

Tourist profile. Historical data: 2018 - 2022

GERMANY



How many are they and how much do they spend?

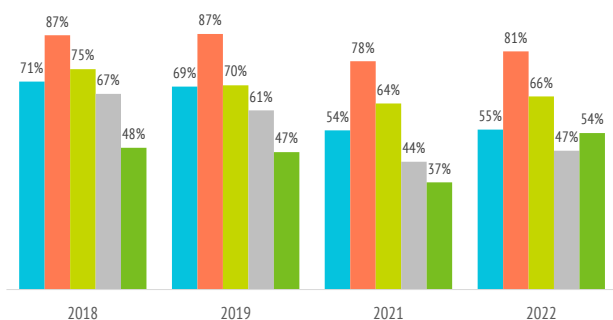


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	3,065	2,651	894	1,298	2,275
Tourist arrivals > 15 years old (EGT) (*)	2,745	2,394	811	1,153	2,055
- book holiday package (*)	2,060	1,710	532	707	1,317
- do not book holiday package (*)	685	684	279	446	738
- % tourists who book holiday package	75.0%	71.4%	65.5%	61.3%	64.1%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

■ Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,295	1,254	--	1,480	1,489
- book holiday package	1,361	1,347	--	1,595	1,561
- holiday package	1,147	1,145	--	1,308	1,339
- others	214	202	--	287	222
- do not book holiday package	1,097	1,022	--	1,297	1,361
- flight	304	303	--	321	379
- accommodation	379	340	--	489	478
- others	414	379	--	487	504
Average lenght of stay	10.70	10.72	--	11.30	11.17
- book holiday package	9.78	10.10	--	9.78	9.85
- do not book holiday package	13.49	12.27	--	13.71	13.52
Average daily expenditure (€)	135.7	130.2	--	152.5	153.4
- book holiday package	147.4	142.5	--	175.3	170.1
- do not book holiday package	100.4	99.4	--	116.5	123.6
Total turnover (> 15 years old) (€m)	3,556	3,002	--	1,706	3,059
- book holiday package	2,804	2,303	--	1,128	2,055
- do not book holiday package	752	699	--	578	1,004

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	94.4%	94.1%	--	92.9%	92.8%
Visiting family or friends	3.7%	3.8%	--	5.0%	4.9%
Business and work	0.6%	0.8%	--	1.0%	0.8%
Education and training	0.2%	0.1%	--	0.1%	0.1%
Sports training	0.5%	0.6%	--	0.4%	0.5%
Health or medical care	0.2%	0.1%	--	0.1%	0.1%
Fairs and congresses	0.1%	0.0%	--	0.0%	0.1%
Others	0.4%	0.5%	--	0.4%	0.7%

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"

Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	78.2%	78.2%	--	78.6%	74.6%
Sea	60.3%	61.3%	--	66.8%	63.8%
Safety	55.8%	55.9%	--	54.2%	53.0%
Tranquility	50.9%	51.6%	--	51.3%	50.5%
Beaches	47.6%	47.9%	--	54.3%	50.4%
Effortless trip	43.1%	45.0%	--	46.7%	46.6%
European belonging	40.6%	41.7%	--	43.3%	42.0%
Accommodation supply	39.8%	41.3%	--	41.3%	39.4%
Landscapes	35.6%	38.0%	--	34.6%	35.8%
Price	27.7%	27.7%	--	25.8%	28.0%
Gastronomy	21.9%	23.4%	--	28.5%	27.0%
Environment	23.7%	27.4%	--	24.3%	24.9%
Authenticity	18.1%	18.6%	--	19.2%	19.2%
Fun possibilities	15.1%	15.8%	--	19.2%	18.0%
Hiking trail network	10.7%	12.5%	--	11.7%	12.1%
Shopping	8.6%	9.2%	--	8.5%	9.8%
Culture	6.5%	7.4%	--	7.0%	7.6%
Exoticism	7.0%	7.2%	--	7.0%	7.3%
Historical heritage	6.4%	7.9%	--	6.6%	6.4%
Nightlife	4.1%	4.3%	--	5.5%	4.6%

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?



