

How many are they and how much do they spend? 

	Walk / Wander	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	4,210,158	5,827,892
- book holiday package	1,764,623	2,549,012
- do not book holiday package	2,445,534	3,278,880
- % tourists who book holiday package	41.9%	43.7%
Share of total tourist	72.2%	100%
Expenditure per tourist (€)		
	1,182	1,206
- book holiday package	1,372	1,415
- holiday package	1,091	1,135
- others	282	280
- do not book holiday package	1,045	1,044
- flight	247	248
- accommodation	369	369
- others	428	427
Average lenght of stay	9.53	9.54
- book holiday package	8.41	8.59
- do not book holiday package	10.35	10.28
Average daily expenditure (€)	140.9	144.0
- book holiday package	170.2	172.8
- do not book holiday package	119.7	121.6
Total turnover (> 15 years old) (€m)	4,977	7,028
- book holiday package	2,421	3,606
- do not book holiday package	2,555	3,422

Importance of each factor in the destination choice 

	Walk / Wander	Total
Climate	75.7%	76.0%
Sea	50.5%	52.0%
Safety	48.2%	49.0%
Tranquility	47.4%	48.5%
Beaches	43.2%	44.6%
Landscapes	41.5%	39.1%
European belonging	39.6%	40.2%
Accommodation supply	36.6%	37.8%
Environment	36.4%	34.7%
Effortless trip	33.9%	34.9%
Price	32.4%	32.4%
Gastronomy	27.7%	27.9%
Authenticity	25.0%	24.4%
Fun possibilities	22.0%	22.4%
Exoticism	15.1%	14.5%
Hiking trail network	13.1%	12.1%
Historical heritage	9.5%	9.1%
Culture	9.1%	8.7%
Shopping	8.5%	8.8%
Nightlife	8.1%	8.4%

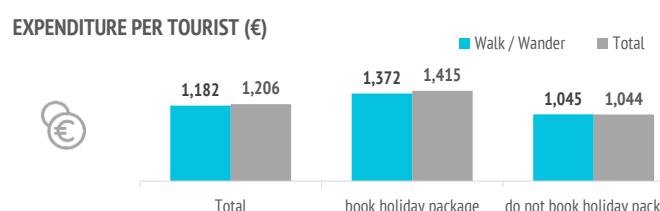
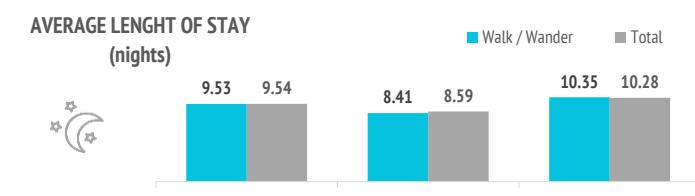
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays? 

	Walk / Wander	Total
Rest	48.9%	50.7%
Enjoy family time	14.1%	14.0%
Have fun	7.2%	7.3%
Explore the destination	25.8%	23.3%
Practice their hobbies	2.1%	2.6%
Other reasons	2.0%	2.1%

EXPLORE THE DESTINATION

Where did they spend their main holiday last year?* 

	Walk / Wander	Total
Didn't have holidays	35.7%	35.7%
Canary Islands	16.9%	17.6%
Other destination	47.4%	46.8%

What other destinations do they consider for this trip?* 

	Walk / Wander	Total
None	29.0%	29.4%
Canary Islands (other island)	25.1%	25.4%
Other destination	45.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that one of the activities carried out in the Canary Island was walk / wander.

