TOURIST PROFILE BY ISLAND OF STAY (2022)
AUSTRIA

How many are they and how much do they spend?

TOURISTS	LZ	FUE	GC	TFE	LP
Tourist arrivals (FRONTUR)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT)	13,812	19,917	40,906	44,773	1,012
- book holiday package	4,561	11,440	22,434	9,409	0
- do not book holiday package	9,251	8,477	18,472	35,363	1,012
- % tourists who book holiday package	33.0%	57.4%	54.8%	21.0%	0.0%

TOURISTS

13,812 Lanzarote 19,917 Fuerteventura 40,906 Gran Canaria 44,773 Tenerife 1,012 La Palma

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Gran Canaria — 55%
Tenerife — 21%

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	--	--	**1,595**	**1,173**	--
- book holiday package	--	--	1,687	1,557	--
- holiday package	--	--	1,421	1,268	--
- others	--	--	265	289	--
- do not book holiday package	--	--	1,485	1,071	--
- flight	--	--	495	246	--
- accommodation	--	--	397	341	--
- others	--	--	593	484	--
Average lenght of stay	--	--	**13.80**	**9.60**	--
- book holiday package	--	--	9.38	7.83	--
- do not book holiday package	--	--	19.17	10.07	--
Average daily expenditure (€)	--	--	**155.4**	**138.1**	--
- book holiday package	--	--	195.2	196.0	--
- do not book holiday package	--	--	107.0	122.6	--
Total turnover (> 15 years old) (€m)	--	--	**65**	**53**	--
- book holiday package	--	--	38	15	--
- do not book holiday package	--	--	27	38	--

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	--	--	20.7%	16.1%	--
Canary Islands	--	--	19.2%	14.6%	--
Other destination	--	--	60.1%	69.2%	--

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	--	--	31.9%	27.1%	--
Canary Islands (other island)	--	--	40.0%	23.1%	--
Other destination	--	--	28.2%	49.8%	--

*Percentage of valid answers

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	--	--	77.6%	64.3%	--
Sea	--	--	59.6%	55.5%	--
Safety	--	--	60.3%	55.5%	--
Beaches	--	--	55.1%	36.5%	--
Effortless trip	--	--	53.8%	43.6%	--
Tranquility	--	--	49.9%	35.6%	--
Landscapes	--	--	43.7%	47.3%	--
European belonging	--	--	51.2%	37.8%	--
Accommodation supply	--	--	42.7%	29.4%	--
Environment	--	--	30.5%	38.5%	--
Gastronomy	--	--	32.5%	32.2%	--
Authenticity	--	--	26.1%	30.0%	--
Price	--	--	24.4%	27.3%	--
Fun possibilities	--	--	15.9%	21.8%	--
Exoticism	--	--	10.0%	11.8%	--
Shopping	--	--	17.5%	8.6%	--
Hiking trail network	--	--	8.6%	13.9%	--
Historical heritage	--	--	16.0%	4.4%	--
Nightlife	--	--	13.2%	6.5%	--
Culture	--	--	11.1%	7.1%	--

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very impo
% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES

Gran Canaria — 55%
Tenerife — 37%

What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	--	--	44.3%	30.6%	--
Enjoy family time	--	--	13.3%	10.9%	--
Have fun	--	--	6.6%	8.1%	--
Explore the destination	--	--	31.8%	37.6%	--
Practice their hobbies	--	--	1.9%	9.3%	--
Other reasons	--	--	2.0%	3.5%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	--	--	1.5%	-	--
Between 1 and 30 days	--	--	32.1%	37.0%	--
Between 1 and 2 months	--	--	18.2%	29.0%	--
Between 3 and 6 months	--	--	37.8%	27.1%	--
More than 6 months	--	--	10.4%	7.0%	--

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

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	35.0%	42.3%	--
Friends or relatives	--	--	27.6%	35.0%	--
Internet or social media	--	--	53.2%	56.0%	--
Mass Media	--	--	2.4%	2.8%	--
Travel guides and magazines	--	--	9.0%	13.8%	--
Travel Blogs or Forums	--	--	4.6%	12.9%	--
Travel TV Channels	--	--	2.0%	0.0%	--
Tour Operator or Travel Agency	--	--	23.4%	13.6%	--
Public administrations or similar	--	--	0.0%	0.9%	--
Others	--	--	2.7%	1.5%	--

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	--	--	40.8%	66.2%	--
- Tour Operator or Travel Agency	--	--	59.2%	33.8%	--
Accommodation					
- Directly with the accommodation	--	--	26.9%	49.4%	--
- Tour Operator or Travel Agency	--	--	73.1%	50.6%	--

