

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

MUSEUMS / EXHIBITIONS



How many are they and how much do they spend?

	Museums / Exhibitions	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	621,542	5,827,892
- book holiday package	186,481	2,549,012
- do not book holiday package	435,061	3,278,880
- % tourists who book holiday package	30.0%	43.7%
Share of total tourist	10.7%	100%
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,179	1,206
- book holiday package	1,426	1,415
- holiday package	1,080	1,135
- others	346	280
- do not book holiday package	1,073	1,044
- flight	243	248
- accommodation	371	369
- others	460	427
Average length of stay	10.06	9.54
- book holiday package	8.71	8.59
- do not book holiday package	10.64	10.28
Average daily expenditure (€)	133.8	144.0
- book holiday package	169.9	172.8
- do not book holiday package	118.3	121.6
Total turnover (> 15 years old) (€m)	733	7,028
- book holiday package	266	3,606
- do not book holiday package	467	3,422

Importance of each factor in the destination choice

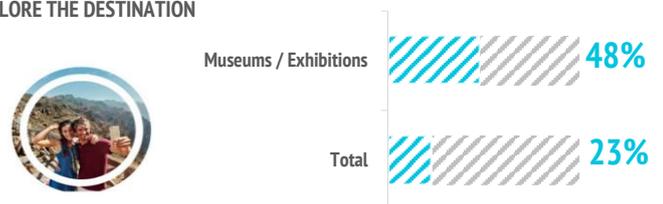
	Museums / Exhibitions	Total
Climate	68.6%	76.0%
Landscapes	56.4%	39.1%
Sea	50.1%	52.0%
Tranquility	47.6%	48.5%
Environment	47.3%	34.7%
Safety	43.4%	49.0%
Beaches	41.0%	44.6%
European belonging	39.2%	40.2%
Authenticity	33.1%	24.4%
Effortless trip	29.8%	34.9%
Accommodation supply	29.8%	37.8%
Price	28.2%	32.4%
Gastronomy	28.1%	27.9%
Exoticism	19.2%	14.5%
Fun possibilities	18.8%	22.4%
Historical heritage	18.0%	9.1%
Hiking trail network	17.7%	12.1%
Culture	15.6%	8.7%
Shopping	6.4%	8.8%
Nightlife	5.9%	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.

What is the main motivation for their holidays?

	Museums / Exhibitions	Total
Rest	31.0%	50.7%
Enjoy family time	12.7%	14.0%
Have fun	5.2%	7.3%
Explore the destination	48.1%	23.3%
Practice their hobbies	1.7%	2.6%
Other reasons	1.3%	2.1%

EXPLORE THE DESTINATION



AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Museums / Exhibitions	Total
Didn't have holidays	27.3%	35.7%
Canary Islands	13.9%	17.6%
Other destination	58.8%	46.8%

What other destinations do they consider for this trip?*

	Museums / Exhibitions	Total
None	25.5%	29.4%
Canary Islands (other island)	25.0%	25.4%
Other destination	49.5%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?

	Museums / Exhibitions	Total
The same day	1.0%	1.0%
Between 1 and 30 days	38.6%	42.5%
Between 1 and 2 months	31.3%	26.7%
Between 3 and 6 months	21.0%	18.7%
More than 6 months	8.1%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

MUSEUMS/EXHIBITIONS
31.3%



TOTAL
26.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that one of the activities carried out in the Canary Island was museums / exhibitions.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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MUSEUMS / EXHIBITIONS

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

	Museums / Exhibitions	Total
Previous visits to the Canary Islands	35.9%	45.7%
Friends or relatives	36.3%	30.9%
Internet or social media	66.3%	53.5%
Mass Media	3.6%	2.3%
Travel guides and magazines	15.2%	7.0%
Travel Blogs or Forums	17.6%	8.4%
Travel TV Channels	0.8%	0.5%
Tour Operator or Travel Agency	15.6%	19.4%
Public administrations or similar	2.8%	1.9%
Others	2.2%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Museums / Exhibitions	Total
Flight		
- Directly with the airline	64.3%	52.8%
- Tour Operator or Travel Agency	35.7%	47.2%
Accommodation		
- Directly with the accommodation	50.0%	39.9%
- Tour Operator or Travel Agency	50.0%	60.1%

Where do they stay?

	Museums / Exhibitions	Total
1-2-3* Hotel	10.4%	11.5%
4* Hotel	33.2%	39.4%
5* Hotel / 5* Luxury Hotel	9.7%	10.9%
Aparthotel / Tourist Villa	16.6%	14.8%
House/room rented in a private dwelling	12.1%	6.9%
Private accommodation (1)	9.8%	9.9%
Others (Cottage, cruise, camping,...)	8.1%	6.6%

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



What do they book?