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

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

WALK / WANDER

27.3%



TOTAL

26.7%

Picture: Freepik.com

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

	Walk / Wander	Total
Previous visits to the Canary Islands	46.6%	45.7%
Friends or relatives	33.1%	30.9%
Internet or social media	56.5%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	7.9%	7.0%
Travel Blogs or Forums	9.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	18.8%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.2%	2.9%

* Multi-choice question

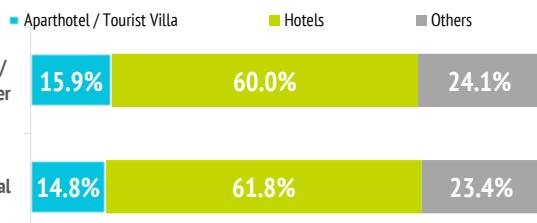
With whom did they book their flight and accommodation? 

	Walk / Wander	Total
Flight		
- Directly with the airline	55.0%	52.8%
- Tour Operator or Travel Agency	45.0%	47.2%
Accommodation		
- Directly with the accommodation	41.4%	39.9%
- Tour Operator or Travel Agency	58.6%	60.1%

Where do they stay? 

	Walk / Wander	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	38.7%	39.4%
5* Hotel / 5* Luxury Hotel	10.3%	10.9%
Aparthotel / Tourist Villa	15.9%	14.8%
House/room rented in a private dwelling	7.3%	6.9%
Private accommodation (1)	9.9%	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? 

	Walk / Wander	Total
Room only	30.0%	28.1%
Bed and Breakfast	16.4%	15.3%
Half board	19.9%	19.5%
Full board	2.8%	3.2%
All inclusive	30.9%	33.8%

“

30% of tourists book room only

(Canary Islands: 28.1%)

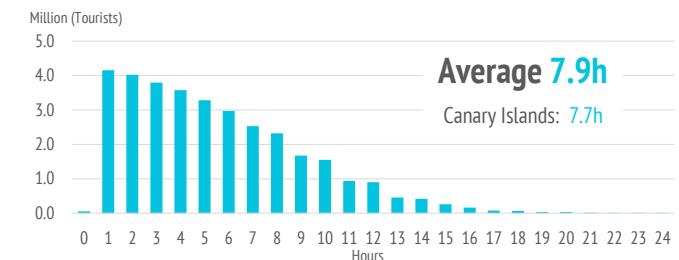
Other expenses 

	Walk / Wander	Total
Restaurants or cafes	70.5%	66.9%
Supermarkets	59.4%	55.6%
Car rental	40.2%	37.3%
Organized excursions	26.3%	23.7%
Taxi, transfer, chauffeur service	45.5%	46.0%
Theme Parks	9.4%	8.6%
Sport activities	9.4%	9.3%
Museums	5.7%	4.7%
Flights between islands	7.1%	6.3%

Activities in the Canary Islands 

Outdoor time per day	Walk / Wander	Total
0 hours	1.3%	2.4%
1 - 2 hours	8.6%	10.0%
3 - 6 hours	30.1%	30.1%
7 - 12 hours	49.3%	47.1%
More than 12 hours	10.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Walk / Wander	Total
Walk, wander	100.0%	72.2%
Beach	81.7%	75.1%
Swimming pool, hotel facilities	63.3%	57.5%
Explore the island on their own	61.4%	52.5%
Swim	43.6%	38.8%
Taste Canarian gastronomy	35.8%	30.2%
Hiking	28.3%	22.5%
Organized excursions	18.3%	16.0%
Sea excursions / whale watching	15.2%	13.5%
Nightlife / concerts / shows	14.1%	12.3%
Theme parks	13.7%	12.2%
Museums / exhibitions	12.9%	10.7%
Wineries / markets / popular festivals	12.3%	10.0%
Other Nature Activities	11.8%	9.5%
Running	9.1%	7.6%
Beauty and health treatments	6.5%	5.6%
Practice other sports	6.3%	5.9%
Surf	5.1%	4.8%
Astronomical observation	5.0%	4.2%
Cycling / Mountain bike	4.7%	4.2%
Scuba Diving	4.4%	4.2%
Golf	2.2%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