	2018	2019	2020	2021	2022
Rest	49.2%	49.3%	--	52.4%	46.8%
Enjoy family time	8.3%	9.2%	--	10.9%	10.7%
Have fun	6.6%	7.1%	--	6.6%	7.9%
Explore the destination	29.9%	28.4%	--	24.1%	28.8%
Practice their hobbies	3.1%	3.5%	--	3.8%	2.8%
Other reasons	2.9%	2.6%	--	2.2%	2.9%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.6%	0.6%	--	0.7%	0.7%
Between 1 and 30 days	22.8%	21.0%	--	43.7%	28.5%
Between 1 and 2 months	21.7%	21.1%	--	23.9%	23.6%
Between 3 and 6 months	34.5%	35.9%	--	19.8%	31.1%
More than 6 months	20.3%	21.4%	--	11.9%	16.0%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	50.1%	51.9%	--	47.0%	46.9%
Friends or relatives	24.3%	22.8%	--	24.1%	25.5%
Internet or social media	53.7%	52.7%	--	55.5%	53.1%
Mass Media	2.5%	2.3%	--	2.9%	2.6%
Travel guides and magazines	15.4%	13.8%	--	9.4%	10.2%
Travel Blogs or Forums	4.8%	5.0%	--	6.0%	5.6%
Travel TV Channels	1.5%	1.4%	--	0.8%	1.3%
Tour Operator or Travel Agency	34.0%	31.0%	--	25.9%	26.1%
Public administrations or similar	0.2%	0.3%	--	0.4%	0.5%
Others	1.6%	2.2%	--	1.7%	2.5%

* Multi-choice question

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With whom did they book their flight and accommodation?



	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	23.4%	27.9%	--	35.2%	32.8%
- Tour Operator or Travel Agency	76.6%	72.1%	--	64.8%	67.2%
Accommodation					
- Directly with the accommodation	15.8%	18.8%	--	25.3%	22.4%
- Tour Operator or Travel Agency	84.2%	81.2%	--	74.7%	77.6%

Where does the flight come from?



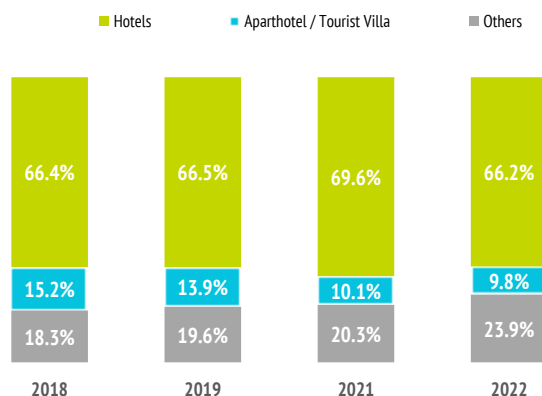
	2018	2019	2020	2021	2022
Germany	93.5%	92.8%	--	94.0%	91.2%
Switzerland	1.9%	2.1%	--	1.3%	3.1%
Mainland Spain	2.7%	2.9%	--	2.4%	2.5%
Luxembourg	0.6%	0.4%	--	0.5%	1.1%
Portugal	0.3%	0.5%	--	0.7%	0.9%
Netherlands	0.2%	0.4%	--	0.1%	0.3%
Others	0.9%	1.1%	--	1.1%	1.0%

Where do they stay?



	2018	2021	2020	2021	2022
1-2-3* Hotel	14.2%	13.5%	--	14.0%	11.9%
4* Hotel	47.5%	45.6%	--	45.0%	45.3%
5* Hotel / 5* Luxury Hotel	4.7%	7.5%	--	10.6%	9.0%
Aparthotel / Tourist Villa	15.2%	13.9%	--	10.1%	9.8%
House/room rented in a private dwelling	5.9%	6.5%	6.6%	7.4%	9.2%
Private accommodation (1)	5.3%	6.4%	8.2%	7.3%	7.7%
Others (Cottage, cruise, camping,...)	7.1%	6.7%	6.0%	5.6%	7.0%

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



What do they book?



