

# PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021)

## RECENT REPEATERS <sup>(1)</sup>

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



	Recent repeaters	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>876,315</b>	<b>5,827,892</b>
- book holiday package	245,820	2,549,012
- do not book holiday package	630,496	3,278,880
- % tourists who book holiday package	28.1%	43.7%
Share of total tourist	15.0%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,292	1,206
- holiday package	1,295	1,135
- others	331	280
- do not book holiday package	1,161	1,044
- flight	295	248
- accommodation	318	369
- others	549	427
<b>Average length of stay</b>	<b>13.25</b>	<b>9.54</b>
- book holiday package	10.51	8.59
- do not book holiday package	14.32	10.28
<b>Average daily expenditure (€)</b>		
- book holiday package	123.7	144.0
- do not book holiday package	168.0	172.8
- do not book holiday package	106.4	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	1,132	7,028
- do not book holiday package	400	3,606
- do not book holiday package	732	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Recent repeaters	Total
Didn't have holidays	21.7%	35.7%
Canary Islands	49.0%	17.6%
Other destination	29.3%	46.8%

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

	Recent repeaters	Total
None	50.2%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	23.8%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Recent repeaters: repeat tourists at least 5 visits in the last 5 years

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



	Recent repeaters	Total
Climate	78.7%	76.0%
Tranquility	56.4%	48.5%
Sea	54.5%	52.0%
Safety	54.5%	49.0%
Beaches	47.5%	44.6%
European belonging	44.8%	40.2%
Effortless trip	40.1%	34.9%
Landscapes	39.7%	39.1%
Environment	38.2%	34.7%
Accommodation supply	37.5%	37.8%
Price	35.3%	32.4%
Gastronomy	35.2%	27.9%
Authenticity	28.2%	24.4%
Fun possibilities	23.9%	22.4%
Exoticism	14.0%	14.5%
Hiking trail network	13.5%	12.1%
Shopping	13.0%	8.8%
Nightlife	10.9%	8.4%
Historical heritage	10.8%	9.1%
Culture	10.0%	8.7%

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?



	Recent repeaters	Total
Rest	53.8%	50.7%
Enjoy family time	23.9%	14.0%
Have fun	6.2%	7.3%
Explore the destination	9.7%	23.3%
Practice their hobbies	3.0%	2.6%
Other reasons	3.5%	2.1%

### ENJOY FAMILY TIME



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



	Recent repeaters	Total
The same day	1.3%	1.0%
Between 1 and 30 days	36.7%	42.5%
Between 1 and 2 months	24.4%	26.7%
Between 3 and 6 months	20.0%	18.7%
More than 6 months	17.5%	11.1%

### % TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

RECENT REPEATERS  
17.5%



TOTAL  
11.1%

Picture: Freepik.com

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## RECENT REPEATERS <sup>(1)</sup>

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

	Recent repeaters	Total
Previous visits to the Canary Islands	78.6%	45.7%
Friends or relatives	26.8%	30.9%
Internet or social media	33.5%	53.5%
Mass Media	2.3%	2.3%
Travel guides and magazines	3.1%	7.0%
Travel Blogs or Forums	2.7%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	10.4%	19.4%
Public administrations or similar	1.9%	1.9%
Others	3.5%	2.9%

\* Multi-choice question

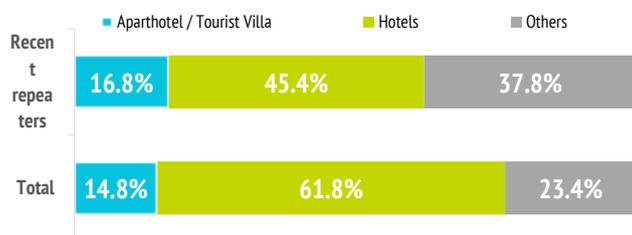
### With whom did they book their flight and accommodation?

	Recent repeaters	Total
<b>Flight</b>		
- Directly with the airline	69.2%	52.8%
- Tour Operator or Travel Agency	30.8%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	49.5%	39.9%
- Tour Operator or Travel Agency	50.5%	60.1%

### Where do they stay?

	Recent repeaters	Total
1-2-3* Hotel	9.7%	11.5%
4* Hotel	27.5%	39.4%
5* Hotel / 5* Luxury Hotel	8.2%	10.9%
Aparthotel / Tourist Villa	16.8%	14.8%
House/room rented in a private dwelling	5.4%	6.9%
Private accommodation (1)	26.7%	9.9%
Others (Cottage, cruise, camping,...)	5.6%	6.6%

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



### What do they book?

	Recent repeaters	Total
Room only	37.2%	28.1%
Bed and Breakfast	14.0%	15.3%
Half board	18.2%	19.5%
Full board	3.6%	3.2%
All inclusive	26.9%	33.8%