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	--	11.3%	6.6%	--
4* Hotel	--	--	43.7%	21.2%	--
5* Hotel / 5* Luxury Hotel	--	--	9.5%	13.2%	--
Aparthotel / Tourist Villa	--	--	9.6%	10.7%	--
House/room rented in a private dwelling	--	--	5.4%	21.3%	--
Private accommodation (1)	--	--	11.6%	19.7%	--
Others (Cottage, cruise, camping,..)	--	--	8.8%	7.4%	--

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

Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

GC: 9.6% | 64.5% | 25.8%
TFE: 10.7% | 40.9% | 48.3%
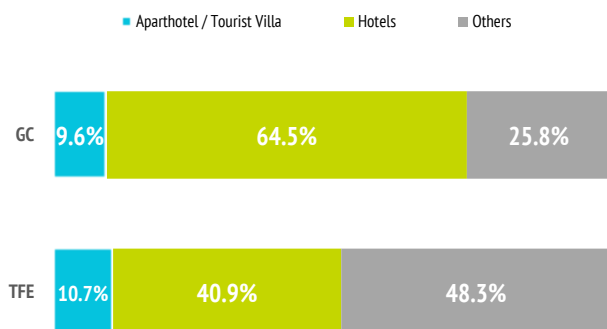
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	--	--	20.1%	44.0%	--
Bed and Breakfast	--	--	16.6%	17.5%	--
Half board	--	--	34.4%	26.7%	--
Full board	--	--	4.2%	--	--
All inclusive	--	--	24.6%	11.8%	--

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	--	59.9%	82.6%	--
Supermarkets	--	--	57.6%	71.9%	--
Car rental	--	--	32.3%	54.9%	--
Organized excursions	--	--	19.5%	32.1%	--
Taxi, transfer, chauffeur service	--	--	51.4%	33.0%	--
Theme Parks	--	--	5.7%	18.6%	--
Sport activities	--	--	5.1%	19.1%	--
Museums	--	--	7.6%	5.5%	--
Flights between islands	--	--	3.2%	6.6%	--

Activities in the Canary Islands 🚶🧍

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	--	1.2%	--	--
1 - 2 hours	--	--	4.8%	8.6%	--
3 - 6 hours	--	--	32.1%	23.3%	--
7 - 12 hours	--	--	56.7%	50.2%	--
More than 12 hours	--	--	5.2%	18.0%	--

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

GC: 1%, 99%, 94%, 62%, 5%
TFE: 0%, 100%, 91%, 68%, 18%
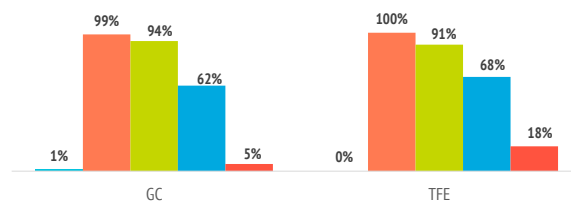
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	--	--	74.6%	84.7%	--
Walk, wander	--	--	55.4%	71.8%	--
Explore the island on their own	--	--	56.2%	66.1%	--
Swimming pool, hotel facilities	--	--	41.0%	43.8%	--
Taste Canarian gastronomy	--	--	40.5%	45.6%	--
Hiking	--	--	21.5%	39.8%	--
Other Nature Activities	--	--	14.1%	20.0%	--
Nightlife / concerts / shows	--	--	15.4%	18.6%	--
Sea excursions / whale watching	--	--	10.6%	21.1%	--
Theme parks	--	--	9.8%	26.5%	--
Museums / exhibitions	--	--	13.1%	13.1%	--
Swim	--	--	14.0%	12.1%	--
Organized excursions	--	--	11.8%	19.4%	--
Wineries / markets / popular festiv	--	--	7.7%	12.7%	--
Surf	--	--	3.7%	13.2%	--
Practice other sports	--	--	2.4%	12.2%	--
Beauty and health treatments	--	--	5.3%	7.0%	--
Scuba Diving	--	--	3.5%	4.6%	--
Astronomical observation	--	--	3.8%	4.8%	--
Running	--	--	6.1%	4.8%	--
Cycling / Mountain bike	--	--	2.2%	1.4%	--
Golf	--	--	2.7%	1.2%	--
Windsurf / Kitesurf	--	--	0.6%	1.4%	--

* Multi-choise question

TOURIST PROFILE BY ISLAND OF STAY (2022)
AUSTRIA

Canary Islands LATITUDE of LIFE

Which island do they choose?

