

Tourist profile. Historical data: 2018 - 2022

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How many are they and how much do they spend?

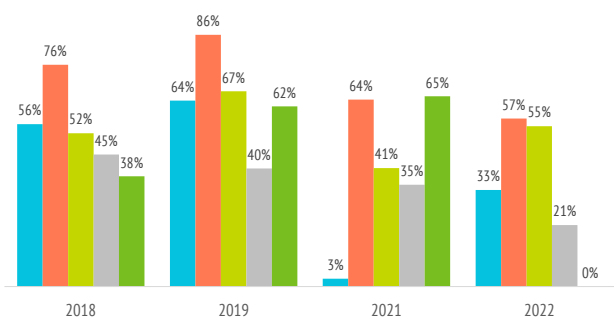


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT) (*)	117	82	35	39	122
- book holiday package (*)	61	49	15	15	49
- do not book holiday package (*)	56	33	19	24	73
- % tourists who book holiday package	52.4%	60.2%	44.1%	38.8%	39.9%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

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



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,377	1,193	--	1,412	1,386
- book holiday package	1,512	1,369	--	1,692	1,695
- holiday package	1,223	1,160	--	1,391	1,430
- others	288	209	--	301	265
- do not book holiday package	1,229	928	--	1,235	1,181
- flight	413	261	--	317	320
- accommodation	353	280	--	448	374
- others	463	387	--	470	486
Average lenght of stay	12.37	10.11	--	11.13	11.46
- book holiday package	10.17	9.38	--	8.79	9.71
- do not book holiday package	14.79	11.21	--	12.61	12.61
Average daily expenditure (€)	136.5	138.3	--	151.4	145.2
- book holiday package	159.8	157.4	--	197.4	184.7
- do not book holiday package	110.9	109.3	--	122.2	119.0
Total turnover (> 15 years old) (€m)	161	98	--	55	169
- book holiday package	92	67	--	25	83
- do not book holiday package	68	30	--	29	87

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	88.1%	90.5%	--	89.7%	89.4%
Visiting family or friends	9.8%	2.8%	--	7.0%	7.2%
Business and work	0.3%	2.2%	--	1.2%	2.0%
Education and training	0.5%	0.5%	--	0.0%	0.0%
Sports training	1.0%	3.4%	--	1.1%	0.9%
Health or medical care	0.0%	0.5%	--	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	--	0.0%	0.0%
Others	0.2%	0.0%	--	1.0%	0.5%

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	72.8%	72.3%	--	72.1%	69.2%
Sea	59.7%	63.1%	--	64.9%	62.4%
Safety	60.2%	60.4%	--	52.8%	55.6%
Beaches	48.7%	51.8%	--	50.5%	50.7%
Effortless trip	45.8%	42.1%	--	43.3%	48.0%
Tranquility	54.1%	47.1%	--	48.1%	44.4%
Landscapes	48.5%	43.7%	--	50.6%	43.9%
European belonging	41.4%	39.7%	--	41.9%	43.2%
Accommodation supply	39.5%	40.6%	--	30.8%	34.7%
Environment	31.4%	31.1%	--	34.9%	32.0%
Gastronomy	33.0%	29.0%	--	37.8%	30.2%
Authenticity	22.7%	26.6%	--	25.7%	27.3%
Price	26.3%	28.0%	--	27.1%	26.3%
Fun possibilities	21.3%	21.7%	--	21.5%	19.1%
Exoticism	8.2%	11.4%	--	9.5%	11.1%
Shopping	14.5%	11.8%	--	8.1%	10.2%
Hiking trail network	14.7%	12.0%	--	22.0%	10.0%
Historical heritage	8.5%	5.5%	--	9.7%	8.4%
Nightlife	5.7%	7.5%	--	7.3%	8.1%
Culture	7.6%	7.5%	--	8.8%	6.7%

