TOURIST PROFILE BY SOURCE MARKETS (2021)
CANARY ISLANDS: MAIN SOURCE MARKETS

How many are they and how much do they spend?

	UK	Germany	Nordics	Spanish M.	TOTAL
TOURISTS					
Tourist arrivals (FRONTUR) (M)	**1.29**	**1.30**	**0.45**	**1.42**	**6.70**
Tourist arrivals > 15 years old (EGT) (M)	**1.08**	**1.15**	**0.38**	**1.26**	**5.83**
- book holiday package (M)	0.61	0.71	0.28	0.17	**2.55**
- do not book holiday package (M)	0.48	0.45	0.10	1.08	**3.28**
- % tourists who book holiday package	56.0%	61.3%	74.6%	13.8%	**43.7%**

	UK	Germany	Nordics	Spanish M.	TOTAL
Expenditure per tourist (€)	**1,241**	**1,480**	**1,499**	**797**	**1,206**
- book holiday package	1,367	1,595	1,515	1,038	**1,415**
- holiday package	1080	1,308	1,195	781	1,135
- others	287	287	320	257	280
- do not book holiday package	1,081	1,297	1,452	759	**1,044**
- flight	228	321	421	174	**248**
- accommodation	410	489	397	273	**369**
- others	443	487	634	311	**427**
Average lenght of stay	**9.00**	**11.30**	**10.36**	**7.57**	**9.54**
- book holiday package	8.23	9.78	8.67	6.70	**8.59**
- do not book holiday package	9.96	13.71	15.31	7.70	**10.28**
Average daily expenditure (€)	**151.4**	**152.5**	**172.4**	**123.3**	**144.0**
- book holiday package	171.5	175.3	185.9	165.8	**172.8**
- do not book holiday package	125.9	116.5	133.1	116.5	**121.6**
Total turnover (> 15 years old) (€m)	**1,346**	**1,706**	**570**	**1,001**	**7,028**
- book holiday package	830	1,128	430	180	**3,606**
- do not book holiday package	516	578	140	821	**3,422**

Where did they spend their main holiday last year?*

	UK	Germany	Nordics	Spanish M.	TOTAL
Didn't have holidays	50.4%	33.3%	57.0%	19.5%	35.7%
Canary Islands	20.8%	19.2%	16.5%	18.9%	17.6%
Other destination	28.8%	47.5%	26.5%	61.6%	46.8%

What other destinations do they consider for this trip?*

	UK	Germany	Nordics	Spanish M.	TOTAL
None	29.2%	28.7%	40.2%	36.0%	29.4%
Canary Islands (other island)	24.7%	27.6%	24.4%	23.8%	25.4%
Other destination	46.0%	43.7%	35.5%	40.2%	45.1%

**Percentage of valid answers*

Importance of each factor in the destination choice

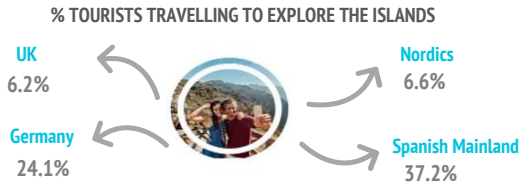
	UK	Germany	Nordics	Spanish M.	TOTAL
Climate	82.8%	78.6%	84.7%	63.2%	**76.0%**
Sea	41.7%	66.8%	43.7%	49.3%	**52.0%**
Safety	61.8%	54.2%	40.2%	40.3%	**49.0%**
Tranquility	48.5%	51.3%	35.6%	52.8%	**48.5%**
Beaches	37.6%	54.3%	38.1%	45.1%	**44.6%**
European belonging	32.5%	43.3%	35.7%	42.2%	**40.2%**
Landscapes	24.3%	34.6%	21.0%	53.2%	**39.1%**
Accommodation supply	52.6%	41.3%	32.1%	25.7%	**37.8%**
Effortless trip	48.7%	46.7%	22.7%	27.0%	**34.9%**
Environment	35.3%	24.3%	27.3%	43.5%	**34.7%**
Price	43.5%	25.8%	26.7%	29.9%	**32.4%**
Gastronomy	29.9%	28.5%	21.5%	30.1%	**27.9%**
Authenticity	19.7%	19.2%	14.4%	33.9%	**24.4%**
Fun possibilities	26.4%	19.2%	16.5%	24.1%	**22.4%**
Exoticism	8.7%	7.0%	10.8%	19.4%	**14.5%**
Hiking trail network	5.2%	11.7%	11.6%	15.5%	**12.1%**
Historical heritage	6.6%	6.6%	4.5%	14.8%	**9.1%**
Shopping	9.6%	8.5%	8.7%	7.4%	**8.8%**
Culture	9.4%	7.0%	4.9%	11.3%	**8.7%**
Nightlife	11.3%	5.5%	6.0%	8.8%	**8.4%**

