

PROFILE OF TOURIST BY MEAL PLANS (2021)

ROOM ONLY

How many are they and how much do they spend?

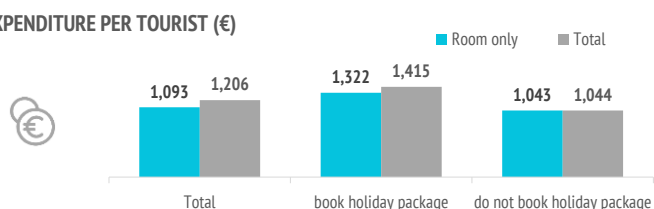


	Room only	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,390,859	5,827,892
- book holiday package	249,693	2,549,012
- do not book holiday package	1,141,166	3,278,880
- % tourists who book holiday package	18.0%	43.7%
Share of total tourist	23.9%	100%
Expenditure per tourist (€)		
- book holiday package	1,093	1,206
- holiday package	842	1,135
- others	480	280
- do not book holiday package	1,043	1,044
- flight	236	248
- accommodation	345	369
- others	462	427
Average length of stay	10.49	9.54
- book holiday package	9.41	8.59
- do not book holiday package	10.73	10.28
Average daily expenditure (€)	119.8	144.0
- book holiday package	149.9	172.8
- do not book holiday package	113.2	121.6
Total turnover (> 15 years old) (€m)	1,521	7,028
- book holiday package	330	3,606
- do not book holiday package	1,191	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Room only	Total
Didn't have holidays	31.2%	35.7%
Canary Islands	17.6%	17.6%
Other destination	51.2%	46.8%

What other destinations do they consider for this trip?*

	Room only	Total
None	31.7%	29.4%
Canary Islands (other island)	26.3%	25.4%
Other destination	42.1%	45.1%

*Percentage of valid answers

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

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



	Room only	Total
Climate	74.5%	76.0%
Sea	52.5%	52.0%
Landscapes	46.3%	39.1%
Beaches	44.2%	44.6%
Tranquility	43.3%	48.5%
Safety	42.5%	49.0%
Environment	39.8%	34.7%
European belonging	37.9%	40.2%
Price	32.8%	32.4%
Effortless trip	31.2%	34.9%
Accommodation supply	29.0%	37.8%
Gastronomy	27.4%	27.9%
Authenticity	26.3%	24.4%
Fun possibilities	22.3%	22.4%
Hiking trail network	17.0%	12.1%
Exoticism	16.0%	14.5%
Historical heritage	9.1%	9.1%
Nightlife	9.1%	8.4%
Culture	8.9%	8.7%
Shopping	8.4%	8.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

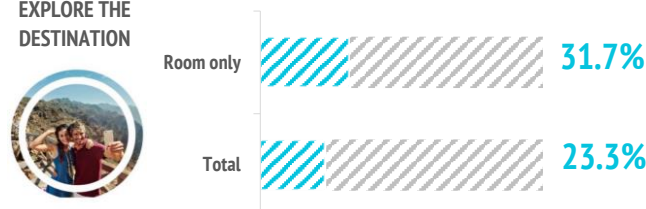
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Room only	Total
Rest	40.7%	50.7%
Enjoy family time	11.6%	14.0%
Have fun	9.2%	7.3%
Explore the destination	31.7%	23.3%
Practice their hobbies	4.1%	2.6%
Other reasons	2.7%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Room only	Total
The same day	0.9%	1.0%
Between 1 and 30 days	39.2%	42.5%
Between 1 and 2 months	27.0%	26.7%
Between 3 and 6 months	20.6%	18.7%
More than 6 months	12.3%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

ROOM ONLY
20.6%



TOTAL
18.7%

Picture: Freepik.com



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

	Room only	Total
Previous visits to the Canary Islands	46.7%	45.7%
Friends or relatives	35.4%	30.9%
Internet or social media	58.5%	53.5%
Mass Media	2.8%	2.3%
Travel guides and magazines	8.4%	7.0%
Travel Blogs or Forums	13.4%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	7.2%	19.4%
Public administrations or similar	2.2%	1.9%
Others	3.3%	2.9%