- Fuerteventura 16.5%
- Gran Canaria 34.0%
- Tenerife 37.2%
- La Palma 0.8%
- Lanzarote 11.5%
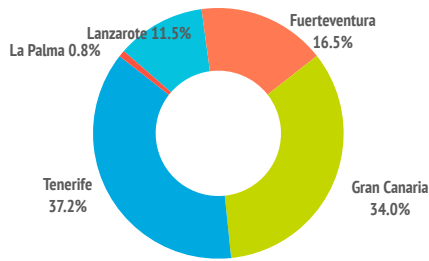
How many islands do they visit during their trip?

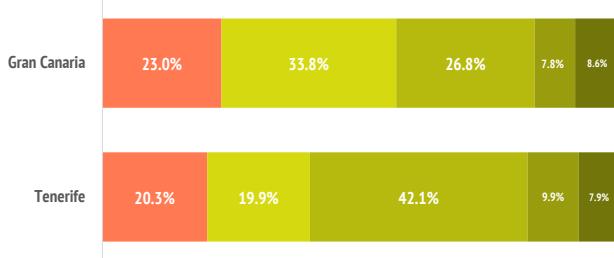|	LZ	FUE	GC	TFE	LP
One island	--	--	93.2%	88.9%	--
Two islands	--	--	3.5%	10.0%	--
Three or more islands	--	--	3.3%	1.1%	--

Sustainable destination

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

■ No ■ Yes, even if it means some incovenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient

	No	Yes, even if...	Yes, but only if...
Gran Canaria	34.3%	19.5%	46.2%
Tenerife	30.0%	27.6%	42.4%
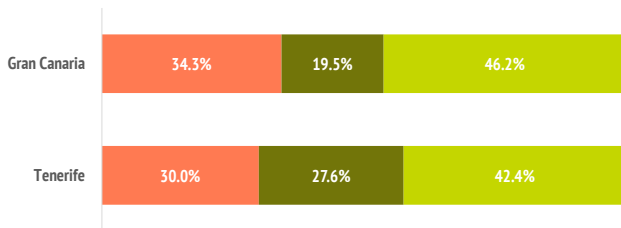
Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	No	up to 5%	up to 10%	up to 20%	over 20%
Gran Canaria	23.0%	33.8%	26.8%	7.8%	8.6%
Tenerife	20.3%	19.9%	42.1%	9.9%	7.9%

Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	--	--	8.15	7.86	--
Tolerance towards tourism	--	--	8.74	8.31	--
Cleanliness of the island	--	--	7.96	7.90	--
Air quality	--	--	8.50	8.30	--
Rational water consumption	--	--	7.19	7.06	--
Energy saving	--	--	6.69	6.16	--
Use of renewable energy	--	--	7.04	6.21	--
Recycling	--	--	7.33	6.00	--
Easy to get around by public transport	--	--	7.56	6.82	--
Overcrowding in tourist areas	--	--	5.87	6.51	--
Supply of local products	--	--	7.02	7.24	--

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

Which is the most visited place on each island?

GRAN CANARIA

Dunas de Maspalomas	69%
Las Palmas de Gran Canaria	55%
Puerto de Mogán	41%
El interior (cumbres)	33%
El Norte	25%
Roque Nublo	23%

TENERIFE

Santa Cruz (capital de la isla)	50%
Parque Nacional del Teide	47%
La Laguna (Ciudad Patrimonio de la Humanidad)	29%
La Orotava	29%
Garachico	29%
Acantilado de los Gigantes	26%
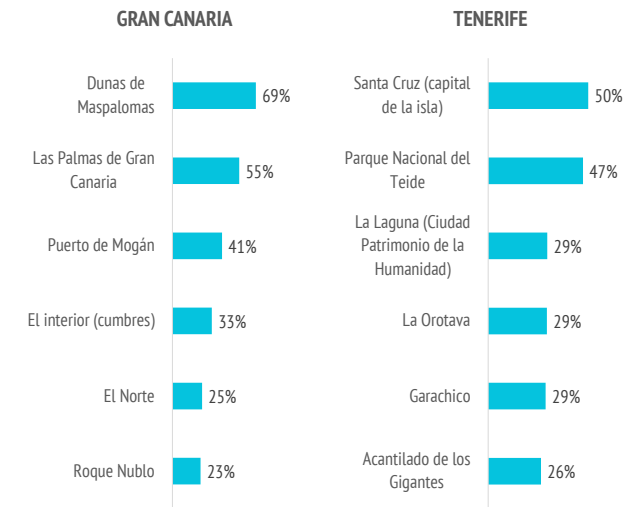
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	--	--	9.05	9.06	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	--	--	1.6%	1.8%	--
Lived up to expectations	--	--	47.5%	41.8%	--
Better or much better than expected	--	--	50.9%	56.4%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	--	--	8.66	8.79	--
Recommend visiting the Canary Island	--	--	9.25	9.24	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	--	50.0%	55.3%	--
At least 10 previous visits	--	--	9.8%	9.7%	--
Repeat tourists	--	--	54.5%	58.2%	--
At least 10 previous visits	--	--	15.0%	15.4%	--

REPEAT TOURIST OF EACH ISLAND

50% Gran Canaria

55.3% Tenerife

Canary Islands
LATITUDE OF LIFE

Where does the flight come from?