* Multi-choice question

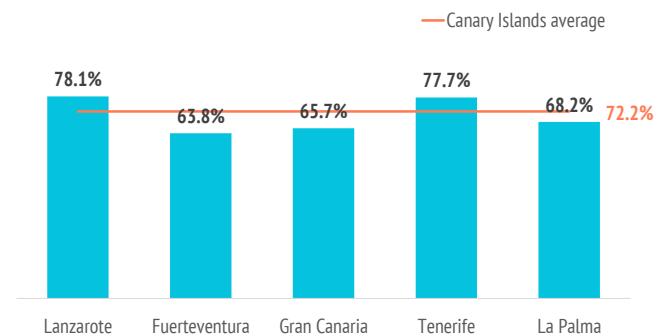
Which island do they choose? 

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk / Wander	4,210,158	752,019	538,706	1,015,579	1,801,792	69,919
- Share by islands	100%	17.9%	12.8%	24.1%	42.8%	1.7%
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%
% Walk / Wander	72.2%	78.1%	63.8%	65.7%	77.7%	68.2%

How many islands do they visit during their trip? 

	Walk / Wander	Total
One island	90.6%	90.9%
Two islands	8.2%	7.8%
Three or more islands	1.2%	1.3%

% TOURISTS BY ISLAND OF STAY

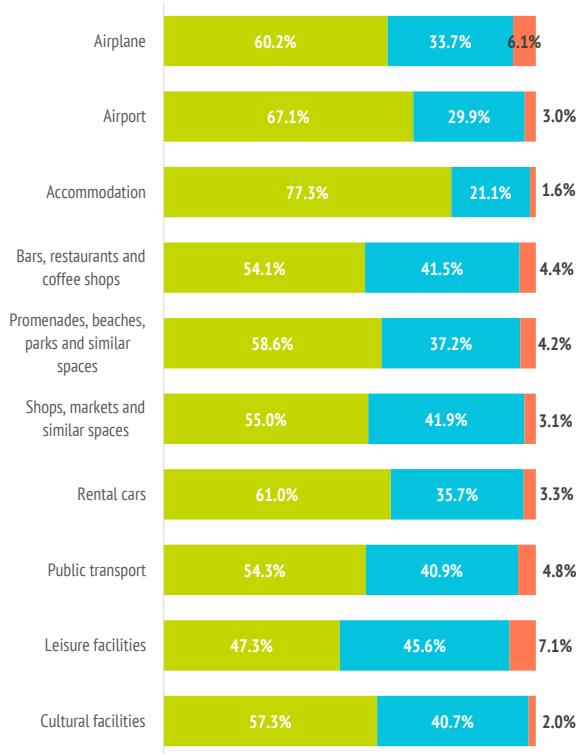


Health safety

Planning the trip: Importance	Walk / Wander	Total
Average rating (scale 0-10)	7.98	7.99

During the stay: Rate	Walk / Wander	Total
Average rating (scale 0-10)	8.42	8.42

HEALTH SAFETY MEASURES (RATE)



How do they rate the Canary Islands?

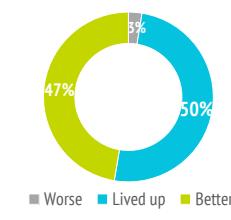
Satisfaction (scale 0-10)	Walk / Wander	Total
Average rating	8.88	8.86

Experience in the Canary Islands

Walk / Wander	Total
Worse or much worse than expected	2.6%
Lived up to expectations	50.1%
Better or much better than expected	47.3%

Future intentions (scale 1-10)

Walk / Wander	Total
Return to the Canary Islands	8.86
Recommend visiting the Canary Islands	9.13



8.86/10



9.13/10

Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

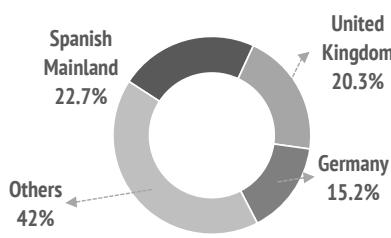
How many are loyal to the Canary Islands?

