

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

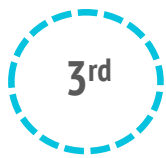
UNITED KINGDOM

How many are they and how much do they spend?

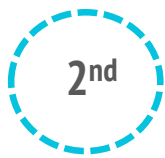


	United Kingdom	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	1,288,931	6,697,165
Tourist arrivals > 15 years old (EGT)	1,084,629	5,827,892
- book holiday package	607,545	2,549,012
- do not book holiday package	477,084	3,278,880
- % tourists who book holiday package	56.0%	43.7%
Share of total tourist	19.2%	100%

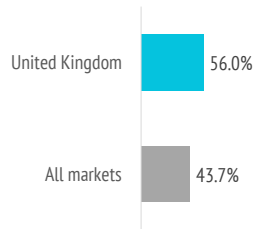
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



49% of British travel to Tenerife.

Expenditure per tourist (€)	1,241	1,206
- book holiday package	1,367	1,415
- holiday package	1,080	1,135
- others	287	280
- do not book holiday package	1,081	1,044
- flight	228	248
- accommodation	410	369
- others	443	427
Average length of stay	9.00	9.54
- book holiday package	8.23	8.59
- do not book holiday package	9.96	10.28
Average daily expenditure (€)	151.4	144.0
- book holiday package	171.5	172.8
- do not book holiday package	125.9	121.6
Total turnover (> 15 years old) (€m)	1,346	7,028
- book holiday package	830	3,606
- do not book holiday package	516	3,422

Where did they spend their main holiday last year?*

	United Kingdom	All markets
Didn't have holiday	50.4%	35.7%
Canary Islands	20.8%	17.6%
Other destination	28.8%	46.8%

What other destinations do they consider for this trip?*

	United Kingdom	All markets
None	29.2%	29.4%
Canary Islands (other island)	24.7%	25.4%
Other destination	46.0%	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



	United Kingdom	All markets
Climate	82.8%	76.0%
Safety	61.8%	49.0%
Accommodation supply	52.6%	37.8%
Effortless trip	48.7%	34.9%
Tranquility	48.5%	48.5%
Price	43.5%	32.4%
Sea	41.7%	52.0%
Beaches	37.6%	44.6%
Environment	35.3%	34.7%
European belonging	32.5%	40.2%
Gastronomy	29.9%	27.9%
Fun possibilities	26.4%	22.4%
Landscapes	24.3%	39.1%
Authenticity	19.7%	24.4%
Nightlife	11.3%	8.4%
Shopping	9.6%	8.8%
Culture	9.4%	8.7%
Exoticism	8.7%	14.5%
Historical heritage	6.6%	9.1%
Hiking trail network	5.2%	12.1%

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 ACCOMMODATION SUPPLY

UNITED KINGDOM
52.6%



ALL MARKETS
37.8%

What is the main motivation for their holidays?



	United Kingdom	All markets
Rest	69.6%	50.7%
Enjoy family time	12.2%	14.0%
Have fun	8.9%	7.3%
Explore the destination	6.2%	23.3%
Practice their hobbies	1.1%	2.6%
Other reasons	2.0%	2.1%

REST



United Kingdom



69.6%

All markets



50.7%

How far in advance do they book their trip?



	United Kingdom	All markets
The same day	0.7%	1.0%
Between 1 and 30 days	35.6%	42.5%
Between 1 and 2 months	24.2%	26.7%
Between 3 and 6 months	19.2%	18.7%
More than 6 months	20.3%	11.1%

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UNITED KINGDOM



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

	United Kingdom	All markets
Previous visits to the Canary Islands	65.3%	45.7%
Friends or relatives	29.0%	30.9%
Internet or social media	52.8%	53.5%
Mass Media	1.7%	2.3%
Travel guides and magazines	5.3%	7.0%
Travel Blogs or Forums	4.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	23.1%	19.4%
Public administrations or similar	4.5%	1.9%
Others	2.4%	2.9%

* Multi-choise question

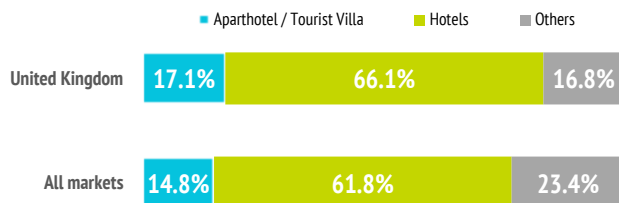
With whom did they book their flight and accommodation?

	United Kingdom	All markets
Flight		
- Directly with the airline	53.1%	52.8%
- Tour Operator or Travel Agency	46.9%	47.2%
Accommodation		
- Directly with the accommodation	38.7%	39.9%
- Tour Operator or Travel Agency	61.3%	60.1%

Where do they stay?

	United Kingdom	All markets
1-2-3* Hotel	9.8%	11.5%
4* Hotel	41.2%	39.4%
5* Hotel / 5* Luxury Hotel	15.0%	10.9%
Aparthotel / Tourist Villa	17.1%	14.8%
House/room rented in a private dwelling	3.4%	6.9%
Private accommodation (1)	7.6%	9.9%
Others (Cottage, cruise, camping,...)	5.9%	6.6%

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



What do they book?

