

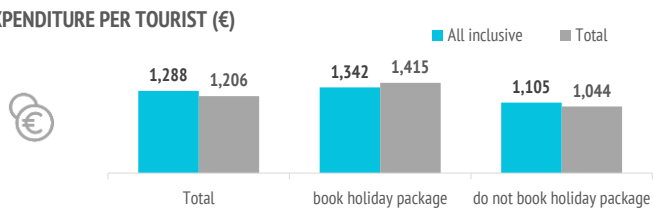
How many are they and how much do they spend?

	All inclusive	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,676,150	5,827,892
- book holiday package	1,297,847	2,549,012
- do not book holiday package	378,304	3,278,880
- % tourists who book holiday package	77.4%	43.7%
Share of total tourist	28.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,288	1,206
- holiday package	1,342	1,415
- others	152	280
- do not book holiday package	1,105	1,044
- flight	243	248
- accommodation	634	369
- others	227	427
Average length of stay		
- book holiday package	8.47	9.54
- do not book holiday package	8.55	8.59
Average daily expenditure (€)		
- book holiday package	158.6	144.0
- do not book holiday package	163.3	172.8
- do not book holiday package	142.4	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	2,160	7,028
- do not book holiday package	1,742	3,606
- do not book holiday package	418	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	All inclusive	Total
Didn't have holidays	42.5%	35.7%
Canary Islands	14.6%	17.6%
Other destination	43.0%	46.8%

What other destinations do they consider for this trip?*

	All inclusive	Total
None	21.4%	29.4%
Canary Islands (other island)	27.1%	25.4%
Other destination	51.5%	45.1%

*Percentage of valid answers

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

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

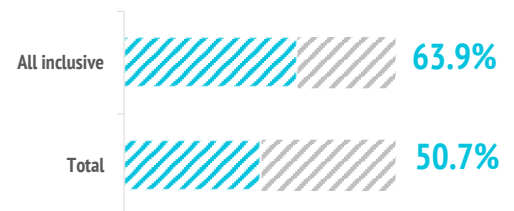
	All inclusive	Total
Climate	80.2%	76.0%
Safety	56.1%	49.0%
Sea	52.0%	52.0%
Tranquility	51.5%	48.5%
Accommodation supply	49.7%	37.8%
Beaches	46.9%	44.6%
European belonging	42.8%	40.2%
Effortless trip	38.1%	34.9%
Price	36.6%	32.4%
Landscapes	29.1%	39.1%
Environment	27.8%	34.7%
Gastronomy	24.3%	27.9%
Fun possibilities	23.7%	22.4%
Authenticity	21.5%	24.4%
Exoticism	13.9%	14.5%
Shopping	8.8%	8.8%
Nightlife	7.6%	8.4%
Historical heritage	7.6%	9.1%
Culture	7.4%	8.7%
Hiking trail network	6.3%	12.1%

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.

What is the main motivation for their holidays?

	All inclusive	Total
Rest	63.9%	50.7%
Enjoy family time	11.4%	14.0%
Have fun	6.6%	7.3%
Explore the destination	16.3%	23.3%
Practice their hobbies	1.0%	2.6%
Other reasons	0.8%	2.1%



How far in advance do they book their trip?

	All inclusive	Total
The same day	0.7%	1.0%
Between 1 and 30 days	41.6%	42.5%
Between 1 and 2 months	24.8%	26.7%
Between 3 and 6 months	19.4%	18.7%
More than 6 months	13.6%	11.1%

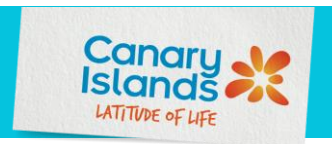
% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

ALL INCLUSIVE
13.6%



TOTAL
11.1%

Picture: Freepik.com



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

	All inclusive	Total
Previous visits to the Canary Islands	44.7%	45.7%
Friends or relatives	20.0%	30.9%
Internet or social media	56.7%	53.5%
Mass Media	2.0%	2.3%
Travel guides and magazines	7.1%	7.0%
Travel Blogs or Forums	6.0%	8.4%
Travel TV Channels	0.9%	0.5%
Tour Operator or Travel Agency	34.4%	19.4%
Public administrations or similar	1.6%	1.9%
Others	2.0%	2.9%