Walk / Wander	Total
Repeat tourists	68.3%
Repeat tourists (last 5 years)	62.0%
Repeat tourists (last 5 years) (5 or more visits)	14.6%
At least 10 previous visits	18.1%
	18.3%

Where are they from?



	%	Absolute
Spanish Mainland	22.7%	957,093
United Kingdom	20.3%	855,052
Germany	15.2%	639,759
France	7.1%	299,126
Netherlands	4.7%	198,886
Italy	4.6%	195,624
Poland	4.1%	171,421
Belgium	4.0%	167,299
Ireland	2.9%	123,274
Sweden	2.4%	99,740
Denmark	2.0%	85,349
Norway	1.5%	61,946
Switzerland	1.2%	51,705
Finland	1.1%	46,315
Czech Republic	1.0%	43,156
Luxembourg	0.7%	30,754
Portugal	0.7%	29,614
Others	3.7%	154,047



Who do they come with?



	Walk / Wander	Total
Unaccompanied	12.3%	13.5%
Only with partner	49.8%	48.2%
Only with children (< 13 years old)	3.5%	3.9%
Partner + children (< 13 years old)	4.8%	4.9%
Other relatives	8.7%	8.4%
Friends	8.6%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.5%	11.5%

(1) Different situations have been isolated

Tourists with children	11.9%	12.5%
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	9.6%	10.2%
- Between 0-2 and 3-12 years	1.0%	1.0%
Tourists without children	88.1%	87.5%

Group composition:

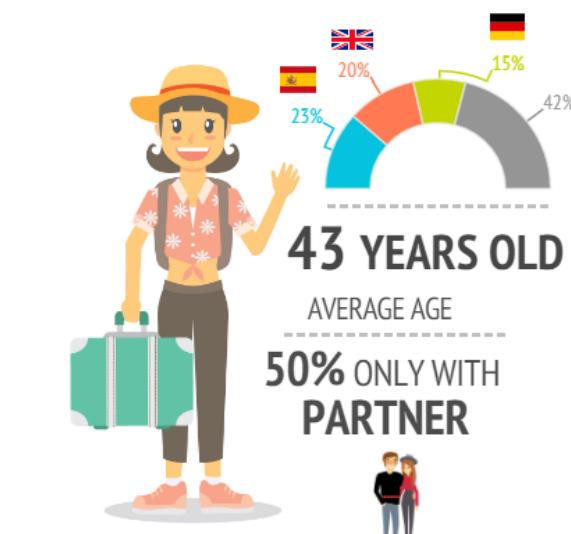
- 1 person	15.1%	16.5%
- 2 people	58.2%	56.7%
- 3 people	10.5%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.39	2.37

*People who share the main expenses of the trip

Who are they?



	Walk / Wander	Total
<u>Gender</u>		
Men	48.4%	49.6%
Women	51.6%	50.4%
<u>Age</u>		
Average age (tourist > 15 years old)	42.7	43.3
Standard deviation	15.4	15.6
<u>Age range (> 15 years old)</u>		
16 - 24 years old	12.3%	11.9%
25 - 30 years old	15.7%	14.8%
31 - 45 years old	30.4%	30.2%
46 - 60 years old	26.0%	26.6%
Over 60 years old	15.6%	16.4%
<u>Occupation</u>		
Salaried worker	58.4%	57.8%
Self-employed	11.0%	11.1%
Unemployed	1.8%	1.7%
Business owner	9.3%	10.0%
Student	6.1%	5.9%
Retired	12.3%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.7%	0.9%
<u>Annual household income level</u>		
Less than €25,000	16.6%	16.1%
€25,000 - €49,999	37.6%	37.0%
€50,000 - €74,999	23.0%	23.4%
More than €74,999	22.8%	23.5%
<u>Education level</u>		
No studies	2.2%	2.2%
Primary education	1.8%	2.2%
Secondary education	18.4%	18.8%
Higher education	77.6%	76.9%



Pictures: Freepik.com