How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**560**	**585**	**118**	**179**	**571**
Tourist arrivals > 15 years old (EGT) *(*)*	**459**	**487**	**101**	**154**	**485**
- book holiday package *(*)*	164	177	31	43	138
- do not book holiday package *(*)*	295	310	70	112	347
- % tourists who book holiday package	35.8%	36.3%	31.1%	27.6%	28.4%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

Legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma

2018: Lanzarote 36%, Fuerteventura 25%, Gran Canaria 47%, Tenerife 33%
2019: Lanzarote 34%, Fuerteventura 44%, Gran Canaria 38%, Tenerife 38%
2021: Lanzarote 35%, Fuerteventura 15%, Gran Canaria 29%, Tenerife 20%
2022: Lanzarote 29%, Fuerteventura 29%, Gran Canaria 26%, Tenerife 29%
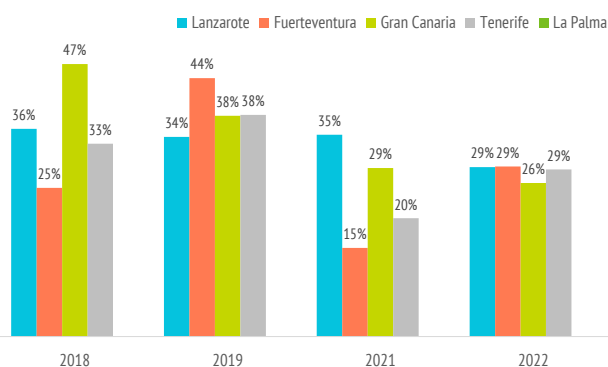
	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**1,179**	**1,134**	**--**	**1,251**	**1,426**
- book holiday package	1,236	1,130	--	1,359	1,489
- holiday package	870	773	--	982	1,088
- others	366	357	--	377	401
- do not book holiday package	1,147	1,136	--	1,210	1,402
- flight	298	286	--	265	394
- accommodation	419	410	--	432	512
- others	430	440	--	513	496
Average lenght of stay	**8.37**	**9.01**	**--**	**9.44**	**8.95**
- book holiday package	8.10	7.90	--	7.65	8.05
- do not book holiday package	8.52	9.65	--	10.13	9.31
Average daily expenditure (€)	**149.1**	**140.8**	**--**	**148.1**	**177.3**
- book holiday package	158.2	147.2	--	181.3	189.9
- do not book holiday package	144.1	137.1	--	135.5	172.3
Total turnover (> 15 years old) (€m)	**542**	**552**	**--**	**193**	**691**
- book holiday package	203	200	--	58	205
- do not book holiday package	338	352	--	135	486

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	95.8%	96.7%	--	88.7%	96.9%
Visiting family or friends	2.1%	2.1%	--	7.9%	2.7%
Business and work	0.5%	0.2%	--	0.8%	0.1%
Education and training	0.0%	0.1%	--	0.1%	0.0%
Sports training	0.5%	0.3%	--	0.3%	0.2%
Health or medical care	0.1%	0.0%	--	0.6%	0.0%
Fairs and congresses	0.0%	0.0%	--	0.0%	0.0%
Others	0.9%	0.6%	--	1.6%	0.1%

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	81.6%	81.0%	--	80.4%	79.8%
Safety	70.7%	67.2%	--	68.2%	70.4%
Accommodation supply	60.5%	60.6%	--	56.0%	57.9%
Price	57.5%	57.8%	--	52.1%	55.2%
Tranquility	53.1%	54.6%	--	50.1%	54.9%
Effortless trip	48.4%	44.4%	--	48.2%	51.6%
European belonging	44.4%	45.8%	--	48.9%	47.1%
Sea	38.6%	40.3%	--	47.2%	43.4%
Beaches	36.0%	37.8%	--	43.4%	39.9%
Gastronomy	30.1%	26.9%	--	32.7%	35.8%
Environment	34.3%	36.1%	--	40.1%	34.2%
Fun possibilities	31.2%	29.1%	--	28.6%	28.1%
Authenticity	20.9%	22.3%	--	28.1%	24.1%
Landscapes	20.0%	19.9%	--	25.6%	19.6%
Shopping	15.2%	15.2%	--	18.7%	16.8%
Nightlife	13.3%	13.0%	--	21.0%	13.5%
Exoticism	9.7%	11.1%	--	15.3%	10.6%
Culture	8.1%	9.1%	--	12.0%	9.6%
Historical heritage	5.1%	7.0%	--	8.9%	6.3%
Hiking trail network	5.1%	4.1%	--	5.1%	4.8%

