

# PROFILE OF TOURIST VISITING GRAN CANARIA 2021



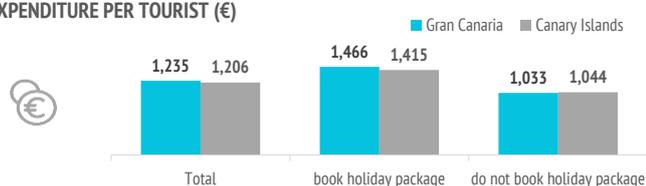
## How many are they and how much do they spend?

	Gran Canaria	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>1,756,259</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,545,237</b>	<b>5,827,892</b>
- book holiday package	718,968	2,549,012
- do not book holiday package	826,269	3,278,880
- % tourists who book holiday package	46.5%	43.7%
Share of total tourist	26.2%	100%
<b>Expenditure per tourist (€)</b>		
<b>Expenditure per tourist (€)</b>	<b>1,235</b>	<b>1,206</b>
- book holiday package	1,466	1,415
- holiday package	1,192	1,135
- others	274	280
- do not book holiday package	1,033	1,044
- flight	251	248
- accommodation	349	369
- others	433	427
<b>Average length of stay</b>	<b>10.25</b>	<b>9.54</b>
- book holiday package	8.97	8.59
- do not book holiday package	11.36	10.28
<b>Average daily expenditure (€)</b>	<b>142.0</b>	<b>144.0</b>
- book holiday package	172.1	172.8
- do not book holiday package	115.8	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,908</b>	<b>7,028</b>
- book holiday package	1,054	3,606
- do not book holiday package	854	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	Gran Canaria	Canary Islands
Didn't have holidays	37.0%	35.7%
Canary Islands	21.3%	17.6%
Other destination	41.6%	46.8%

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

	Gran Canaria	Canary Islands
None	31.0%	29.4%
Canary Islands (other island)	27.3%	25.4%
Other destination	41.7%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

	Gran Canaria	Canary Islands
Climate	77.7%	76.0%
Sea	53.1%	52.0%
Beaches	48.0%	44.6%
Tranquility	47.3%	48.5%
Safety	47.2%	49.0%
European belonging	40.6%	40.2%
Accommodation supply	39.0%	37.8%
Effortless trip	34.9%	34.9%
Landscapes	33.3%	39.1%
Price	31.4%	32.4%
Environment	29.0%	34.7%
Gastronomy	27.7%	27.9%
Fun possibilities	25.5%	22.4%
Authenticity	21.1%	24.4%
Exoticism	14.0%	14.5%
Nightlife	13.2%	8.4%
Shopping	10.8%	8.8%
Hiking trail network	10.6%	12.1%
Historical heritage	9.2%	9.1%
Culture	8.7%	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.

### % TOURISTS WHO CHOOSE NIGHTLIFE



## What is the main motivation for their holidays?

	Gran Canaria	Canary Islands
Rest	55.5%	50.7%
Enjoy family time	16.0%	14.0%
Have fun	9.7%	7.3%
Explore the destination	14.9%	23.3%
Practice their hobbies	1.6%	2.6%
Other reasons	2.4%	2.1%



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

	Gran Canaria	Canary Islands
The same day	1.3%	1.0%
Between 1 and 30 days	44.8%	42.5%
Between 1 and 2 months	24.9%	26.7%
Between 3 and 6 months	18.7%	18.7%
More than 6 months	10.3%	11.1%

# PROFILE OF TOURIST VISITING GRAN CANARIA 2021



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

	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	47.0%	45.7%
Friends or relatives	29.6%	30.9%
Internet or social media	46.9%	53.5%
Mass Media	2.1%	2.3%
Travel guides and magazines	5.3%	7.0%
Travel Blogs or Forums	5.0%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	19.0%	19.4%
Public administrations or similar	1.6%	1.9%
Others	3.3%	2.9%

\* Multi-choise question

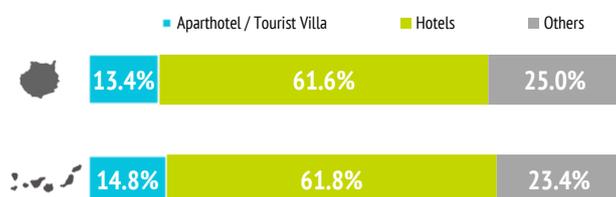
## With whom did they book their flight and accommodation?