”  
**37.2% of tourists book room only.**  
(Canary Islands: 28.1%)

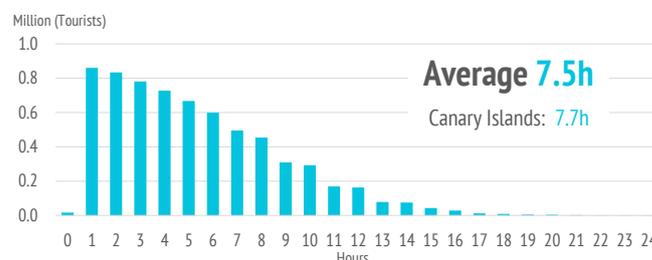
### Other expenses

	Recent repeaters	Total
Restaurants or cafes	71.5%	66.9%
Supermarkets	62.8%	55.6%
Car rental	31.2%	37.3%
Organized excursions	10.1%	23.7%
Taxi, transfer, chauffeur service	37.4%	46.0%
Theme Parks	4.5%	8.6%
Sport activities	7.6%	9.3%
Museums	2.4%	4.7%
Flights between islands	5.7%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Recent repeaters	Total
0 hours	1.9%	2.4%
1 - 2 hours	9.0%	10.0%
3 - 6 hours	32.6%	30.1%
7 - 12 hours	47.6%	47.1%
More than 12 hours	9.0%	10.5%

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



Activities in the Canary Islands	Recent repeaters	Total
Walk, wander	70.3%	72.2%
Beach	68.4%	75.1%
Swimming pool, hotel facilities	46.5%	57.5%
Explore the island on their own	42.6%	52.5%
Swim	35.2%	38.8%
Taste Canarian gastronomy	32.6%	30.2%
Hiking	17.4%	22.5%
Nightlife / concerts / shows	12.0%	12.3%
Wineries / markets / popular festivals	8.8%	10.0%
Running	8.4%	7.6%
Theme parks	7.2%	12.2%
Other Nature Activities	7.2%	9.5%
Beauty and health treatments	6.9%	5.6%
Museums / exhibitions	6.5%	10.7%
Practice other sports	6.5%	5.9%
Sea excursions / whale watching	5.4%	13.5%
Organized excursions	5.2%	16.0%
Cycling / Mountain bike	4.8%	4.2%
Surf	4.2%	4.8%
Scuba Diving	3.1%	4.2%
Astronomical observation	3.1%	4.2%
Golf	2.7%	2.3%
Windsurf / Kitesurf	1.6%	1.5%

\* Multi-choice question

# PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021)

## RECENT REPEATERS <sup>(1)</sup>

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Recent repeaters	876,315	134,760	121,684	290,571	309,746	11,848
- Share by islands	100%	15.4%	13.9%	33.2%	35.3%	1.4%
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%
% Recent repeaters	15.0%	14.0%	14.4%	18.8%	13.3%	11.6%

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

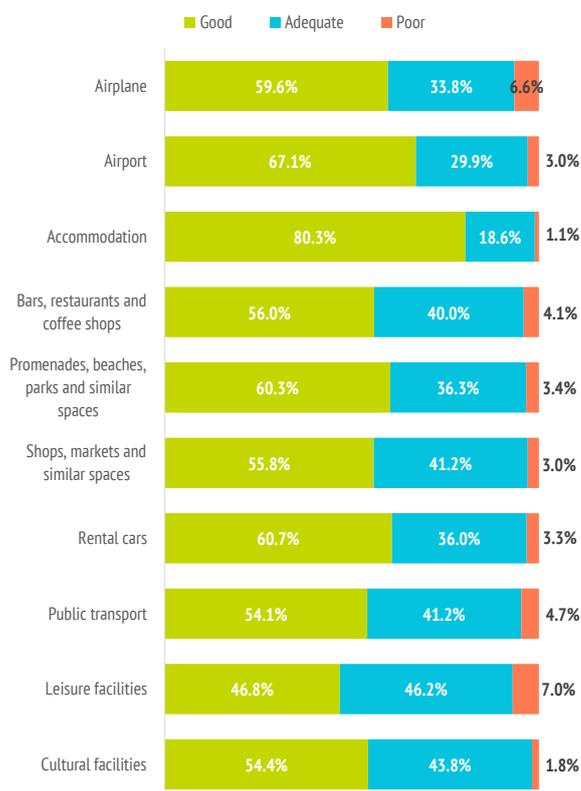
	Recent repeaters	Total
One island	91.7%	90.9%
Two islands	7.1%	7.8%
Three or more islands	1.1%	1.3%

