

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

INTERNET OR SOCIAL MEDIA

How many are they and how much do they spend?



	Internet	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	3,115,179	5,827,892
- book holiday package	1,338,038	2,549,012
- do not book holiday package	1,777,142	3,278,880
- % tourists who book holiday package	43.0%	43.7%
Share of total tourist	53.5%	100%
Expenditure per tourist (€)		
- book holiday package	1,202	1,206
- holiday package	1,075	1,135
- others	285	280
- do not book holiday package	1,083	1,044
- flight	240	248
- accommodation	434	369
- others	409	427
Average length of stay	8.94	9.54
- book holiday package	8.24	8.59
- do not book holiday package	9.47	10.28
Average daily expenditure (€)		
- book holiday package	149.0	144.0
- book holiday package	172.6	172.8
- do not book holiday package	131.3	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	3,744	7,028
- book holiday package	1,819	3,606
- do not book holiday package	1,925	3,422

Importance of each factor in the destination choice



	Internet	Total
Climate	76.7%	76.0%
Sea	51.6%	52.0%
Safety	47.2%	49.0%
Tranquility	45.8%	48.5%
Beaches	43.7%	44.6%
Landscapes	40.2%	39.1%
European belonging	39.3%	40.2%
Accommodation supply	37.5%	37.8%
Environment	34.0%	34.7%
Effortless trip	34.0%	34.9%
Price	32.2%	32.4%
Gastronomy	26.2%	27.9%
Authenticity	23.5%	24.4%
Fun possibilities	21.7%	22.4%
Exoticism	14.5%	14.5%
Hiking trail network	12.2%	12.1%
Culture	7.9%	8.7%
Historical heritage	7.8%	9.1%
Nightlife	7.7%	8.4%
Shopping	7.6%	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?



	Internet	Total
Rest	48.1%	50.7%
Enjoy family time	10.8%	14.0%
Have fun	7.6%	7.3%
Explore the destination	29.1%	23.3%
Practice their hobbies	2.6%	2.6%
Other reasons	1.8%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Internet	Total
Didn't have holidays	34.6%	35.7%
Canary Islands	13.0%	17.6%
Other destination	52.4%	46.8%

What other destinations do they consider for this trip?*

	Internet	Total
None	22.5%	29.4%
Canary Islands (other island)	25.4%	25.4%
Other destination	52.1%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Internet	Total
The same day	0.9%	1.0%
Between 1 and 30 days	44.0%	42.5%
Between 1 and 2 months	27.7%	26.7%
Between 3 and 6 months	18.5%	18.7%
More than 6 months	9.0%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

INTERNET / SOCIAL MEDIA
44.0%



TOTAL
42.5%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use internet or social media 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.

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

	Internet	Total
Previous visits to the Canary Islands	38.5%	45.7%
Friends or relatives	29.5%	30.9%
Internet or social media	100%	53.5%
Mass Media	3.4%	2.3%
Travel guides and magazines	10.0%	7.0%
Travel Blogs or Forums	13.9%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	16.0%	19.4%
Public administrations or similar	2.9%	1.9%
Others	1.1%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Internet	Total
Flight		
- Directly with the airline	54.3%	52.8%
- Tour Operator or Travel Agency	45.7%	47.2%
Accommodation		
- Directly with the accommodation	42.6%	39.9%
- Tour Operator or Travel Agency	57.4%	60.1%

Where do they stay?

	Internet	Total
1-2-3* Hotel	11.6%	11.5%
4* Hotel	42.0%	39.4%
5* Hotel / 5* Luxury Hotel	11.1%	10.9%
Aparthotel / Tourist Villa	15.9%	14.8%
House/room rented in a private dwelling	8.0%	6.9%
Private accommodation (1)	4.6%	9.9%
Others (Cottage, cruise, camping,...)	6.8%	6.6%

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



What do they book?

	Internet	Total
Room only	28.8%	28.1%
Bed and Breakfast	16.4%	15.3%
Half board	18.9%	19.5%
Full board	2.3%	3.2%
All inclusive	33.6%	33.8%

16.4% of tourists book Bed & Breakfast (B&B).

