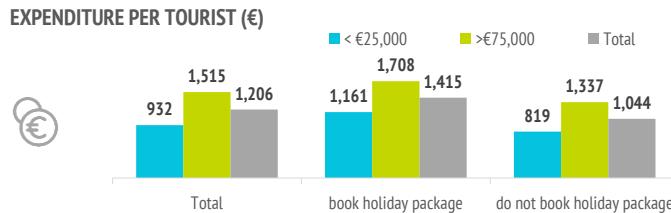


PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021) COMPARISON

How many are they and how much do they spend?

	< €25,000	>€75,000	Total
TOURISTS			
Tourist arrivals (FRONTUR)	n.d.	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	939,461	1,371,237	5,827,892
- book holiday package	310,662	656,404	2,549,012
- do not book holiday package	628,798	714,834	3,278,880
- % tourists who book holiday package	33.1%	47.9%	43.7%
Share of total tourist	16.1%	23.5%	100%
Expenditure per tourist (€)			
- book holiday package	932	1,515	1,206
- holiday package	1,161	1,708	1,415
- others	940	1,338	1,135
- do not book holiday package	221	369	280
- flight	819	1,337	1,044
- accommodation	205	312	248
- others	242	528	369
Average lenght of stay	9.67	9.64	9.54
- book holiday package	8.25	8.83	8.59
- do not book holiday package	10.37	10.38	10.28
Average daily expenditure (€)	112.7	179.1	144.0
- book holiday package	146.7	206.3	172.8
- do not book holiday package	95.8	154.2	121.6
Total turnover (> 15 years old) (€m)	876	2,077	7,028
- book holiday package	361	1,121	3,606
- do not book holiday package	515	956	3,422



	< €25,000	>€75,000	Canarias
Didn't have holidays	36.8%	34.6%	35.7%
Canary Islands	17.4%	17.2%	17.6%
Other destination	45.8%	48.2%	46.8%

	< €25,000	>€75,000	Canarias
None	28.7%	28.7%	29.4%
Canary Islands (other island)	25.5%	25.0%	25.4%
Other destination	45.8%	46.3%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

I 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

	< €25,000	>€75,000	Total
Climate	70.8%	69.2%	76.0%
Sea	49.6%	52.2%	52.0%
Safety	40.0%	40.7%	49.0%
Tranquility	44.1%	45.2%	48.5%
Beaches	38.7%	43.2%	44.6%
European belonging	38.8%	37.9%	40.2%
Landscapes	55.4%	57.6%	59.1%
Accommodation supply	26.7%	24.2%	37.8%
Effortless trip	27.4%	30.1%	34.9%
Environment	42.6%	46.9%	34.7%
Price	26.7%	29.4%	32.4%
Gastronomy	25.8%	26.8%	27.9%
Authenticity	28.0%	33.5%	24.4%
Fun possibilities	18.7%	22.6%	22.4%
Exoticism	17.3%	20.4%	14.5%
Hiking trail network	27.8%	22.4%	12.1%
Historical heritage	11.2%	12.6%	9.1%
Shopping	5.6%	7.1%	8.8%
Culture	9.7%	12.2%	8.7%
Nightlife	5.4%	6.9%	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.

% TOURIST WHO CHOOSE PRICE

Category	%
< €25,000	26.7%
> €75,000	29.4%
Total	32.4%

	< €25,000	>€75,000	Total
Rest	43.3%	55.8%	50.7%
Enjoy family time	14.1%	15.3%	14.0%
Have fun	10.3%	5.8%	7.3%
Explore the destination	27.7%	17.3%	23.3%
Practice their hobbies	2.3%	3.5%	2.6%
Other reasons	2.3%	2.3%	2.1%

EXPLORE THE DESTINATION

Category	%
< €25,000	45%
> €75,000	45%
Total	23%

	< €25,000	>€75,000	Total
The same day	1.6%	0.9%	1.0%
Between 1 and 30 days	46.6%	40.5%	42.5%
Between 1 and 2 months	27.7%	25.7%	26.7%
Between 3 and 6 months	16.4%	19.5%	18.7%
More than 6 months	7.8%	13.5%	11.1%

How far in advance do they book their trip?

