

TOURIST PROFILE BY QUARTER OF TRIP (2022)

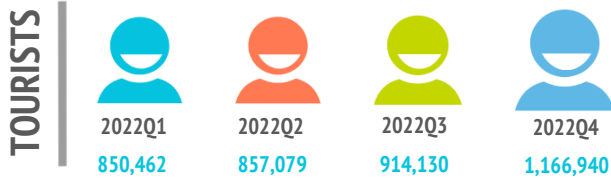
GRAN CANARIA

How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	0.85	0.86	0.91	1.17	3.79
Tourist arrivals > 15 years old (EGT) (*)	0.77	0.77	0.77	1.04	3.35
- book holiday package (*)	0.38	0.37	0.38	0.53	1.67
- do not book holiday package (*)	0.38	0.40	0.39	0.50	1.68
- % tourists who book holiday package	50.0%	48.4%	49.5%	51.3%	49.9%

(*) Million of tourists



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	1,440	1,217	1,341	1,386	1,349
- book holiday package	1,696	1,390	1,554	1,585	1,560
- holiday package	1,394	1,125	1,278	1,315	1,282
- others	302	265	276	270	278
- do not book holiday package	1,184	1,054	1,132	1,176	1,139
- flight	289	297	337	357	323
- accommodation	393	340	366	398	375
- others	502	417	430	421	441
Average length of stay	10.63	9.38	9.54	9.50	9.74
- book holiday package	9.02	8.54	8.78	8.82	8.79
- do not book holiday package	12.24	10.16	10.30	10.21	10.68
Average daily expenditure (€)	161.8	150.9	159.1	163.2	159.1
- book holiday package	198.2	170.1	187.7	191.5	187.4
- do not book holiday package	125.3	132.9	131.1	133.4	130.9
Total turnover (> 15 years old) (€m)	1,105	942	1,038	1,438	4,523
- book holiday package	651	521	596	844	2,611
- do not book holiday package	454	421	443	594	1,911

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	34.2%	36.3%	34.6%	26.8%	32.4%
Canary Islands	19.7%	21.9%	21.0%	27.8%	23.0%
Other destination	46.1%	41.8%	44.4%	45.4%	44.5%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	39.9%	27.3%	20.5%	35.4%	30.3%
Canary Islands (other island)	28.6%	26.1%	22.2%	27.2%	25.8%
Other destination	31.5%	46.6%	57.3%	37.4%	43.9%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	83.7%	78.4%	67.3%	80.8%	77.8%
Safety	47.6%	53.3%	50.3%	48.7%	49.9%
Sea	49.4%	49.9%	48.7%	50.5%	49.7%
Tranquility	42.1%	48.8%	46.4%	46.0%	45.8%
Beaches	45.2%	45.4%	46.0%	44.6%	45.3%
Accommodation supply	37.3%	44.9%	43.4%	40.9%	41.5%
European belonging	41.5%	39.1%	34.4%	39.4%	38.7%
Effortless trip	35.9%	39.1%	36.3%	35.9%	36.7%
Price	29.9%	36.0%	37.5%	32.2%	33.7%
Landscapes	32.5%	31.8%	31.0%	29.9%	31.2%
Environment	30.5%	30.0%	28.4%	28.6%	29.3%
Gastronomy	26.5%	29.0%	27.2%	29.0%	28.0%
Fun possibilities	24.2%	24.7%	30.1%	20.7%	24.6%
Authenticity	19.6%	21.8%	24.0%	21.1%	21.6%
Exoticism	11.1%	13.0%	14.7%	11.4%	12.5%
Nightlife	12.3%	11.2%	13.0%	10.0%	11.5%
Shopping	9.5%	11.4%	13.6%	10.5%	11.2%
Hiking trail network	12.4%	10.3%	8.2%	9.9%	10.2%
Culture	8.7%	10.4%	9.2%	9.4%	9.4%
Historical heritage	8.0%	9.2%	8.2%	8.7%	8.5%

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.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	54.7%	57.7%	53.6%	54.9%	55.2%
Enjoy family time	17.2%	16.8%	17.9%	19.2%	17.9%
Have fun	8.6%	8.0%	11.9%	7.8%	9.0%
Explore the destination	14.9%	14.4%	14.1%	15.1%	14.7%
Practice their hobbies	1.9%	0.9%	0.9%	0.8%	1.1%
Other reasons	2.6%	2.1%	1.7%	2.2%	2.2%

