Tourist profile. Historical data: 2018 - 2021
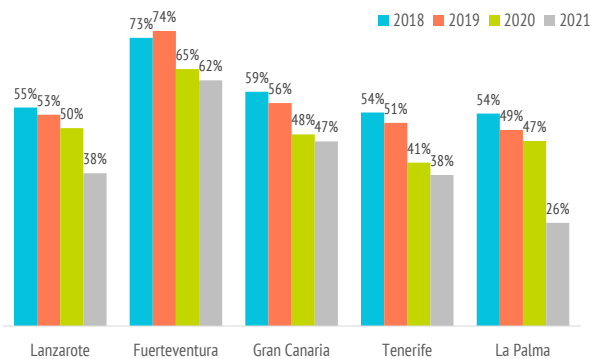**CANARY ISLANDS**

Canary Islands
LATITUDE of LIFE

How many are they and how much do they spend? 🧍€

	2018	2019	2020	2021
TOURISTS				
Tourist arrivals (FRONTUR) (MM)	**15.56**	**15.12**	**4.63**	**6.70**
Tourist arrivals > 15 years old (EGT) (MM)	**13.49**	**13.28**	**4.11**	**5.83**
- book holiday package (MM)	7.85	7.43	1.97	2.55
- do not book holiday package (MM)	5.64	5.85	2.14	3.28
- % tourists who book holiday package	58.2%	55.9%	47.9%	43.7%

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

Legend: 2018 2019 2020 2021

- Lanzarote: 55% 53% 50% 38%
- Fuerteventura: 73% 74% 65% 62%
- Gran Canaria: 59% 56% 48% 47%
- Tenerife: 54% 51% 41% 38%
- La Palma: 54% 49% 47% 26%

	2018	2019	2020	2021
Expenditure per tourist (€)	**1,186**	**1,123**	**1,170**	**1,206**
- book holiday package	1,312	1,271	1,334	**1,415**
- holiday package	1,065	1,034	1,093	1,135
- others	247	237	241	280
- do not book holiday package	1,011	934	1,019	1,044
- flight	288	262	260	248
- accommodation	333	303	363	369
- others	390	369	396	427
Average lenght of stay	**9.34**	**9.13**	**10.14**	**9.54**
- book holiday package	8.67	8.63	8.86	8.59
- do not book holiday package	10.28	9.76	11.32	10.28
Average daily expenditure (€)	**142.5**	**137.4**	**135.3**	**144.0**
- book holiday package	160.0	155.9	160.6	172.8
- do not book holiday package	118.1	114.0	112.0	121.6
Total turnover (> 15 years old) (€m)	**15,994**	**14,903**	**4,809**	**7,028**
- book holiday package	10,296	9,441	2,629	3,606
- do not book holiday package	5,698	5,462	2,180	3,422

What is the main purpose of their trip?

	2018	2019	2020	2021
Holiday, leisure	90.9%	90.5%	87.9%	86.7%
Visiting family or friends	6.1%	5.9%	7.4%	8.3%
Business and work	1.5%	2.1%	2.8%	3.0%
Education and training	0.2%	0.1%	0.2%	0.3%
Sports training	0.5%	0.6%	0.7%	0.5%
Health or medical care	0.2%	0.1%	0.1%	0.2%
Fairs and congresses	0.1%	0.2%	0.1%	0.1%
Others	0.5%	0.6%	0.8%	0.8%

Importance of each factor in the destination choice 👥?