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	37.5%	44.9%	--	40.6%	35.1%
Enjoy family time	11.2%	8.3%	--	7.8%	10.4%
Have fun	8.4%	9.3%	--	4.2%	8.9%
Explore the destination	31.1%	30.4%	--	34.2%	37.0%
Practice their hobbies	5.5%	4.2%	--	8.5%	6.0%
Other reasons	6.3%	2.9%	--	4.7%	2.6%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.6%	0.3%	--	1.4%	1.4%
Between 1 and 30 days	21.9%	22.4%	--	43.7%	33.9%
Between 1 and 2 months	24.8%	26.3%	--	30.7%	23.2%
Between 3 and 6 months	31.8%	35.2%	--	15.7%	33.4%
More than 6 months	20.8%	15.8%	--	8.4%	8.1%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	42.4%	41.5%	--	32.5%	38.4%
Friends or relatives	35.1%	23.5%	--	31.4%	30.0%
Internet or social media	52.2%	52.1%	--	48.8%	57.5%
Mass Media	0.7%	1.7%	--	2.4%	2.2%
Travel guides and magazines	16.5%	15.9%	--	10.2%	12.9%
Travel Blogs or Forums	6.9%	7.7%	--	12.3%	9.4%
Travel TV Channels	0.3%	0.4%	--	0.1%	1.3%
Tour Operator or Travel Agency	25.0%	28.6%	--	18.3%	16.4%
Public administrations or similar	1.0%	1.7%	--	0.4%	0.3%
Others	0.6%	1.7%	--	4.6%	3.3%

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

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With whom did they book their flight and accommodation?



	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	40.2%	31.0%	--	47.1%	55.4%
- Tour Operator or Travel Agency	59.8%	69.0%	--	52.9%	44.6%
Accommodation					
- Directly with the accommodation	26.9%	22.9%	--	37.2%	36.9%
- Tour Operator or Travel Agency	73.1%	77.1%	--	62.8%	63.1%

Where does the flight come from?



	2018	2019	2020	2021	2022
Austria	48.8%	56.8%	--	65.3%	66.1%
Germany	28.8%	21.3%	--	18.2%	16.8%
Mainland Spain	16.1%	14.3%	--	8.1%	8.9%
Switzerland	4.7%	3.9%	--	5.1%	4.4%
Portugal	0.0%	0.0%	--	1.0%	1.1%
France	0.0%	0.0%	--	0.0%	0.8%
Others	1.6%	3.8%	--	2.2%	1.8%

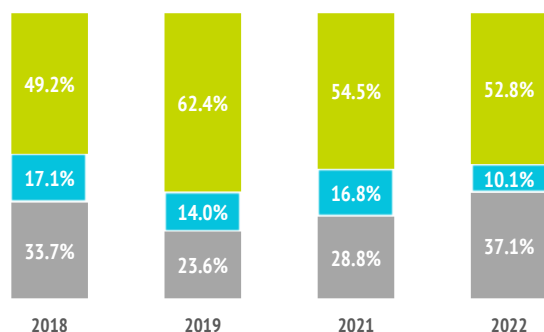
Where do they stay?



	2018	2019	2020	2021	2022
1-2-3* Hotel	9.0%	10.5%	--	6.4%	9.9%
4* Hotel	32.5%	42.8%	--	38.3%	33.5%
5* Hotel / 5* Luxury Hotel	7.7%	9.2%	--	9.7%	9.5%
Aparthotel / Tourist Villa	17.1%	14.0%	--	16.8%	10.1%
House/room rented in a private dwelling	11.2%	6.2%	11.8%	8.0%	14.3%
Private accommodation (1)	15.4%	10.8%	15.3%	14.8%	13.7%
Others (Cottage, cruise, camping,...)	7.1%	6.6%	10.9%	6.0%	9.1%

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

Hotels Aparthotel / Tourist Villa Others



What do they book?



	2018	2019	2020	2021	2022
Room only	29.9%	22.7%	--	26.8%	31.3%
Bed and Breakfast	13.2%	15.2%	--	21.3%	14.0%
Half board	33.3%	28.6%	--	25.8%	26.6%
Full board	0.9%	3.3%	--	4.3%	2.1%
All inclusive	22.7%	30.2%	--	21.9%	26.0%