* Multi-choise question

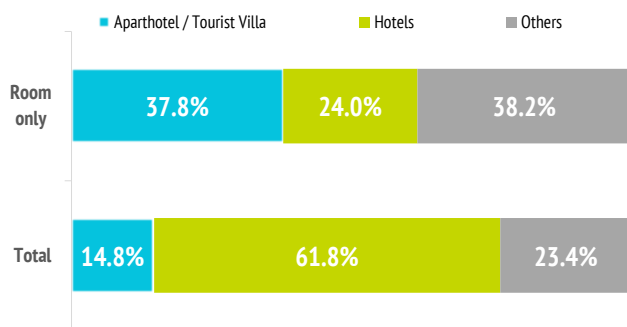
With whom did they book their flight and accommodation? 👁

	Room only	Total
Flight		
- Directly with the airline	74.8%	52.8%
- Tour Operator or Travel Agency	25.2%	47.2%
Accommodation		
- Directly with the accommodation	62.3%	39.9%
- Tour Operator or Travel Agency	37.7%	60.1%

Where do they stay? 🏠

	Room only	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	10.2%	39.4%
5* Hotel / 5* Luxury Hotel	2.1%	10.9%
Aparthotel / Tourist Villa	37.8%	14.8%
House/room rented in a private dwelling	22.0%	6.9%
Private accommodation (1)	2.8%	9.9%
Others (Cottage, cruise, camping,...)	13.4%	6.6%

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



What do they book? 🍽

	Room only	Total
Room only	100%	28.1%
Bed and Breakfast	--	15.3%
Half board	--	19.5%
Full board	--	3.2%
All inclusive	--	33.8%

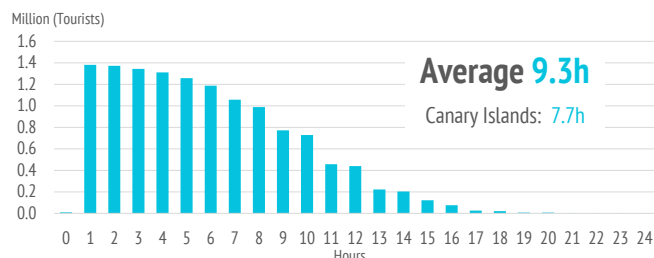
Other expenses 📍

	Room only	Total
Restaurants or cafes	83.9%	66.9%
Supermarkets	79.3%	55.6%
Car rental	50.3%	37.3%
Organized excursions	24.4%	23.7%
Taxi, transfer, chauffeur service	30.7%	46.0%
Theme Parks	8.9%	8.6%
Sport activities	12.2%	9.3%
Museums	6.3%	4.7%
Flights between islands	9.9%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Room only	Total
0 hours	0.7%	2.4%
1 - 2 hours	2.7%	10.0%
3 - 6 hours	20.6%	30.1%
7 - 12 hours	60.0%	47.1%
More than 12 hours	16.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Room only	Total
Beach	77.6%	75.1%
Walk, wander	76.8%	72.2%
Explore the island on their own	62.4%	52.5%
Swimming pool, hotel facilities	45.4%	57.5%
Swim	41.1%	38.8%
Taste Canarian gastronomy	38.3%	30.2%
Hiking	30.4%	22.5%
Nightlife / concerts / shows	14.6%	12.3%
Museums / exhibitions	14.2%	10.7%
Sea excursions / whale watching	13.5%	13.5%
Other Nature Activities	12.9%	9.5%
Wineries / markets / popular festivals	12.8%	10.0%
Organized excursions	12.5%	16.0%
Theme parks	12.3%	12.2%
Surf	8.8%	4.8%
Running	8.5%	7.6%
Practice other sports	6.1%	5.9%
Cycling / Mountain bike	5.3%	4.2%
Scuba Diving	5.3%	4.2%
Astronomical observation	5.0%	4.2%
Beauty and health treatments	4.1%	5.6%
Golf	2.1%	2.3%
Windsurf / Kitesurf	1.8%	1.5%

* Multi-choise question

PROFILE OF TOURIST BY MEAL PLANS (2021)

ROOM ONLY

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book room only	1,390,859	271,645	129,100	387,294	563,126	25,011
- Share by islands	100%	19.5%	9.3%	27.8%	40.5%	1.8%
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 room only	28.1%	33.1%	16.2%	30.1%	29.4%	26.8%

How many islands do they visit during their trip?