	2018	2019	2020	2021
Climate	77.8%	78.0%	78.0%	76.0%
Sea	43.5%	44.4%	46.1%	52.0%
Safety	51.3%	51.7%	51.7%	49.0%
Tranquility	46.2%	47.5%	48.4%	48.5%
Beaches	37.3%	37.7%	38.0%	44.6%
European belonging	35.8%	35.9%	37.6%	40.2%
Landscapes	31.8%	33.3%	35.5%	39.1%
Accommodation supply	41.4%	42.4%	39.4%	37.8%
Effortless trip	34.7%	35.0%	34.0%	34.9%
Environment	30.8%	33.3%	33.2%	34.7%
Price	36.4%	37.2%	32.9%	32.4%
Gastronomy	22.6%	23.3%	25.5%	27.9%
Authenticity	19.3%	20.5%	21.6%	24.4%
Fun possibilities	20.7%	21.1%	18.4%	22.4%
Exoticism	10.5%	11.5%	11.1%	14.5%
Hiking trail network	9.2%	9.8%	12.9%	12.1%
Historical heritage	7.1%	8.3%	9.3%	9.1%
Shopping	9.5%	9.4%	9.1%	8.8%
Culture	7.3%	8.1%	8.7%	8.7%
Nightlife	7.5%	8.0%	7.6%	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.

❞

The relevance of LANDSCAPES in the choice of destination has increased by 7.3% in the last 4 years
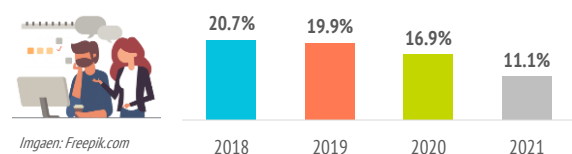
What is the main motivation for their holidays?

	2018	2019	2020	2021
Rest	54.9%	55.2%	54.9%	50.7%
Enjoy family time	14.8%	14.6%	13.6%	14.0%
Have fun	7.8%	8.6%	6.9%	7.3%
Explore the destination	18.6%	17.9%	19.3%	23.3%
Practice their hobbies	1.8%	1.9%	2.4%	2.6%
Other reasons	2.2%	1.9%	2.8%	2.1%

How far in advance do they book their trip? 📅

	2018	2019	2020	2021
The same day	0.7%	0.7%	1.0%	1.0%
Between 1 and 30 days	23.3%	23.9%	32.6%	42.5%
Between 1 and 2 months	23.0%	22.9%	24.2%	26.7%
Between 3 and 6 months	32.2%	32.6%	25.3%	18.7%
More than 6 months	20.7%	19.9%	16.9%	11.1%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

- 2018: 20.7%
- 2019: 19.9%
- 2020: 16.9%
- 2021: 11.1%

Imgaen: Freepik.com

Tourist profile. Historical data: 2018 - 2021
CANARY ISLANDS

Canary Islands
LATITUDE OF LIFE

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

	2018	2019	2020	2021
Previous visits to the Canary Islands	50.8%	51.7%	52.2%	45.7%
Friends or relatives	28.1%	27.5%	26.3%	30.9%
Internet or social media	55.8%	54.3%	50.7%	53.5%
Mass Media	1.7%	1.6%	2.3%	2.3%
Travel guides and magazines	9.5%	8.4%	7.4%	7.0%
Travel Blogs or Forums	5.4%	5.6%	5.7%	8.4%
Travel TV Channels	0.7%	0.8%	0.5%	0.5%
Tour Operator or Travel Agency	24.6%	22.4%	19.8%	19.4%
Public administrations or similar	0.5%	0.4%	0.9%	1.9%
Others	2.4%	2.5%	2.6%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018	2019	2020	2021
Flight				
- Directly with the airline	39.8%	43.3%	50.4%	52.8%
- Tour Operator or Travel Agency	60.2%	56.7%	49.6%	47.2%
Accommodation				
- Directly with the accommodation	28.7%	31.5%	37.4%	39.9%
- Tour Operator or Travel Agency	71.3%	68.5%	62.6%	60.1%

Where do they stay? 🛏

	2018	2019	2020	2021
1-2-3* Hotel	12.5%	11.4%	11.7%	11.5%
4* Hotel	37.1%	37.0%	37.7%	39.4%
5* Hotel / 5* Luxury Hotel	6.4%	8.5%	9.7%	10.9%
Aparthotel / Tourist Villa	22.0%	20.7%	19.1%	14.8%
House/room rented in a private dwelling	6.1%	6.8%	6.5%	6.9%
Private accommodation (1)	7.9%	8.2%	9.5%	9.9%
Others (Cottage, cruise, camping,..)	8.0%	7.3%	5.8%	6.6%

