

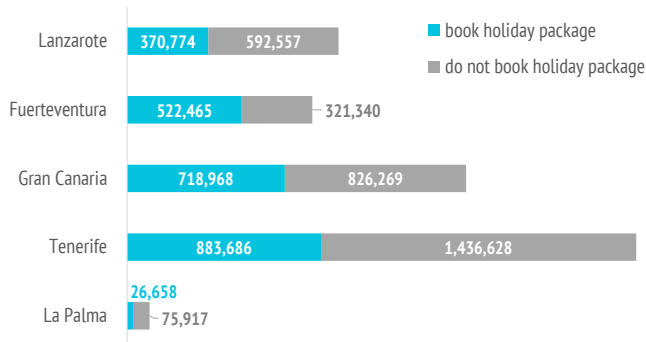
How many are they and how much do they spend?

Canary Islands

TOURISTS

Tourist arrivals (FRONTUR)	6,697,165
Tourist arrivals > 15 years old (EGT)	5,827,892
- book holiday package	2,549,012
- do not book holiday package	3,278,880
- % tourists who book holiday package	43.7%
Children <= 15 years old (FRONTUR - EGT)	869,273

NUMBER OF TOURISTS BY ISLAND OF STAY



Expenditure per tourist (€)	1,206
- book holiday package	1,415
- holiday package	1,135
- others	280
- do not book holiday package	1,044
- flight	248
- accommodation	369
- others	427
Average length of stay	9.54
- book holiday package	8.59
- do not book holiday package	10.28
Average daily expenditure (€)	144.0
- book holiday package	172.8
- do not book holiday package	121.6
Total turnover (> 15 years old) (€m)	7,028
- book holiday package	3,606
- do not book holiday package	3,422

Where did they spend their main holiday last year?*

Canary Islands

Didn't have holidays	35.7%
Canary Islands	17.6%
Other destination	46.8%

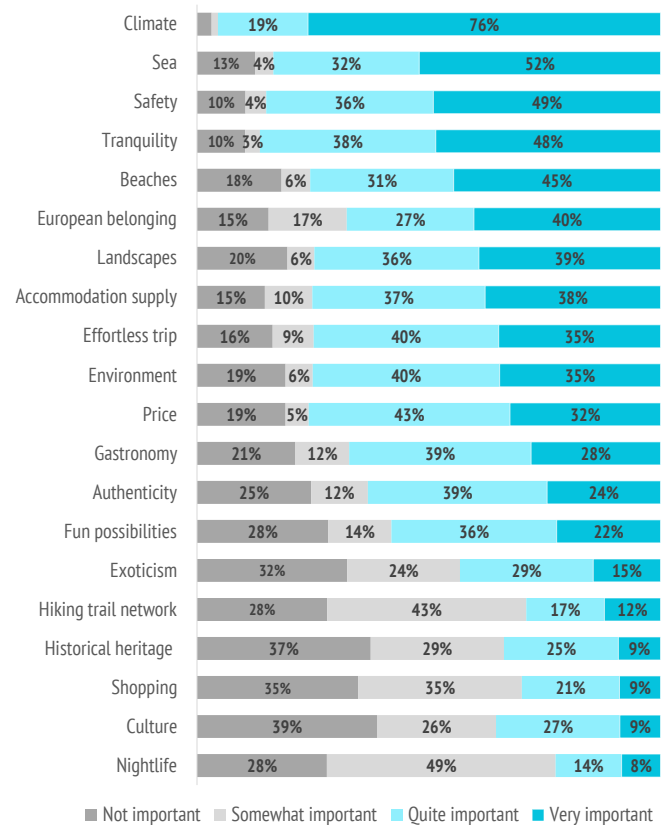
What other destinations do they consider for this trip?*

Canary Islands

None	29.4%
Canary Islands (other island)	25.4%
Other destination	45.1%

*Percentage of valid answers

Importance of each factor in the destination choice



Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

What is the main motivation for their holidays?

Motivation	Percentage
Rest	50.7%
Enjoy family time	14.0%
Have fun	7.3%
Explore the destination	23.3%
Practice their hobbies	2.6%
Other reasons	2.1%



How far in advance do they book their trip?

Booking period	Percentage
The same day	1.0%
Between 1 and 30 days	42.5%
Between 1 and 2 months	26.7%
Between 3 and 6 months	18.7%
More than 6 months	11.1%

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

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

* Multi-choice question

With whom did they book their flight and accommodation?

	Canary Islands
Flight	
- Directly with the airline	52.8%
- Tour Operator or Travel Agency	47.2%
Accommodation	
- Directly with the accommodation	39.9%
- Tour Operator or Travel Agency	60.1%

Where do they stay?

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

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

H 61.8% Hotels

Key 14.8% Aparthotel / Tourist Villa

Bed 23.4% Others

What do they book?

	Canary Islands
Room only	28.1%
Bed and Breakfast	15.3%
Half board	19.5%
Full board	3.2%
All inclusive	33.8%

33.8% of tourists book all inclusive.