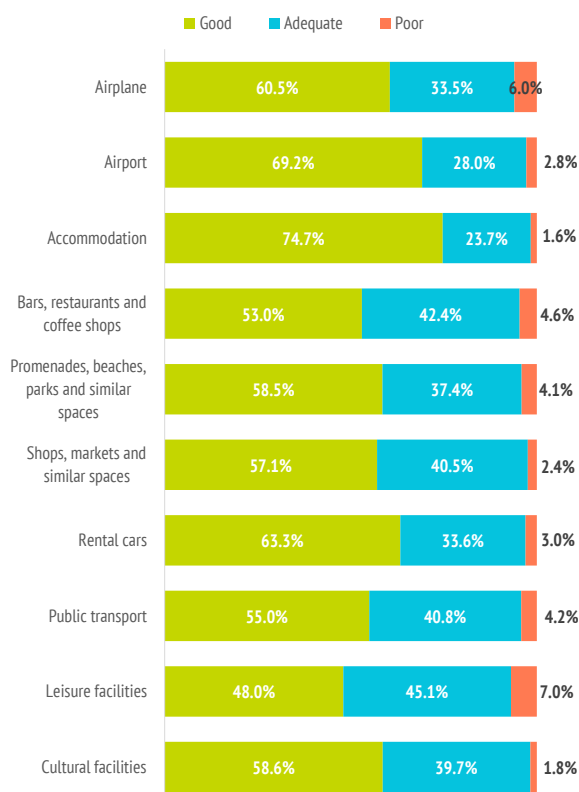
	Room only	Total
One island	88.0%	90.9%
Two islands	10.3%	7.8%
Three or more islands	1.7%	1.3%

Health safety

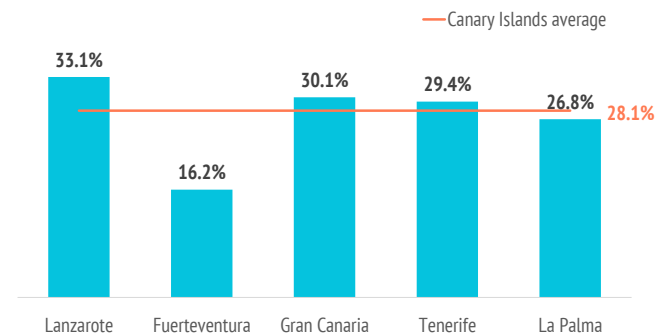
Planning the trip: Importance	Room only	Total
Average rating (scale 0-10)	7.73	7.99

During the stay: Rate	Room only	Total
Average rating (scale 0-10)	8.35	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

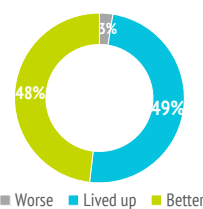


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Room only	Total
Average rating	8.87	8.86

Experience in the Canary Islands	Room only	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	49.3%	51.4%
Better or much better than expected	48.1%	45.9%

Future intentions (scale 1-10)	Room only	Total
Return to the Canary Islands	8.90	8.86
Recommend visiting the Canary Islands	9.14	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?

	Room only	Total
Repeat tourists	66.0%	68.0%
Repeat tourists (last 5 years)	61.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	15.5%	15.0%
At least 10 previous visits	19.7%	18.3%

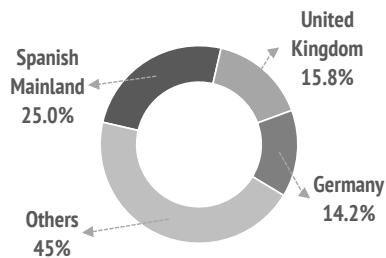
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Where are they from?



