

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

## FRIENDS OR RELATIVES

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



	Friends or relatives	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>1,802,866</b>	<b>5,827,892</b>
- book holiday package	508,337	2,549,012
- do not book holiday package	1,294,529	3,278,880
- % tourists who book holiday package	28.2%	43.7%
Share of total tourist	30.9%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,035</b>	<b>1,206</b>
- holiday package	1,057	1,135
- others	281	280
<b>- do not book holiday package</b>	<b>915</b>	<b>1,044</b>
- flight	235	248
- accommodation	276	369
- others	404	427
<b>Average length of stay</b>	<b>9.37</b>	<b>9.54</b>
- book holiday package	8.12	8.59
- do not book holiday package	9.86	10.28
<b>Average daily expenditure (€)</b>	<b>126.6</b>	<b>144.0</b>
- book holiday package	171.6	172.8
- do not book holiday package	108.9	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,865</b>	<b>7,028</b>
- book holiday package	680	3,606
- do not book holiday package	1,185	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Friends or relatives	Total
Didn't have holidays	34.2%	35.7%
Canary Islands	15.4%	17.6%
Other destination	50.5%	46.8%

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

	Friends or relatives	Total
None	32.0%	29.4%
Canary Islands (other island)	23.3%	25.4%
Other destination	44.8%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that inform about friends or relatives to plan the trip.

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



	Friends or relatives	Total
Climate	71.0%	76.0%
Sea	51.2%	52.0%
Tranquility	46.1%	48.5%
Safety	45.3%	49.0%
Beaches	43.9%	44.6%
Landscapes	42.3%	39.1%
European belonging	38.4%	40.2%
Environment	37.2%	34.7%
Effortless trip	32.9%	34.9%
Price	32.7%	32.4%
Accommodation supply	30.6%	37.8%
Gastronomy	29.2%	27.9%
Authenticity	26.3%	24.4%
Fun possibilities	24.9%	22.4%
Exoticism	15.7%	14.5%
Hiking trail network	12.4%	12.1%
Nightlife	10.3%	8.4%
Historical heritage	9.8%	9.1%
Culture	9.6%	8.7%
Shopping	8.6%	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?



	Friends or relatives	Total
Rest	40.6%	50.7%
Enjoy family time	19.6%	14.0%
Have fun	9.2%	7.3%
Explore the destination	25.4%	23.3%
Practice their hobbies	2.7%	2.6%
Other reasons	2.5%	2.1%

### ENJOY FAMILY TIME



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



	Friends or relatives	Total
The same day	1.1%	1.0%
Between 1 and 30 days	42.0%	42.5%
Between 1 and 2 months	29.9%	26.7%
Between 3 and 6 months	18.6%	18.7%
More than 6 months	8.4%	11.1%

### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

FRIENDS OR RELATIVES  
29.9%



Picture: Freepik.com

TOTAL  
26.7%

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

## FRIENDS OR RELATIVES

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

	Friends or relatives	Total
Previous visits to the Canary Islands	35.1%	45.7%
Friends or relatives	100.0%	30.9%
Internet or social media	50.9%	53.5%
Mass Media	3.1%	2.3%
Travel guides and magazines	7.1%	7.0%
Travel Blogs or Forums	10.6%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	11.7%	19.4%
Public administrations or similar	2.7%	1.9%
Others	1.2%	2.9%

\* Multi-choise question

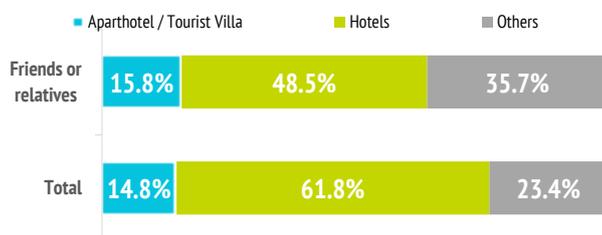
### With whom did they book their flight and accommodation?

	Friends or relatives	Total
<b>Flight</b>		
- Directly with the airline	65.7%	52.8%
- Tour Operator or Travel Agency	34.3%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	48.3%	39.9%
- Tour Operator or Travel Agency	51.7%	60.1%

### Where do they stay?

	Friends or relatives	Total
1-2-3* Hotel	9.9%	11.5%
4* Hotel	29.7%	39.4%
5* Hotel / 5* Luxury Hotel	8.9%	10.9%
Aparthotel / Tourist Villa	15.8%	14.8%
House/room rented in a private dwelling	9.4%	6.9%
Private accommodation (1)	19.9%	9.9%
Others (Cottage, cruise, camping,...)	6.4%	6.6%