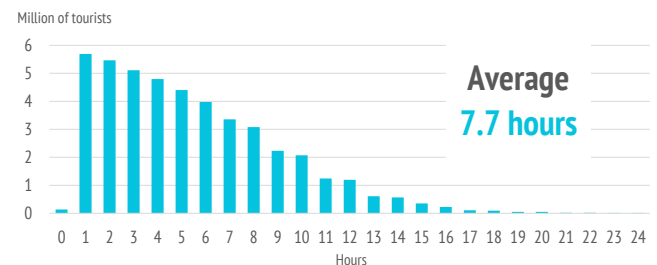
Other expenses

	Canarias
Restaurants or cafes	66.9%
Supermarkets	55.6%
Car rental	37.3%
Organized excursions	23.7%
Taxi, transfer, chauffeur service	46.0%
Theme Parks	8.6%
Sport activities	9.3%
Museums	4.7%
Flights between islands	6.3%

Activities in the Canary Islands

	Canary Islands
Outdoor time per day	
0 hours	2.4%
1 - 2 hours	10.0%
3 - 6 hours	30.1%
7 - 12 hours	47.1%
More than 12 hours	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Canary Islands
Activities in the Canary Islands	
Beach	75.1%
Walk, wander	72.2%
Swimming pool, hotel facilities	57.5%
Explore the island on their own	52.5%
Swim	38.8%
Taste Canarian gastronomy	30.2%
Hiking	22.5%
Organized excursions	16.0%
Sea excursions / whale watching	13.5%
Nightlife / concerts / shows	12.3%
Theme parks	12.2%
Museums / exhibitions	10.7%
Wineries / markets / popular festivals	10.0%
Other Nature Activities	9.5%
Running	7.6%
Practice other sports	5.9%
Beauty and health treatments	5.6%
Surf	4.8%
Astronomical observation	4.2%
Cycling / Mountain bike	4.2%
Scuba Diving	4.2%
Golf	2.3%
Windsurf / Kitesurf	1.5%

* Multi-choice question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS 2021



Which island do they choose?



Tourists (> 15 years old)	Canary Islands
Lanzarote	963,331
Fuerteventura	843,805
Gran Canaria	1,545,237
Tenerife	2,320,313
La Palma	102,576
El Hierro/La Gomera	29,985

How many islands do they visit during their trip?



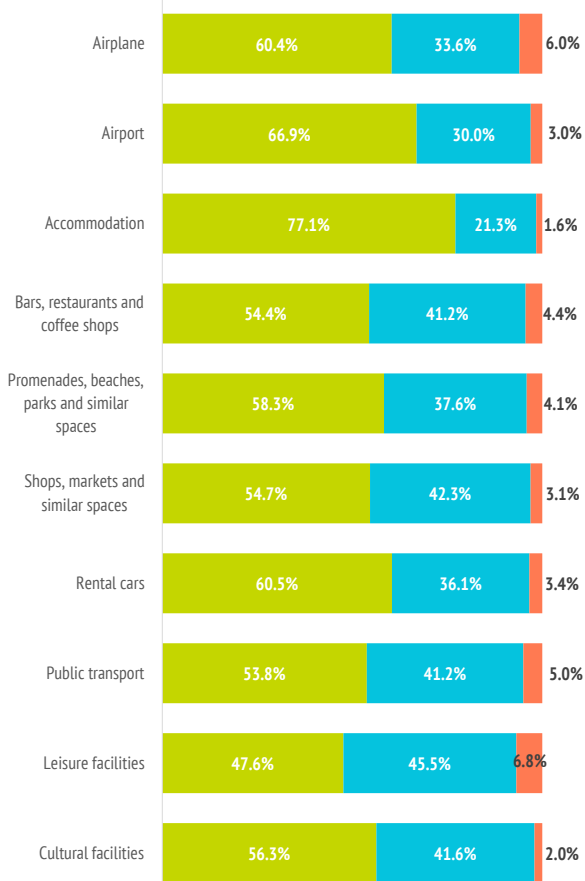
	Canary Islands
One island	90.9%
Two islands	7.8%
Three or more islands	1.3%

Health safety

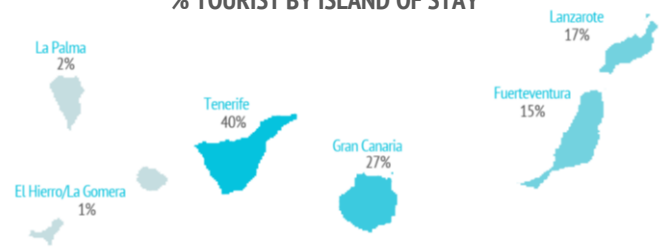
Planning the trip: Importance	Canary Islands
Average rating (scale 0-10)	7.99
During the stay: Rate	Canary Islands
Average rating (scale 0-10)	8.42

HEALTH SAFETY MEASURES (RATE)

Good Adequate Poor



% TOURIST BY ISLAND OF STAY



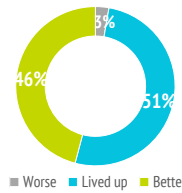
How do they rate the Canary Islands?