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

Hotels	Aparthotel / Tourist Villa	Others

	2018	2019	2020	2021
Hotels	56.0%	57.0%	59.1%	61.8%
Aparthotel / Tourist Villa	22.0%	20.7%	19.1%	14.8%
Others	22.0%	22.3%	21.8%	23.4%

What do they book? 🍽

	2018	2019	2020	2021
Room only	29.3%	28.3%	29.0%	28.1%
Bed and Breakfast	11.7%	12.6%	14.5%	15.3%
Half board	22.0%	20.9%	20.3%	19.5%
Full board	3.1%	3.6%	3.3%	3.2%
All inclusive	33.9%	34.7%	32.8%	33.8%

Other expenses 📍

	2018	2019	2020	2021
Restaurants or cafes	63.5%	59.5%	63.7%	66.9%
Supermarkets	56.1%	52.4%	54.6%	55.6%
Car rental	26.6%	26.3%	31.7%	37.3%
Organized excursions	21.7%	20.5%	18.4%	23.7%
Taxi, transfer, chauffeur service	51.5%	49.8%	43.6%	46.0%
Theme Parks	8.8%	7.5%	4.5%	8.6%
Sport activities	6.4%	5.6%	6.1%	9.3%
Museums	5.1%	4.7%	4.4%	4.7%
Flights between islands	4.8%	4.4%	5.2%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	2018	2019	2020	2021
0 hours	2.1%	2.0%	2.0%	2.4%
1 - 2 hours	10.0%	9.7%	8.9%	10.0%
3 - 6 hours	32.4%	32.4%	33.2%	30.1%
7 - 12 hours	46.7%	47.4%	47.3%	47.1%
More than 12 hours	8.8%	8.5%	8.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

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

	2018	2019	2020	2021
0 hours	2%	2%	2%	2%
More than 1 hours	98%	98%	98%	98%
More than 3 hours	88%	88%	89%	88%
More than 7 hours	56%	56%	56%	58%
More than 12 hours	9%	9%	9%	10%
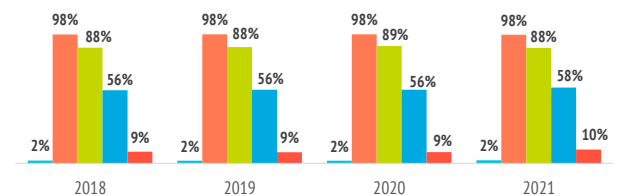
Activities in the Canary Islands	2018	2019	2020	2021
Beach	68.0%	66.2%	66.5%	75.1%
Walk, wander	70.8%	69.8%	72.6%	72.2%
Swimming pool, hotel facilities	58.0%	57.3%	53.3%	57.5%
Explore the island on their own	46.5%	45.3%	49.7%	52.5%
Swim	--	--	30.4%	38.8%
Taste Canarian gastronomy	25.5%	24.4%	27.0%	30.2%
Hiking	--	--	19.8%	22.5%
Organized excursions	17.8%	16.8%	12.5%	16.0%
Sea excursions / whale watching	11.2%	11.1%	9.3%	13.5%
Nightlife / concerts / shows	15.4%	15.5%	11.8%	12.3%
Theme parks	15.5%	14.1%	8.1%	12.2%
Museums / exhibitions	9.9%	10.3%	10.2%	10.7%
Wineries / markets	12.0%	11.7%	11.1%	10.0%
Other Nature Activities	--	--	7.9%	9.5%
Running	--	--	7.2%	7.6%
Practice other sports	--	--	4.7%	5.9%
Beauty and health treatments	5.7%	5.4%	5.2%	5.6%
Surf	--	--	2.8%	4.8%
Astronomical observation	3.4%	3.5%	4.1%	4.2%
Cycling / Mountain bike	--	--	3.9%	4.2%
Scuba Diving	--	--	2.8%	4.2%
Golf	--	--	2.2%	2.3%
Windsurf / Kitesurf	--	--	1.3%	1.5%