	United Kingdom	All markets
Room only	23.6%	28.1%
Bed and Breakfast	14.3%	15.3%
Half board	18.0%	19.5%
Full board	1.5%	3.2%
All inclusive	42.6%	33.8%

”
42.6% of British book all inclusive.
 (Canary Islands: 33.8%)

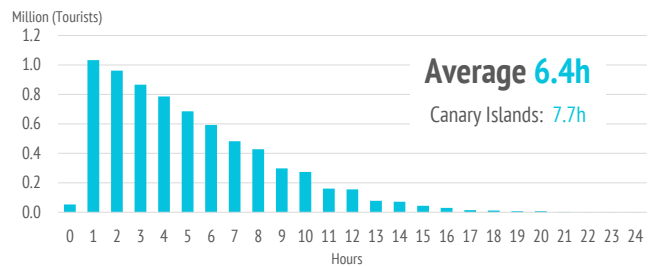
Other expenses

	United Kingdom	All markets
Restaurants or cafes	66.5%	66.9%
Supermarkets	54.0%	55.6%
Car rental	18.1%	37.3%
Organized excursions	17.2%	23.7%
Taxi, transfer, chauffeur service	62.9%	46.0%
Theme Parks	9.2%	8.6%
Sport activities	9.3%	9.3%
Museums	2.1%	4.7%
Flights between islands	3.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	United Kingdom	All markets
0 hours	4.8%	2.4%
1 - 2 hours	15.3%	10.0%
3 - 6 hours	35.4%	30.1%
7 - 12 hours	37.3%	47.1%
More than 12 hours	7.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	United Kingdom	All markets
Beach	65.7%	75.1%
Walk, wander	78.8%	72.2%
Swimming pool, hotel facilities	73.5%	57.5%
Explore the island on their own	34.4%	52.5%
Swim	39.9%	38.8%
Taste Canarian gastronomy	24.7%	30.2%
Hiking	8.2%	22.5%
Organized excursions	14.5%	16.0%
Sea excursions / whale watching	12.1%	13.5%
Nightlife / concerts / shows	20.1%	12.3%
Theme parks	12.1%	12.2%
Museums / exhibitions	5.7%	10.7%
Wineries / markets / popular festivals	7.4%	10.0%
Other Nature Activities	3.5%	9.5%
Running	6.1%	7.6%
Practice other sports	3.8%	5.9%
Beauty and health treatments	6.7%	5.6%
Surf	3.1%	4.8%
Astronomical observation	1.8%	4.2%
Cycling / Mountain bike	4.0%	4.2%
Scuba Diving	2.1%	4.2%
Golf	3.1%	2.3%
Windsurf / Kitesurf	0.9%	1.5%

* Multi-choise question

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Which island do they choose?

Tourists (> 15 years old)	United Kingdom	All markets
Lanzarote	284,634	963,331
Fuerteventura	108,647	843,805
Gran Canaria	157,403	1,545,237
Tenerife	527,673	2,320,313
La Palma	2,198	102,576

How many islands do they visit during their trip?

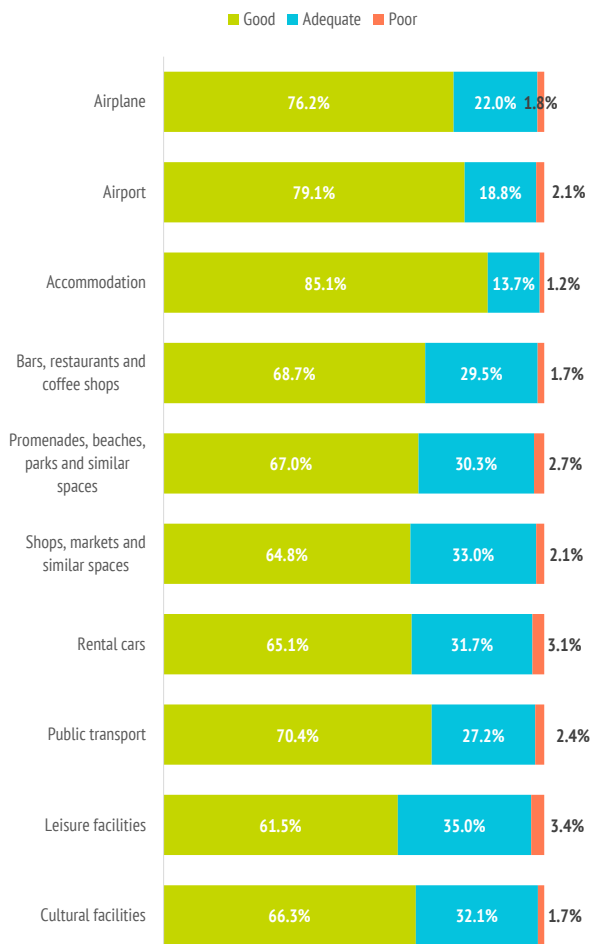
	United Kingdom	All markets
One island	95.5%	90.9%
Two islands	3.9%	7.8%
Three or more islands	0.6%	1.3%