How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.8%	0.9%	0.8%	1.3%	1.0%
Between 1 and 30 days	41.2%	31.6%	25.8%	30.6%	32.1%
Between 1 and 2 months	26.0%	28.0%	23.5%	24.4%	25.4%
Between 3 and 6 months	21.1%	26.2%	31.9%	27.3%	26.7%
More than 6 months	10.9%	13.2%	17.9%	16.3%	14.8%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2022)

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	52.3%	49.8%	41.5%	50.5%	48.7%
Friends or relatives	31.4%	26.5%	28.9%	28.3%	28.7%
Internet or social media	49.7%	49.2%	51.2%	44.5%	48.3%
Mass Media	1.6%	1.6%	1.5%	1.8%	1.6%
Travel guides and magazines	5.7%	5.7%	6.2%	5.5%	5.8%
Travel Blogs or Forums	4.4%	5.3%	5.3%	3.6%	4.6%
Travel TV Channels	0.7%	0.7%	0.7%	0.4%	0.6%
Tour Operator or Travel Agency	18.3%	21.3%	19.9%	20.1%	19.9%
Public administrations or similar	1.1%	0.6%	0.6%	1.0%	0.8%
Others	2.9%	3.1%	5.0%	3.8%	3.7%

* Multi-choise question

With whom did they book their flight and accommodation?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	47.9%	47.5%	43.4%	46.5%	46.3%
- Tour Operator or Travel Agency	52.1%	52.5%	56.6%	53.5%	53.7%
Accommodation					
- Directly with the accommodation	35.3%	34.4%	32.8%	32.3%	33.6%
- Tour Operator or Travel Agency	64.7%	65.6%	67.2%	67.7%	66.4%

Where do they stay?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	17.2%	14.9%	12.9%	12.8%	14.3%
4* Hotel	33.7%	37.3%	39.0%	32.2%	35.3%
5* Hotel / 5* Luxury Hotel	8.4%	9.5%	10.4%	9.7%	9.5%
Aparthotel / Tourist Villa	16.3%	14.2%	14.0%	15.3%	15.0%
House/room rented in a private dwelli	6.1%	6.2%	4.8%	6.4%	5.9%
Private accommodation ⁽¹⁾	10.8%	9.6%	9.8%	12.5%	10.8%
Others (Cottage, cruise, camping,...)	7.5%	8.3%	9.0%	11.0%	9.1%

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

What do they book?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	33.9%	29.9%	26.7%	33.2%	31.1%
Bed and Breakfast	18.1%	15.6%	12.3%	16.3%	15.6%
Half board	15.8%	19.6%	21.2%	16.7%	18.2%
Full board	2.5%	3.1%	3.7%	4.2%	3.4%
All inclusive	29.7%	31.9%	36.2%	29.6%	31.7%

31.7% of turists book all inclusive.



29.7%
2022Q1



36.2%
2022Q3



31.9%
2022Q2



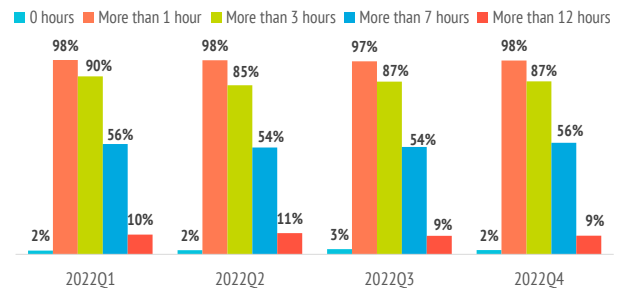
29.6%
2022Q4

Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	68.3%	66.4%	63.4%	65.5%	65.9%
Supermarkets	56.1%	58.1%	57.7%	53.7%	56.2%
Car rental	21.3%	21.3%	23.6%	20.5%	21.6%
Organized excursions	12.4%	15.8%	22.5%	13.9%	15.9%
Taxi, transfer, chauffeur service	53.6%	56.8%	54.4%	52.7%	54.3%
Theme Parks	4.0%	5.2%	9.3%	4.5%	5.6%
Sport activities	5.7%	5.5%	7.2%	5.1%	5.8%
Museums	2.3%	3.8%	4.7%	4.2%	3.8%
Flights between islands	3.7%	3.8%	3.9%	2.2%	3.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	1.9%	2.1%	2.6%	2.2%	2.2%
1 - 2 hours	8.3%	12.6%	10.2%	10.5%	10.4%
3 - 6 hours	34.1%	31.5%	33.0%	31.0%	32.3%
7 - 12 hours	45.7%	43.2%	44.9%	46.9%	45.3%
More than 12 hours	10.0%	10.7%	9.3%	9.4%	9.8%