* Multi-choise question

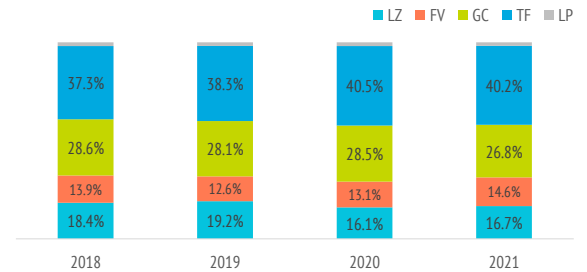**Tourist profile. Historical data: 2018 - 2021**
CANARY ISLANDS

Canary
Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021
Lanzarote	2,457,388	2,521,855	652,252	963,331
Fuerteventura	1,856,973	1,659,302	531,339	843,805
Gran Canaria	3,825,378	3,702,964	1,158,660	1,545,237
Tenerife	4,991,551	5,040,569	1,644,703	2,320,313
La Palma	249,177	235,680	75,941	102,576

Share by islands	2018	2019	2020	2021
Lanzarote	18.4%	19.2%	16.1%	16.7%
Fuerteventura	13.9%	12.6%	13.1%	14.6%
Gran Canaria	28.6%	28.1%	28.5%	26.8%
Tenerife	37.3%	38.3%	40.5%	40.2%
La Palma	1.9%	1.8%	1.9%	1.8%

How many islands do they visit during their trip?

	2018	2019	2020	2021
One island	90.8%	91.3%	90.8%	90.9%
Two islands	7.8%	7.3%	7.2%	7.8%
Three or more islands	1.4%	1.4%	2.0%	1.3%

% TOURISTS BY ISLANDS

LZ FV GC TF LP

	2018	2019	2020	2021
TF	37.3%	38.3%	40.5%	40.2%
GC	28.6%	28.1%	28.5%	26.8%
FV	13.9%	12.6%	13.1%	14.6%
LZ	18.4%	19.2%	16.1%	16.7%

What is the most visited place on each island in 2021?

LANZAROTE

44% MONTAÑA DEL FUEGO

FUERTEVENTURA

49% PLAYAS DE JANDÍA

GRAN CANARIA

52% LAS PALMAS DE GRAN CANARIA

TENERIFE

47% TEIDE

LA PALMA

71% SANTA CRUZ DE LA PALMA
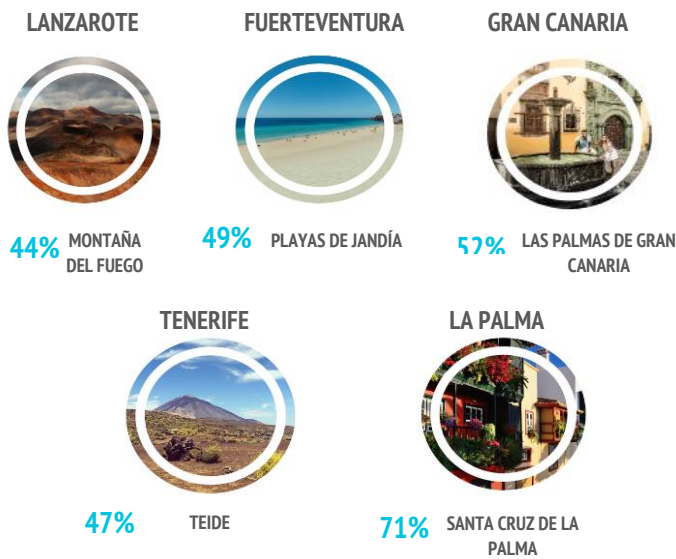
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021
Average rating	8.59	8.70	8.70	8.86

Experience in the Canary Islands	2018	2019	2020	2021
Worse or much worse than expected	2.9%	2.4%	2.9%	2.7%
Lived up to expectations	57.3%	55.4%	56.1%	51.4%
Better or much better than expected	39.8%	42.2%	41.0%	45.9%