	%	Absolute
Spanish Mainland	25.0%	347,399
United Kingdom	15.8%	219,788
Germany	14.2%	197,914
France	8.1%	112,937
Italy	6.9%	96,429
Netherlands	4.5%	63,067
Ireland	3.5%	48,568
Belgium	3.3%	45,757
Poland	2.8%	38,257
Sweden	2.6%	36,332
Denmark	2.5%	35,237
Norway	2.2%	30,289
Finland	1.3%	18,695
Switzerland	1.2%	16,357
Czech Republic	1.0%	14,065
Austria	0.6%	8,241
Portugal	0.5%	7,319
Others	3.9%	54,020



Who do they come with?



	Room only	Total
Unaccompanied	13.0%	13.5%
Only with partner	45.4%	48.2%
Only with children (< 13 years old)	3.1%	3.9%
Partner + children (< 13 years old)	4.1%	4.9%
Other relatives	7.9%	8.4%
Friends	12.6%	8.5%
Work colleagues	0.9%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.7%	11.5%

(1) Different situations have been isolated

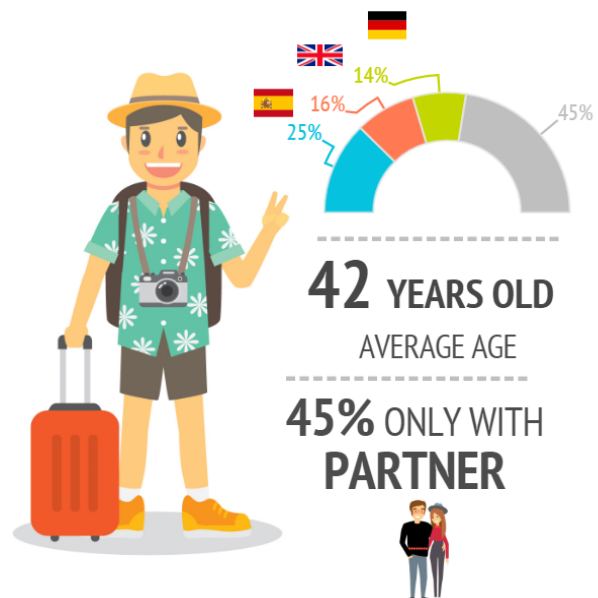
Tourists with children	10.6%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	8.9%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	89.4%	87.5%
Group composition:		
- 1 person	16.8%	16.5%
- 2 people	54.5%	56.7%
- 3 people	10.5%	10.7%
- 4 or 5 people	15.5%	13.6%
- 6 or more people	2.7%	2.5%
Average group size:	2.43	2.37

*People who share the main expenses of the trip

Who are they?



	Room only	Total
Gender		
Men	52.2%	49.6%
Women	47.8%	50.4%
Age		
Average age (tourist > 15 years old)	42.1	43.3
Standard deviation	15.4	15.6
Age range (> 15 years old)		
16 - 24 years old	12.6%	11.9%
25 - 30 years old	16.9%	14.8%
31 - 45 years old	30.5%	30.2%
46 - 60 years old	24.7%	26.6%
Over 60 years old	15.2%	16.4%
Occupation		
Salaried worker	57.8%	57.8%
Self-employed	11.9%	11.1%
Unemployed	2.0%	1.7%
Business owner	8.6%	10.0%
Student	6.4%	5.9%
Retired	12.1%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	17.6%	16.1%
€25,000 - €49,999	38.7%	37.0%
€50,000 - €74,999	21.9%	23.4%
More than €74,999	21.8%	23.5%
Education level		
No studies	1.9%	2.2%
Primary education	2.0%	2.2%
Secondary education	16.2%	18.8%
Higher education	80.0%	76.9%



Pictures: Freepik.com