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Beach	72.0%	70.7%	78.1%	70.4%	72.6%
Walk, wander	70.3%	66.6%	66.0%	66.8%	67.4%
Swimming pool, hotel facilities	51.8%	57.7%	65.4%	52.9%	56.6%
Explore the island on their own	46.9%	43.1%	47.0%	42.8%	44.8%
Taste Canarian gastronomy	24.8%	21.6%	23.0%	23.7%	23.3%
Nightlife / concerts / shows	17.6%	17.2%	22.1%	15.9%	18.0%
Hiking	20.4%	16.2%	14.0%	17.8%	17.2%
Organized excursions	8.6%	11.4%	16.8%	9.6%	11.4%
Swim	20.8%	6.5%	10.5%	6.4%	10.7%
Sea excursions / whale watching	7.6%	9.4%	15.0%	8.0%	9.9%
Museums / exhibitions	7.9%	7.7%	11.9%	10.4%	9.6%
Theme parks	7.7%	8.0%	15.1%	7.4%	9.4%
Wineries / markets / popular festi	7.6%	8.5%	10.1%	10.2%	9.2%
Other Nature Activities	7.2%	5.7%	7.4%	6.8%	6.8%
Running	8.2%	5.4%	6.5%	5.9%	6.4%
Beauty and health treatments	6.1%	5.4%	7.2%	6.1%	6.2%
Practice other sports	4.0%	3.4%	5.9%	4.3%	4.4%
Astronomical observation	3.7%	2.1%	3.4%	3.5%	3.2%
Surf	2.9%	2.5%	3.0%	2.4%	2.7%
Scuba Diving	1.9%	1.9%	3.7%	2.4%	2.5%
Cycling / Mountain bike	4.5%	1.9%	1.6%	2.1%	2.5%
Golf	2.5%	2.0%	2.1%	1.8%	2.1%
Windsurf / Kitesurf	0.5%	0.6%	1.1%	0.6%	0.7%

* Multi-choise question

TOURIST PROFILE BY QUARTER OF TRIP (2022)

GRAN CANARIA



Which places do they visit in Lanzarote?

	I Trim	II Trim	III Trim	IV Trim	2022
Maspalomas Dunes	47.9%	49.2%	50.7%	44.5%	47.8%
Las Palmas de Gran Canaria	46.9%	42.8%	53.8%	45.6%	47.2%
Puerto de Mogán	37.7%	38.2%	42.2%	36.1%	38.3%
Island's interior	22.7%	19.0%	20.8%	19.6%	20.4%
North of the island	19.2%	17.9%	23.5%	18.6%	19.7%
Roque Nublo	15.1%	13.5%	14.5%	12.4%	13.7%
Agate	13.7%	11.7%	15.7%	12.2%	13.2%
Teror	12.6%	12.5%	14.8%	13.0%	13.2%
Guayadeque Valley	6.8%	6.6%	7.5%	7.1%	7.0%



5 in 10 tourists in Gran Canaria visit
Maspalomas Dunes



I Trim	47.9%
II Trim	49.2%
III Trim	50.7%
IV Trim	44.5%

How many are loyal to the Canary Islands?

	I Trim	II Trim	III Trim	IV Trim	2022
Gran Canaria: Repeat tourists	68.9%	68.6%	55.7%	67.3%	65.3%
Gran Canaria: At least 10 previous visit	15.3%	15.5%	10.8%	16.8%	14.8%
Canary Islands: Repeat tourists	75.9%	74.0%	63.7%	74.3%	72.1%
Canary Islands: At least 10 previous vis	24.2%	23.3%	17.6%	25.3%	22.8%

Sustainable destination

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

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

2022Q1	39.6%	21.5%	38.9%
2022Q2	38.4%	20.4%	41.2%
2022Q3	37.4%	21.4%	41.2%
2022Q4	38.5%	20.0%	41.5%

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

2022Q1	34.3%	29.9%	23.5%	7.0%	5.3%
2022Q2	35.4%	30.3%	22.1%	7.0%	5.2%
2022Q3	40.3%	30.7%	19.4%	4.9%	4.7%
2022Q4	38.8%	29.3%	21.1%	6.4%	4.3%

How many islands do they visit during their trip?