	Museums / Exhibitions	Total
Room only	37.4%	28.1%
Bed and Breakfast	20.5%	15.3%
Half board	19.6%	19.5%
Full board	2.4%	3.2%
All inclusive	20.1%	33.8%

37% of tourists book room only
(Canary Islands: 28%)

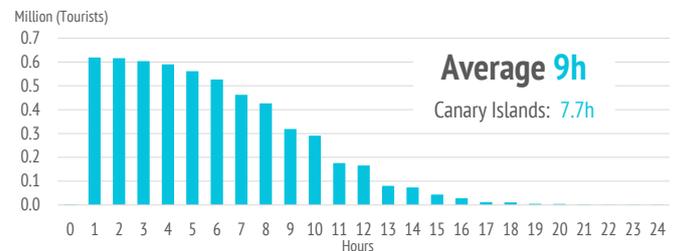
Other expenses

	Museums / Exhibitions	Total
Restaurants or cafes	78.3%	66.9%
Supermarkets	64.4%	55.6%
Car rental	61.0%	37.3%
Organized excursions	36.4%	23.7%
Taxi, transfer, chauffeur service	30.9%	46.0%
Theme Parks	10.8%	8.6%
Sport activities	10.4%	9.3%
Museums	33.7%	4.7%
Flights between islands	13.1%	6.3%

Activities in the Canary Islands

Outdoor time per day	Museums / Exhibitions	Total
0 hours	0.4%	2.4%
1 - 2 hours	2.4%	10.0%
3 - 6 hours	22.8%	30.1%
7 - 12 hours	61.4%	47.1%
More than 12 hours	13.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Museums / Exhibitions	Total
Museums / exhibitions	100.0%	10.7%
Beach	87.4%	75.1%
Walk, wander	87.2%	72.2%
Explore the island on their own	85.5%	52.5%
Swimming pool, hotel facilities	54.8%	57.5%
Taste Canarian gastronomy	53.0%	30.2%
Swim	47.0%	38.8%
Hiking	44.1%	22.5%
Wineries / markets / popular festivals	32.2%	10.0%
Organized excursions	23.0%	16.0%
Other Nature Activities	20.9%	9.5%
Sea excursions / whale watching	16.5%	13.5%
Theme parks	15.7%	12.2%
Nightlife / concerts / shows	13.0%	12.3%
Running	10.4%	7.6%
Astronomical observation	7.8%	4.2%
Beauty and health treatments	7.4%	5.6%
Surf	7.2%	4.8%
Practice other sports	6.9%	5.9%
Cycling / Mountain bike	6.3%	4.2%
Scuba Diving	5.9%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choice question

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MUSEUMS / EXHIBITIONS

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Museums / exhibitions	621,542	233,154	43,495	139,255	181,498	18,422
- Share by islands	100%	37.5%	7.0%	22.4%	29.2%	3.0%
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%
% Museums / exhibitions	10.7%	24.2%	5.2%	9.0%	7.8%	18.0%

How many islands do they visit during their trip?

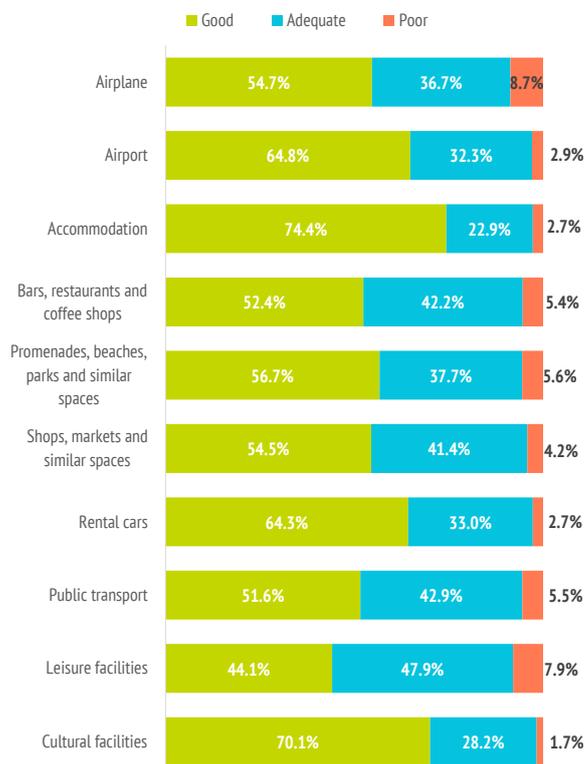
	Museums / Exhibitions	Total
One island	85.1%	90.9%
Two islands	12.3%	7.8%
Three or more islands	2.6%	1.3%

