

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



	Canarian gastronomy	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	<b>6,697,165</b>
Tourist arrivals > 15 years old (EGT)	<b>1,758,400</b>	<b>5,827,892</b>
- book holiday package	563,444	2,549,012
- do not book holiday package	1,194,957	3,278,880
- % tourists who book holiday package	32.0%	43.7%
Share of total tourist	30.2%	100%
<b>Expenditure per tourist (€)</b>		
	<b>1,170</b>	<b>1,206</b>
- book holiday package	1,457	1,415
- holiday package	1,034	1,135
- others	424	280
- do not book holiday package	1,034	1,044
- flight	249	248
- accommodation	333	369
- others	452	427
<b>Average lenght of stay</b>	<b>10.18</b>	<b>9.54</b>
- book holiday package	8.72	8.59
- do not book holiday package	10.86	10.28
<b>Average daily expenditure (€)</b>	<b>134.0</b>	<b>144.0</b>
- book holiday package	176.8	172.8
- do not book holiday package	113.8	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>2,057</b>	<b>7,028</b>
- book holiday package	821	3,606
- do not book holiday package	1,236	3,422

## Importance of each factor in the destination choice



	Canarian gastronomy	Total
Climate	72.1%	76.0%
Sea	51.7%	52.0%
Tranquility	48.0%	48.5%
Landscapes	47.2%	39.1%
Safety	46.6%	49.0%
Beaches	42.6%	44.6%
Environment	39.8%	34.7%
European belonging	39.6%	40.2%
Gastronomy	35.1%	27.9%
Effortless trip	34.6%	34.9%
Accommodation supply	32.1%	37.8%
Price	30.0%	32.4%
Authenticity	28.8%	24.4%
Fun possibilities	21.7%	22.4%
Exoticism	15.7%	14.5%
Hiking trail network	13.9%	12.1%
Historical heritage	11.2%	9.1%
Culture	10.5%	8.7%
Shopping	8.2%	8.8%
Nightlife	7.7%	8.4%

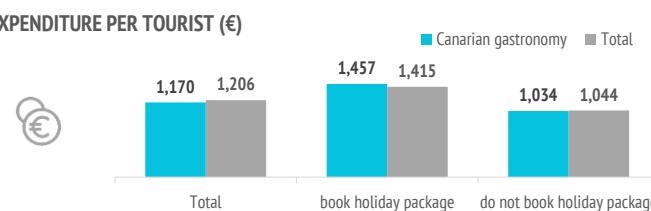
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

## AVERAGE LENGTH OF STAY (nights)



## EXPENDITURE PER TOURIST (€)



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

	Canarian gastronomy	Total
Didn't have holidays	30.1%	35.7%
Canary Islands	18.4%	17.6%
Other destination	51.5%	46.8%

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

	Canarian gastronomy	Total
None	29.9%	29.4%
Canary Islands (other island)	24.7%	25.4%
Other destination	45.4%	45.1%

\*Percentage of valid answers

## What is the main motivation for their holidays?



	Canarian gastronomy	Total
Rest	39.7%	50.7%
Enjoy family time	15.4%	14.0%
Have fun	8.0%	7.3%
Explore the destination	32.7%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	1.9%	2.1%

## EXPLORE THE DESTINATION



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



	Canarian gastronomy	Total
The same day	0.9%	1.0%
Between 1 and 30 days	40.0%	42.5%
Between 1 and 2 months	29.6%	26.7%
Between 3 and 6 months	19.2%	18.7%
More than 6 months	10.4%	11.1%

## % TOURISTS BOOKING MORE THAN 1 MONTH IN ADVANCE

## CANARIAN GASTRONOMY

59%



## TOTAL

57%

Picture: Freepik.com

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

	Canarian gastronomy	Total
Previous visits to the Canary Islands	45.1%	45.7%
Friends or relatives	39.7%	30.9%
Internet or social media	58.4%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	9.4%	7.0%
Travel Blogs or Forums	12.6%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	15.8%	19.4%
Public administrations or similar	2.4%	1.9%
Others	2.5%	2.9%

\* Multi-choice question

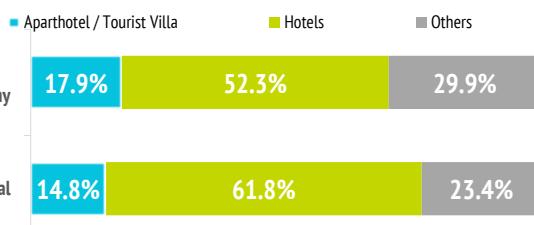
With whom did they book their flight and accommodation? 

	Canarian gastronomy	Total
<b>Flight</b>		
- Directly with the airline	62.1%	52.8%
- Tour Operator or Travel Agency	37.9%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	46.9%	39.9%
- Tour Operator or Travel Agency	53.1%	60.1%

Where do they stay? 