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

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	UK	Germany	Nordics	Spanish M.	TOTAL
Rest	69.6%	52.4%	58.6%	30.8%	**50.7%**
Enjoy family time	12.2%	10.9%	25.4%	20.6%	**14.0%**
Have fun	8.9%	6.6%	4.7%	7.0%	**7.3%**
Explore the destination	6.2%	24.1%	6.6%	37.2%	**23.3%**
Practice their hobbies	1.1%	3.8%	3.1%	1.9%	**2.6%**
Other reasons	2.0%	2.2%	1.6%	2.5%	**2.1%**



How far in advance do they book their trip?

	UK	Germany	Nordics	Spanish M.	TOTAL
The same day	0.7%	0.7%	0.6%	1.4%	**1.0%**
Between 1 and 30 days	35.6%	43.7%	33.4%	44.3%	**42.5%**
Between 1 and 2 months	24.2%	23.9%	26.0%	31.1%	**26.7%**
Between 3 and 6 months	19.2%	19.8%	25.0%	18.6%	**18.7%**
More than 6 months	20.3%	11.9%	15.0%	4.6%	**11.1%**

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.

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CANARY ISLANDS: MAIN SOURCE MARKETS

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

	UK	Germany	Nordics	Spanish M.	TOTAL
Previous visits to the Canary Islands	65.3%	47.0%	57.1%	34.3%	**45.7%**
Friends or relatives	29.0%	24.1%	22.0%	40.5%	**30.9%**
Internet or social media	52.8%	55.5%	46.4%	52.1%	**53.5%**
Mass Media	1.7%	2.9%	1.5%	2.3%	**2.3%**
Travel guides and magazines	5.3%	9.4%	3.5%	4.3%	**7.0%**
Travel Blogs or Forums	4.8%	6.0%	2.3%	11.7%	**8.4%**
Travel TV Channels	0.6%	0.8%	0.2%	0.4%	**0.5%**
Tour Operator or Travel Agency	23.1%	25.9%	23.1%	8.8%	**19.4%**
Public administrations or similar	4.5%	0.4%	1.2%	1.7%	**1.9%**
Others	2.4%	1.7%	2.2%	4.9%	**2.9%**

** Multi-choise question*

With whom did they book their flight and accommodation?

	UK	Germany	Nordics	Spanish M.	TOTAL
Flight					
- Directly with the airline	53.1%	35.2%	27.9%	73.2%	**52.8%**
- Tour Operator or Travel Agency	46.9%	64.8%	72.1%	26.8%	**47.2%**
Accommodation					
- Directly with the accommodation	38.7%	25.3%	22.5%	58.6%	**39.9%**
- Tour Operator or Travel Agency	61.3%	74.7%	77.5%	41.4%	**60.1%**

Where do they stay?