* Multi-choice question

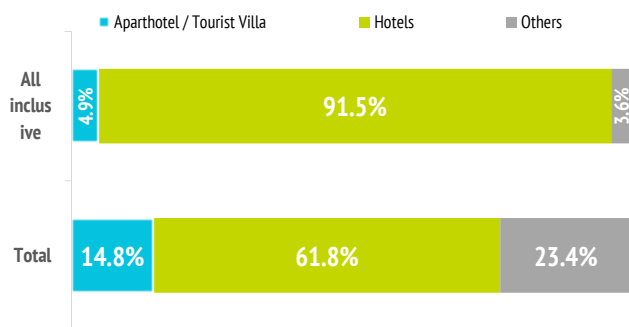
With whom did they book their flight and accommodation?

	All inclusive	Total
Flight		
- Directly with the airline	25.7%	52.8%
- Tour Operator or Travel Agency	74.3%	47.2%
Accommodation		
- Directly with the accommodation	21.7%	39.9%
- Tour Operator or Travel Agency	78.3%	60.1%

Where do they stay?

	All inclusive	Total
1-2-3* Hotel	15.6%	11.5%
4* Hotel	65.6%	39.4%
5* Hotel / 5* Luxury Hotel	10.3%	10.9%
Aparthotel / Tourist Villa	4.9%	14.8%
House/room rented in a private dwelling	0.0%	6.9%
Private accommodation (1)	0.0%	9.9%
Others (Cottage, cruise, camping,...)	3.6%	6.6%

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



What do they book?

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

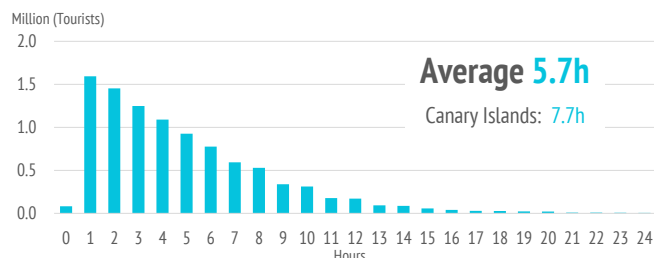
Other expenses

	All inclusive	Total
Restaurants or cafes	32.9%	66.9%
Supermarkets	30.1%	55.6%
Car rental	23.1%	37.3%
Organized excursions	25.0%	23.7%
Taxi, transfer, chauffeur service	66.9%	46.0%
Theme Parks	7.8%	8.6%
Sport activities	6.9%	9.3%
Museums	2.5%	4.7%
Flights between islands	3.8%	6.3%

Activities in the Canary Islands

Outdoor time per day	All inclusive	Total
0 hours	4.9%	2.4%
1 - 2 hours	20.6%	10.0%
3 - 6 hours	39.1%	30.1%
7 - 12 hours	29.8%	47.1%
More than 12 hours	5.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	All inclusive	Total
Beach	75.1%	75.1%
Swimming pool, hotel facilities	72.4%	57.5%
Walk, wander	65.7%	72.2%
Explore the island on their own	40.7%	52.5%
Swim	39.3%	38.8%
Organized excursions	21.4%	16.0%
Taste Canarian gastronomy	17.4%	30.2%
Sea excursions / whale watching	14.1%	13.5%
Hiking	13.2%	22.5%
Theme parks	12.4%	12.2%
Nightlife / concerts / shows	10.9%	12.3%
Wineries / markets / popular festivals	7.5%	10.0%
Museums / exhibitions	6.3%	10.7%
Running	6.1%	7.6%
Beauty and health treatments	5.8%	5.6%
Practice other sports	5.2%	5.9%
Other Nature Activities	5.0%	9.5%
Scuba Diving	3.6%	4.2%
Cycling / Mountain bike	3.5%	4.2%
Astronomical observation	2.8%	4.2%
Surf	2.2%	4.8%
Golf	1.7%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY MEAL PLANS (2021)

ALL INCLUSIVE



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book all inclusive	1,676,150	279,931	451,348	412,448	497,994	18,352
- Share by islands	100%	16.7%	26.9%	24.6%	29.7%	1.1%
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%
% Tourists all inclusive	33.8%	34.1%	56.6%	32.0%	26.0%	19.6%

How many islands do they visit during their trip?

