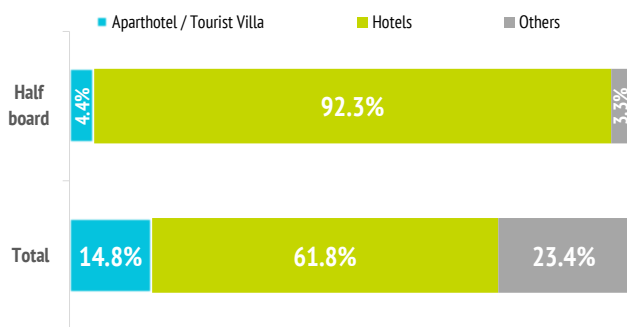
### With whom did they book their flight and accommodation? 👁

	Half board	Total
<b>Flight</b>		
- Directly with the airline	37.0%	52.8%
- Tour Operator or Travel Agency	63.0%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	30.1%	39.9%
- Tour Operator or Travel Agency	69.9%	60.1%

### Where do they stay? 🏠

	Half board	Total
1-2-3* Hotel	8.5%	11.5%
4* Hotel	62.1%	39.4%
5* Hotel / 5* Luxury Hotel	21.7%	10.9%
Aparthotel / Tourist Villa	4.4%	14.8%
House/room rented in a private dwelling	0.0%	6.9%
Private accommodation (1)	0.0%	9.9%
Others (Cottage, cruise, camping,...)	3.3%	6.6%

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



### What do they book? 🏨

	Half board	Total
Room only	--	28.1%
Bed and Breakfast	--	15.3%
Half board	100.0%	19.5%
Full board	--	3.2%
All inclusive	--	33.8%

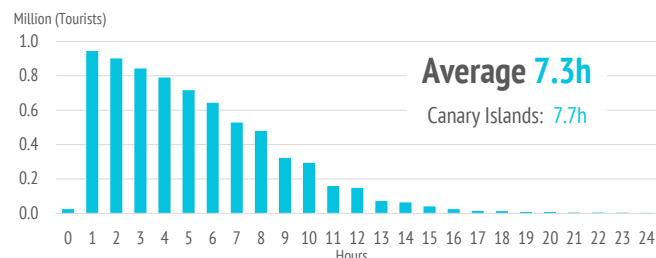
### Other expenses 📍

	Half board	Total
Restaurants or cafes	76.6%	66.9%
Supermarkets	54.1%	55.6%
Car rental	41.6%	37.3%
Organized excursions	28.4%	23.7%
Taxi, transfer, chauffeur service	56.8%	46.0%
Theme Parks	10.0%	8.6%
Sport activities	9.5%	9.3%
Museums	5.6%	4.7%
Flights between islands	5.6%	6.3%

### Activities in the Canary Islands 🚶

Outdoor time per day	Half board	Total
0 hours	2.5%	2.4%
1 - 2 hours	10.5%	10.0%
3 - 6 hours	32.5%	30.1%
7 - 12 hours	47.1%	47.1%
More than 12 hours	7.3%	10.5%

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



Activities in the Canary Islands	Half board	Total
Beach	75.2%	75.1%
Walk, wander	73.4%	72.2%
Swimming pool, hotel facilities	68.4%	57.5%
Explore the island on their own	54.1%	52.5%
Swim	38.2%	38.8%
Taste Canarian gastronomy	29.2%	30.2%
Hiking	21.9%	22.5%
Organized excursions	19.8%	16.0%
Sea excursions / whale watching	16.0%	13.5%
Theme parks	13.6%	12.2%
Museums / exhibitions	10.7%	10.7%
Nightlife / concerts / shows	10.7%	12.3%
Wineries / markets / popular festivals	9.5%	10.0%
Other Nature Activities	8.8%	9.5%
Running	6.9%	7.6%
Beauty and health treatments	6.3%	5.6%
Practice other sports	4.8%	5.9%
Astronomical observation	4.5%	4.2%
Cycling / Mountain bike	3.8%	4.2%
Scuba Diving	3.6%	4.2%
Golf	2.7%	2.3%
Surf	2.4%	4.8%
Windsurf / Kitesurf	1.2%	1.5%

