

TOURIST PROFILE BY ISLAND OF STAY (2022)

UNITED KINGDOM



How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,293	594	780	2,266	13
Tourist arrivals > 15 years old (EGT) (*)	1,121	510	679	1,957	11
- book holiday package (*)	562	325	361	1,133	8
- do not book holiday package (*)	560	185	318	824	3
- % tourists who book holiday package	50.1%	63.7%	53.2%	57.9%	74.8%

(*) Thousands of tourists



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)					
- book holiday package	1,449	1,326	1,423	1,505	1,444
- holiday package	1,213	1,161	1,143	1,211	1,332
- others	236	165	280	295	113
- do not book holiday package	1,120	1,108	1,069	1,297	1,037
- flight	293	278	268	332	324
- accommodation	409	409	393	502	294
- others	417	421	409	462	419
Average length of stay					
- book holiday package	7.93	8.04	8.03	7.84	9.12
- do not book holiday package	9.34	10.49	9.18	9.52	9.42
Average daily expenditure (€)					
- book holiday package	190.9	171.2	181.6	199.3	163.9
- do not book holiday package	135.6	123.4	131.6	159.8	156.3
Total turnover (> 15 years old) (€m)					
- book holiday package	814	431	514	1,706	12
- do not book holiday package	627	205	340	1,068	3

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	44.8%	43.4%	41.7%	45.9%	53.7%
Canary Islands	22.0%	23.2%	24.9%	20.7%	13.4%
Other destination	33.2%	33.5%	33.5%	33.4%	32.9%

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	26.6%	22.0%	24.4%	27.0%	13.2%
Canary Islands (other island)	26.3%	27.7%	24.7%	21.3%	23.6%
Other destination	47.0%	50.2%	50.8%	51.7%	63.2%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

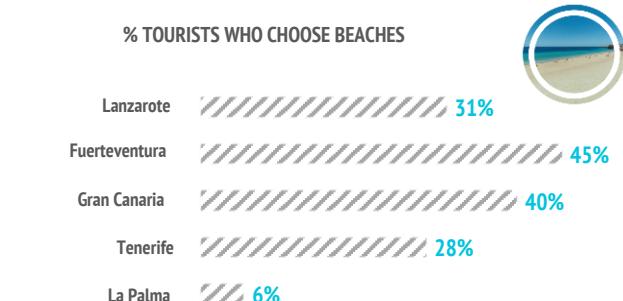
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	78.2%	79.5%	79.7%	78.5%	62.7%
Safety	63.1%	63.9%	60.2%	60.8%	61.6%
Accommodation supply	54.0%	49.0%	54.1%	55.0%	61.0%
Effortless trip	48.1%	47.3%	46.1%	46.7%	31.8%
Tranquility	48.6%	46.7%	44.7%	43.6%	49.3%
Price	43.2%	48.0%	48.4%	45.1%	43.9%
Sea	34.6%	45.5%	38.6%	32.3%	17.9%
Beaches	30.9%	45.2%	39.6%	28.4%	5.7%
Environment	32.6%	33.4%	32.1%	32.4%	41.2%
European belonging	32.1%	32.2%	33.4%	31.1%	27.6%
Gastronomy	28.2%	24.6%	29.7%	28.0%	17.5%
Fun possibilities	21.9%	24.0%	29.2%	28.4%	18.1%
Landscapes	19.1%	21.1%	23.5%	21.2%	36.0%
Authenticity	18.8%	17.9%	23.1%	18.2%	19.6%
Nightlife	6.2%	6.7%	15.8%	10.1%	1.3%
Shopping	7.7%	8.0%	11.8%	10.3%	0.8%
Culture	9.0%	7.7%	9.9%	8.3%	4.9%
Exoticism	6.0%	8.9%	11.0%	7.8%	4.4%
Historical heritage	6.9%	5.2%	7.1%	5.9%	6.5%
Hiking trail network	2.9%	3.1%	4.6%	4.1%	17.0%