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021) COMPARISON



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

	< €25,000	>€75,000	Total
Previous visits to the Canary Islands	36.7%	51.5%	45.7%
Friends or relatives	38.0%	26.8%	30.9%
Internet or social media	53.2%	55.1%	53.5%
Mass Media	2.7%	2.2%	2.3%
Travel guides and magazines	6.9%	7.1%	7.0%
Travel Blogs or Forums	10.1%	6.9%	8.4%
Travel TV Channels	0.5%	0.4%	0.5%
Tour Operator or Travel Agency	15.5%	20.9%	19.4%
Public administrations or similar	1.5%	2.3%	1.9%
Others	3.5%	2.2%	2.9%

* Multi-choice question

Other expenses

	< €25,000	>€75,000	Total
Restaurants or cafes	66.3%	68.3%	66.9%
Supermarkets	58.6%	54.0%	55.6%
Car rental	37.5%	37.0%	37.3%
Organized excursions	25.7%	21.0%	23.7%
Taxi, transfer, chauffeur service	37.2%	51.0%	46.0%
Theme Parks	8.9%	7.6%	8.6%
Sport activities	7.9%	11.8%	9.3%
Museums	4.9%	4.6%	4.7%
Flights between islands	7.2%	6.0%	6.3%

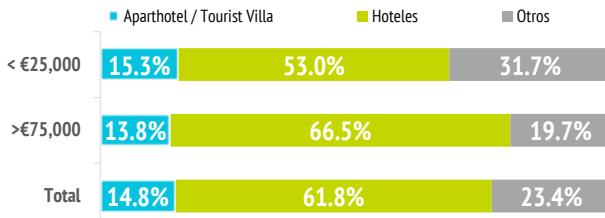
With whom did they book their flight and accommodation? 🛬

	< €25,000	>€75,000	Total
Flight			
- Directly with the airline	59.7%	51.1%	52.8%
- Tour Operator or Travel Agency	40.3%	48.9%	47.2%
Accommodation			
- Directly with the accommodation	43.8%	39.5%	39.9%
- Tour Operator or Travel Agency	56.2%	60.5%	60.1%

Where do they stay?

	< €25,000	>€75,000	Total
1-2-3* Hotel	11.3%	10.3%	11.5%
4* Hotel	34.5%	38.9%	39.4%
5* Hotel / 5* Luxury Hotel	7.1%	17.2%	10.9%
Aparthotel / Tourist Villa	15.3%	13.8%	14.8%
House/room rented in a private dwell	8.4%	6.1%	6.9%
Private accommodation (1)	16.2%	6.6%	9.9%
Others (Cottage, cruise, camping,..)	7.1%	7.0%	6.6%

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



What do they book?

	< €25,000	>€75,000	Total
Room only	34.0%	24.9%	28.1%
Bed and Breakfast	11.7%	18.3%	15.3%
Half board	17.5%	20.9%	19.5%
Full board	3.3%	3.5%	3.2%
All inclusive	33.5%	32.4%	33.8%

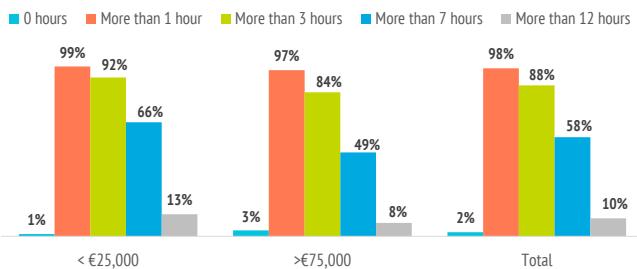
ALL INCLUSIVE



Activities in the Canary Islands

Outdoor time per day	< €25,000	>€75,000	Total
0 hours	1.3%	3.4%	2.4%
1 - 2 hours	6.4%	12.9%	10.0%
3 - 6 hours	26.0%	34.9%	30.1%
7 - 12 hours	53.5%	40.9%	47.1%
More than 12 hours	12.8%	7.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands

	< €25,000	>€75,000	Total
Beach	86.2%	89.8%	75.1%
Walk, wander	91.0%	89.5%	72.2%
Swimming pool, hotel facilities	53.0%	51.1%	57.5%
Explore the island on their own	82.3%	87.7%	52.5%
Swim	52.5%	57.5%	38.8%
Taste Canarian gastronomy	44.5%	53.6%	30.2%
Hiking	100%	58.4%	22.5%
Organized excursions	19.0%	19.5%	16.0%
Sea excursions / whale watching	19.3%	18.3%	13.5%
Nightlife / concerts / shows	11.6%	14.4%	12.3%
Theme parks	14.5%	17.7%	12.2%
Museums / exhibitions	20.9%	23.3%	10.7%
Wineries / markets / popular festivals	16.4%	20.7%	10.0%
Other Nature Activities	24.8%	100%	9.5%
Running	14.3%	15.1%	7.6%
Practice other sports	7.5%	12.5%	5.9%
Beauty and health treatments	5.7%	6.9%	5.6%
Surf	8.5%	9.4%	4.8%
Astronomical observation	8.7%	11.0%	4.2%
Cycling / Mountain bike	7.0%	7.3%	4.2%
Scuba Diving	7.4%	8.1%	4.2%
Golf	2.2%	2.0%	2.3%
Windsurf / Kitesurf	1.7%	2.4%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021) COMPARISON



Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
< €25,000	939,461	158,671	117,330	243,317	397,685	17,549
- Share by islands	100%	16.9%	12.5%	25.9%	42.3%	1.9%
>€75,000	1,371,237	232,416	207,585	362,679	534,323	19,298
- Share by islands	100%	16.9%	15.1%	26.4%	39.0%	1.4%
Total	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%
% < €25,000	16.1%	16.5%	13.9%	15.7%	17.1%	17.1%
% >€75,000	23.5%	24.1%	24.6%	23.5%	23.0%	18.8%

How many islands do they visit during their trip?

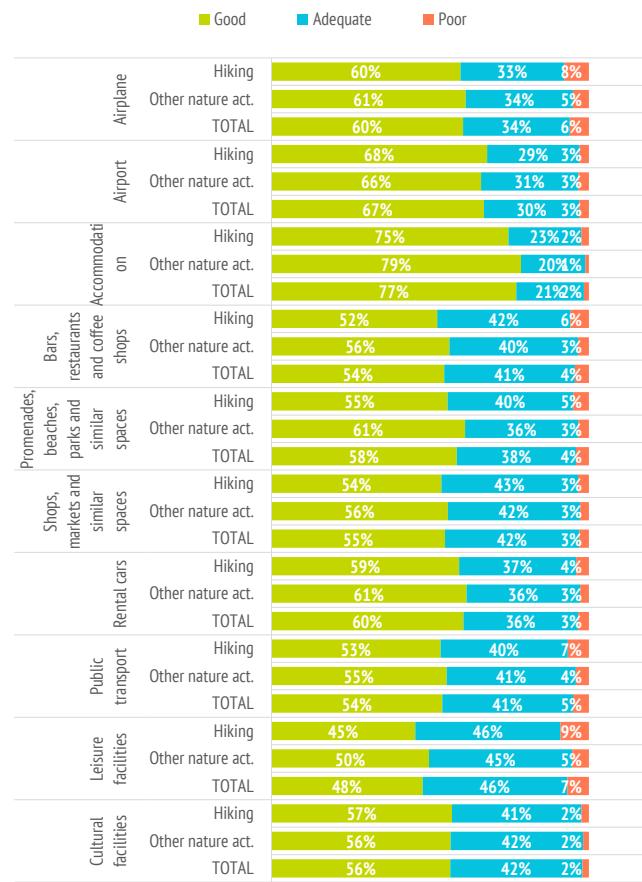
	< €25,000	>€75,000	Total
One island	90.5%	91.4%	90.9%
Two islands	8.5%	7.0%	7.8%
Three or more islands	1.0%	1.5%	1.3%

Health safety

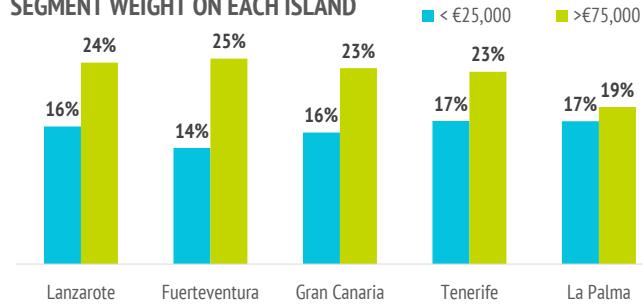
Planning the trip: Importance	< €25,000	>€75,000	Total
Average rating (scale 0-10)	7.84	8.03	7.99

During the stay: Rate	< €25,000	>€75,000	Total
Average rating (scale 0-10)	8.27	8.51	8.42

HEALTH SAFETY MEASURES (RATE)



SEGMENT WEIGHT ON EACH ISLAND



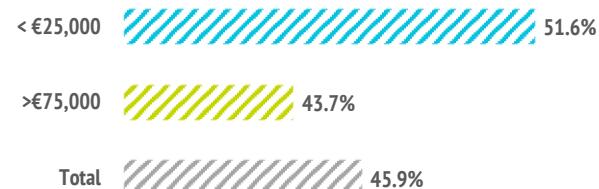
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	< €25,000	>€75,000	Total
Average rating	8.903264576	8.84	8.86

Experience in the Canary Islands

	< €25,000	>€75,000	Total
Worse or much worse than expected	3.6%	2.6%	2.7%
Lived up to expectations	44.9%	53.8%	51.4%
Better or much better than expected	51.6%	43.7%	45.9%

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)

	< €25,000	>€75,000	Total
Return to the Canary Islands	8.8063887	8.84	8.86
Recommend visiting the Canary Islands	9.117891213	9.05	9.10

How many are loyal to the Canary Islands?