Other expenses

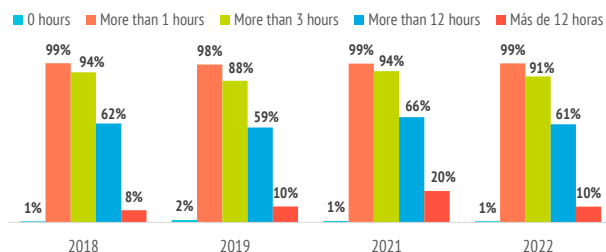


	2018	2019	2020	2021	2022
Restaurants or cafes	70.1%	56.1%	--	71.3%	65.7%
Supermarkets	63.6%	52.0%	--	61.9%	62.0%
Car rental	41.5%	32.2%	--	43.3%	43.1%
Organized excursions	24.8%	25.9%	--	23.2%	24.1%
Taxi, transfer, chauffeur service	38.7%	51.8%	--	34.0%	41.5%
Theme Parks	10.3%	5.6%	--	8.7%	9.9%
Sport activities	5.8%	7.7%	--	13.3%	11.0%
Museums	6.7%	4.2%	--	4.8%	6.1%
Flights between islands	5.7%	5.8%	--	4.3%	6.0%

Activities in the Canary Islands



Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.7%	1.5%	--	0.9%	0.8%
1 - 2 hours	5.6%	10.1%	--	4.7%	8.1%
3 - 6 hours	32.0%	29.2%	--	28.7%	29.9%
7 - 12 hours	54.1%	49.3%	--	46.0%	51.3%
More than 12 hours	7.6%	10.0%	--	19.6%	9.9%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	76.6%	78.7%	--	79.2%	81.0%
Walk, wander	57.3%	54.6%	--	62.7%	64.3%
Explore the island on their own	56.2%	48.2%	--	55.3%	58.3%
Swimming pool, hotel facilities	41.2%	42.3%	--	39.5%	40.5%
Taste Canarian gastronomy	35.5%	29.6%	--	33.7%	40.3%
Hiking	--	--	--	29.2%	29.3%
Other Nature Activities	--	--	--	13.0%	17.1%
Nightlife / concerts / shows	9.8%	10.0%	--	6.4%	15.5%
Sea excursions / whale watching	12.0%	13.6%	--	13.6%	15.4%
Theme parks	20.5%	16.8%	--	11.6%	14.4%
Museums / exhibitions	15.9%	8.6%	--	9.9%	14.2%
Swim	--	--	--	49.9%	13.9%
Organized excursions	16.5%	17.9%	--	18.0%	12.8%
Wineries / markets / popular festivals	8.6%	8.4%	--	8.7%	11.8%
Surf	--	--	--	12.0%	9.0%
Practice other sports	--	--	--	6.9%	7.7%
Beauty and health treatments	5.6%	4.2%	--	4.9%	5.5%
Scuba Diving	--	--	--	4.7%	5.1%
Astronomical observation	7.1%	4.5%	--	10.0%	5.0%
Running	--	--	--	6.9%	4.5%
Cycling / Mountain bike	--	--	--	5.6%	3.2%
Golf	--	--	--	7.4%	1.5%
Windsurf / Kitesurf	--	--	--	0.9%	1.1%

* Multi-choice question

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Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	7,284	5,346	--	1,567	13,812
Fuerteventura	14,807	16,637	--	2,456	19,917
Gran Canaria	37,243	24,835	--	11,624	40,906
Tenerife	51,795	29,916	--	21,521	44,773
La Palma	3,410	2,891	--	623	1,012

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	87.6%	87.8%	--	91.8%	88.6%
Two islands	10.6%	8.6%	--	5.7%	9.0%
Three or more islands	1.7%	3.6%	--	2.6%	2.5%

How many are loyal to the Canary Islands?