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 BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	66.1%	68.3%	67.2%	64.0%	56.9%
Enjoy family time	15.7%	15.0%	15.6%	16.1%	17.0%
Have fun	8.4%	9.0%	10.2%	11.2%	6.1%
Explore the destination	6.6%	4.8%	5.5%	6.2%	17.4%
Practice their hobbies	1.0%	1.1%	0.7%	0.9%	-
Other reasons	2.1%	1.8%	0.8%	1.6%	2.7%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.2%	0.3%	0.4%	0.3%	-
Between 1 and 30 days	23.7%	24.8%	23.9%	20.7%	23.5%
Between 1 and 2 months	19.7%	22.0%	22.8%	21.5%	23.0%
Between 3 and 6 months	27.2%	29.0%	28.4%	29.8%	25.8%
More than 6 months	29.2%	23.9%	24.4%	27.6%	27.7%

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	66.7%	58.8%	59.2%	62.7%	49.2%
Friends or relatives	29.7%	26.8%	28.4%	33.2%	22.1%
Internet or social media	59.4%	57.1%	55.1%	54.4%	68.8%
Mass Media	1.7%	1.4%	1.8%	3.0%	4.9%
Travel guides and magazines	5.2%	5.0%	4.9%	5.6%	7.9%
Travel Blogs or Forums	5.4%	4.1%	4.4%	4.8%	4.6%
Travel TV Channels	0.8%	0.9%	0.6%	0.8%	0.6%
Tour Operator or Travel Agency	23.9%	25.1%	21.0%	23.1%	36.1%
Public administrations or similar	2.7%	1.5%	1.7%	2.2%	4.0%
Others	2.9%	1.6%	3.4%	3.7%	4.3%

* Multi-choice question

With whom did they book their flight and accommodation? 🏃

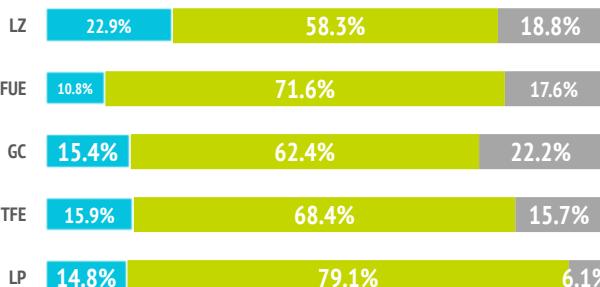
	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	52.6%	43.1%	50.0%	48.7%	18.5%
- Tour Operator or Travel Agency	47.4%	56.9%	50.0%	51.3%	81.5%
Accommodation					
- Directly with the accommodation	36.1%	29.9%	34.9%	35.7%	25.1%
- Tour Operator or Travel Agency	63.9%	70.1%	65.1%	64.3%	74.9%

Where do they stay? 🏨

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	7.5%	15.6%	14.6%	7.1%	0.9%
4* Hotel	36.0%	49.4%	37.8%	43.1%	78.3%
5* Hotel / 5* Luxury Hotel	14.8%	6.6%	10.0%	18.2%	-
Aparthotel / Tourist Villa	22.9%	10.8%	15.4%	15.9%	14.8%
House/room rented in a private dwelling	5.2%	4.7%	3.4%	4.0%	0.1%
Private accommodation (1)	6.4%	9.8%	7.7%	4.6%	4.9%
Others (Cottage, cruise, camping,..)	7.2%	3.1%	11.1%	7.1%	1.1%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others



What do they book? 🎯

	LZ	FUE	GC	TFE	LP
Room only	18.5%	32.0%	22.9%	5.6%	"Canaria")
Bed and Breakfast	10.5%	6.6%	14.3%	16.6%	10.5%
Half board	13.6%	11.5%	15.4%	21.8%	3.5%
Full board	1.6%	3.0%	2.7%	2.6%	1.0%
All inclusive	43.0%	60.4%	35.6%	36.1%	79.3%