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED

2018	39.8%
2019	42.2%
2020	41.0%
2021	45.9%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021
Repeat tourists	**71%**	**72%**	**75%**	**68.0%**
Repeat tourists (last 5 years)	64.6%	66.6%	70%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	18.6%	19.7%	23%	15.0%
At least 10 previous visits	**18.0%**	**19%**	**22%**	**18.3%**
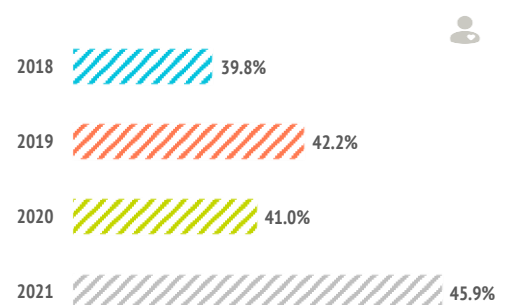
Future intentions (scale 1-10)	2018	2019	2020	2021
Return to the Canary Islands	8.61	8.73	8.82	8.86
Recommend visiting the Canary Islands	8.86	8.95	8.99	9.10

Repeat tourists   At least 10 previous visits

FUTURE INTENTIONS (SCALE 0-10)

2018 2019 2020 2021

Return to the Canary Islands
8.61 8.73 8.82 8.86

Recommend visiting the Canary Islands
8.86 8.95 8.99 9.10
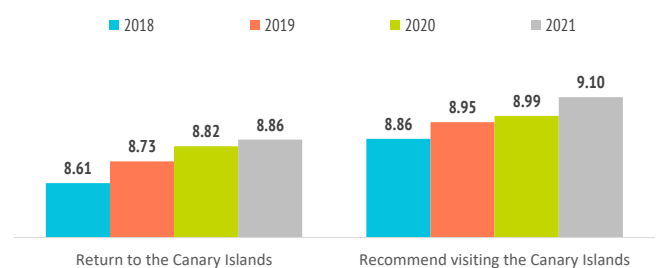
Where are they from? 🌐

	2018	2019	2020	2021
Spanish Mainland	11.5%	13.3%	17.6%	21.5%
Germany	20.4%	18.0%	19.7%	19.8%
United Kingdom	31.7%	32.4%	25.4%	18.6%
France	3.8%	3.9%	4.4%	6.9%
Netherlands	4.0%	3.9%	3.9%	4.8%
Italy	3.3%	3.1%	3.0%	4.5%
Belgium	2.7%	2.7%	3.4%	3.8%
Poland	2.1%	2.2%	2.3%	3.7%
Ireland	3.4%	3.7%	2.5%	2.6%
Sweden	3.6%	3.4%	3.9%	2.2%
Denmark	2.0%	1.9%	2.3%	2.1%
Switzerland	2.1%	1.8%	1.5%	1.5%
Norway	2.8%	2.8%	2.9%	1.4%
Czech Republic	0.4%	0.5%	0.6%	1.0%
Finland	1.6%	1.6%	2.0%	0.9%
Luxembourg	0.2%	0.2%	0.5%	0.7%
Austria	0.9%	0.6%	0.8%	0.7%
Others	3.7%	4.0%	3.3%	3.4%

SHARE OF TOURISTS BY MARKET AND ISLAND (2021)

Legend: Spanish Mainland · Germany · United Kingdom · France · Nordics · Others

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Others	2.9%	3.6%	15.0%	3.7%	
France	9.8%	7.9%	3.9%	7.5%	16.6%
United Kingdom	29.5%	12.9%	10.2%	22.7%	
Germany	11.2%	39.5%	23.4%	13.1%	
Spanish Mainland	24.7%	13.9%	21.9%	21.0%	65.5%
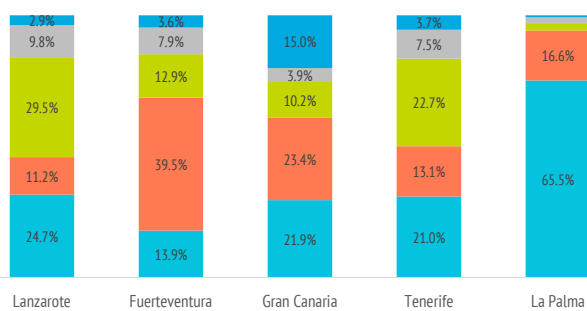
Who are they? 👤