Health safety

Planning the trip: Importance	United Kingdom	All markets
Average rating (scale 0-10)	8.63	7.99

During the stay: Rate	United Kingdom	All markets
Average rating (scale 0-10)	8.93	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	United Kingdom	All markets
Lanzarote	26.3%	16.7%
Fuerteventura	10.1%	14.6%
Gran Canaria	14.6%	26.8%
Tenerife	48.8%	40.2%
La Palma	0.2%	1.8%

MOST VISITED PLACES IN EACH ISLAND



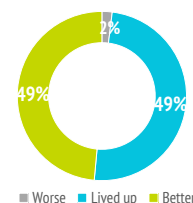
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	United Kingdom	All markets
Average rating	9.12	8.86

Experience in the Canary Islands	United Kingdom	All markets
Worse or much worse than expected	2.0%	2.7%
Lived up to expectations	49.5%	51.4%
Better or much better than expected	48.5%	45.9%

Future intentions (scale 1-10)	United Kingdom	All markets
Return to the Canary Islands	9.20	8.86
Recommend visiting the Canary Island	9.31	9.10



Experience in the Canary Islands



9.20/10

Return to the Canary Islands



9.31/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	United Kingdom	All markets
Repeat tourists	81.0%	68.0%
Repeat tourists (last 5 years)	73.4%	61.9%
Repeat tourists (last 5 years) (5 or more)	18.7%	15.0%
At least 10 previous visits	25.0%	18.3%

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Where does the flight come from?



	%	Absolute
United Kingdom	97.6%	1,059,120
Ireland	0.9%	9,743
Spanish Mainland	0.8%	9,068
Germany	0.2%	2,336
Portugal	0.1%	1,344
Italy	0.1%	1,124
Others	0.2%	1,896

Who do they come with?



	United Kingdom	All markets
Unaccompanied	11.0%	13.5%
Only with partner	53.6%	48.2%
Only with children (< 13 years old)	3.4%	3.9%
Partner + children (< 13 years old)	5.1%	4.9%
Other relatives	10.3%	8.4%
Friends	6.9%	8.5%
Work colleagues	0.0%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	9.5%	11.5%

(1) Different situations have been isolated

Tourists with children	13.4%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	10.8%	10.2%
- Between 0 -2 and 3-12 years	1.3%	1.0%
Tourists without children	86.6%	87.5%
Group composition:		
- 1 person	13.3%	16.5%
- 2 people	60.5%	56.7%
- 3 people	9.3%	10.7%
- 4 or 5 people	14.1%	13.6%
- 6 or more people	2.8%	2.5%
Average group size:	2.41	2.37

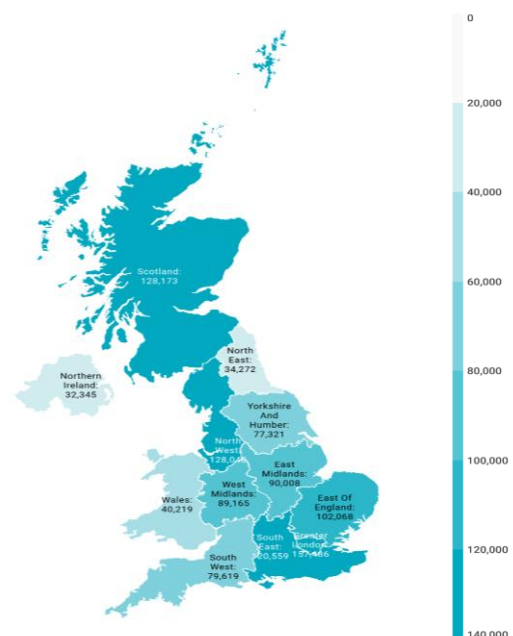
*People who share the main expenses of the trip

Who are they?



	United Kingdom	All markets
Gender		
Men	44.7%	49.6%
Women	55.3%	50.4%
Age		
Average age (tourist > 15 years old)	46.8	43.3
Standard deviation	15.9	15.6
Age range (> 15 years old)		
16 - 24 years old	9.3%	11.9%
25 - 30 years old	11.7%	14.8%
31 - 45 years old	25.9%	30.2%
46 - 60 years old	29.9%	26.6%
Over 60 years old	23.2%	16.4%
Occupation		
Salaried worker	60.8%	57.8%
Self-employed	9.8%	11.1%
Unemployed	0.8%	1.7%
Business owner	4.7%	10.0%
Student	3.3%	5.9%
Retired	19.0%	12.2%
Unpaid domestic work	1.2%	0.5%
Others	0.5%	0.9%
Annual household income level		
Less than €25,000	11.1%	16.1%
€25,000 - €49,999	34.4%	37.0%
€50,000 - €74,999	23.6%	23.4%
More than €74,999	30.8%	23.5%
Education level		
No studies	8.7%	2.2%
Primary education	0.9%	2.2%
Secondary education	18.5%	18.8%
Higher education	71.9%	76.9%

TOURISTS BY NUTS OF RESIDENCE



8 IN 10 TOURISTS ARE REPEATERS

47 YEARS OLD AVERAGE AGE

54% ONLY WITH PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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