	Gran Canaria	Canary Islands
<b>Flight</b>		
- Directly with the airline	49.0%	52.8%
- Tour Operator or Travel Agency	51.0%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	36.3%	39.9%
- Tour Operator or Travel Agency	63.7%	60.1%

## Where do they stay?

	Gran Canaria	Canary Islands
1-2-3* Hotel	14.2%	11.5%
4* Hotel	36.5%	39.4%
5* Hotel / 5* Luxury Hotel	10.9%	10.9%
Aparthotel / Tourist Villa	13.4%	14.8%
House/room rented in a private dwelling	5.8%	6.9%
Private accommodation (1)	12.2%	9.9%
Others (Cottage, cruise, camping,...)	6.9%	6.6%

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



## What do they book?

	Gran Canaria	Canary Islands
Room only	30.1%	28.1%
Bed and Breakfast	15.8%	15.3%
Half board	19.1%	19.5%
Full board	3.0%	3.2%
All inclusive	32.0%	33.8%

30.1% of tourists book room only  
(Canary Islands: 28.1%)

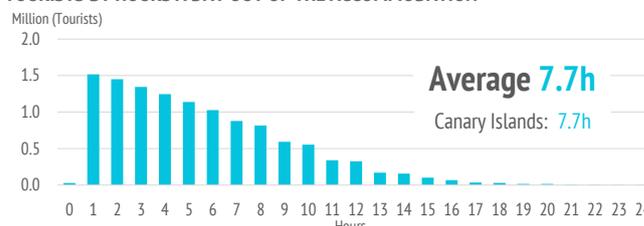
## Other expenses

	Gran Canaria	Canary Islands
Restaurants or cafes	65.5%	66.9%
Supermarkets	56.6%	55.6%
Car rental	24.4%	37.3%
Organized excursions	15.0%	23.7%
Taxi, transfer, chauffeur service	51.5%	46.0%
Theme Parks	4.2%	8.6%
Sport activities	6.7%	9.3%
Museums	3.6%	4.7%
Flights between islands	3.3%	6.3%

## Activities in the Canary Islands

	Gran Canaria	Canary Islands
<b>Outdoor time per day</b>		
0 hours	1.8%	2.4%
1 - 2 hours	11.2%	10.0%
3 - 6 hours	30.2%	30.1%
7 - 12 hours	45.8%	47.1%
More than 12 hours	11.0%	10.5%

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



	Gran Canaria	Canary Islands
<b>Activities in the Canary Islands</b>		
Beach	73.5%	75.1%
Walk, wander	65.7%	72.2%
Swimming pool, hotel facilities	52.1%	57.5%
Explore the island on their own	44.9%	52.5%
Swim	35.5%	38.8%
Taste Canarian gastronomy	26.5%	30.2%
Hiking	18.6%	22.5%
Nightlife / concerts / shows	16.8%	12.3%
Organized excursions	10.5%	16.0%
Sea excursions / whale watching	9.2%	13.5%
Museums / exhibitions	9.0%	10.7%
Theme parks	8.5%	12.2%
Running	7.8%	7.6%
Wineries / markets / popular festivals	7.5%	10.0%
Other Nature Activities	7.2%	9.5%
Practice other sports	5.6%	5.9%
Beauty and health treatments	5.0%	5.6%
Scuba Diving	3.7%	4.2%
Surf	3.6%	4.8%
Astronomical observation	3.4%	4.2%
Cycling / Mountain bike	2.7%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	0.7%	1.5%

\* Multi-choise question

GRAN CANARIA NIGHTLIFE / CONCERTS / SHOWS 16.8%  
CANARY ISLANDS 12.3%



Which places do they visit in Gran Canaria?