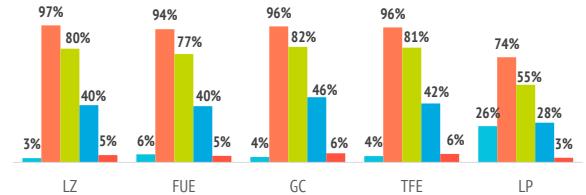
Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	70.7%	53.4%	68.2%	69.0%	52.9%
Supermarkets	60.1%	50.7%	56.6%	53.2%	52.5%
Car rental	18.4%	15.5%	10.9%	16.9%	36.3%
Organized excursions	16.3%	12.6%	15.8%	24.0%	24.3%
Taxi, transfer, chauffeur service	64.5%	63.6%	63.5%	67.9%	45.8%
Theme Parks	6.8%	3.1%	6.7%	18.9%	0.5%
Sport activities	7.0%	8.9%	8.4%	9.5%	4.6%
Museums	5.8%	1.0%	1.5%	1.5%	7.0%
Flights between islands	4.7%	4.7%	3.4%	2.6%	14.7%

Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
0 hours	3.0%	5.7%	3.8%	4.5%	25.6%
1 - 2 hours	16.5%	17.6%	14.5%	14.3%	19.4%
3 - 6 hours	40.0%	36.9%	35.6%	39.5%	26.9%
7 - 12 hours	35.3%	35.2%	39.7%	35.7%	24.8%
More than 12 hours	5.2%	4.6%	6.4%	6.0%	3.2%

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



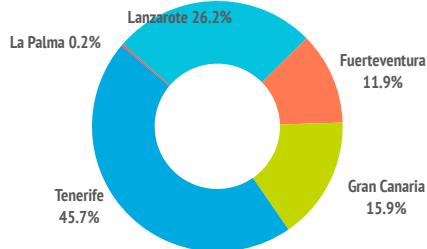
* Multi-choice question

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Which island do they choose?

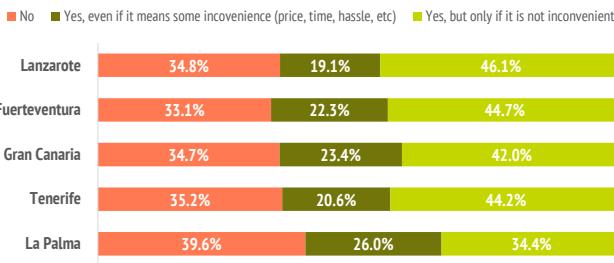


How many islands do they visit during their trip?

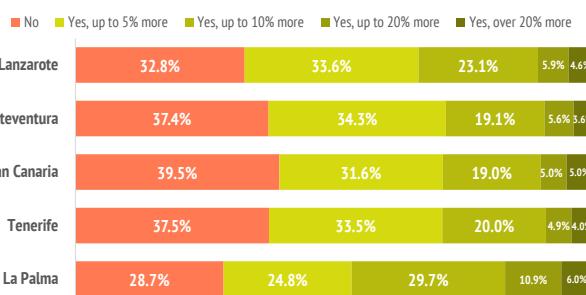
	LZ	FUE	GC	TFE	LP
One island	96.1%	95.7%	95.2%	96.8%	84.1%
Two islands	3.8%	4.2%	4.3%	3.0%	15.9%
Three or more islands	0.1%	0.2%	0.5%	0.2%	-

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*

	LZ	FUE	GC	TFE	LP
Quality of life on the island	8.17	8.01	8.16	8.08	8.25
Tolerance towards tourism	8.70	8.54	8.62	8.52	8.60
Cleanliness of the island	8.88	8.58	8.50	8.52	8.74
Air quality	8.79	8.57	8.44	8.45	9.03
Rational water consumption	7.85	7.62	7.68	7.68	8.00
Energy saving	7.25	7.12	7.21	7.06	7.49
Use of renewable energy	7.23	7.28	7.46	7.03	7.26
Recycling	7.68	7.51	7.50	7.52	7.32
Easy to get around by public transport	7.80	7.24	7.79	7.62	7.27
Overcrowding in tourist areas	6.68	6.61	6.64	6.72	6.32
Supply of local products	7.24	7.07	7.13	7.09	7.18

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Which is the most visited place on each island?