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	68.5%	69.2%	--	68.0%	70.1%
Enjoy family time	15.8%	14.6%	--	13.0%	13.7%
Have fun	8.1%	10.5%	--	9.5%	7.9%
Explore the destination	5.2%	4.5%	--	6.7%	5.4%
Practice their hobbies	0.4%	0.3%	--	0.6%	1.0%
Other reasons	2.0%	0.9%	--	2.2%	2.0%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	0.3%	0.2%	--	0.6%	0.4%
Between 1 and 30 days	18.1%	19.3%	--	28.0%	13.7%
Between 1 and 2 months	22.1%	22.2%	--	28.7%	23.3%
Between 3 and 6 months	35.5%	38.9%	--	20.6%	34.9%
More than 6 months	24.0%	19.3%	--	22.2%	27.6%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	63.7%	63.9%	--	64.6%	66.5%
Friends or relatives	29.0%	29.1%	--	39.7%	30.3%
Internet or social media	55.2%	54.3%	--	41.2%	53.5%
Mass Media	0.8%	1.2%	--	2.2%	3.2%
Travel guides and magazines	5.3%	4.7%	--	3.6%	4.4%
Travel Blogs or Forums	5.2%	4.2%	--	3.5%	5.2%
Travel TV Channels	0.7%	0.7%	--	1.0%	1.3%
Tour Operator or Travel Agency	16.9%	15.4%	--	9.1%	12.9%
Public administrations or similar	0.3%	0.1%	--	2.2%	1.8%
Others	2.0%	1.6%	--	2.2%	2.7%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	65.8%	65.9%	--	78.7%	72.2%
- Tour Operator or Travel Agency	34.2%	34.1%	--	21.3%	27.8%
Accommodation					
- Directly with the accommodation	53.3%	51.1%	--	59.1%	56.2%
- Tour Operator or Travel Agency	46.7%	48.9%	--	40.9%	43.8%

Where does the flight come from? 🌐

	2018	2019	2020	2021	2022
Ireland	92.0%	87.4%	--	93.1%	94.1%
United Kingdom	5.8%	9.9%	--	4.7%	4.0%
Mainland Spain	1.3%	1.4%	--	0.9%	1.3%
Poland	0.0%	0.0%	--	0.0%	0.2%
Portugal	0.1%	0.0%	--	0.7%	0.1%
France	0.0%	0.0%	--	0.0%	0.1%
Others	0.8%	1.3%	--	0.6%	0.1%

Where do they stay? 🛏

	2018	2019	2020	2021	2022
1-2-3* Hotel	10.5%	7.7%	--	9.2%	11.0%
4* Hotel	27.9%	30.8%	--	35.3%	33.7%
5* Hotel / 5* Luxury Hotel	7.1%	7.2%	--	8.2%	11.0%
Aparthotel / Tourist Villa	40.1%	38.5%	--	29.1%	29.1%
House/room rented in a private dwelling	5.7%	6.5%	5.4%	5.1%	4.9%
Private accommodation (1)	4.4%	4.6%	5.7%	9.1%	6.0%
Others (Cottage, cruise, camping,..)	4.4%	4.7%	3.8%	4.1%	4.4%

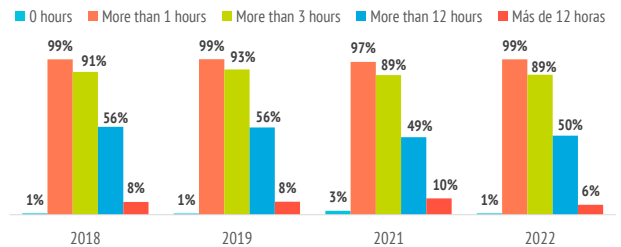*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

Legend: ■ Hotels ■ Aparthotel / Tourist Villa ■ Others

	2018	2019	2021	2022
Hotels	45.5%	45.7%	52.7%	55.7%
Aparthotel / Tourist Villa	40.1%	38.5%	29.1%	29.1%
Others	14.5%	15.7%	18.3%	15.3%
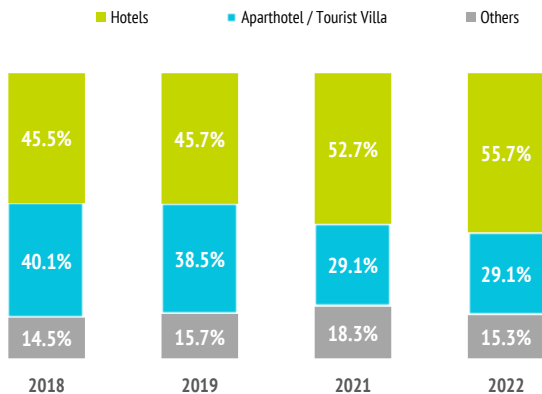
What do they book? 🍽