	UK	Germany	Nordics	Spanish M.	TOTAL
1-2-3* Hotel	9.8%	14.0%	19.7%	10.0%	**11.5%**
4* Hotel	41.2%	45.0%	35.2%	37.9%	**39.4%**
5* Hotel / 5* Luxury Hotel	15.0%	10.6%	4.9%	10.6%	**10.9%**
Aparthotel / Tourist Villa	17.1%	10.1%	19.6%	13.8%	**14.8%**
House/room rented in a private dwelling	3.4%	7.4%	4.5%	7.2%	**6.9%**
Private accommodation (1)	7.6%	7.3%	5.6%	17.0%	**9.9%**
Others (Cottage, cruise, camping,..)	5.9%	5.6%	10.6%	3.6%	**6.6%**

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

What do they book?

	UK	Germany	Nordics	Spanish M.	TOTAL
Room only	23.6%	19.3%	34.9%	34.7%	**28.1%**
Bed and Breakfast	14.3%	9.1%	20.2%	21.3%	**15.3%**
Half board	18.0%	24.7%	11.6%	20.9%	**19.5%**
Full board	1.5%	3.6%	3.3%	3.4%	**3.2%**
All inclusive	42.6%	43.3%	30.0%	19.7%	**33.8%**

33.8% of tourists book all inclusive.

42.6% UK

30.0% Nordics

43.3% Germany

19.7% Spanish Mainland

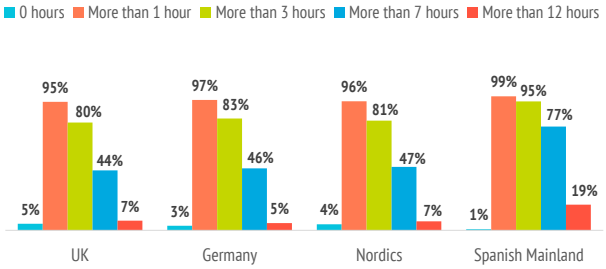
Other expenses

	UK	Germany	Nordics	Spanish M.	TOTAL
Restaurants or cafes	66.5%	56.5%	68.2%	76.1%	**66.9%**
Supermarkets	54.0%	53.7%	61.1%	53.9%	**55.6%**
Car rental	18.1%	36.8%	20.7%	52.6%	**37.3%**
Organized excursions	17.2%	22.7%	12.4%	26.8%	**23.7%**
Taxi, transfer, chauffeur service	62.9%	56.1%	63.4%	20.3%	**46.0%**
Theme Parks	9.2%	7.2%	4.7%	8.5%	**8.6%**
Sport activities	9.3%	10.8%	9.2%	7.0%	**9.3%**
Museums	2.1%	4.4%	2.6%	7.3%	**4.7%**
Flights between islands	3.3%	4.7%	2.1%	10.2%	**6.3%**