	Canarian gastronomy	Total
1-2-3* Hotel	9.8%	11.5%
4* Hotel	33.1%	39.4%
5* Hotel / 5* Luxury Hotel	9.3%	10.9%
Aparthotel / Tourist Villa	17.9%	14.8%
House/room rented in a private dwelling	9.0%	6.9%
Private accommodation (1)	14.0%	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? 

	Canarian gastronomy	Total
Room only	37.6%	28.1%
Bed and Breakfast	20.1%	15.3%
Half board	19.9%	19.5%
Full board	1.8%	3.2%
All inclusive	20.6%	33.8%

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38% of tourists book room only

(Canary Islands: 28%)

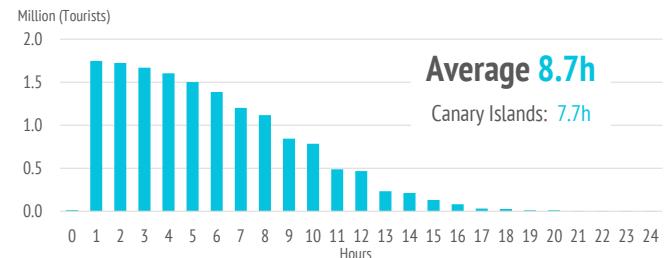
Other expenses 

	Canarian gastronomy	Total
Restaurants or cafes	81.4%	66.9%
Supermarkets	64.6%	55.6%
Car rental	49.9%	37.3%
Organized excursions	28.2%	23.7%
Taxi, transfer, chauffeur service	37.5%	46.0%
Theme Parks	11.2%	8.6%
Sport activities	10.6%	9.3%
Museums	7.9%	4.7%
Flights between islands	8.9%	6.3%

Activities in the Canary Islands 

Outdoor time per day	Canarian gastronomy	Total
0 hours	0.7%	2.4%
1 - 2 hours	4.4%	10.0%
3 - 6 hours	26.5%	30.1%
7 - 12 hours	55.1%	47.1%
More than 12 hours	13.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Canarian gastronomy	Total
Taste Canarian gastronomy	100%	30.2%
Walk, wander	85.6%	72.2%
Beach	85.1%	75.1%
Explore the island on their own	72.1%	52.5%
Swimming pool, hotel facilities	56.1%	57.5%
Swim	49.7%	38.8%
Hiking	33.2%	22.5%
Wineries / markets / popular festivals	20.1%	10.0%
Museums / exhibitions	18.7%	10.7%
Organized excursions	18.7%	16.0%
Theme parks	17.1%	12.2%
Other Nature Activities	17.0%	9.5%
Sea excursions / whale watching	16.6%	13.5%
Nightlife / concerts / shows	15.6%	12.3%
Running	9.3%	7.6%
Beauty and health treatments	7.7%	5.6%
Practice other sports	7.5%	5.9%
Astronomical observation	7.4%	4.2%
Surf	6.0%	4.8%
Scuba Diving	5.9%	4.2%
Cycling / Mountain bike	4.7%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

\* Multi-choice question

# PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

## TAKE CANARIAN GASTRONOMY



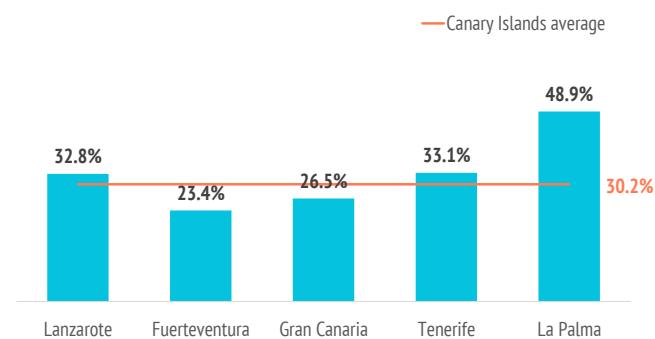
### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Taste Canarian gastronomy	1,758,400	316,452	197,617	409,485	768,922	50,191
- Share by islands	100%	18.0%	11.2%	23.3%	43.7%	2.9%
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%
% Taste Canarian gastronomy	30.2%	32.8%	23.4%	26.5%	33.1%	48.9%

### How many islands do they visit during their trip?

	Canarian gastronomy	Total
One island	88.7%	90.9%
Two islands	9.8%	7.8%
Three or more islands	1.5%	1.3%