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



### What do they book?

	Friends or relatives	Total
Room only	37.1%	28.1%
Bed and Breakfast	17.4%	15.3%
Half board	17.6%	19.5%
Full board	2.7%	3.2%
All inclusive	25.3%	33.8%

”  
**37.1% of tourists book room only.**  
(Canary Islands: 28.1%)

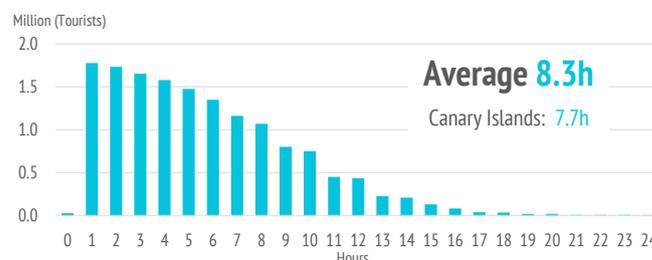
### Other expenses

	Friends or relatives	Total
Restaurants or cafes	74.6%	66.9%
Supermarkets	61.2%	55.6%
Car rental	40.8%	37.3%
Organized excursions	25.6%	23.7%
Taxi, transfer, chauffeur service	37.3%	46.0%
Theme Parks	10.0%	8.6%
Sport activities	10.6%	9.3%
Museums	5.4%	4.7%
Flights between islands	7.3%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Friends or relatives	Total
0 hours	1.4%	2.4%
1 - 2 hours	7.0%	10.0%
3 - 6 hours	27.3%	30.1%
7 - 12 hours	51.8%	47.1%
More than 12 hours	12.5%	10.5%

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



Activities in the Canary Islands	Friends or relatives	Total
Beach	79.5%	75.1%
Walk, wander	77.2%	72.2%
Explore the island on their own	59.8%	52.5%
Swimming pool, hotel facilities	53.5%	57.5%
Swim	42.4%	38.8%
Taste Canarian gastronomy	38.8%	30.2%
Hiking	26.4%	22.5%
Organized excursions	16.3%	16.0%
Nightlife / concerts / shows	16.3%	12.3%
Theme parks	14.7%	12.2%
Sea excursions / whale watching	14.7%	13.5%
Wineries / markets / popular festivals	12.6%	10.0%
Museums / exhibitions	12.5%	10.7%
Other Nature Activities	12.4%	9.5%
Running	8.4%	7.6%
Practice other sports	6.8%	5.9%
Surf	6.6%	4.8%
Beauty and health treatments	6.1%	5.6%
Scuba Diving	5.1%	4.2%
Astronomical observation	4.8%	4.2%
Cycling / Mountain bike	4.1%	4.2%
Golf	2.3%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

## FRIENDS OR RELATIVES

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Friends or relatives	1,802,866	281,362	192,422	457,442	830,163	28,461
- Share by islands	100%	15.6%	10.7%	25.4%	46.0%	1.6%
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%
% Friends or relatives	30.9%	29.2%	22.8%	29.6%	35.8%	27.7%

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

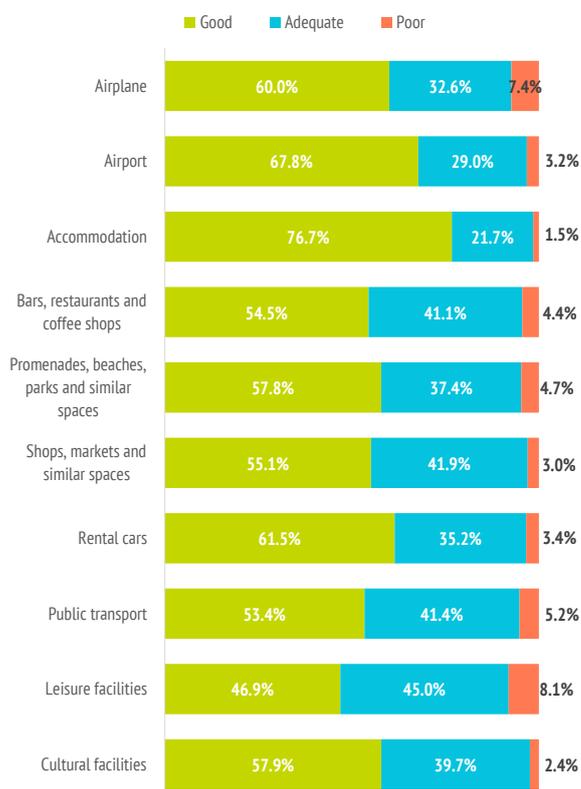
	Friends or relatives	Total
One island	90.4%	90.9%
Two islands	8.3%	7.8%
Three or more islands	1.3%	1.3%