	I Trim	II Trim	III Trim	IV Trim	2022
One island	93.4%	93.5%	92.2%	94.7%	93.5%
Two islands	5.6%	5.8%	6.7%	4.2%	5.5%
Three or more islands	1.0%	0.8%	1.1%	1.1%	1.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



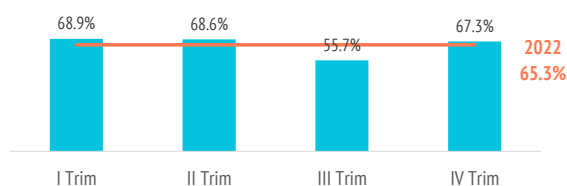
Satisfaction (scale 0-10)	I Trim	II Trim	III Trim	IV Trim	2022
Average rating	8.84	8.88	8.68	8.77	8.79

Experience in the Canary Islands	I Trim	II Trim	III Trim	IV Trim	2022
Worse or much worse than expected	2.4%	2.6%	4.6%	2.7%	3.0%
Lived up to expectations	53.0%	54.2%	52.8%	57.5%	54.6%
Better or much better than expected	44.6%	43.2%	42.6%	39.8%	42.4%

Future intentions (scale 1-10)	I Trim	II Trim	III Trim	IV Trim	2022
Return to the Canary Islands	8.87	8.84	8.47	8.88	8.77
Recommend visiting the Canary Islands	9.05	9.07	8.82	8.99	8.99



REPEAT TOURISTS



Rate your perception of the following sustainability measures during your stay in the Canary Islands

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.1	8.1	8.0	8.0	8.1
Tolerance towards tourism	8.6	8.7	8.6	8.5	8.6
Cleanliness of the island	8.1	8.2	7.9	8.0	8.0
Air quality	8.4	8.5	8.2	8.2	8.3
Rational water consumption	7.3	7.4	7.4	7.4	7.4
Energy saving	6.9	7.0	6.8	6.9	6.9
Use of renewable energy	7.1	7.3	7.1	7.3	7.2
Recycling	6.9	7.1	7.0	7.1	7.0
Easy to get around by public transport	7.6	7.6	7.6	7.6	7.6
Overcrowding in tourist areas	6.7	6.7	6.7	6.5	6.6
Supply of local products	7.0	7.1	7.1	7.1	7.1

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

TOURIST PROFILE BY QUARTER OF TRIP (2022)

GRAN CANARIA

Where are they from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
United Kingdom	16.1%	24.2%	24.4%	17.2%	20.3%
Germany	19.6%	19.2%	16.6%	20.0%	18.9%
Spanish Mainland	11.3%	16.8%	20.2%	11.2%	14.6%
Netherlands	6.7%	7.9%	8.1%	6.2%	7.1%
Norway	8.5%	4.3%	3.6%	10.1%	6.9%
Sweden	8.3%	3.2%	1.7%	8.6%	5.7%
Denmark	6.2%	2.4%	1.4%	4.4%	3.7%
France	2.7%	3.6%	4.7%	3.3%	3.6%
Italy	2.7%	3.4%	3.5%	2.8%	3.1%
Belgium	2.5%	2.8%	3.8%	2.3%	2.8%
Finland	4.0%	1.6%	0.1%	3.6%	2.4%
Ireland	2.0%	2.3%	2.1%	2.0%	2.1%
Poland	2.0%	1.7%	1.8%	1.5%	1.8%
Switzerland	1.0%	1.4%	1.3%	1.6%	1.3%
Austria	1.8%	1.1%	0.9%	1.1%	1.2%
Portugal	0.3%	0.6%	1.4%	0.5%	0.7%
Czech Republic	0.6%	0.2%	0.9%	0.9%	0.7%
Others	3.5%	3.3%	3.5%	2.7%	3.2%