(Canary Islands: 15.3%)

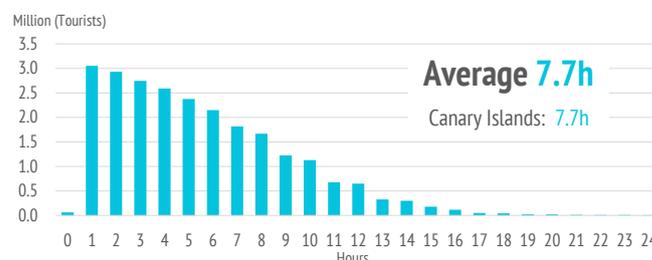
Other expenses

	Internet	Total
Restaurants or cafes	67.8%	66.9%
Supermarkets	58.2%	55.6%
Car rental	43.1%	37.3%
Organized excursions	28.1%	23.7%
Taxi, transfer, chauffeur service	46.0%	46.0%
Theme Parks	9.9%	8.6%
Sport activities	10.8%	9.3%
Museums	6.1%	4.7%
Flights between islands	7.5%	6.3%

Activities in the Canary Islands

Outdoor time per day	Internet	Total
0 hours	2.0%	2.4%
1 - 2 hours	9.8%	10.0%
3 - 6 hours	29.9%	30.1%
7 - 12 hours	47.8%	47.1%
More than 12 hours	10.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Internet	Total
Beach	79.5%	75.1%
Walk, wander	76.4%	72.2%
Swimming pool, hotel facilities	60.6%	57.5%
Explore the island on their own	59.5%	52.5%
Swim	42.3%	38.8%
Taste Canarian gastronomy	32.9%	30.2%
Hiking	27.1%	22.5%
Organized excursions	18.5%	16.0%
Sea excursions / whale watching	16.1%	13.5%
Theme parks	14.2%	12.2%
Museums / exhibitions	13.2%	10.7%
Nightlife / concerts / shows	12.7%	12.3%
Other Nature Activities	12.1%	9.5%
Wineries / markets / popular festivals	11.7%	10.0%
Running	8.1%	7.6%
Practice other sports	6.2%	5.9%
Beauty and health treatments	5.8%	5.6%
Surf	5.6%	4.8%
Astronomical observation	5.0%	4.2%
Scuba Diving	4.8%	4.2%
Cycling / Mountain bike	4.4%	4.2%
Golf	2.0%	2.3%
Windsurf / Kitesurf	1.7%	1.5%

* Multi-choice question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Internet or Social Media	3,115,179	563,923	488,764	724,705	1,249,822	60,308
- Share by islands	100%	18.1%	15.7%	23.3%	40.1%	1.9%
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%
% Internet or Social Media	53.5%	58.5%	57.9%	46.9%	53.9%	58.8%

How many islands do they visit during their trip?

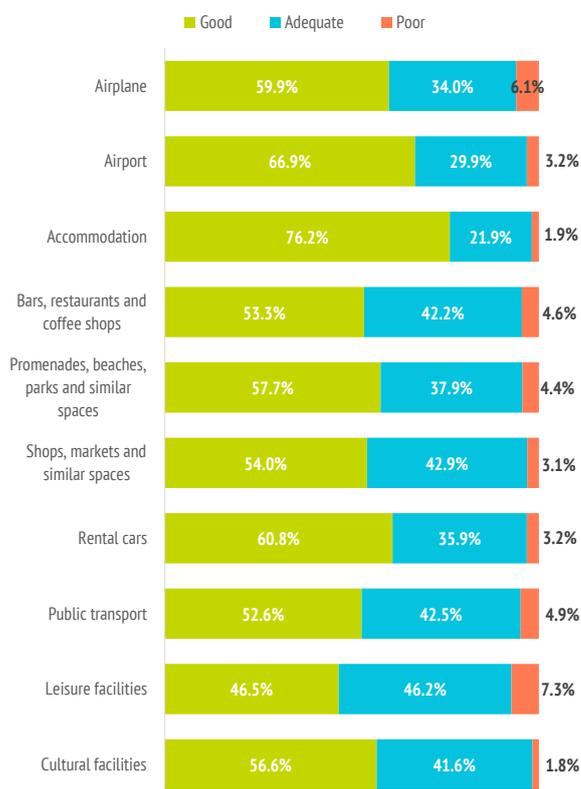
	Internet	Total
One island	90.3%	90.9%
Two islands	8.4%	7.8%
Three or more islands	1.3%	1.3%

Health safety

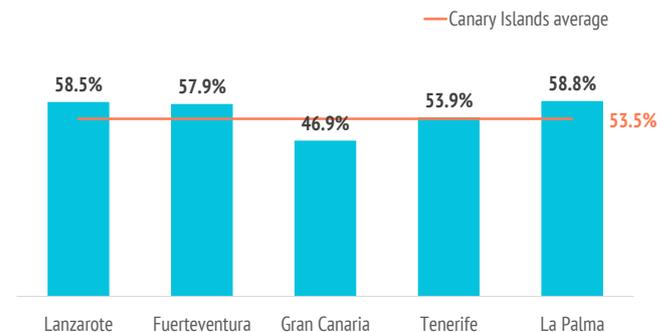
Planning the trip: Importance	Internet	Total
Average rating (scale 0-10)	7.91	7.99

