

Tourist profile. Historical data: 2018 - 2022

USA

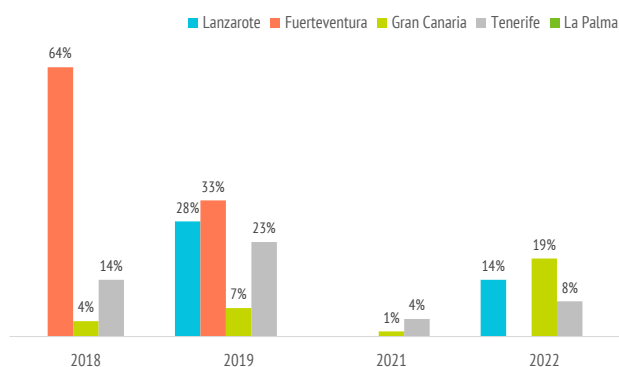


How many are they and how much do they spend?



	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)	38,686	32,580	10,876	16,791	46,018
- book holiday package	3,995	5,770	582	375	4,553
- do not book holiday package	34,691	26,810	10,294	16,415	41,465
- % tourists who book holiday package	10.3%	17.7%	5.3%	2.2%	9.9%

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,079	1,191	--	1,726	1,689
- book holiday package	1,335	963	--	1,738	2,196
- holiday package	1,142	817	--	982	1,832
- others	193	146	--	756	363
- do not book holiday package	1,050	1,240	--	1,726	1,633
- flight	375	539	--	730	393
- accommodation	269	237	--	360	513
- others	406	464	--	636	727
Average lenght of stay	10.63	9.94	--	11.85	11.60
- book holiday package	7.22	6.00	--	6.57	11.74
- do not book holiday package	11.02	10.79	--	11.97	11.59
Average daily expenditure (€)	156.8	174.3	--	175.0	192.3
- book holiday package	222.5	169.5	--	222.3	256.0
- do not book holiday package	149.3	175.3	--	173.9	185.3
Total turnover (> 15 years old) (€m)	42	39	--	29	78
- book holiday package	5	6	--	1	10
- do not book holiday package	36	33	--	28	68

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	59.0%	64.7%	--	49.4%	72.0%
Visiting family or friends	27.9%	16.1%	--	42.9%	19.8%
Business and work	4.1%	13.2%	--	7.7%	5.0%
Education and training	0.8%	0.0%	--	0.0%	0.0%
Sports training	0.6%	1.1%	--	0.0%	0.0%
Health or medical care	0.0%	0.0%	--	0.0%	0.0%
Fairs and congresses	0.8%	0.0%	--	0.0%	0.0%
Others	7.0%	4.9%	--	0.0%	3.3%

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	61.4%	48.6%	--	58.0%	67.9%
Tranquility	42.7%	26.0%	--	34.3%	51.3%
Landscapes	54.8%	28.2%	--	35.9%	49.8%
Environment	44.0%	29.3%	--	39.2%	47.0%
Beaches	47.3%	30.7%	--	49.0%	45.5%
Sea	47.2%	32.1%	--	44.8%	43.8%
Safety	46.9%	37.8%	--	29.8%	40.5%
Fun possibilities	25.4%	22.8%	--	25.8%	35.3%
Authenticity	36.7%	19.3%	--	29.3%	30.9%
Accommodation supply	30.6%	33.9%	--	18.5%	28.3%
Effortless trip	26.9%	16.8%	--	23.2%	26.7%
Price	26.2%	25.2%	--	13.4%	26.3%
Gastronomy	20.7%	12.3%	--	20.6%	25.5%
European belonging	28.8%	18.3%	--	35.5%	25.4%
Hiking trail network	17.3%	9.0%	--	25.8%	21.6%
Culture	21.0%	7.7%	--	15.0%	18.2%
Exoticism	17.3%	13.8%	--	3.2%	15.2%
Historical heritage	18.1%	6.0%	--	19.3%	14.5%
Nightlife	6.2%	6.3%	--	9.3%	8.0%
Shopping	6.9%	5.4%	--	14.2%	7.5%