\* Multi-choice question

# PROFILE OF TOURIST BY MEAL PLANS (2021)

## HALF BOARD

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book half board	968,683	145,159	126,163	246,402	421,598	25,593
- Share by islands	100%	15.0%	13.0%	25.4%	43.5%	2.6%
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%
% Tourists half board	19.5%	17.7%	15.8%	19.1%	22.0%	27.4%

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

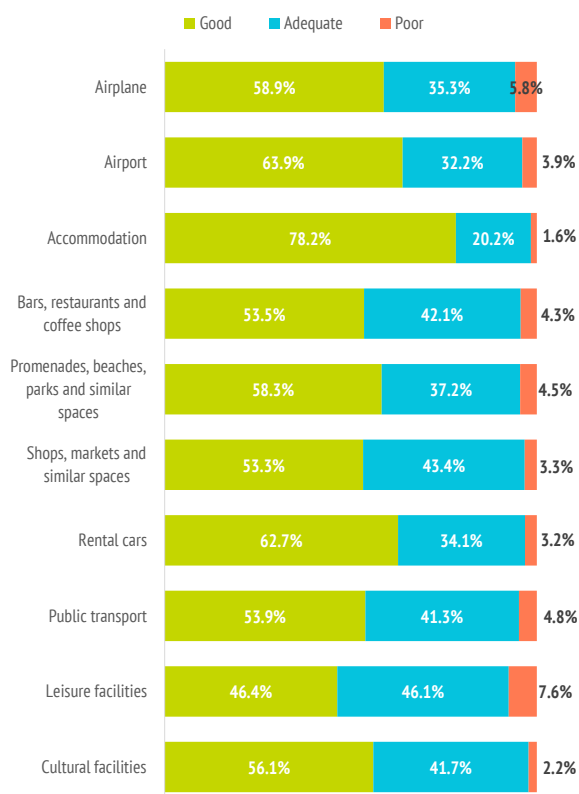
	Half board	Total
One island	92.6%	90.9%
Two islands	6.7%	7.8%
Three or more islands	0.7%	1.3%

### Health safety

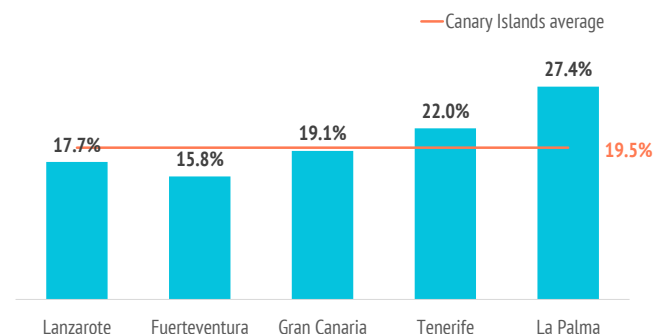
Planning the trip: Importance	Half board	Total
Average rating (scale 0-10)	8.22	7.99

During the stay: Rate	Half board	Total
Average rating (scale 0-10)	8.47	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

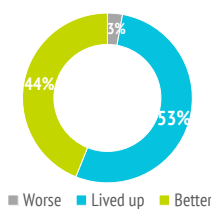


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Half board	Total
Average rating	8.85	8.86

Experience in the Canary Islands	Half board	Total
Worse or much worse than expected	2.9%	2.7%
Lived up to expectations	53.2%	51.4%
Better or much better than expected	43.9%	45.9%

Future intentions (scale 1-10)	Half board	Total
Return to the Canary Islands	8.80	8.86
Recommend visiting the Canary Islands	9.08	9.10



Experience in the Canary Islands

Return to the Canary Islands



**9.08/10**

Recommend visiting the Canary Islands

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

	Half board	Total
<b>Repeat tourists</b>	<b>69.6%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	62.7%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	10.9%	15.0%
<b>At least 10 previous visits</b>	<b>15.4%</b>	<b>18.3%</b>

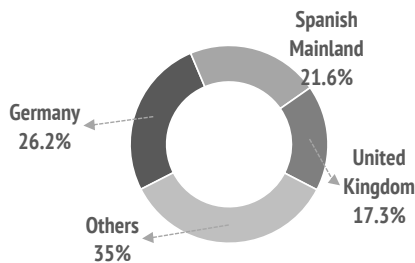
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### Where are they from?



