TOURIST PROFILE BY ISLAND OF STAY (2022)

ITALY

How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**88**	**125**	**111**	**278**	**1**
Tourist arrivals > 15 years old (EGT) *(*)*	**80**	**111**	**103**	**254**	**1**
- book holiday package *(*)*	7	19	17	40	0
- do not book holiday package *(*)*	73	92	86	214	1
- % tourists who book holiday package	8.6%	17.4%	16.5%	15.8%	0.0%

(*) Thousands of tourists

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**912**	**959**	**997**	**1,219**	**--**
- book holiday package	1,442	1,286	1,371	1,369	--
- holiday package	1,218	1,078	1,080	1,127	--
- others	224	208	291	242	--
- do not book holiday package	862	890	923	1,191	--
- flight	170	215	336	333	--
- accommodation	323	351	253	305	--
- others	369	324	334	553	--
Average lenght of stay	**8.53**	**10.06**	**12.19**	**11.64**	**--**
- book holiday package	8.69	8.27	7.96	7.99	--
- do not book holiday package	8.52	10.44	13.03	12.33	--
Average daily expenditure (€)	**118.4**	**108.4**	**110.9**	**123.3**	**--**
- book holiday package	168.0	174.0	172.4	174.1	--
- do not book holiday package	113.7	94.6	98.8	113.8	--
Total turnover (> 15 years old) (€m)	**73**	**107**	**103**	**310**	**--**
- book holiday package	10	25	23	55	--
- do not book holiday package	63	82	79	255	--

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	16.6%	10.0%	35.7%	23.5%	--
Canary Islands	16.3%	18.5%	22.0%	22.0%	--
Other destination	67.1%	71.6%	42.3%	54.5%	--

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	27.7%	34.1%	30.2%	39.2%	--
Canary Islands (other island)	32.3%	28.8%	40.0%	30.0%	--
Other destination	40.0%	37.1%	29.8%	30.8%	--

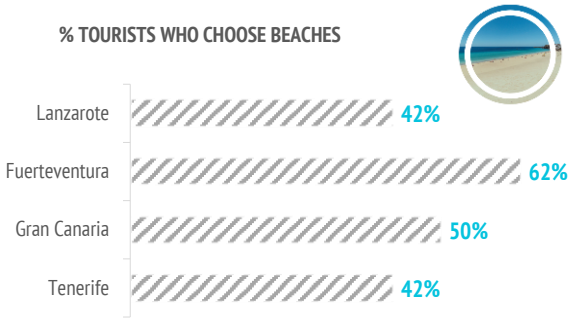
**Percentage of valid answers*

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	73.0%	69.2%	78.2%	74.9%	--
Landscapes	68.0%	57.4%	50.0%	55.7%	--
Environment	70.0%	59.2%	52.3%	52.6%	--
Sea	50.8%	65.7%	47.7%	49.6%	--
Tranquility	60.0%	50.2%	51.6%	44.0%	--
Beaches	49.4%	62.5%	49.7%	42.1%	--
Safety	44.5%	38.0%	41.4%	36.2%	--
European belonging	45.3%	36.8%	40.5%	29.9%	--
Price	42.7%	36.8%	32.4%	28.3%	--
Effortless trip	36.3%	29.5%	35.5%	31.8%	--
Authenticity	35.5%	35.5%	27.4%	22.9%	--
Accommodation supply	32.1%	27.4%	24.9%	28.2%	--
Fun possibilities	14.0%	20.5%	19.0%	24.4%	--
Hiking trail network	21.4%	16.7%	17.6%	23.5%	--
Gastronomy	25.7%	17.1%	14.8%	21.2%	--
Exoticism	15.6%	10.5%	16.3%	12.2%	--
Shopping	9.9%	9.3%	13.3%	13.8%	--
Historical heritage	13.5%	8.4%	10.4%	13.8%	--
Culture	15.9%	9.0%	9.1%	13.4%	--
Nightlife	7.2%	7.1%	16.0%	14.1%	--

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.