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	36.0%	32.8%	--	24.4%	32.3%
Enjoy family time	14.4%	18.6%	--	35.2%	16.9%
Have fun	17.0%	15.3%	--	11.5%	17.3%
Explore the destination	27.8%	26.1%	--	20.7%	28.8%
Practice their hobbies	1.2%	3.2%	--	0.0%	1.5%
Other reasons	3.7%	4.0%	--	8.2%	3.1%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.0%	0.9%	--	3.4%	1.0%
Between 1 and 30 days	12.8%	21.2%	--	23.9%	23.9%
Between 1 and 2 months	24.9%	17.1%	--	17.0%	27.3%
Between 3 and 6 months	44.7%	39.7%	--	36.1%	31.1%
More than 6 months	17.6%	21.1%	--	19.5%	16.8%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	19.4%	24.3%	--	24.0%	14.7%
Friends or relatives	50.6%	36.6%	--	56.0%	54.3%
Internet or social media	59.9%	58.1%	--	52.4%	57.9%
Mass Media	3.1%	1.6%	--	1.1%	1.6%
Travel guides and magazines	9.5%	13.1%	--	0.3%	11.5%
Travel Blogs or Forums	10.5%	9.1%	--	5.6%	17.1%
Travel TV Channels	1.2%	0.0%	--	0.0%	0.6%
Tour Operator or Travel Agency	6.2%	14.0%	--	0.9%	4.9%
Public administrations or similar	0.8%	3.8%	--	2.2%	1.4%
Others	9.5%	6.3%	--	1.0%	6.5%

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

USA



With whom did they book their flight and accommodation?



	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	77.2%	76.1%	--	82.2%	83.6%
- Tour Operator or Travel Agency	22.8%	23.9%	--	17.8%	16.4%
Accommodation					
- Directly with the accommodation	55.3%	52.2%	--	68.8%	59.0%
- Tour Operator or Travel Agency	44.7%	47.8%	--	31.2%	41.0%

Where does the flight come from?



	2018	2019	2020	2021	2022
Mainland Spain	53.4%	55.7%	--	61.4%	51.9%
Portugal	5.2%	1.5%	--	11.3%	12.8%
United Kingdom	19.9%	20.1%	--	14.1%	10.0%
Netherlands	1.3%	1.0%	--	1.1%	6.3%
USA	0.0%	0.0%	--	0.0%	4.9%
Germany	3.4%	2.1%	--	5.5%	3.0%
Others	16.8%	19.6%	--	6.6%	11.2%

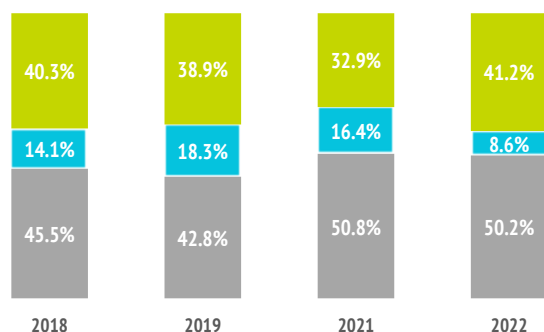
Where do they stay?



	2018	2019	2020	2021	2022
1-2-3* Hotel	7.2%	5.3%	--	2.4%	3.7%
4* Hotel	19.8%	16.8%	--	21.1%	14.7%
5* Hotel / 5* Luxury Hotel	13.4%	16.9%	--	9.4%	22.8%
Aparthotel / Tourist Villa	14.1%	18.3%	--	16.4%	8.6%
House/room rented in a private dwelling	10.7%	19.4%	18.8%	13.2%	15.7%
Private accommodation (1)	23.0%	13.5%	19.3%	32.1%	15.6%
Others (Cottage, cruise, camping,...)	11.8%	9.9%	8.3%	5.5%	18.9%

(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	45.8%	47.4%	--	56.9%	34.7%
Bed and Breakfast	35.1%	19.0%	--	22.2%	34.2%
Half board	8.8%	9.4%	--	16.9%	4.9%
Full board	5.4%	1.2%	--	0.0%	5.7%
All inclusive	4.9%	23.0%	--	4.0%	20.4%