Health safety

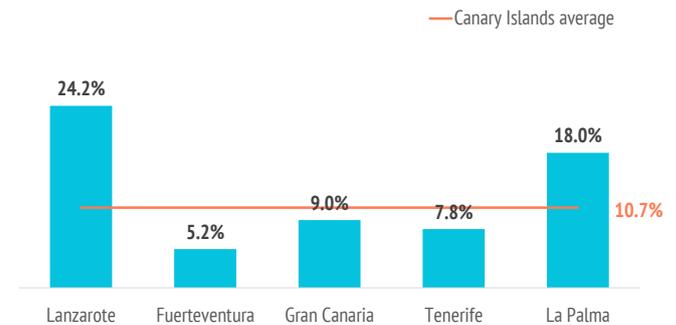
Planning the trip: Importance	Museums / Exhibitions	Total
Average rating (scale 0-10)	7.89	7.99

During the stay: Rate	Museums / Exhibitions	Total
Average rating (scale 0-10)	8.41	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

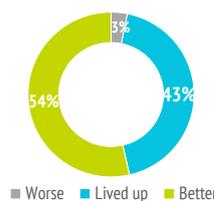


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Museums / Exhibitions	Total
Average rating	8.91	8.86

Experience in the Canary Islands	Museums / Exhibitions	Total
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	43.3%	51.4%
Better or much better than expected	53.6%	45.9%

Future intentions (scale 1-10)	Museums / Exhibitions	Total
Return to the Canary Islands	8.76	8.86
Recommend visiting the Canary Islands	9.20	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.20/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Museums / Exhibitions	Total
Repeat tourists	59.7%	68.0%
Repeat tourists (last 5 years)	53.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	9.2%	15.0%
At least 10 previous visits	11.1%	18.3%

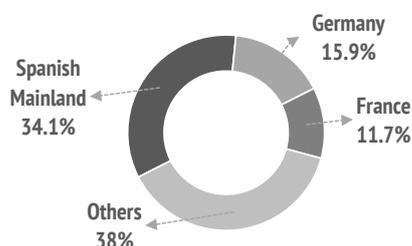
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MUSEUMS / EXHIBITIONS

Where are they from?



	%	Absolute
Spanish Mainland	34.1%	211,990
Germany	15.9%	98,938
France	11.7%	72,727
United Kingdom	9.9%	61,779
Italy	5.8%	36,318
Netherlands	3.5%	21,540
Poland	3.2%	20,134
Belgium	2.7%	16,963
Switzerland	1.4%	8,521
Sweden	1.1%	7,017
Denmark	1.1%	6,951
Ireland	1.1%	6,892
Luxembourg	1.1%	6,645
Finland	1.0%	5,924
Czech Republic	0.9%	5,798
Portugal	0.8%	5,169
Austria	0.6%	3,843
Others	3.9%	24,393



Who do they come with?



	Museums / Exhibitions	Total
Unaccompanied	11.5%	13.5%
Only with partner	50.0%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	4.6%	4.9%
Other relatives	8.4%	8.4%
Friends	7.9%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.9%	11.5%

(1) Different situations have been isolated

Tourists with children	11.8%	12.5%
- Between 0 and 2 years old	1.0%	1.2%
- Between 3 and 12 years old	9.8%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	88.2%	87.5%
Group composition:		
- 1 person	13.9%	16.5%
- 2 people	57.4%	56.7%
- 3 people	10.9%	10.7%
- 4 or 5 people	15.3%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.43	2.37

*People who share the main expenses of the trip

Who are they?



	Museums / Exhibitions	Total
Gender		
Men	51.4%	49.6%
Women	48.6%	50.4%
Age		
Average age (tourist > 15 years old)	41.2	43.3
Standard deviation	14.6	15.6
Age range (> 15 years old)		
16 - 24 years old	12.3%	11.9%
25 - 30 years old	16.4%	14.8%
31 - 45 years old	34.4%	30.2%
46 - 60 years old	23.9%	26.6%
Over 60 years old	13.0%	16.4%
Occupation		
Salaried worker	58.5%	57.8%
Self-employed	11.9%	11.1%
Unemployed	2.2%	1.7%
Business owner	10.1%	10.0%
Student	7.3%	5.9%
Retired	8.9%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.9%	0.9%
Annual household income level		
Less than €25,000	19.0%	16.1%
€25,000 - €49,999	38.1%	37.0%
€50,000 - €74,999	22.0%	23.4%
More than €74,999	20.9%	23.5%
Education level		
No studies	0.9%	2.2%
Primary education	1.6%	2.2%
Secondary education	13.6%	18.8%
Higher education	83.8%	76.9%



Pictures: Freepik.com