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

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

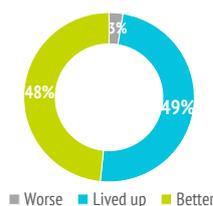


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Internet	Total
Average rating	8.82	8.86

Experience in the Canary Islands	Internet	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	49.0%	51.4%
Better or much better than expected	48.4%	45.9%

Future intentions (scale 1-10)	Internet	Total
Return to the Canary Islands	8.71	8.86
Recommend visiting the Canary Islands	9.03	9.10



Experience in the Canary Islands

8.71/10

Return to the Canary Islands

9.03/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Internet	Total
Repeat tourists	61.3%	68.0%
Repeat tourists (last 5 years)	54.5%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	9.4%	15.0%
At least 10 previous visits	11.6%	18.3%

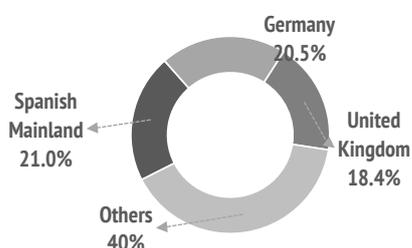
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Where are they from?



	%	Absolute
Spanish Mainland	21.0%	654,699
Germany	20.5%	639,392
United Kingdom	18.4%	572,601
France	7.5%	232,199
Netherlands	5.5%	170,425
Poland	4.7%	146,457
Italy	4.2%	131,986
Belgium	3.2%	98,551
Ireland	2.0%	63,552
Denmark	1.9%	60,468
Sweden	1.7%	51,400
Switzerland	1.6%	49,181
Czech Republic	1.2%	35,962
Norway	1.1%	32,918
Finland	1.0%	31,619
Portugal	0.6%	19,135
Austria	0.6%	18,961
Others	3.4%	105,486



Who do they come with?



	Internet	Total
Unaccompanied	10.3%	13.5%
Only with partner	50.7%	48.2%
Only with children (< 13 years old)	4.0%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	7.9%	8.4%
Friends	9.3%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	11.6%	11.5%

(1) Different situations have been isolated

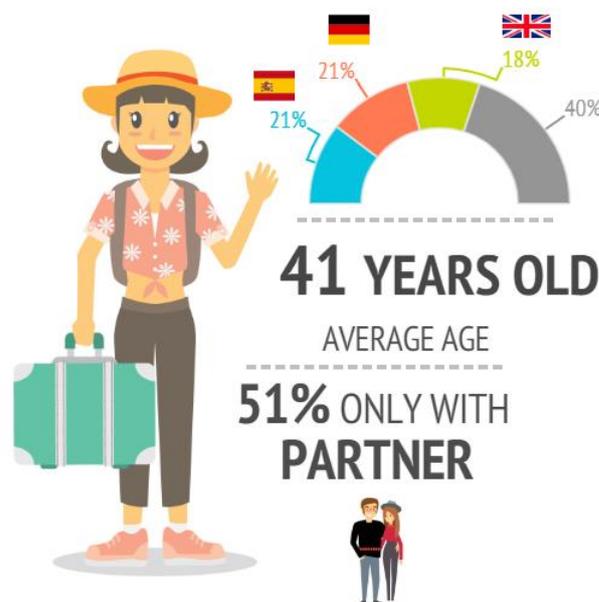
Tourists with children	12.9%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	10.8%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	87.1%	87.5%
Group composition:		
- 1 person	12.8%	16.5%
- 2 people	60.0%	56.7%
- 3 people	10.8%	10.7%
- 4 or 5 people	14.0%	13.6%
- 6 or more people	2.4%	2.5%
Average group size:	2.41	2.37

*People who share the main expenses of the trip

Who are they?



	Internet	Total
Gender		
Men	49.5%	49.6%
Women	50.5%	50.4%
Age		
Average age (tourist > 15 years old)	40.8	43.3
Standard deviation	14.5	15.6
Age range (> 15 years old)		
16 - 24 years old	12.8%	11.9%
25 - 30 years old	17.8%	14.8%
31 - 45 years old	33.1%	30.2%
46 - 60 years old	24.8%	26.6%
Over 60 years old	11.5%	16.4%
Occupation		
Salaried worker	62.7%	57.8%
Self-employed	10.8%	11.1%
Unemployed	1.7%	1.7%
Business owner	9.1%	10.0%
Student	6.0%	5.9%
Retired	8.6%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	16.1%	16.1%
€25,000 - €49,999	36.5%	37.0%
€50,000 - €74,999	23.1%	23.4%
More than €74,999	24.3%	23.5%
Education level		
No studies	2.0%	2.2%
Primary education	1.7%	2.2%
Secondary education	16.4%	18.8%
Higher education	80.0%	76.9%



Pictures: Freepik.com