### Health safety

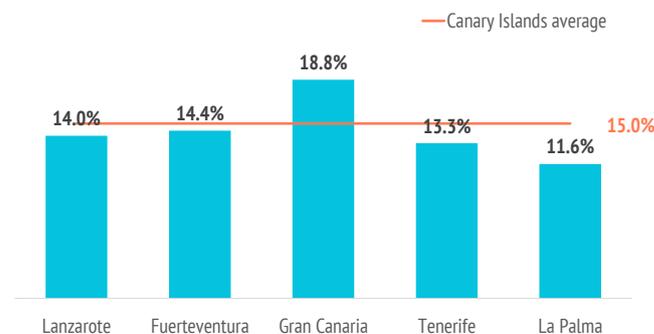
Planning the trip: Importance	Recent repeaters	Total
Average rating (scale 0-10)	8.17	7.99

During the stay: Rate	Recent repeaters	Total
Average rating (scale 0-10)	8.45	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

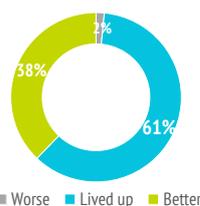


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Recent repeaters	Total
Average rating	9.10	8.86

Experience in the Canary Islands	Recent repeaters	Total
Worse or much worse than expected	1.6%	2.7%
Lived up to expectations	60.6%	51.4%
Better or much better than expected	37.8%	45.9%

Future intentions (scale 1-10)	Recent repeaters	Total
Return to the Canary Islands	9.61	8.86
Recommend visiting the Canary Islands	9.55	9.10



9.61/10

Experience in the Canary Islands



9.55/10

Recommend visiting the Canary Islands

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

	Recent repeaters	Total
<b>Repeat tourists</b>	<b>100%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	100%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	100%	15.0%
<b>At least 10 previous visits</b>	<b>73.5%</b>	<b>18.3%</b>

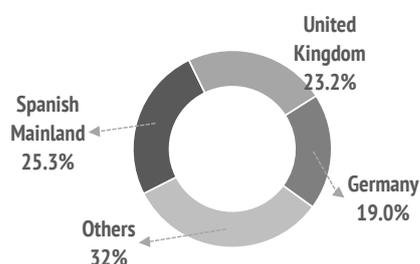
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### Where are they from?



	%	Absolute
Spanish Mainland	25.3%	221,855
United Kingdom	23.2%	203,008
Germany	19.0%	166,818
Belgium	5.2%	45,244
Italy	3.7%	32,821
Ireland	3.4%	30,093
France	3.1%	27,383
Netherlands	3.0%	25,911
Sweden	2.3%	20,258
Norway	2.2%	19,345
Denmark	1.8%	15,668
Poland	1.5%	12,854
Switzerland	1.3%	11,434
Finland	0.8%	7,359
Austria	0.7%	6,562
Luxembourg	0.6%	5,616
Portugal	0.4%	3,674
Others	2.3%	20,412



### Who do they come with?



	Recent repeaters	Total
Unaccompanied	25.7%	13.5%
Only with partner	45.2%	48.2%
Only with children (< 13 years old)	3.2%	3.9%
Partner + children (< 13 years old)	3.5%	4.9%
Other relatives	7.8%	8.4%
Friends	4.5%	8.5%
Work colleagues	0.7%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	9.2%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>1.5%</b>	<b>12.5%</b>
- Between 0 and 2 years old	0.1%	1.2%
- Between 3 and 12 years old	1.2%	10.2%
- Between 0 -2 and 3-12 years	0.1%	1.0%
<b>Tourists without children</b>	<b>98.5%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	28.4%	16.5%
- 2 people	50.2%	56.7%
- 3 people	9.4%	10.7%
- 4 or 5 people	10.1%	13.6%
- 6 or more people	1.9%	2.5%
<b>Average group size:</b>	<b>2.12</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Recent repeaters	Total
<b>Gender</b>		
Men	53.7%	49.6%
Women	46.3%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	50.0	43.3
Standard deviation	15.7	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	6.7%	11.9%
25 - 30 years old	7.4%	14.8%
31 - 45 years old	24.7%	30.2%
46 - 60 years old	32.6%	26.6%
Over 60 years old	28.6%	16.4%
<b>Occupation</b>		
Salaried worker	48.1%	57.8%
Self-employed	11.0%	11.1%
Unemployed	1.5%	1.7%
Business owner	10.7%	10.0%
Student	5.3%	5.9%
Retired	22.0%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	1.1%	0.9%
<b>Annual household income level</b>		
Less than €25,000	13.4%	16.1%
€25,000 - €49,999	36.3%	37.0%
€50,000 - €74,999	24.2%	23.4%
More than €74,999	26.1%	23.5%
<b>Education level</b>		
No studies	2.3%	2.2%
Primary education	2.1%	2.2%
Secondary education	21.3%	18.8%
Higher education	74.3%	76.9%



Pictures: Freepik.com