Activities in the Canary Islands

Outdoor time per day	UK	Germany	Nordics	Spanish M.	TOTAL
0 hours	4.8%	3.4%	4.4%	0.7%	**2.4%**
1 - 2 hours	15.3%	13.8%	14.3%	3.8%	**10.0%**
3 - 6 hours	35.4%	36.9%	34.2%	18.6%	**30.1%**
7 - 12 hours	37.3%	40.6%	40.4%	58.0%	**47.1%**
More than 12 hours	7.2%	5.4%	6.6%	19.0%	**10.5%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Beach	65.7%	84.2%	65.2%	75.1%	**75.1%**
Walk, wander	78.8%	55.5%	77.2%	76.2%	**72.2%**
Swimming pool, hotel facilities	73.5%	43.3%	66.0%	48.8%	**57.5%**
Explore the island on their own	34.4%	51.7%	44.2%	65.5%	**52.5%**
Swim	39.9%	50.1%	34.2%	26.2%	**38.8%**
Taste Canarian gastronomy	24.7%	34.2%	17.2%	45.6%	**30.2%**
Hiking	8.2%	20.4%	22.1%	27.9%	**22.5%**
Organized excursions	14.5%	13.5%	9.4%	16.1%	**16.0%**
Sea excursions / whale watching	12.1%	13.1%	8.4%	12.1%	**13.5%**
Nightlife / concerts / shows	20.1%	8.1%	11.6%	11.5%	**12.3%**
Theme parks	12.1%	10.8%	6.6%	12.8%	**12.2%**
Museums / exhibitions	5.7%	8.6%	6.1%	16.9%	**10.7%**
Wineries / markets / popular festiv	7.4%	8.1%	6.9%	15.8%	**10.0%**
Other Nature Activities	3.5%	10.1%	6.3%	13.8%	**9.5%**
Running	6.1%	3.6%	10.7%	7.4%	**7.6%**
Practice other sports	3.8%	7.4%	10.3%	6.3%	**5.9%**
Beauty and health treatments	6.7%	4.7%	6.6%	3.8%	**5.6%**
Surf	3.1%	5.1%	2.6%	4.9%	**4.8%**
Astronomical observation	1.8%	6.3%	4.5%	5.0%	**4.2%**
Cycling / Mountain bike	4.0%	5.1%	5.3%	2.5%	**4.2%**
Scuba Diving	2.1%	5.8%	2.6%	4.4%	**4.2%**
Golf	3.1%	2.1%	3.5%	1.1%	**2.3%**
Windsurf / Kitesurf	0.9%	2.0%	1.2%	0.9%	**1.5%**

** Multi-choise question*

TOURIST PROFILE BY SOURCE MARKETS (2021)
CANARY ISLANDS: MAIN SOURCE MARKETS

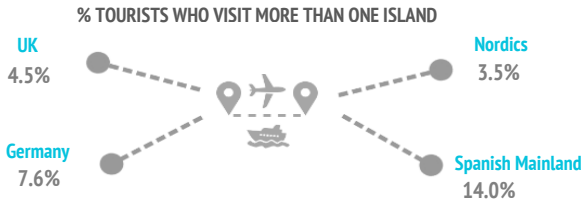
Which island do they choose?

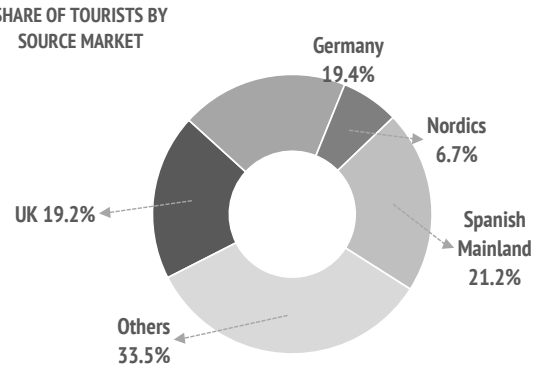
Tourists (> 15 years old)	UK	Germany	Nordics	Spanish M.	TOTAL
Lanzarote	284,634	107,543	28,175	237,618	**963,331**
Fuerteventura	108,647	333,335	30,788	117,343	**843,805**
Gran Canaria	157,403	361,424	231,766	339,140	**1,545,237**
Tenerife	527,673	303,546	86,991	486,868	**2,320,313**
La Palma	2,198	17,024	668	67,151	**102,576**

Share by islands	UK	Germany	Nordics	Spanish M.	TOTAL
Lanzarote	26.3%	9.6%	7.4%	19.0%	**16.7%**
Fuerteventura	10.1%	29.7%	8.1%	9.4%	**14.6%**
Gran Canaria	14.6%	32.2%	61.3%	27.2%	**26.8%**
Tenerife	48.8%	27.0%	23.0%	39.0%	**40.2%**
La Palma	0.2%	1.5%	0.2%	5.4%	**1.8%**

How many islands do they visit during their trip?