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	31.7%	38.7%	57.6%	47.6%	--
Enjoy family time	11.8%	13.5%	18.5%	16.2%	--
Have fun	3.5%	12.1%	4.9%	6.6%	--
Explore the destination	48.3%	29.7%	18.0%	27.3%	--
Practice their hobbies	2.8%	4.7%	0.5%	1.8%	--
Other reasons	2.0%	1.3%	0.6%	0.5%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	--	1.7%	0.7%	1.2%	--
Between 1 and 30 days	28.2%	33.1%	41.4%	25.5%	--
Between 1 and 2 months	39.7%	29.3%	31.2%	35.0%	--
Between 3 and 6 months	25.2%	31.2%	20.0%	29.2%	--
More than 6 months	6.8%	4.7%	6.6%	9.1%	--

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" have been excluded.

TOURIST PROFILE BY ISLAND OF STAY (2022)

ITALY

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	36.9%	29.8%	33.8%	39.9%	--
Friends or relatives	32.9%	39.7%	39.3%	34.5%	--
Internet or social media	64.8%	54.8%	39.2%	42.8%	--
Mass Media	1.1%	0.5%	0.4%	0.7%	--
Travel guides and magazines	10.2%	6.0%	5.1%	4.1%	--
Travel Blogs or Forums	13.8%	8.0%	4.5%	8.3%	--
Travel TV Channels	0.0%	0.9%	0.3%	0.1%	--
Tour Operator or Travel Agency	9.5%	10.0%	10.1%	13.7%	--
Public administrations or similar	1.1%	0.0%	0.0%	1.8%	--
Others	0.9%	1.7%	6.2%	2.7%	--

** Multi-choise question*

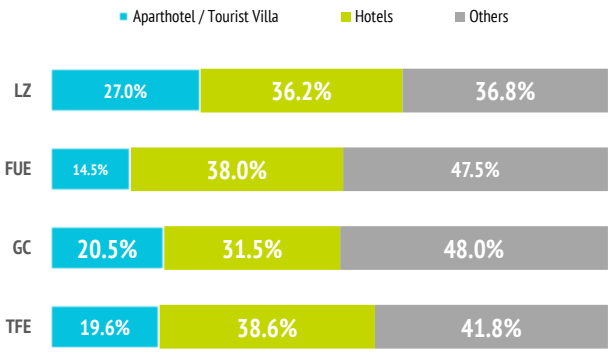
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	83.2%	76.6%	71.8%	74.9%	--
- Tour Operator or Travel Agency	16.8%	23.4%	28.2%	25.1%	--
Accommodation					
- Directly with the accommodation	65.8%	62.5%	54.1%	53.5%	--
- Tour Operator or Travel Agency	34.2%	37.5%	45.9%	46.5%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	7.5%	8.5%	11.6%	12.1%	--
4* Hotel	21.7%	27.8%	16.0%	22.7%	--
5* Hotel / 5* Luxury Hotel	7.0%	1.7%	4.0%	3.8%	--
Aparthotel / Tourist Villa	27.0%	14.5%	20.5%	19.6%	--
House/room rented in a private dwelling	17.3%	14.0%	13.1%	13.5%	--
Private accommodation (1)	9.7%	13.8%	25.3%	18.7%	--
Others (Cottage, cruise, camping,..)	9.9%	19.7%	9.5%	9.6%	--

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



What do they book?