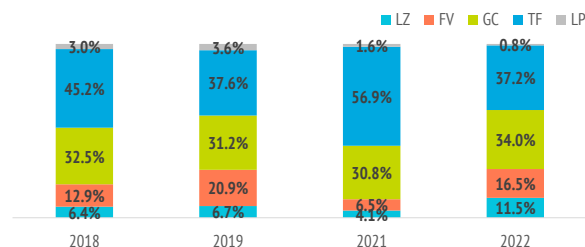
	2018	2019	2020	2021	2022
Repeat tourists	54.3%	60.6%	--	61.4%	56.2%
At least 10 previous visits	16.7%	14.4%	--	17.7%	14.4%
Repeat tourists (last 5 years)	49.8%	59.3%	--	58.2%	52.3%
Repeat tourists (last 5 years) (5 or more)	14.1%	17.8%	--	16.9%	7.9%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	48.4%	50.9%	--	51.5%	50.5%
Women	51.6%	49.1%	--	48.5%	49.5%
Age					
Average age (tourist > 15 years old)	46.8	45.4	--	42.0	41.4
Standard deviation	15.6	16.1	--	16.8	16.7
Age range (> 15 years old)					
16 - 24 years old	9.0%	12.9%	--	14.6%	19.2%
25 - 30 years old	8.7%	9.7%	--	22.7%	15.4%
31 - 45 years old	27.9%	27.3%	--	24.0%	26.6%
46 - 60 years old	31.9%	29.1%	--	20.5%	21.2%
Over 60 years old	22.6%	21.0%	--	18.3%	17.6%
Occupation					
Salaried worker	50.2%	51.7%	--	53.2%	58.3%
Self-employed	12.6%	7.9%	--	10.8%	9.5%
Unemployed	0.5%	1.0%	--	0.0%	0.8%
Business owner	12.5%	16.0%	--	14.6%	4.9%
Student	4.0%	5.0%	--	6.7%	10.7%
Retired	20.1%	16.8%	--	11.0%	13.0%
Unpaid domestic work	0.0%	0.0%	--	1.3%	0.7%
Others	0.0%	1.7%	--	2.5%	2.1%
Annual household income level					
Less than €25,000	16.1%	19.3%	--	11.0%	20.0%
€25,000 - €49,999	42.1%	35.5%	--	48.7%	36.6%
€50,000 - €74,999	26.3%	26.6%	--	28.7%	30.3%
More than €74,999	15.5%	18.5%	--	11.5%	13.1%
Education level					
No studies	0.3%	0.8%	--	0.3%	0.0%
Primary education	9.0%	7.4%	--	4.0%	4.6%
Secondary education	24.8%	25.6%	--	20.6%	16.7%
Higher education	65.8%	66.3%	--	75.1%	78.7%

Share by islands	2018	2019	2020	2021	2022
Lanzarote	6.4%	6.7%	--	4.1%	11.5%
Fuerteventura	12.9%	20.9%	--	6.5%	16.5%
Gran Canaria	32.5%	31.2%	--	30.8%	34.0%
Tenerife	45.2%	37.6%	--	56.9%	37.2%
La Palma	3.0%	3.6%	--	1.6%	0.8%

% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.73	8.77	--	8.84	8.97
Experience in the Canary Islands					
Worse or much worse than expected	2.1%	1.1%	--	1.6%	1.4%
Lived up to expectations	56.7%	46.2%	--	48.8%	48.8%
Better or much better than expected	41.2%	52.7%	--	49.7%	49.9%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.39	8.50	--	8.76	8.56
Recommend visiting the Canary Islands	8.86	8.92	--	9.15	9.10

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	11.5%	10.7%	--	19.6%	13.5%
Only with partner	50.9%	49.7%	--	52.1%	52.8%
Only with children (< 13 years old)	4.0%	5.1%	--	0.7%	2.9%
Partner + children (< 13 years old)	3.6%	4.6%	--	1.9%	3.7%
Other relatives	3.7%	4.7%	--	4.9%	5.0%
Friends	6.9%	9.9%	--	13.8%	9.3%
Work colleagues	0.4%	0.5%	--	0.5%	0.0%
Organized trip	0.0%	0.3%	--	0.5%	0.2%
Other combinations (1)	19.0%	14.5%	--	6.1%	12.6%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	10.8%	12.9%	--	3.0%	8.1%
- Between 0 and 2 years old	1.5%	0.0%	--	1.2%	1.4%
- Between 3 and 12 years old	8.5%	12.9%	--	1.8%	6.7%
- Between 0 -2 and 3-12 years old	0.8%	0.0%	--	0.0%	0.0%
Tourists without children	89.2%	87.1%	--	97.0%	91.9%
Group composition:					
- 1 person	17.3%	17.5%	--	23.3%	15.3%
- 2 people	57.8%	57.7%	--	64.2%	61.7%
- 3 people	10.9%	15.1%	--	5.7%	10.7%
- 4 or 5 people	13.2%	7.9%	--	4.7%	10.2%
- 6 or more people	0.8%	1.7%	--	2.0%	2.0%
Average group size:	2.31	2.29	--	2.01	2.26

*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.