	UK	Germany	Nordics	Spanish M.	TOTAL
One island	95.5%	92.4%	96.5%	86.0%	**90.9%**
Two islands	3.9%	5.7%	3.2%	12.3%	**7.8%**
Three or more islands	0.6%	1.9%	0.3%	1.7%	**1.3%**

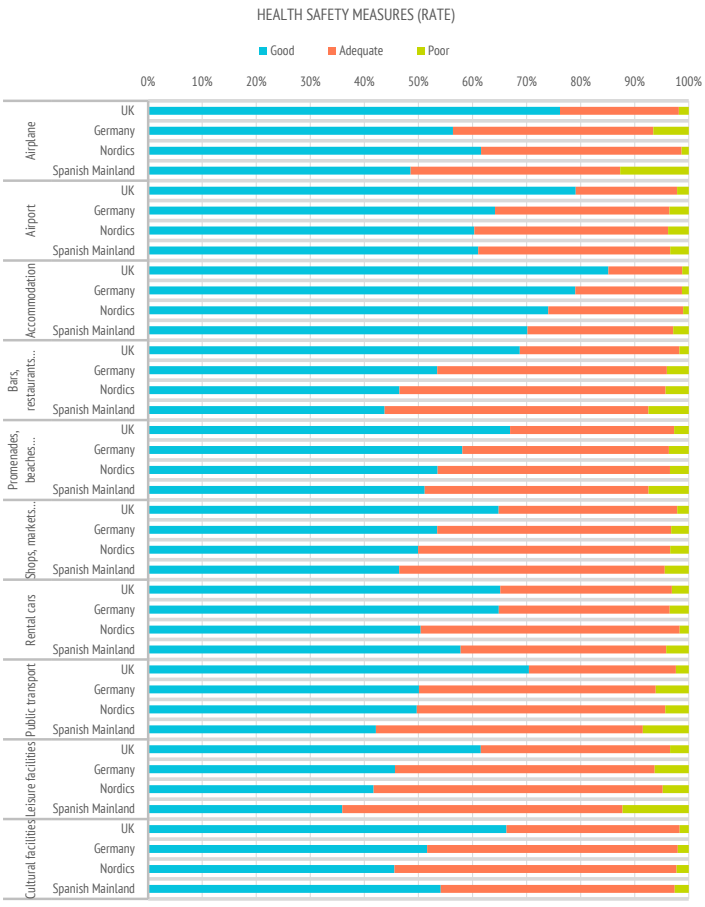




Health safety

Planning the trip: Importance	UK	Germany	Nordics	Spanish M.	TOTAL
Average rating (scale 0-10)	8.63	8.03	7.87	7.58	7.99

During the stay: Rate	UK	Germany	Nordics	Spanish M.	TOTAL
Average rating (scale 0-10)	8.93	8.41	8.43	7.87	8.42



How do they rate the Canary Islands?

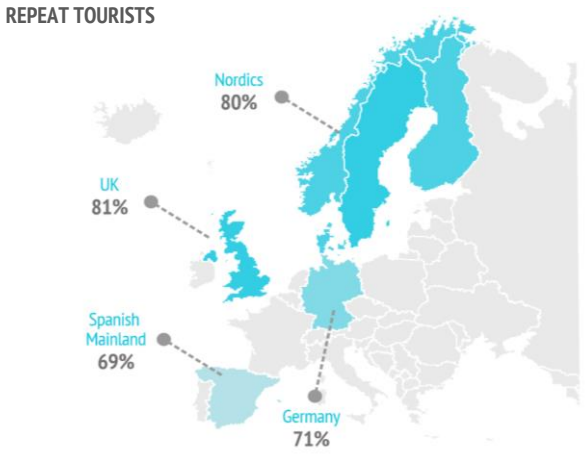
Satisfaction (scale 0-10)	UK	Germany	Nordics	Spanish M.	TOTAL
Average rating	9.12	8.82	8.75	8.82	**8.86**

Experience in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Worse or much worse than expected	2.0%	1.3%	2.6%	3.4%	**2.7%**
Lived up to expectations	49.5%	54.1%	58.4%	48.1%	**51.4%**
Better or much better than expected	48.5%	44.6%	38.9%	48.5%	**45.9%**

Future intentions (scale 1-10)	UK	Germany	Nordics	Spanish M.	TOTAL
Return to the Canary Islands	9.20	8.83	8.82	9.11	**8.86**
Recommend visiting the Canary Islands	9.31	9.07	8.95	9.25	**9.10**

How many are loyal to the Canary Islands?