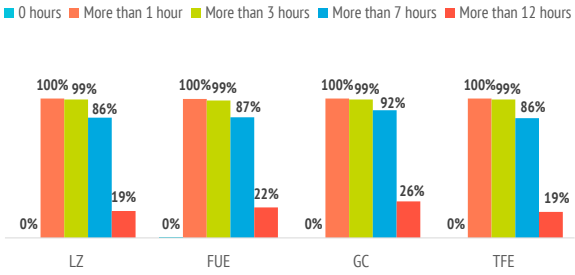
	LZ	FUE	GC	TFE	LP
Room only	50.5%	52.6%	55.3%	48.6%	--
Bed and Breakfast	11.4%	14.0%	6.5%	13.3%	--
Half board	18.9%	9.2%	15.4%	16.5%	--
Full board	2.9%	2.5%	2.8%	6.8%	--
All inclusive	16.3%	21.7%	19.9%	14.8%	--

Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	76.7%	67.1%	67.1%	73.7%	--
Supermarkets	68.6%	60.3%	62.7%	66.1%	--
Car rental	66.5%	50.6%	26.1%	50.1%	--
Organized excursions	36.6%	20.1%	11.9%	29.6%	--
Taxi, transfer, chauffeur service	15.0%	23.9%	31.6%	27.0%	--
Theme Parks	5.8%	1.5%	6.5%	15.0%	--
Sport activities	7.6%	9.8%	4.5%	7.5%	--
Museums	32.4%	5.3%	6.6%	4.5%	--
Flights between islands	14.2%	11.3%	6.1%	3.8%	--

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	0.3%	--	--	--
1 - 2 hours	0.7%	1.1%	0.7%	0.7%	--
3 - 6 hours	13.1%	12.1%	7.7%	13.4%	--
7 - 12 hours	67.0%	64.7%	65.5%	67.2%	--
More than 12 hours	19.3%	21.9%	26.1%	18.7%	--

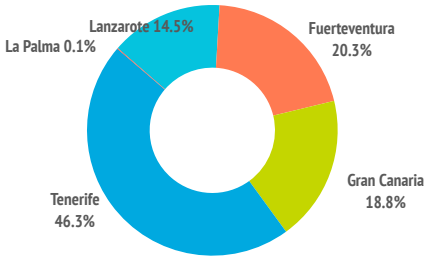


Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	77.9%	85.4%	84.9%	84.6%	--
Walk, wander	80.8%	72.0%	70.1%	79.1%	--
Explore the island on their own	73.5%	64.8%	55.8%	59.7%	--
Swimming pool, hotel facilities	36.1%	35.9%	36.1%	45.3%	--
Taste Canarian gastronomy	34.2%	23.1%	22.2%	34.3%	--
Hiking	28.3%	24.7%	15.2%	18.3%	--
Organized excursions	22.4%	18.0%	7.9%	20.4%	--
Other Nature Activities	24.0%	13.8%	12.1%	16.1%	--
Theme parks	6.4%	6.4%	11.7%	21.1%	--
Wineries / markets / popular festi	35.7%	13.3%	11.0%	8.7%	--
Museums / exhibitions	39.6%	7.2%	11.6%	7.5%	--
Nightlife / concerts / shows	8.8%	10.8%	18.4%	12.4%	--
Sea excursions / whale watching	11.8%	6.3%	5.7%	16.2%	--
Surf	8.2%	19.2%	3.2%	6.6%	--
Swim	5.6%	6.8%	6.3%	7.1%	--
Practice other sports	7.5%	3.4%	7.3%	6.1%	--
Beauty and health treatments	2.2%	3.7%	4.2%	6.6%	--
Running	8.5%	4.8%	5.1%	3.6%	--
Astronomical observation	4.0%	1.9%	3.7%	4.5%	--
Scuba Diving	5.6%	3.3%	0.9%	3.3%	--
Cycling / Mountain bike	5.3%	5.1%	2.1%	1.8%	--
Windsurf / Kitesurf	3.0%	3.2%	0.7%	1.5%	--
Golf	2.1%	0.8%	0.6%	0.6%	--

** Multi-choise question*

TOURIST PROFILE BY ISLAND OF STAY (2022)
ITALY

Which island do they choose?