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

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

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



Experience in the Canary Islands



Return to the Canary Islands



9.10/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Canary Islands
Repeat tourists	68.0%
Repeat tourists (last 5 years)	61.9%
Repeat tourists (last 5 years) (5 or more visits)	15.0%
At least 10 previous visits	18.3%

TOP 5: % REPEAT TOURISTS BY MARKETS

UK	81%
Nordics	80%
Ireland	79%
Germany	71%
S.Mainland	69%

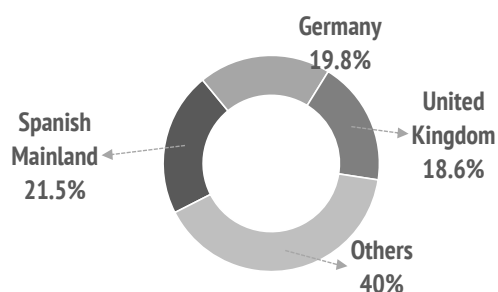


PROFILE OF TOURIST VISITING THE CANARY ISLANDS 2021

Where are they from?



	%	Absolute
Spanish Mainland	21.5%	1,255,458
Germany	19.8%	1,152,900
United Kingdom	18.6%	1,084,629
France	6.9%	400,291
Netherlands	4.8%	276,899
Italy	4.5%	261,315
Belgium	3.8%	220,484
Poland	3.7%	214,755
Ireland	2.6%	154,113
Sweden	2.2%	128,372
Denmark	2.1%	120,526
Switzerland	1.5%	88,221
Norway	1.4%	79,256
Czech Republic	1.0%	57,269
Finland	0.9%	52,035
Luxembourg	0.7%	42,151
Austria	0.7%	38,835
Others	3.4%	200,382



Who do they come with?



	Canary Islands
Unaccompanied	13.5%
Only with partner	48.2%
Only with children (under the age of 13)	3.9%
Partner + children (under the age of 13)	4.9%
Other relatives	8.4%
Friends	8.5%
Work colleagues	0.8%
Organized trip	0.2%
Other combinations ⁽¹⁾	11.5%
<i>(1) Different situations have been isolated</i>	
Tourists with children	12.5%
- Between 0 and 2 years old	1.2%
- Between 3 and 12 years old	10.2%
- Between 0 -2 and 3-12 years old	1.0%
Tourists without children	87.5%
Group composition:	
- 1 person	16.5%
- 2 people	56.7%
- 3 people	10.7%
- 4 or 5 people	13.6%
- 6 or more people	2.5%
Average group size:	2.37

**People who share the main expenses of the trip*

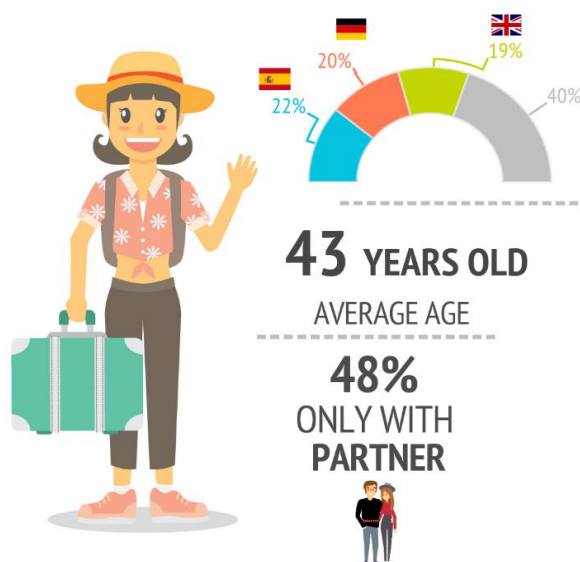
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Who are they?



	Canarias
Gender	
Men	49.6%
Women	50.4%
Age	
Average age (tourist > 15 years old)	43.3
Standard deviation	15.6
Age range (> 15 years old)	
16 - 24 years old	11.9%
25 - 30 years old	14.8%
31 - 45 years old	30.2%
46 - 60 years old	26.6%
Over 60 years old	16.4%
Occupation	
Salaried worker	57.8%
Self-employed	11.1%
Unemployed	1.7%
Business owner	10.0%
Student	5.9%
Retired	12.2%
Unpaid domestic work	0.5%
Others	0.9%
Annual household income level	
Less than €25,000	16.1%
€25,000 - €49,999	37.0%
€50,000 - €74,999	23.4%
More than €74,999	23.5%
Education level	
No studies	2.2%
Primary education	2.2%
Secondary education	18.8%
Higher education	76.9%



Pictures: Freepik.com