	%	Absolute
Las Palmas de Gran Canaria	51.9%	810,293
Maspalomas Dunes	51.8%	808,523
Puerto de Mogán	37.5%	585,735
Island's interior	23.4%	365,727
North of the island	22.7%	354,617
Roque Nublo	16.6%	258,408
Agaete	16.1%	252,083
Teror	14.3%	223,698
Guayadeque Valley	8.2%	127,280



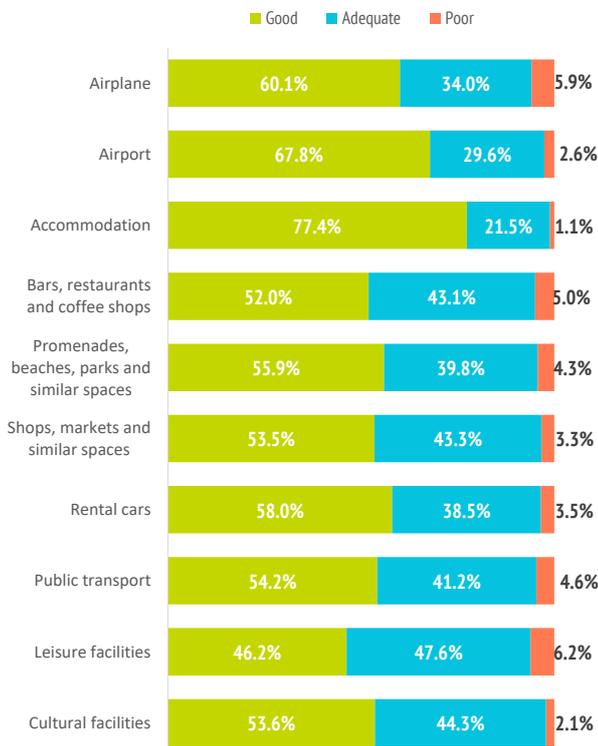
Most visited places in Gran Canaria:  
**Las Palmas de Gran Canaria and Maspalomas Dunes nature reserve**

Health safety

Planning the trip: Importance	Gran Canaria	Canary Islands
Average rating (scale 0-10)	7.98	7.99

During the stay: Rate	Gran Canaria	Canary Islands
Average rating (scale 0-10)	8.35	8.42

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?



	Gran Canaria	Canary Islands
One island	93.7%	90.9%
Two islands	5.2%	7.8%
Three or more islands	1.1%	1.3%

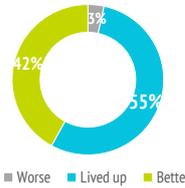
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Gran Canaria	Canary Islands
Average rating	8.79	8.86

Experience in the Canary Islands	Gran Canaria	Canary Islands
Worse or much worse than expected	3.4%	2.7%
Lived up to expectations	54.5%	51.4%
Better or much better than expected	42.0%	45.9%

Future intentions (scale 1-10)	Gran Canaria	Canary Islands
Return to the Canary Islands	8.80	8.86
Recommend visiting the Canary Island	8.99	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?



	on Gran Canaria	in the Canary Islands
Gran Canaria: Repeat tourists	65.6%	41.2%
Gran Canaria: At least 10 previous visits	15.2%	5.3%
Canary Islands: Repeat tourists	72.5%	68.0%
Canary Islands: At least 10 previous visits	22.8%	18.3%

MAIN SOURCE MARKETS: % REPEAT TOURISTS

Nordics 80%  
Spanish M. 70%  
United Kingdom 68%  
Germany 67%



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## Where are they from?