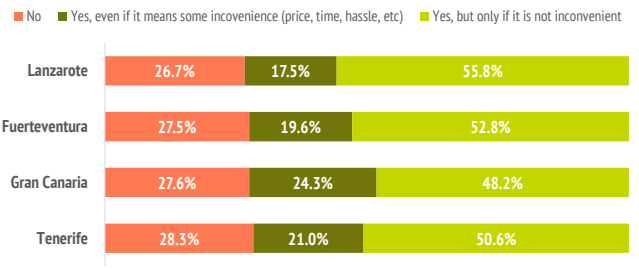


How many islands do they visit during their trip?

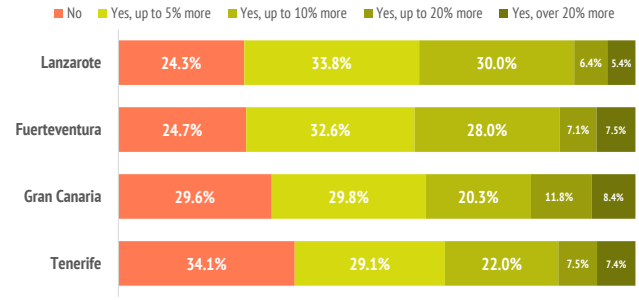
	LZ	FUE	GC	TFE	LP
One island	82.9%	80.6%	89.8%	92.3%	--
Two islands	14.9%	18.6%	9.2%	5.9%	--
Three or more islands	2.2%	0.8%	1.1%	1.8%	--

Sustainable destination

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



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	8.39	8.27	8.33	8.33	--
Tolerance towards tourism	8.96	8.69	8.67	8.71	--
Cleanliness of the island	8.83	8.35	8.18	8.11	--
Air quality	9.15	9.00	8.60	8.55	--
Rational water consumption	7.71	7.66	7.68	7.36	--
Energy saving	7.56	7.36	7.39	6.98	--
Use of renewable energy	7.50	7.88	8.14	7.43	--
Recycling	7.05	6.83	6.95	6.86	--
Easy to get around by public transport	6.87	6.83	8.06	7.46	--
Overcrowding in tourist areas	7.06	7.01	7.08	7.03	--
Supply of local products	7.57	7.07	7.40	7.26	--

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

Which is the most visited place on each island?

LANZAROTE

59% JAMEOS DEL AGUA

FUERTEVENTURA

73% EL COTILLO

GRAN CANARIA

64% LAS PALMAS DE GRAN CANARIA

TENERIFE

53% PARQUE NACIONAL DEL TEIDE

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	8.90	8.71	8.57	8.66	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.5%	3.7%	9.1%	2.3%	--
Lived up to expectations	44.4%	52.0%	51.5%	49.3%	--
Better or much better than expected	55.1%	44.3%	39.5%	48.4%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.00	8.81	8.63	8.77	--
Recommend visiting the Canary Islan	9.27	9.11	8.71	8.93	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	47.4%	44.7%	46.8%	50.4%	--
At least 10 previous visits	5.2%	5.9%	7.6%	7.0%	--
Repeat tourists	55.3%	52.4%	57.8%	56.2%	--
At least 10 previous visits	8.5%	10.0%	15.8%	12.2%	--

REPEAT TOURIST OF EACH ISLAND

47.4% Lanzarote

46.8% Gran Canaria

44.7% Fuerteventura

50.4% Tenerife

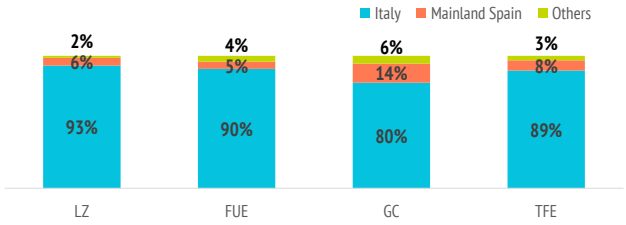
TOURIST PROFILE BY ISLAND OF STAY (2022)

ITALY

Where does the flight come from?