	2018	2019	2020	2021	2022
Room only	17.5%	17.4%	--	19.3%	20.5%
Bed and Breakfast	8.1%	7.7%	--	9.1%	7.4%
Half board	33.5%	30.7%	--	24.7%	25.5%
Full board	2.2%	3.9%	--	3.6%	3.4%
All inclusive	38.7%	40.4%	--	43.3%	43.3%

Other expenses

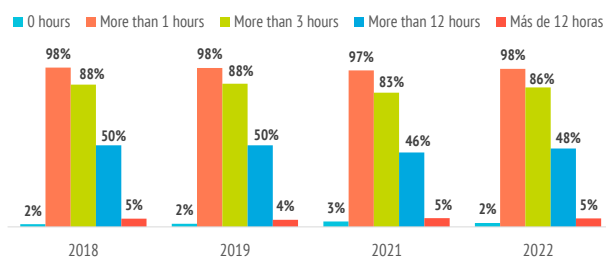


	2018	2019	2020	2021	2022
Restaurants or cafes	56.0%	50.1%	--	56.5%	55.7%
Supermarkets	55.2%	50.3%	--	53.7%	54.4%
Car rental	33.0%	32.6%	--	36.8%	35.9%
Organized excursions	25.9%	24.5%	--	22.7%	26.5%
Taxi, transfer, chauffeur service	57.2%	55.7%	--	56.1%	56.0%
Theme Parks	7.6%	5.8%	--	7.2%	8.2%
Sport activities	7.3%	6.5%	--	10.8%	7.8%
Museums	6.1%	5.6%	--	4.4%	5.2%
Flights between islands	3.2%	3.3%	--	4.7%	4.0%

Activities in the Canary Islands



Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.7%	1.9%	--	3.4%	2.4%
1 - 2 hours	10.5%	9.7%	--	13.8%	11.5%
3 - 6 hours	37.5%	38.0%	--	36.9%	37.7%
7 - 12 hours	45.3%	46.0%	--	40.6%	43.1%
More than 12 hours	5.1%	4.4%	--	5.4%	5.2%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	79.7%	77.8%	--	84.2%	81.3%
Walk, wander	54.9%	53.2%	--	55.5%	55.4%
Explore the island on their own	52.0%	51.4%	--	51.7%	52.6%
Swimming pool, hotel facilities	41.5%	39.8%	--	43.3%	42.4%
Taste Canarian gastronomy	31.0%	29.0%	--	34.2%	32.4%
Hiking	--	--	--	20.4%	19.6%
Organized excursions	19.8%	19.2%	--	13.5%	17.4%
Sea excursions / whale watching	12.0%	12.2%	--	13.1%	14.3%
Theme parks	14.1%	12.6%	--	10.8%	11.5%
Other Nature Activities	--	--	--	10.1%	11.4%
Wineries / markets / popular festivals	12.4%	12.4%	--	8.1%	10.2%
Museums / exhibitions	10.8%	10.7%	--	8.6%	10.0%
Nightlife / concerts / shows	9.2%	9.1%	--	8.1%	9.4%
Swim	--	--	--	50.1%	7.2%
Astronomical observation	4.6%	5.4%	--	6.3%	5.8%
Practice other sports	--	--	--	7.4%	5.6%
Beauty and health treatments	4.5%	4.3%	--	4.7%	5.0%
Cycling / Mountain bike	--	--	--	5.1%	4.2%
Surf	--	--	--	5.1%	3.9%
Scuba Diving	--	--	--	5.8%	3.9%
Running	--	--	--	3.6%	2.4%
Windsurf / Kitesurf	--	--	--	2.0%	1.6%
Golf	--	--	--	2.1%	1.6%

* Multi-choice question

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Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	292,173	274,617	--	107,543	203,250
Fuerteventura	755,337	607,724	--	333,335	599,054
Gran Canaria	862,105	778,717	--	361,424	635,157
Tenerife	681,175	578,542	--	303,546	553,807
La Palma	99,946	93,070	--	17,024	35,724

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	91.1%	90.8%	--	92.4%	92.5%
Two islands	6.5%	6.1%	--	5.7%	5.6%
Three or more islands	2.4%	3.0%	--	1.9%	1.9%

How many are loyal to the Canary Islands?