	%	Absolute
Germany	26.2%	253,348
Spanish Mainland	21.6%	209,639
United Kingdom	17.3%	167,580
France	5.7%	55,082
Belgium	4.6%	44,978
Netherlands	4.5%	43,556
Poland	3.0%	28,734
Switzerland	2.4%	23,258
Italy	2.3%	22,490
Ireland	2.2%	20,958
Luxembourg	1.7%	16,314
Denmark	1.6%	15,466
Sweden	1.2%	12,087
Austria	0.8%	7,931
Czech Republic	0.8%	7,875
Finland	0.8%	7,711
Iceland	0.6%	5,660
Others	2.7%	26,018



### Who do they come with?



	Half board	Total
Unaccompanied	9.2%	13.5%
Only with partner	57.9%	48.2%
Only with children (< 13 years old)	3.5%	3.9%
Partner + children (< 13 years old)	4.7%	4.9%
Other relatives	7.5%	8.4%
Friends	5.4%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.0%	11.5%

(1) Different situations have been isolated

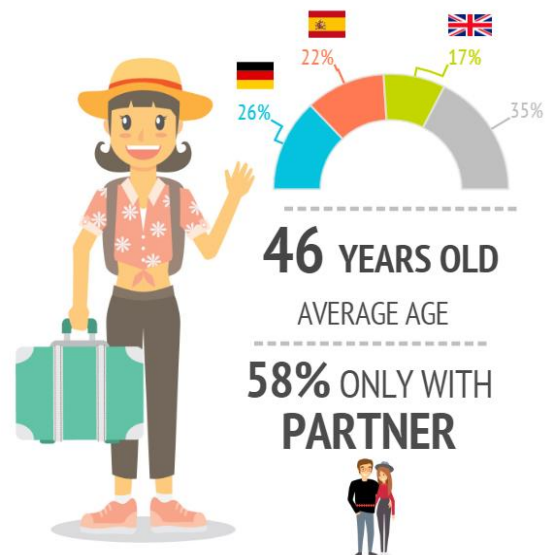
<b>Tourists with children</b>	<b>10.9%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	9.0%	10.2%
- Between 0 -2 and 3-12 years	0.8%	1.0%
<b>Tourists without children</b>	<b>89.1%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	11.1%	16.5%
- 2 people	66.0%	56.7%
- 3 people	9.9%	10.7%
- 4 or 5 people	10.9%	13.6%
- 6 or more people	2.1%	2.5%
<b>Average group size:</b>	<b>2.34</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Half board	Total
<b>Gender</b>		
Men	48.4%	49.6%
Women	51.6%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.0	43.3
Standard deviation	15.6	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.5%	11.9%
25 - 30 years old	12.6%	14.8%
31 - 45 years old	27.9%	30.2%
46 - 60 years old	30.8%	26.6%
Over 60 years old	20.2%	16.4%
<b>Occupation</b>		
Salaried worker	57.8%	57.8%
Self-employed	10.3%	11.1%
Unemployed	1.4%	1.7%
Business owner	10.5%	10.0%
Student	3.7%	5.9%
Retired	14.8%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	13.0%	16.1%
€25,000 - €49,999	35.7%	37.0%
€50,000 - €74,999	25.1%	23.4%
More than €74,999	26.3%	23.5%
<b>Education level</b>		
No studies	1.7%	2.2%
Primary education	1.8%	2.2%
Secondary education	19.0%	18.8%
Higher education	77.4%	76.9%



Pictures: Freepik.com