	2018	2019	2020	2021	2022
Room only	47.9%	43.4%	--	38.9%	39.5%
Bed and Breakfast	16.3%	19.7%	--	21.3%	24.3%
Half board	17.0%	16.6%	--	16.8%	15.2%
Full board	2.1%	3.0%	--	1.6%	2.4%
All inclusive	16.6%	17.3%	--	21.4%	18.5%

Other expenses 📍

	2018	2019	2020	2021	2022
Restaurants or cafes	73.8%	73.2%	--	75.7%	77.1%
Supermarkets	67.7%	61.9%	--	60.7%	65.0%
Car rental	14.4%	13.9%	--	20.4%	18.3%
Organized excursions	19.1%	18.9%	--	18.1%	20.3%
Taxi, transfer, chauffeur service	52.3%	52.7%	--	52.9%	57.4%
Theme Parks	8.9%	10.2%	--	10.7%	12.0%
Sport activities	8.5%	7.8%	--	12.5%	11.0%
Museums	3.0%	3.9%	--	1.6%	3.6%
Flights between islands	6.0%	6.2%	--	2.9%	5.3%

Activities in the Canary Islands 🏃

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.9%	0.8%	--	2.5%	0.8%
1 - 2 hours	7.9%	6.5%	--	8.4%	9.9%
3 - 6 hours	35.1%	37.0%	--	39.6%	38.9%
7 - 12 hours	48.0%	47.4%	--	39.0%	44.1%
More than 12 hours	8.1%	8.3%	--	10.4%	6.4%

Legend: ■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 12 hours ■ Más de 12 horas

	2018	2019	2021	2022
0 hours	1%	1%	3%	1%
More than 1 hours	99%	99%	97%	99%
More than 3 hours	91%	93%	89%	89%
More than 12 hours	56%	56%	49%	50%
Más de 12 horas	8%	8%	10%	6%

Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	78.7%	77.9%	--	80.0%	81.4%
Swimming pool, hotel facilities	73.2%	72.9%	--	67.4%	73.0%
Beach	66.1%	68.6%	--	67.2%	71.2%
Explore the island on their own	31.3%	33.6%	--	32.7%	31.8%
Nightlife / concerts / shows	28.9%	30.7%	--	24.2%	24.3%
Taste Canarian gastronomy	22.0%	23.1%	--	25.7%	23.7%
Organized excursions	15.4%	16.0%	--	12.3%	17.3%
Theme parks	16.2%	15.8%	--	14.3%	16.5%
Swim	--	--	--	43.2%	13.8%
Sea excursions / whale watching	9.3%	10.7%	--	13.9%	10.9%
Beauty and health treatments	8.9%	11.0%	--	11.0%	9.8%
Wineries / markets / popular festivals	10.5%	10.7%	--	8.8%	8.6%
Hiking	--	--	--	7.9%	6.9%
Cycling / Mountain bike	--	--	--	5.9%	6.5%
Running	--	--	--	8.2%	5.6%
Museums / exhibitions	5.5%	8.3%	--	4.5%	5.1%
Practice other sports	--	--	--	3.7%	4.3%
Golf	--	--	--	4.5%	3.9%
Other Nature Activities	--	--	--	4.3%	2.9%
Surf	--	--	--	2.1%	2.3%
Scuba Diving	--	--	--	1.8%	2.3%
Astronomical observation	1.3%	1.6%	--	1.2%	1.7%
Windsurf / Kitesurf	--	--	--	1.9%	1.4%

* Multi-choise question

Canary Islands
LATITUDE of LIFE

Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	235,790	255,610	--	70,864	225,649
Fuerteventura	30,504	29,360	--	9,729	32,940
Gran Canaria	68,215	64,945	--	20,775	69,789
Tenerife	123,915	136,819	--	52,745	155,532
La Palma	505	0	--	0	517

Share by islands	2018	2019	2020	2021	2022
Lanzarote	51.4%	52.5%	--	46.0%	46.6%
Fuerteventura	6.6%	6.0%	--	6.3%	6.8%
Gran Canaria	14.9%	13.3%	--	13.5%	14.4%
Tenerife	27.0%	28.1%	--	34.2%	32.1%
La Palma	0.1%	0.0%	--	0.0%	0.1%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	91.8%	91.7%	--	94.9%	94.5%
Two islands	7.8%	7.7%	--	5.0%	5.2%
Three or more islands	0.4%	0.6%	--	0.1%	0.3%