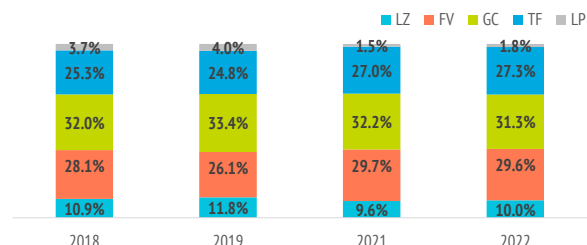
	2018	2019	2020	2021	2022
Repeat tourists	70.3%	73.3%	--	70.9%	70.3%
At least 10 previous visits	16.5%	19.7%	--	19.4%	18.8%
Repeat tourists (last 5 years)	65.4%	69.2%	--	65.6%	64.9%
Repeat tourists (last 5 years) (5 or more)	17.1%	19.5%	--	14.5%	13.2%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	50.5%	52.4%	--	51.9%	50.5%
Women	49.5%	47.6%	--	48.1%	49.5%
Age					
Average age (tourist > 15 years old)	47.0	48.2	--	44.8	46.4
Standard deviation	15.9	15.7	--	16.1	16.6
Age range (> 15 years old)					
16 - 24 years old	8.4%	7.2%	--	11.6%	11.0%
25 - 30 years old	12.0%	10.7%	--	12.4%	11.1%
31 - 45 years old	24.6%	24.1%	--	28.4%	27.4%
46 - 60 years old	33.0%	34.5%	--	28.5%	27.4%
Over 60 years old	22.1%	23.5%	--	19.1%	23.1%
Occupation					
Salaried worker	57.3%	57.1%	--	58.7%	58.2%
Self-employed	8.7%	10.2%	--	8.2%	7.3%
Unemployed	0.2%	0.4%	--	0.7%	0.3%
Business owner	11.2%	11.6%	--	11.7%	11.3%
Student	5.6%	3.5%	--	6.2%	4.7%
Retired	15.8%	15.6%	--	12.9%	16.8%
Unpaid domestic work	0.6%	0.5%	--	0.3%	0.5%
Others	0.7%	1.1%	--	1.2%	0.9%
Annual household income level					
Less than €25,000	11.9%	11.1%	--	11.8%	11.7%
€25,000 - €49,999	34.0%	37.8%	--	32.8%	32.2%
€50,000 - €74,999	29.8%	26.7%	--	27.4%	30.1%
More than €74,999	24.3%	24.4%	--	28.0%	26.0%
Education level					
No studies	0.4%	0.6%	--	0.3%	0.3%
Primary education	4.4%	3.8%	--	2.5%	3.2%
Secondary education	23.8%	26.0%	--	18.6%	23.4%
Higher education	71.4%	69.6%	--	78.7%	73.1%

Share by islands	2018	2019	2020	2021	2022
Lanzarote	10.9%	11.8%	--	9.6%	10.0%
Fuerteventura	28.1%	26.1%	--	29.7%	29.6%
Gran Canaria	32.0%	33.4%	--	32.2%	31.3%
Tenerife	25.3%	24.8%	--	27.0%	27.3%
La Palma	3.7%	4.0%	--	1.5%	1.8%

% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.49	8.64	--	8.82	8.75
Experience in the Canary Islands					
Worse or much worse than expected	1.7%	1.3%	--	1.3%	1.8%
Lived up to expectations	57.4%	55.6%	--	54.1%	54.7%
Better or much better than expected	40.9%	43.0%	--	44.6%	43.5%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.55	8.70	--	8.83	8.71
Recommend visiting the Canary Islands	8.83	8.95	--	9.07	8.99

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	9.5%	10.6%	--	12.6%	11.4%
Only with partner	53.8%	52.7%	--	50.3%	49.9%
Only with children (< 13 years old)	5.5%	5.2%	--	5.0%	5.4%
Partner + children (< 13 years old)	5.7%	5.2%	--	5.0%	5.5%
Other relatives	4.9%	5.6%	--	6.0%	6.4%
Friends	6.1%	5.9%	--	7.5%	7.0%
Work colleagues	0.2%	0.3%	--	0.5%	0.3%
Organized trip	0.2%	0.4%	--	0.3%	0.2%
Other combinations (1)	14.1%	14.2%	--	12.9%	13.9%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	13.9%	13.0%	--	12.9%	13.7%
- Between 0 and 2 years old	1.4%	1.3%	--	1.0%	1.0%
- Between 3 and 12 years old	11.5%	10.7%	--	10.9%	12.0%
- Between 0 - 2 and 3-12 years old	1.0%	1.0%	--	1.0%	0.7%
Tourists without children	86.1%	87.0%	--	87.1%	86.3%
Group composition:					
- 1 person	13.0%	13.5%	--	14.8%	13.4%
- 2 people	61.3%	61.2%	--	59.4%	59.3%
- 3 people	11.8%	11.9%	--	11.1%	12.0%
- 4 or 5 people	12.3%	11.8%	--	12.8%	13.3%
- 6 or more people	1.6%	1.6%	--	1.9%	2.0%
Average group size:	2.34	2.32	--	2.33	2.38

*People who share the main expenses of the trip

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.