### % TOURISTS BY ISLAND OF STAY



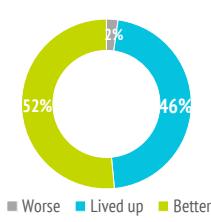
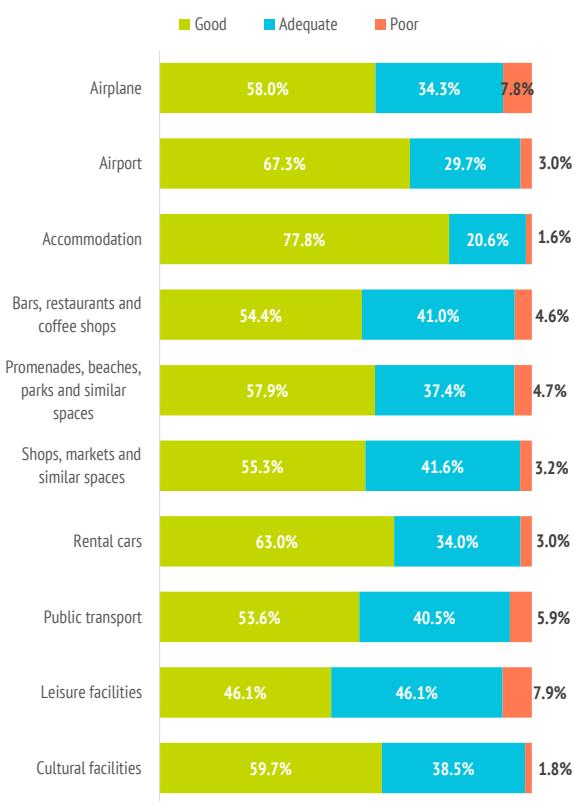
### Health safety

Planning the trip: Importance	Canarian gastronomy	Total
Average rating (scale 0-10)	7.84	7.99
During the stay: Rate	Canarian gastronomy	Total
Average rating (scale 0-10)	8.34	8.42

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Canarian gastronomy	Total
Average rating	8.96	8.86

### HEALTH SAFETY MEASURES (RATE)



Experience in the Canary Islands



8.98/10



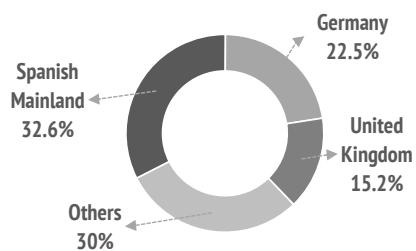
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### How many are loyal to the Canary Islands?

	Canarian gastronomy	Total
Repeat tourists	68.4%	68.0%
Repeat tourists (last 5 years)	62.4%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.2%	15.0%
At least 10 previous visits	18.7%	18.3%

Where are they from?

	%	Absolute
Spanish Mainland	32.6%	573,103
Germany	22.5%	394,804
United Kingdom	15.2%	267,822
Italy	5.0%	87,317
Poland	3.6%	63,758
France	3.3%	57,200
Belgium	2.9%	50,171
Netherlands	2.7%	46,916
Ireland	2.3%	39,611
Sweden	1.5%	26,678
Switzerland	1.3%	22,495
Denmark	1.2%	21,285
Czech Republic	0.9%	16,197
Finland	0.8%	13,650
Austria	0.7%	13,105
Portugal	0.4%	7,902
Luxembourg	0.4%	7,125
Others	2.8%	49,261



Who do they come with?

	Canarian gastronomy	Total
Unaccompanied	12.5%	13.5%
Only with partner	50.2%	48.2%
Only with children (<13 years old)	3.2%	3.9%
Partner + children (<13 years old)	4.3%	4.9%
Other relatives	8.2%	8.4%
Friends	8.7%	8.5%
Work colleagues	0.8%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	12.0%	11.5%

(1) Different situations have been isolated

Tourists with children	10.2%	12.5%
- Between 0 and 2 years old	0.9%	1.2%
- Between 3 and 12 years old	8.5%	10.2%
- Between 0-2 and 3-12 years	0.8%	1.0%
Tourists without children	89.8%	87.5%
Group composition:		
- 1 person	15.3%	16.5%
- 2 people	58.6%	56.7%
- 3 people	10.5%	10.7%
- 4 or 5 people	13.2%	13.6%
- 6 or more people	2.3%	2.5%
Average group size:	2.35	2.37

\*People who share the main expenses of the trip

Who are they?

	Canarian gastronomy	Total
<u>Gender</u>		
Men	50.1%	49.6%
Women	49.9%	50.4%
<u>Age</u>		
Average age (tourist > 15 years old)	41.2	43.3
Standard deviation	15.1	15.6
<u>Age range (&gt; 15 years old)</u>		
16 - 24 years old	13.4%	11.9%
25 - 30 years old	17.6%	14.8%
31 - 45 years old	31.6%	30.2%
46 - 60 years old	24.2%	26.6%
Over 60 years old	13.2%	16.4%
<u>Occupation</u>		
Salaried worker	58.8%	57.8%
Self-employed	11.6%	11.1%
Unemployed	2.0%	1.7%
Business owner	9.9%	10.0%
Student	6.7%	5.9%
Retired	10.0%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.7%	0.9%
<u>Annual household income level</u>		
Less than €25,000	17.1%	16.1%
€25,000 - €49,999	39.0%	37.0%
€50,000 - €74,999	22.3%	23.4%
More than €74,999	21.7%	23.5%
<u>Education level</u>		
No studies	1.4%	2.2%
Primary education	1.8%	2.2%
Secondary education	15.6%	18.8%
Higher education	81.2%	76.9%



3 IN 10 TOURISTS ARE

SPANISH

41 YEARS OLD

AVERAGE AGE

50% ONLY WITH  
PARTNER



Pictures: Freepik.com