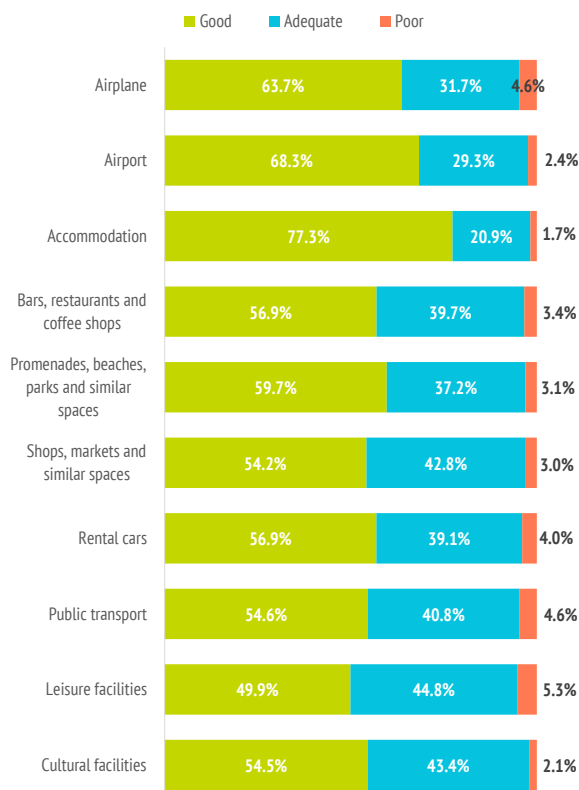
	All inclusive	Total
One island	93.1%	90.9%
Two islands	5.6%	7.8%
Three or more islands	1.3%	1.3%

Health safety

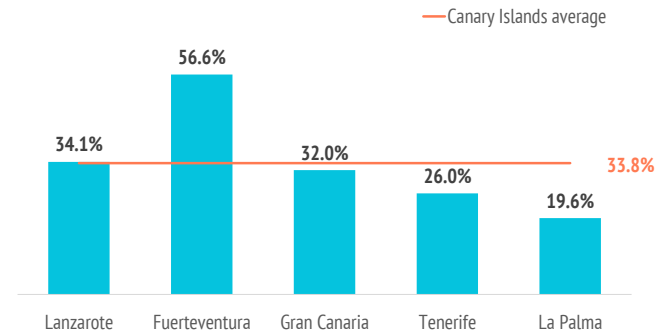
Planning the trip: Importance	All inclusive	Total
Average rating (scale 0-10)	8.33	7.99

During the stay: Rate	All inclusive	Total
Average rating (scale 0-10)	8.60	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

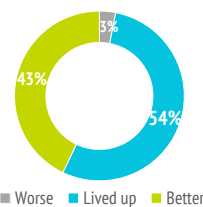


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	All inclusive	Total
Average rating	8.83	8.86

Experience in the Canary Islands	All inclusive	Total
Worse or much worse than expected	3.1%	2.7%
Lived up to expectations	54.0%	51.4%
Better or much better than expected	42.9%	45.9%

Future intentions (scale 1-10)	All inclusive	Total
Return to the Canary Islands	8.71	8.86
Recommend visiting the Canary Islands	8.99	9.10



Experience in the Canary Islands

Return to the Canary Islands



8.99/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	All inclusive	Total
Repeat tourists	66.6%	68.0%
Repeat tourists (last 5 years)	59.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	9.3%	15.0%
At least 10 previous visits	12.2%	18.3%

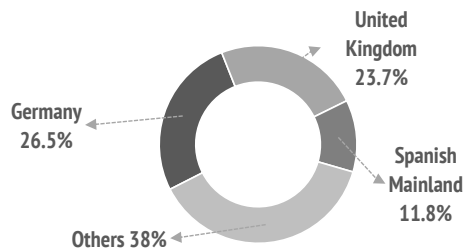
PROFILE OF TOURIST BY MEAL PLANS (2021)

ALL INCLUSIVE

Where are they from?