	2018	2019	2020	2021
Gender				
Men	48.2%	48.6%	49.8%	49.6%
Women	51.8%	51.4%	50.2%	50.4%
Age				
Average age (tourist > 15 years old)	46.7	47.1	47.8	43.3
Standard deviation	15.4	15.4	15.8	15.6
Age range (> 15 years old)				
16 - 24 years old	7.7%	7.3%	7.6%	11.9%
25 - 30 years old	10.9%	11.0%	10.3%	14.8%
31 - 45 years old	28.5%	27.8%	26.6%	30.2%
46 - 60 years old	31.3%	31.7%	31.4%	26.6%
Over 60 years old	21.5%	22.1%	24.1%	16.4%
Occupation				
Salaried worker	55.4%	55.0%	50.9%	57.8%
Self-employed	11.1%	11.6%	12.0%	11.1%
Unemployed	1.1%	1.2%	1.4%	1.7%
Business owner	9.2%	9.3%	10.4%	10.0%
Student	4.2%	3.5%	3.8%	5.9%
Retired	17.3%	17.9%	19.8%	12.2%
Unpaid domestic work	0.9%	0.8%	0.5%	0.5%
Others	0.8%	0.8%	1.2%	0.9%
Annual household income level				
Less than €25,000	17.2%	17.7%	15.3%	16.1%
€25,000 - €49,999	36.6%	37.6%	37.6%	37.0%
€50,000 - €74,999	24.9%	22.6%	23.7%	23.4%
More than €74,999	21.4%	22.0%	23.4%	23.5%
Education level				
No studies	4.8%	4.9%	3.7%	2.2%
Primary education	2.8%	2.6%	2.4%	2.2%
Secondary education	23.0%	23.6%	21.8%	18.8%
Higher education	69.3%	68.9%	72.1%	76.9%

Who do they come with? 🧍🧍🧍

	2018	2019	2020	2021
Unaccompanied	9.2%	10.0%	12.0%	13.5%
Only with partner	47.3%	48.0%	50.3%	48.2%
Only with children (< 13 years old)	5.9%	5.5%	4.8%	3.9%
Partner + children (< 13 years old)	7.1%	6.3%	5.1%	4.9%
Other relatives	9.0%	9.2%	7.6%	8.4%
Friends	6.3%	6.4%	6.7%	8.5%
Work colleagues	0.5%	0.5%	0.7%	0.8%
Organized trip	0.2%	0.3%	0.4%	0.2%
Other combinations (1)	14.6%	13.7%	12.4%	11.5%

(1) Different situations have been isolated

	2018	2019	2020	2021
Tourists with children	**19.1%**	**17.4%**	**13.9%**	**12.5%**
- Between 0 and 2 years old	1.8%	1.6%	1.4%	1.2%
- Between 3 and 12 years old	15.7%	14.5%	11.5%	10.2%
- Between 0 -2 and 3-12 years old	1.6%	1.4%	1.1%	1.0%
Tourists without children	**80.9%**	**82.6%**	**86.1%**	**87.5%**

	2018	2019	2020	2021
Group composition:				
- 1 person	12.8%	13.5%	15.4%	16.5%
- 2 people	54.0%	55.0%	57.7%	56.7%
- 3 people	12.5%	11.9%	10.2%	10.7%
- 4 or 5 people	16.9%	16.1%	13.8%	13.6%
- 6 or more people	3.8%	3.5%	2.9%	2.5%
Average group size:	**2.57**	**2.53**	**2.40**	**2.37**

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN

2018	2019	2020	2021
19.1%	17.4%	13.9%	12.5%

(Under the age of 13)