Other expenses

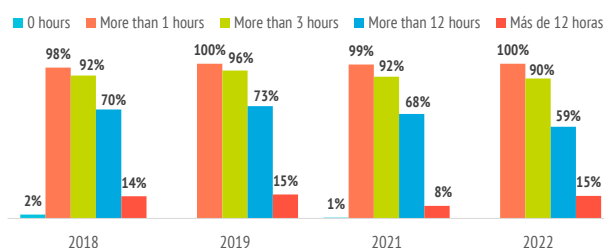


	2018	2019	2020	2021	2022
Restaurants or cafes	76.4%	69.3%	--	86.1%	74.0%
Supermarkets	49.2%	51.8%	--	61.2%	50.6%
Car rental	30.0%	29.2%	--	32.7%	44.4%
Organized excursions	20.5%	21.2%	--	20.5%	25.1%
Taxi, transfer, chauffeur service	30.5%	33.3%	--	26.5%	28.2%
Theme Parks	5.8%	3.6%	--	1.3%	9.5%
Sport activities	7.7%	3.1%	--	15.6%	7.3%
Museums	6.9%	9.0%	--	5.6%	5.7%
Flights between islands	13.4%	6.3%	--	8.6%	8.3%

Activities in the Canary Islands



Outdoor time per day	2018	2019	2020	2021	2022
0 hours	2.5%	0.0%	--	0.5%	0.0%
1 - 2 hours	5.2%	4.4%	--	7.9%	9.6%
3 - 6 hours	22.0%	23.0%	--	24.1%	31.2%
7 - 12 hours	56.1%	57.1%	--	59.4%	44.6%
More than 12 hours	14.3%	15.5%	--	8.1%	14.6%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	78.5%	73.7%	--	79.3%	83.5%
Beach	62.8%	63.2%	--	74.3%	80.1%
Explore the island on their own	63.7%	54.4%	--	64.5%	72.5%
Swimming pool, hotel facilities	32.5%	32.4%	--	37.0%	45.5%
Hiking	--	--	--	34.5%	36.7%
Taste Canarian gastronomy	41.5%	41.7%	--	36.8%	36.3%
Sea excursions / whale watching	10.5%	8.1%	--	18.1%	18.9%
Organized excursions	17.7%	15.8%	--	14.5%	18.6%
Nightlife / concerts / shows	12.5%	14.2%	--	10.9%	17.3%
Museums / exhibitions	18.5%	26.9%	--	12.4%	16.1%
Other Nature Activities	--	--	--	17.2%	15.5%
Wineries / markets / popular festivals	17.1%	25.3%	--	11.0%	13.4%
Beauty and health treatments	8.5%	4.0%	--	3.3%	12.5%
Theme parks	10.5%	8.8%	--	7.1%	10.4%
Swim	--	--	--	43.1%	10.2%
Surf	--	--	--	6.8%	7.4%
Running	--	--	--	10.1%	7.3%
Astronomical observation	7.3%	14.4%	--	5.5%	6.4%
Scuba Diving	--	--	--	4.0%	4.1%
Practice other sports	--	--	--	3.4%	2.0%
Golf	--	--	--	0.6%	1.3%
Cycling / Mountain bike	--	--	--	8.4%	0.7%
Windsurf / Kitesurf	--	--	--	1.3%	--

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

USA



Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	2,169	3,260	--	2,777	1,726
Fuerteventura	1,143	920	--	618	2,896
Gran Canaria	14,273	11,346	--	5,526	9,357
Tenerife	20,146	16,801	--	7,307	30,543
La Palma	855	119	--	243	1,442

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	78.4%	83.2%	--	74.4%	87.2%
Two islands	17.2%	15.0%	--	22.2%	11.7%
Three or more islands	4.3%	1.8%	--	3.4%	1.1%

How many are loyal to the Canary Islands?