### Health safety

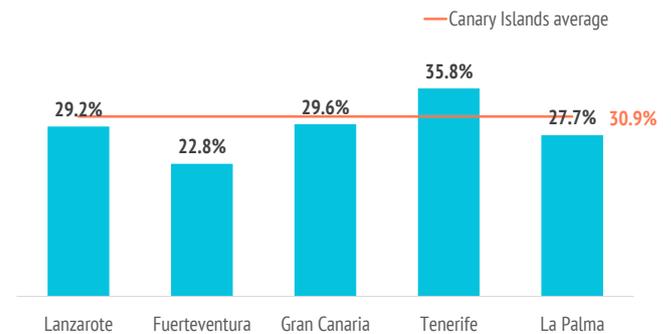
Planning the trip: Importance	Friends or relatives	Total
Average rating (scale 0-10)	7.77	7.99

During the stay: Rate	Friends or relatives	Total
Average rating (scale 0-10)	8.30	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

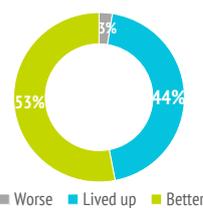


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Friends or relatives	Total
Average rating	8.90	8.86

Experience in the Canary Islands	Friends or relatives	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	44.5%	51.4%
Better or much better than expected	53.0%	45.9%

Future intentions (scale 1-10)	Friends or relatives	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?

	Friends or relatives	Total
<b>Repeat tourists</b>	<b>58.7%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	52.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	13.0%	15.0%
<b>At least 10 previous visits</b>	<b>14.4%</b>	<b>18.3%</b>

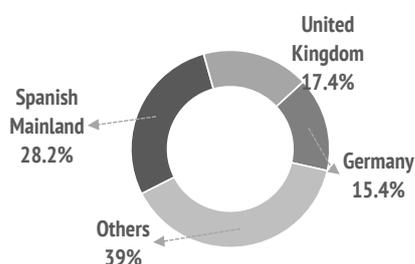
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

## FRIENDS OR RELATIVES

### Where are they from?



	%	Absolute
Spanish Mainland	28.2%	508,032
United Kingdom	17.4%	314,344
Germany	15.4%	278,215
France	6.3%	112,926
Italy	5.2%	93,599
Netherlands	3.7%	67,594
Belgium	3.7%	66,069
Poland	3.6%	65,163
Ireland	3.4%	61,140
Sweden	1.5%	26,517
Switzerland	1.4%	24,352
Norway	1.3%	22,632
Denmark	1.2%	21,227
Czech Republic	1.1%	20,139
Finland	0.7%	13,099
Austria	0.7%	12,189
Luxembourg	0.7%	11,988
Others	4.6%	83,643



### Who do they come with?



	Friends or relatives	Total
Unaccompanied	16.5%	13.5%
Only with partner	41.5%	48.2%
Only with children (< 13 years old)	2.8%	3.9%
Partner + children (< 13 years old)	4.4%	4.9%
Other relatives	9.4%	8.4%
Friends	12.8%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	12.0%	11.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>11.2%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.4%	1.2%
- Between 3 and 12 years old	8.6%	10.2%
- Between 0 -2 and 3-12 years	1.3%	1.0%
<b>Tourists without children</b>	<b>88.8%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	20.0%	16.5%
- 2 people	51.6%	56.7%
- 3 people	10.4%	10.7%
- 4 or 5 people	14.9%	13.6%
- 6 or more people	3.1%	2.5%
<b>Average group size:</b>	<b>2.40</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Friends or relatives	Total
<b>Gender</b>		
Men	48.4%	49.6%
Women	51.6%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	38.5	43.3
Standard deviation	14.6	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	17.4%	11.9%
25 - 30 years old	21.0%	14.8%
31 - 45 years old	32.2%	30.2%
46 - 60 years old	19.4%	26.6%
Over 60 years old	10.1%	16.4%
<b>Occupation</b>		
Salaried worker	59.6%	57.8%
Self-employed	11.3%	11.1%
Unemployed	2.4%	1.7%
Business owner	9.0%	10.0%
Student	8.6%	5.9%
Retired	7.7%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	19.8%	16.1%
€25,000 - €49,999	38.3%	37.0%
€50,000 - €74,999	21.5%	23.4%
More than €74,999	20.4%	23.5%
<b>Education level</b>		
No studies	1.7%	2.2%
Primary education	1.9%	2.2%
Secondary education	15.2%	18.8%
Higher education	81.2%	76.9%



Pictures: Freepik.com