	UK	Germany	Nordics	Spanish M.	TOTAL
Repeat tourists	**81.0%**	**70.9%**	**79.5%**	**69.0%**	**68.0%**
Repeat tourists (last 5 years)	73.4%	65.6%	71.8%	62.1%	**61.9%**
Repeat tourists (last 5 years) (5 or more visits)	18.7%	14.5%	16.5%	17.7%	**15.0%**
At least 10 previous visits	**25.0%**	**19.4%**	**26.3%**	**18.7%**	**18.3%**



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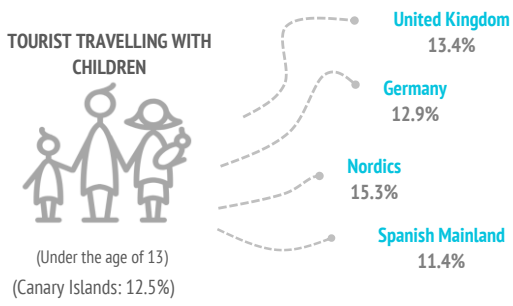
Where does the flight come from?

	UK	Germany	Nordics	Spanish M.	TOTAL
Spanish Mainland	0.8%	2.4%	1.0%	99.1%	**25.7%**
Germany	0.2%	94.0%	1.4%	0.1%	**19.9%**
United Kingdom	97.6%	0.2%	0.5%	0.2%	**18.8%**
France	0.0%	0.0%	0.0%	0.0%	**4.5%**
Netherlands	0.1%	0.1%	0.1%	0.0%	**4.1%**
Italy	0.1%	0.1%	0.0%	0.1%	**3.9%**
Belgium	0.0%	0.1%	0.1%	0.0%	**3.6%**
Poland	0.0%	0.0%	0.1%	0.0%	**3.6%**
Ireland	0.9%	0.2%	0.0%	0.0%	**2.7%**
Sweden	0.0%	0.1%	32.1%	0.0%	**2.2%**
Denmark	0.0%	0.1%	30.9%	0.0%	**2.1%**
Switzerland	0.0%	1.3%	0.1%	0.0%	**2.0%**
Norway	0.0%	0.0%	20.0%	0.0%	**1.3%**
Portugal	0.1%	0.7%	0.2%	0.3%	**1.2%**
Luxembourg	0.0%	0.5%	0.0%	0.0%	**1.1%**
Finland	0.0%	0.0%	13.4%	0.0%	**0.9%**
Czech Republic	0.0%	0.0%	0.0%	0.0%	**0.8%**
Others	0.0%	0.3%	0.1%	0.1%	**1.7%**

Who do they come with?