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

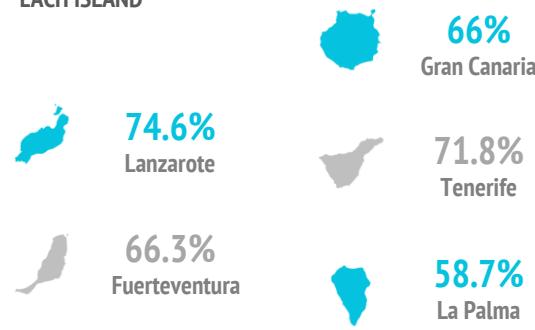
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	9.06	8.85	9.03	9.01	9.15
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	1.9%	4.2%	3.1%	2.7%	2.4%
Lived up to expectations	55.8%	55.8%	47.7%	50.9%	47.5%
Better or much better than expected	42.3%	40.0%	49.3%	46.4%	50.1%
Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.13	8.94	8.93	9.02	9.20
Recommend visiting the Canary Islands	9.28	9.06	9.16	9.15	9.37

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	74.6%	66.3%	66.0%	71.8%	58.7%
At least 10 previous visits	15.1%	10.8%	14.0%	12.1%	1.0%
Repeat tourists	82.3%	76.7%	76.3%	77.0%	72.1%
At least 10 previous visits	25.1%	23.1%	23.0%	20.7%	12.1%

REPEAT TOURIST OF EACH ISLAND



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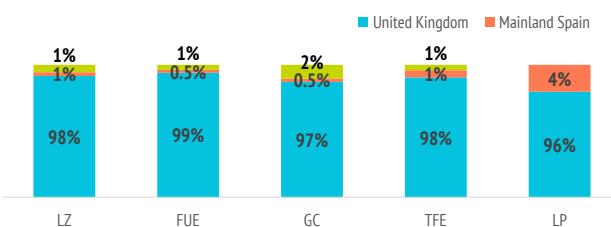
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Where does the flight come from?

	LZ	FUE	GC	TFE	LP
United Kingdom	98.3%	98.8%	97.4%	98.1%	95.9%
Mainland Spain	0.6%	0.5%	0.5%	1.1%	4.1%
Ireland	1.0%	0.5%	0.9%	0.3%	-
Portugal	-	-	0.6%	0.2%	-
Germany	0.0%	0.1%	0.3%	0.1%	-
Italy	-	0.2%	0.3%	0.0%	-
Belgium	-	-	0.0%	0.0%	-

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?

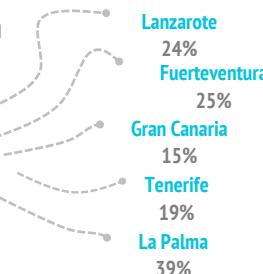
	LZ	FUE	GC	TFE	LP
Unaccompanied	5.5%	9.0%	13.3%	5.8%	9.0%
Only with partner	46.3%	44.5%	47.7%	51.8%	36.5%
Only with children (< 13 years old)	3.7%	6.5%	3.3%	3.9%	9.1%
Partner + children (< 13 years old)	8.7%	9.1%	5.7%	8.2%	16.9%
Other relatives	14.4%	12.4%	10.6%	11.2%	10.5%
Friends	5.5%	4.9%	8.0%	6.7%	1.3%
Work colleagues	0.1%	0.0%	0.2%	0.4%	0.0%
Organized trip	0.1%	0.3%	0.1%	0.3%	0.0%
Other combinations ⁽¹⁾	15.6%	13.3%	11.2%	11.8%	16.7%