Who do they come with?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	17.3%	15.8%	12.0%	15.6%	15.2%
Only with partner	45.4%	45.6%	40.0%	44.9%	44.0%
Only with children (< 13 years old)	4.0%	4.3%	6.2%	3.1%	4.3%
Partner + children (< 13 years old)	4.2%	6.0%	7.1%	4.4%	5.3%
Other relatives	8.8%	7.8%	9.6%	10.0%	9.1%
Friends	8.6%	8.3%	9.2%	7.2%	8.2%
Work colleagues	0.5%	1.0%	0.8%	1.0%	0.9%
Organized trip	0.1%	0.2%	0.2%	0.5%	0.3%
Other combinations ⁽¹⁾	11.0%	11.1%	15.0%	13.3%	12.7%

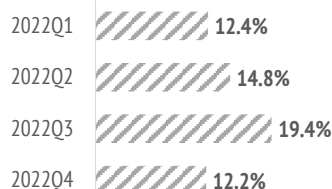
(1) Different situations have been isolated

Tourists with children	12.4%	14.8%	19.4%	12.2%	14.5%
- Between 0 and 2 years old	0.8%	1.4%	1.3%	1.0%	1.1%
- Between 3 and 12 years old	10.7%	11.9%	16.9%	10.1%	12.2%
- Between 0 -2 and 3-12 years	0.9%	1.5%	1.2%	1.1%	1.2%
Tourists without children	87.6%	85.2%	80.6%	87.8%	85.5%
Group composition:					
- 1 person	20.6%	18.5%	14.2%	19.3%	18.3%
- 2 people	54.2%	54.2%	48.6%	54.5%	53.0%
- 3 people	8.7%	10.4%	15.2%	9.8%	10.9%
- 4 or 5 people	12.6%	13.2%	18.3%	12.1%	13.9%
- 6 or more people	3.9%	3.7%	3.7%	4.2%	3.9%
Average group size:	2.36	2.41	2.60	2.44	2.45

*People who share the main expenses of the trip



14% of tourists travel with children.



Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	52.2%	54.0%	49.2%	51.3%	51.6%
Women	47.8%	46.0%	50.8%	48.7%	48.4%
Age					
Average age (tourist > 15 years old)	46.4	46.5	41.4	48.8	46.0
Standard deviation	16.7	16.1	15.9	16.8	16.6
Age range (> 15 years old)					
16 - 24 years old	12.4%	9.8%	18.4%	9.0%	12.1%
25 - 30 years old	9.7%	11.3%	12.8%	9.4%	10.7%
31 - 45 years old	26.8%	28.5%	30.8%	25.2%	27.6%
46 - 60 years old	27.7%	27.1%	23.6%	27.6%	26.6%
Over 60 years old	23.5%	23.3%	14.4%	28.8%	23.0%
Occupation					
Salaried worker	52.4%	56.3%	61.7%	53.5%	55.8%
Self-employed	12.6%	10.1%	10.0%	11.0%	10.9%
Unemployed	0.9%	1.1%	1.0%	1.0%	1.0%
Business owner	11.2%	8.4%	8.2%	8.5%	9.0%
Student	4.7%	4.9%	8.2%	3.8%	5.3%
Retired	16.6%	18.1%	9.4%	20.8%	16.6%
Unpaid domestic work	0.3%	0.3%	0.7%	0.2%	0.4%
Others	1.5%	0.7%	0.8%	1.2%	1.1%
Annual household income level					
Less than €25,000	11.3%	14.6%	16.8%	13.2%	13.9%
€25,000 - €49,999	32.0%	36.5%	35.2%	32.8%	34.0%
€50,000 - €74,999	27.1%	22.5%	27.7%	26.7%	26.1%
More than €74,999	29.6%	26.4%	20.2%	27.3%	26.0%
Education level					
No studies	1.7%	3.2%	2.8%	2.4%	2.5%
Primary education	2.7%	2.0%	2.0%	2.8%	2.4%
Secondary education	20.9%	23.6%	23.0%	25.6%	23.4%
Higher education	74.7%	71.2%	72.2%	69.2%	71.6%



AVERAGE AGE
(> 15 years old)



% TOURISTS WITH INCOMES
OVER €74,999

● 2022Q1 ● 2022Q3
● 2022Q2 ● 2022Q4



% SALARIED WORKER TOURISTS



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.