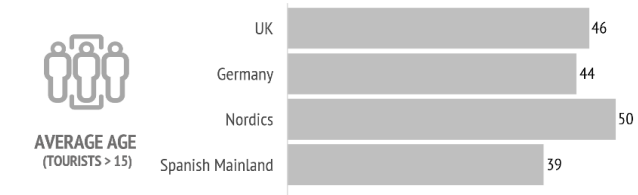
	UK	Germany	Nordics	Spanish M.	TOTAL
Unaccompanied	11.0%	12.6%	11.7%	19.8%	**13.5%**
Only with partner	53.6%	50.3%	46.5%	41.5%	**48.2%**
Only with children (< 13 years old)	3.4%	5.0%	4.6%	3.5%	**3.9%**
Partner + children (< 13 years old)	5.1%	5.0%	5.6%	5.4%	**4.9%**
Other relatives	10.3%	6.0%	9.1%	7.2%	**8.4%**
Friends	6.9%	7.5%	7.8%	9.1%	**8.5%**
Work colleagues	0.0%	0.5%	0.2%	2.6%	**0.8%**
Organized trip	0.1%	0.3%	0.1%	0.2%	**0.2%**
Other combinations (1)	9.5%	12.9%	14.4%	10.6%	**11.5%**
(1) Different situations have been isolated					
Tourists with children	**13.4%**	**12.9%**	**15.3%**	**11.4%**	**12.5%**
- Between 0 and 2 years old	1.3%	1.0%	0.8%	1.3%	**1.2%**
- Between 3 and 12 years old	10.8%	10.9%	12.8%	9.3%	**10.2%**
- Between 0 -2 and 3-12 years old	1.3%	1.0%	1.6%	0.8%	**1.0%**
Tourists without children	**86.6%**	**87.1%**	**84.7%**	**88.6%**	**87.5%**
Group composition:					
- 1 person	13.3%	14.8%	13.7%	23.8%	**16.5%**
- 2 people	60.5%	59.4%	56.8%	48.9%	**56.7%**
- 3 people	9.3%	11.1%	9.7%	11.0%	**10.7%**
- 4 or 5 people	14.1%	12.8%	14.6%	13.7%	**13.6%**
- 6 or more people	2.8%	1.9%	5.1%	2.5%	**2.5%**
Average group size:	**2.41**	**2.33**	**2.58**	**2.31**	**2.37**

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



Who are they?

	UK	Germany	Nordics	Spanish M.	TOTAL
Gender					
Men	44.7%	51.9%	47.5%	51.3%	**49.6%**
Women	55.3%	48.1%	52.5%	48.7%	**50.4%**
Age					
Average age (tourist > 15 years old)	46.8	44.8	50.2	39.4	**43.3**
Standard deviation	15.9	16.1	16.3	13.3	**15.6**
Age range (> 15 years old)					
16 - 24 years old	9.3%	11.6%	9.3%	13.1%	**11.9%**
25 - 30 years old	11.7%	12.4%	5.8%	18.5%	**14.8%**
31 - 45 years old	25.9%	28.4%	22.3%	36.3%	**30.2%**
46 - 60 years old	29.9%	28.5%	31.1%	24.4%	**26.6%**
Over 60 years old	23.2%	19.1%	31.5%	7.7%	**16.4%**
Occupation					
Salaried worker	60.8%	58.7%	48.7%	61.1%	**57.8%**
Self-employed	9.8%	8.2%	7.9%	12.2%	**11.1%**
Unemployed	0.8%	0.7%	1.5%	3.7%	**1.7%**
Business owner	4.7%	11.7%	13.4%	9.0%	**10.0%**
Student	3.3%	6.2%	4.8%	7.3%	**5.9%**
Retired	19.0%	12.9%	22.4%	5.7%	**12.2%**
Unpaid domestic work	1.2%	0.3%	0.0%	0.3%	**0.5%**
Others	0.5%	1.2%	1.2%	0.6%	**0.9%**
Annual household income level					
Less than €25,000	11.1%	11.8%	5.8%	24.3%	**16.1%**
€25,000 - €49,999	34.4%	32.8%	26.4%	45.2%	**37.0%**
€50,000 - €74,999	23.6%	27.4%	28.7%	19.2%	**23.4%**
More than €74,999	30.8%	28.0%	39.0%	11.4%	**23.5%**
Education level	0.0%	0.0%	0.0%	0.0%	**0.0%**
No studies	8.7%	0.3%	1.8%	0.5%	**2.2%**
Primary education	0.9%	2.5%	4.1%	2.8%	**2.2%**
Secondary education	18.5%	18.6%	26.1%	15.1%	**18.8%**
Higher education	71.9%	78.7%	68.1%	81.5%	**76.9%**



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.