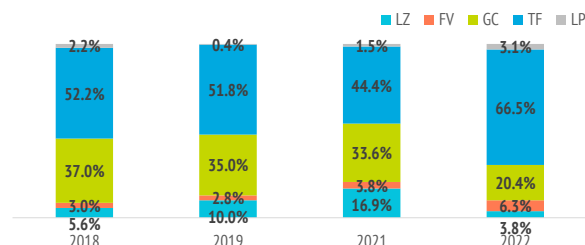
	2018	2019	2020	2021	2022
Repeat tourists	32.0%	31.6%	--	36.6%	26.9%
At least 10 previous visits	10.0%	5.9%	--	11.3%	5.6%
Repeat tourists (last 5 years)	28.3%	29.1%	--	36.6%	25.3%
Repeat tourists (last 5 years) (5 or more)	9.2%	5.9%	--	10.8%	7.0%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	52.7%	58.7%	--	56.4%	44.7%
Women	47.3%	41.3%	--	43.6%	55.3%
Age					
Average age (tourist > 15 years old)	44.1	48.4	--	42.0	42.2
Standard deviation	14.2	15.2	--	15.9	17.9
Age range (> 15 years old)					
16 - 24 years old	9.7%	7.0%	--	17.6%	23.7%
25 - 30 years old	12.9%	10.6%	--	10.8%	7.4%
31 - 45 years old	31.7%	23.1%	--	34.0%	28.9%
46 - 60 years old	32.6%	35.0%	--	22.2%	21.0%
Over 60 years old	13.1%	24.4%	--	15.3%	19.0%
Occupation					
Salaried worker	66.3%	50.7%	--	46.8%	50.7%
Self-employed	8.9%	7.9%	--	9.9%	12.4%
Unemployed	0.0%	1.1%	--	0.2%	2.9%
Business owner	4.7%	17.1%	--	23.9%	10.7%
Student	9.4%	5.0%	--	6.4%	10.0%
Retired	9.1%	15.1%	--	12.4%	10.9%
Unpaid domestic work	1.6%	1.0%	--	0.0%	1.2%
Others	0.0%	2.2%	--	0.4%	1.2%
Annual household income level					
Less than €25,000	9.0%	9.2%	--	8.4%	13.5%
€25,000 - €49,999	25.6%	13.0%	--	13.8%	13.4%
€50,000 - €74,999	21.9%	18.1%	--	23.3%	16.3%
More than €74,999	43.4%	59.7%	--	54.5%	56.8%
Education level					
No studies	2.6%	5.5%	--	0.0%	0.0%
Primary education	0.9%	4.0%	--	0.0%	0.0%
Secondary education	5.5%	7.4%	--	7.9%	6.8%
Higher education	91.0%	83.1%	--	92.1%	93.2%

Share by islands	2018	2019	2020	2021	2022
Lanzarote	5.6%	10.0%	--	16.9%	3.8%
Fuerteventura	3.0%	2.8%	--	3.8%	6.3%
Gran Canaria	37.0%	35.0%	--	33.6%	20.4%
Tenerife	52.2%	51.8%	--	44.4%	66.5%
La Palma	2.2%	0.4%	--	1.5%	3.1%

% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	9.04	8.82	--	9.28	9.09
Experience in the Canary Islands					
Worse or much worse than expected	1.2%	0.0%	--	0.3%	4.4%
Lived up to expectations	37.4%	47.2%	--	33.6%	31.3%
Better or much better than expected	61.4%	52.8%	--	66.1%	64.3%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.32	8.32	--	8.74	7.94
Recommend visiting the Canary Islands	9.24	8.75	--	9.28	8.93

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	15.9%	22.6%	--	23.9%	16.2%
Only with partner	33.8%	40.1%	--	41.5%	38.6%
Only with children (< 13 years old)	5.1%	0.0%	--	1.2%	1.3%
Partner + children (< 13 years old)	4.9%	1.4%	--	2.3%	1.8%
Other relatives	8.9%	12.1%	--	8.6%	4.4%
Friends	6.7%	9.7%	--	16.0%	17.8%
Work colleagues	4.6%	3.8%	--	3.0%	0.7%
Organized trip	0.9%	0.0%	--	0.0%	0.5%
Other combinations (1)	19.1%	10.3%	--	3.6%	18.6%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	12.8%	5.0%	--	6.7%	5.7%
- Between 0 and 2 years old	0.9%	0.0%	--	0.2%	0.7%
- Between 3 and 12 years old	11.4%	3.8%	--	6.5%	5.0%
- Between 0 - 2 and 3-12 years old	0.5%	1.2%	--	0.0%	0.0%
Tourists without children	87.2%	95.0%	--	93.3%	94.3%
Group composition:					
- 1 person	22.1%	29.3%	--	30.1%	18.6%
- 2 people	47.9%	48.8%	--	42.6%	53.0%
- 3 people	10.1%	5.0%	--	9.0%	11.1%
- 4 or 5 people	18.3%	11.7%	--	14.7%	13.4%
- 6 or more people	1.6%	5.2%	--	3.5%	3.9%
Average group size:	2.34	2.25	--	2.30	2.42

*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.