	< €25,000	>€75,000	Total
Repeat tourists	58.3%	73.4%	68.0%
Repeat tourists (last 5 years)	53.4%	66.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.5%	16.7%	15.0%
At least 10 previous visits	13.3%	21.1%	18.3%

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021) COMPARISON

Where are they from?

	< €25,000	> €75,000	Total
Spanish Mainland	32.5%	10.4%	21.5%
Germany	14.5%	23.5%	19.8%
United Kingdom	12.8%	24.4%	18.6%
France	6.3%	6.1%	6.9%
Netherlands	3.1%	5.4%	4.8%
Italy	8.2%	2.0%	4.5%
Belgium	2.4%	2.9%	3.8%
Poland	7.3%	1.7%	3.7%
Ireland	1.6%	3.3%	2.6%
Sweden	0.7%	2.5%	2.2%
Denmark	0.7%	4.1%	2.1%
Switzerland	0.6%	4.2%	1.5%
Norway	0.4%	3.0%	1.4%
Czech Republic	1.3%	0.5%	1.0%
Finland	0.6%	1.3%	0.9%
Luxembourg	0.2%	1.4%	0.7%
Austria	0.5%	0.3%	0.7%
Others	6.3%	2.9%	3.4%

Who do they come with?

	< €25,000	> €75,000	Total
Unaccompanied	19.6%	9.6%	13.5%
Only with partner	43.0%	47.9%	48.2%
Only with children (< 13 years old)	2.3%	5.4%	3.9%
Partner + children (< 13 years old)	2.2%	8.0%	4.9%
Other relatives	10.1%	8.0%	8.4%
Friends	12.2%	6.5%	8.5%
Work colleagues	1.0%	0.6%	0.8%
Organized trip	0.3%	0.2%	0.2%
Other combinations (1)	9.2%	13.8%	11.5%

(1) Different situations have been isolated

Tourists with children	7.5%	18.5%	12.5%
- Between 0 and 2 years old	0.8%	1.4%	1.2%
- Between 3 and 12 years old	6.1%	15.5%	10.2%
- Between 0-2 and 3-12 years	0.6%	1.5%	1.0%
Tourists without children	92.5%	81.5%	87.5%
Group composition:			
- 1 person	23.4%	11.6%	16.5%
- 2 people	53.5%	54.9%	56.7%
- 3 people	10.9%	11.1%	10.7%
- 4 or 5 people	10.2%	19.2%	13.6%
- 6 or more people	2.0%	3.3%	2.5%
Average group size:	2.20	2.60	2.37

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN



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?

	< €25,000	> €75,000	Total
Gender			
Men	44.6%	54.8%	49.6%
Women	55.4%	45.2%	50.4%
Age			
Average age (tourist > 15 years old)	37.3	45.9	43.3
Standard deviation	16.0	14.0	15.6
Age range (> 15 years old)			
16 - 24 years old	26.6%	6.3%	11.9%
25 - 30 years old	20.5%	9.2%	14.8%
31 - 45 years old	25.5%	33.3%	30.2%
46 - 60 years old	14.6%	35.5%	26.6%
Over 60 years old	12.7%	15.7%	16.4%
Occupation			
Salaried worker	48.5%	60.1%	57.8%
Self-employed	12.8%	10.5%	11.1%
Unemployed	5.1%	0.6%	1.7%
Business owner	5.6%	15.9%	10.0%
Student	16.1%	3.0%	5.9%
Retired	10.2%	8.9%	12.2%
Unpaid domestic work	0.6%	0.4%	0.5%
Others	1.1%	0.7%	0.9%
Annual household income level			
Less than €25,000	100%	--	16.1%
€25,000 - €49,999	--	--	37.0%
€50,000 - €74,999	--	--	23.4%
More than €74,999	--	100%	23.5%
Education level			
No studies	2.0%	2.2%	2.2%
Primary education	4.3%	1.2%	2.2%
Secondary education	20.7%	12.5%	18.8%
Higher education	73.1%	84.2%	76.9%

% TOURISTS WHO BOOK HOLIDAY PACKAGE



% TOURISTS WHO TRAVEL WITH PARTNER