	LZ	FUE	GC	TFE	LP
Austria	--	--	75.2%	64.3%	--
Germany	--	--	14.4%	12.7%	--
Mainland Spain	--	--	7.2%	15.4%	--
Switzerland	--	--	1.2%	2.7%	--
Portugal	--	--	0.8%	1.2%	--
France	--	--	--	2.3%	--
United Kingdom	--	--	0.2%	0.7%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

Austria Germany Others

	GC	TFE
Others	10%	23%
Germany	14%	13%
Austria	75%	64%
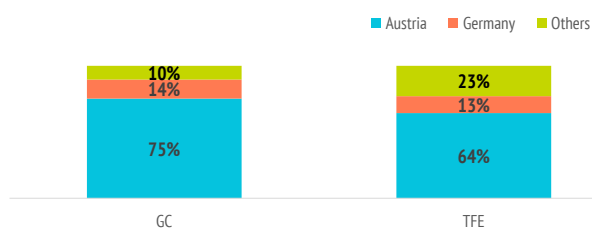
Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	12.7%	11.2%	--
Only with partner	--	--	58.6%	50.5%	--
Only with children (< 13 years old)	--	--	2.8%	2.0%	--
Partner + children (< 13 years old)	--	--	4.1%	2.2%	--
Other relatives	--	--	5.3%	4.4%	--
Friends	--	--	6.0%	12.9%	--
Work colleagues	--	--	0.0%	0.0%	--
Organized trip	--	--	0.3%	0.0%	--
Other combinations [1]	--	--	10.1%	16.8%	--

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**--**	**--**	**9.6%**	**5.8%**	**--**
- Between 0 and 2 years old	--	--	3.4%	0.8%	--
- Between 3 and 12 years old	--	--	6.1%	5.0%	--
- Between 0 -2 and 3-12 years	--	--	0.0%	0.0%	--
Tourists without children	**--**	**--**	**90.4%**	**94.2%**	**--**
Group composition:					
- 1 person	--	--	14.2%	12.0%	--
- 2 people	--	--	64.6%	65.0%	--
- 3 people	--	--	8.1%	9.2%	--
- 4 or 5 people	--	--	10.0%	11.5%	--
- 6 or more people	--	--	3.1%	2.3%	--
Average group size:	**--**	**--**	**2.31**	**2.31**	**--**

*People who share the main expenses of the trip

TOURIST TRAVELLING WITH CHILDREN

Gran Canaria
10%
Tenerife
6%

(Under the age of 13)

Who are they?

	LZ	FUE	GC	TFE	LP
Gender					
Men	--	--	58.3%	43.1%	--
Women	--	--	41.7%	56.9%	--
Age					
Average age (tourist > 15 years old)	--	--	46.2	38.1	--
Standard deviation	--	--	16.8	14.4	--
Age range (> 15 years old)					
16 - 24 years old	--	--	12.0%	20.1%	--
25 - 30 years old	--	--	10.0%	22.6%	--
31 - 45 years old	--	--	28.0%	25.8%	--
46 - 60 years old	--	--	22.9%	22.1%	--
Over 60 years old	--	--	27.1%	9.3%	--
Occupation					
Salaried worker	--	--	48.4%	62.2%	--
Self-employed	--	--	12.5%	6.7%	--
Unemployed	--	--	0.0%	2.1%	--
Business owner	--	--	4.6%	6.5%	--
Student	--	--	5.5%	14.9%	--
Retired	--	--	22.3%	6.1%	--
Unpaid domestic work	--	--	0.5%	1.5%	--
Others	--	--	6.2%	0.0%	--
Annual household income level					
Less than €25,000	--	--	16.5%	22.3%	--
€25,000 - €49,999	--	--	42.4%	32.8%	--
€50,000 - €74,999	--	--	29.4%	33.6%	--
More than €74,999	--	--	11.7%	11.3%	--
Education level					
No studies	--	--	0.0%	0.0%	--
Primary education	--	--	6.6%	2.9%	--
Secondary education	--	--	23.9%	14.9%	--
Higher education	--	--	69.5%	82.3%	--

AVERAGE AGE (> 15 years old)

Gran Canaria	46
Tenerife	38

% OF TOURISTS WITH INCOMES UNDER €25,000

- Gran Canaria
- Tenerife

Gran Canaria 17%
Tenerife 22%

% OF TOURISTS TRAVEL ONLY WITH PARTNER

Gran Canaria 59%
Tenerife 50%

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.