⁽¹⁾ Different situations have been isolated

Tourists with children	23.9%	24.8%	15.2%	19.1%	38.8%
- Between 0 and 2 years old	1.5%	1.5%	0.8%	1.1%	0.0%
- Between 3 and 12 years old	20.8%	22.4%	13.1%	16.3%	38.3%
- Between 0-2 and 3-12 years	1.7%	0.9%	1.3%	1.7%	0.5%
Tourists without children	76.1%	75.2%	84.8%	80.9%	61.2%
Group composition:					
- 1 person	8.3%	11.0%	15.5%	7.6%	9.0%
- 2 people	50.1%	51.5%	54.7%	58.9%	42.3%
- 3 people	10.6%	12.7%	10.5%	11.3%	15.7%
- 4 or 5 people	24.1%	18.6%	14.7%	18.0%	23.6%
- 6 or more people	6.9%	6.2%	4.7%	4.3%	9.3%
Average group size:	2.92	2.73	2.52	2.66	3.05

*People who share the main expenses of the trip

TOURIST TRAVELLING WITH CHILDREN



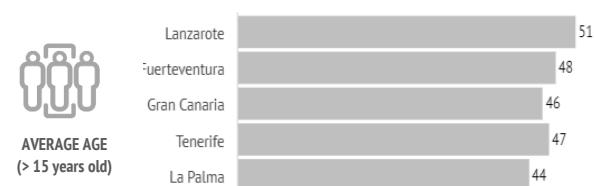
(Under the age of 13)

Source: Encuesta sobre el Gasto Turístico (ISTAC).

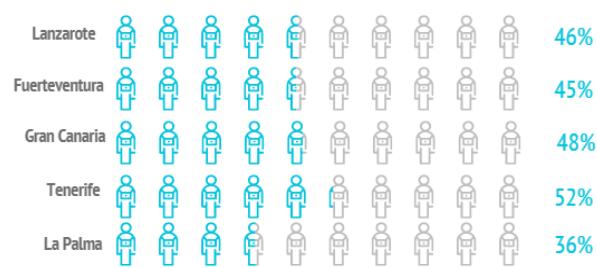
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Who are they?

	LZ	FUE	GC	TFE	LP
<u>Gender</u>					
Men	48.0%	45.6%	49.2%	40.3%	35.8%
Women	52.0%	54.4%	50.8%	59.7%	64.2%
<u>Age</u>					
Average age (tourist > 15 years old)	50.6	48.2	45.8	47.4	44.0
Standard deviation	15.5	15.2	15.6	16.2	11.1
<u>Age range (> 15 years old)</u>					
16 - 24 years old	5.7%	7.3%	10.6%	9.1%	3.5%
25 - 30 years old	7.0%	7.9%	10.4%	10.2%	11.6%
31 - 45 years old	24.9%	29.7%	29.3%	28.5%	37.6%
46 - 60 years old	30.8%	31.4%	29.7%	26.5%	41.0%
Over 60 years old	31.6%	23.8%	19.9%	25.7%	6.3%
<u>Occupation</u>					
Salaried worker	57.2%	60.6%	63.8%	59.0%	77.8%
Self-employed	9.4%	10.4%	11.3%	10.1%	5.7%
Unemployed	0.2%	0.3%	0.5%	0.4%	0.4%
Business owner	3.9%	4.5%	3.7%	4.6%	3.2%
Student	2.1%	1.8%	3.5%	3.1%	2.3%
Retired	25.9%	20.7%	16.1%	21.3%	10.2%
Unpaid domestic work	0.6%	1.4%	0.6%	0.8%	0.0%
Others	0.5%	0.4%	0.6%	0.6%	0.4%
<u>Annual household income level</u>					
Less than €25,000	10.2%	11.2%	10.4%	10.9%	3.1%
€25,000 - €49,999	31.5%	32.6%	36.2%	32.0%	42.6%
€50,000 - €74,999	26.4%	27.6%	24.3%	25.7%	17.1%
More than €74,999	31.8%	28.5%	29.1%	31.4%	37.3%
<u>Education level</u>					
No studies	9.3%	10.5%	9.7%	9.1%	5.5%
Primary education	0.5%	0.4%	0.5%	0.5%	0.0%
Secondary education	16.2%	15.6%	14.6%	17.2%	14.0%
Higher education	74.0%	73.5%	75.2%	73.2%	80.5%



% OF TOURISTS TRAVEL ONLY WITH PARTNER



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