	%	Absolute
Germany	23.4%	361,424
Spanish Mainland	21.9%	339,140
United Kingdom	10.2%	157,403
Netherlands	7.2%	110,668
Sweden	5.3%	81,361
Norway	4.5%	68,930
France	3.9%	60,838
Belgium	3.3%	51,027
Denmark	3.2%	49,545
Italy	2.9%	44,616
Poland	2.6%	40,362
Finland	2.1%	31,930
Switzerland	1.6%	24,040
Ireland	1.3%	20,775
Czech Republic	1.1%	17,154
Luembourg	1.1%	16,952
Portugal	0.9%	13,544
Others	3.6%	55,529

## Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	19.8%	13.5%
Only with partner	44.4%	48.2%
Only with children (< 13 years old)	3.3%	3.9%
Partner + children (< 13 years old)	3.9%	4.9%
Other relatives	7.5%	8.4%
Friends	9.1%	8.5%
Work colleagues	1.1%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	10.8%	11.5%

(1) Different situations have been isolated

Tourists with children	10.1%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	8.2%	10.2%
- Between 0 -2 and 3-12 years	0.8%	1.0%

Tourists without children	89.9%	87.5%
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### Group composition:

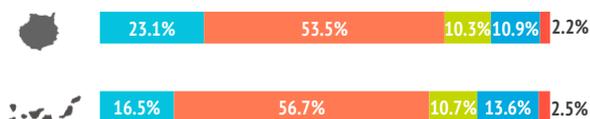
- 1 person	23.1%	16.5%
- 2 people	53.5%	56.7%
- 3 people	10.3%	10.7%
- 4 or 5 people	10.9%	13.6%
- 6 or more people	2.2%	2.5%

Average group size:	2.23	2.37
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\*People who share the main expenses of the trip

### % TOURISTS BY GROUP COMPOSITION

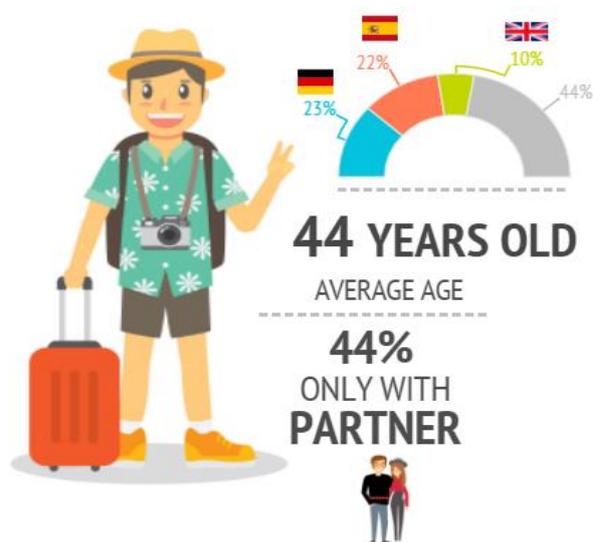
1 person 2 people 3 people 4 or 5 people 6 or more people



## Who are they?



	Gran Canaria	Canary Islands
<b>Gender</b>		
Men	53.3%	49.6%
Women	46.7%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	44.3	43.3
Standard deviation	16.2	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	12.9%	11.9%
25 - 30 years old	12.5%	14.8%
31 - 45 years old	28.5%	30.2%
46 - 60 years old	27.1%	26.6%
Over 60 years old	19.1%	16.4%
<b>Occupation</b>		
Salaried worker	55.2%	57.8%
Self-employed	10.6%	11.1%
Unemployed	1.7%	1.7%
Business owner	11.1%	10.0%
Student	6.2%	5.9%
Retired	13.9%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	1.1%	0.9%
<b>Annual household income level</b>		
Less than €25,000	15.7%	16.1%
€25,000 - €49,999	36.9%	37.0%
€50,000 - €74,999	23.9%	23.4%
More than €74,999	23.5%	23.5%
<b>Education level</b>		
No studies	1.4%	2.2%
Primary education	2.7%	2.2%
Secondary education	22.6%	18.8%
Higher education	73.3%	76.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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