% TOURISTS BY ISLANDS

Legend: LZ, FV, GC, TF, LP

	2018	2019	2021	2022
LP	0.1%			0.1%
TF	27.0%	28.1%	34.2%	32.1%
GC	14.9%	13.3%	13.5%	14.4%
FV	6.6%	6.0%	6.3%	6.8%
LZ	51.4%	52.5%	46.0%	46.6%
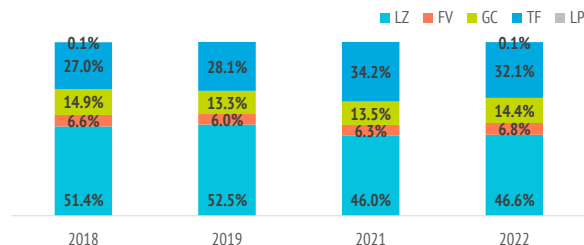
How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	82.6%	81.1%	--	78.7%	82.0%
At least 10 previous visits	23.6%	23.0%	--	24.7%	30.5%
Repeat tourists (last 5 years)	76.6%	75.6%	--	71.4%	75.3%
Repeat tourists (last 5 years) (5 or more	25.6%	25.4%	--	19.5%	19.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.67	8.83	--	9.11	8.91

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	2.6%	1.7%	--	0.9%	1.8%
Lived up to expectations	54.2%	56.2%	--	47.3%	54.4%
Better or much better than expected	43.3%	42.0%	--	51.8%	43.9%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.84	8.99	--	9.24	9.07
Recommend visiting the Canary Islands	9.01	9.14	--	9.36	9.21

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	48.5%	46.2%	--	48.4%	48.0%
Women	51.5%	53.8%	--	51.6%	52.0%
Age					
Average age (tourist > 15 years old)	47.2	46.8	--	43.7	47.8
Standard deviation	15.0	14.8	--	16.3	15.6
Age range (> 15 years old)					
16 - 24 years old	7.3%	8.7%	--	14.3%	8.9%
25 - 30 years old	8.4%	8.2%	--	13.3%	8.5%
31 - 45 years old	30.1%	29.2%	--	26.8%	26.6%
46 - 60 years old	31.6%	32.9%	--	27.9%	31.5%
Over 60 years old	22.6%	21.1%	--	17.8%	24.6%
Occupation					
Salaried worker	60.1%	56.8%	--	62.5%	61.0%
Self-employed	11.0%	14.0%	--	10.7%	10.4%
Unemployed	1.0%	0.8%	--	0.3%	0.5%
Business owner	5.3%	5.9%	--	6.6%	5.6%
Student	2.9%	3.5%	--	3.1%	2.8%
Retired	17.1%	16.7%	--	15.4%	17.8%
Unpaid domestic work	1.9%	2.0%	--	1.1%	1.4%
Others	0.7%	0.4%	--	0.3%	0.5%
Annual household income level					
Less than €25,000	11.6%	10.4%	--	10.0%	7.2%
€25,000 - €49,999	32.4%	36.8%	--	32.2%	27.5%
€50,000 - €74,999	27.6%	26.0%	--	28.1%	26.2%
More than €74,999	28.4%	26.8%	--	29.7%	39.1%
Education level					
No studies	3.8%	3.1%	--	3.9%	3.0%
Primary education	1.6%	1.1%	--	1.3%	1.6%
Secondary education	19.4%	23.3%	--	14.5%	21.0%
Higher education	75.2%	72.5%	--	80.4%	74.3%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	6.7%	6.1%	--	9.7%	8.1%
Only with partner	45.7%	48.4%	--	50.4%	45.4%
Only with children (< 13 years old)	6.2%	5.0%	--	2.0%	4.9%
Partner + children (< 13 years old)	6.8%	5.6%	--	3.2%	7.2%
Other relatives	16.5%	16.4%	--	13.2%	16.3%
Friends	5.2%	6.5%	--	9.9%	6.1%
Work colleagues	0.2%	0.0%	--	0.0%	0.0%
Organized trip	0.4%	0.4%	--	0.4%	0.1%
Other combinations (1)	12.3%	11.6%	--	11.1%	11.8%

(2) Combinación de algunos de los grupos anteriormente analizados

	2018	2019	2020	2021	2022
Tourists with children	**22.4%**	**17.7%**	**--**	**8.1%**	**20.1%**
- Between 0 and 2 years old	1.9%	1.2%	--	0.6%	1.0%
- Between 3 and 12 years old	18.8%	15.6%	--	6.9%	18.1%
- Between 0 -2 and 3-12 years old	1.7%	0.9%	--	0.6%	1.0%
Tourists without children	**77.6%**	**82.3%**	**--**	**91.9%**	**79.9%**
Group composition:					
- 1 person	10.6%	10.2%	--	14.5%	10.9%
- 2 people	50.0%	54.7%	--	59.1%	50.2%
- 3 people	11.5%	11.7%	--	11.3%	11.5%
- 4 or 5 people	23.4%	20.0%	--	13.0%	21.6%
- 6 or more people	4.5%	3.3%	--	2.2%	5.8%
Average group size:	**2.77**	**2.65**	**--**	**2.36**	**2.80**

People who share the main expenses of the trip