	%	Absolute
Germany	26.5%	444,170
United Kingdom	23.7%	397,417
Spanish Mainland	11.8%	197,549
Poland	6.7%	112,936
France	6.5%	108,172
Netherlands	6.2%	104,250
Belgium	3.7%	62,850
Denmark	2.7%	45,345
Sweden	2.4%	40,243
Italy	2.2%	36,658
Ireland	1.6%	26,683
Czech Republic	1.4%	23,498
Switzerland	0.8%	14,010
Norway	0.7%	11,532
Luxembourg	0.6%	10,441
Portugal	0.6%	10,413
Austria	0.4%	6,721
Others	1.4%	23,261



Who do they come with?



	All inclusive	Total
Unaccompanied	5.8%	13.5%
Only with partner	50.8%	48.2%
Only with children (< 13 years old)	6.0%	3.9%
Partner + children (< 13 years old)	7.1%	4.9%
Other relatives	9.4%	8.4%
Friends	7.1%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	13.3%	11.5%

(1) Different situations have been isolated

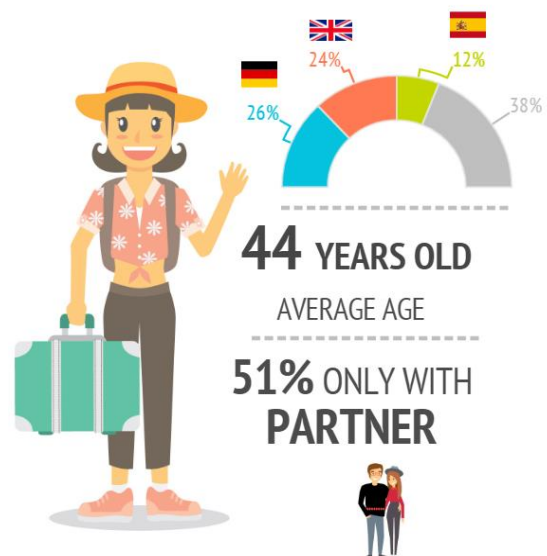
Tourists with children	18.8%	12.5%
- Between 0 and 2 years old	1.7%	1.2%
- Between 3 and 12 years old	15.4%	10.2%
- Between 0 -2 and 3-12 years	1.7%	1.0%
Tourists without children	81.2%	87.5%
Group composition:		
- 1 person	7.7%	16.5%
- 2 people	59.6%	56.7%
- 3 people	12.8%	10.7%
- 4 or 5 people	16.5%	13.6%
- 6 or more people	3.4%	2.5%
Average group size:	2.58	2.37

*People who share the main expenses of the trip

Who are they?



	All inclusive	Total
Gender		
Men	46.7%	49.6%
Women	53.3%	50.4%
Age		
Average age (tourist > 15 years old)	43.9	43.3
Standard deviation	15.4	15.6
Age range (> 15 years old)		
16 - 24 years old	11.1%	11.9%
25 - 30 years old	13.1%	14.8%
31 - 45 years old	31.8%	30.2%
46 - 60 years old	27.5%	26.6%
Over 60 years old	16.6%	16.4%
Occupation		
Salaried worker	60.8%	57.8%
Self-employed	10.4%	11.1%
Unemployed	1.2%	1.7%
Business owner	10.0%	10.0%
Student	4.2%	5.9%
Retired	12.0%	12.2%
Unpaid domestic work	0.7%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	14.4%	16.1%
€25,000 - €49,999	37.0%	37.0%
€50,000 - €74,999	25.1%	23.4%
More than €74,999	23.5%	23.5%
Education level		
No studies	3.2%	2.2%
Primary education	2.4%	2.2%
Secondary education	23.4%	18.8%
Higher education	71.1%	76.9%



Pictures: Freepik.com