	LZ	FUE	GC	TFE	LP
Italy	92.6%	90.1%	79.7%	88.9%	--
Mainland Spain	5.8%	5.5%	14.4%	7.8%	--
United Kingdom	1.4%	2.5%	0.3%	0.4%	--
Switzerland	--	1.1%	1.2%	0.6%	--
Portugal	--	--	1.3%	0.8%	--
Austria	--	--	1.3%	0.1%	--
Germany	--	0.5%	0.7%	--	--

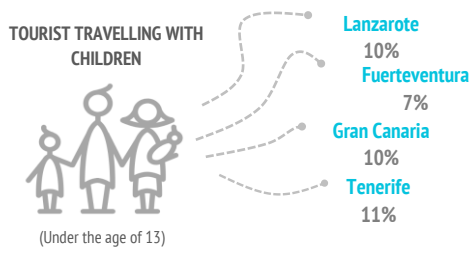
SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?

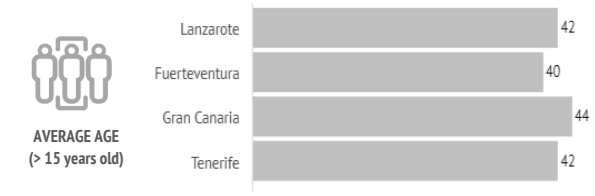
	LZ	FUE	GC	TFE	LP
Unaccompanied	8.5%	10.9%	20.0%	10.7%	--
Only with partner	51.7%	43.7%	43.2%	47.3%	--
Only with children (< 13 years old)	3.5%	4.8%	3.8%	4.2%	--
Partner + children (< 13 years old)	3.8%	1.2%	1.6%	4.9%	--
Other relatives	8.9%	7.8%	9.2%	6.7%	--
Friends	14.0%	18.2%	9.9%	11.1%	--
Work colleagues	0.9%	0.0%	1.4%	0.2%	--
Organized trip	0.3%	0.8%	0.0%	0.8%	--
Other combinations [1]	8.5%	12.5%	11.1%	14.1%	--
(1) Different situations have been isolated					
Tourists with children	**9.5%**	**7.1%**	**9.8%**	**11.1%**	**--**
- Between 0 and 2 years old	0.0%	0.5%	0.0%	0.4%	--
- Between 3 and 12 years old	9.5%	5.5%	9.8%	10.2%	--
- Between 0 -2 and 3-12 years	0.0%	1.2%	0.0%	0.6%	--
Tourists without children	**90.5%**	**92.9%**	**90.2%**	**88.9%**	**--**
Group composition:					
- 1 person	13.2%	18.2%	24.9%	13.1%	--
- 2 people	54.9%	54.1%	51.0%	57.8%	--
- 3 people	13.2%	11.0%	14.8%	11.7%	--
- 4 or 5 people	15.6%	15.6%	8.9%	14.9%	--
- 6 or more people	3.0%	1.2%	0.4%	2.5%	--
Average group size:	**2.46**	**2.36**	**2.12**	**2.43**	**--**

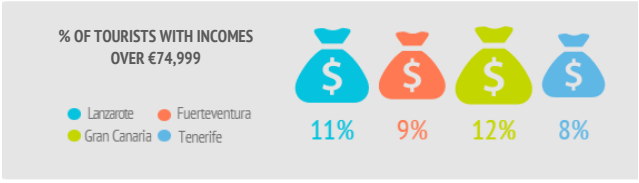
**People who share the main expenses of the trip*



Who are they?

	LZ	FUE	GC	TFE	LP
Gender					
Men	56.7%	55.7%	56.4%	45.1%	--
Women	43.3%	44.3%	43.6%	54.9%	--
Age					
Average age (tourist > 15 years old)	42.4	40.3	43.9	41.7	--
Standard deviation	16.8	16.2	16.0	15.8	--
Age range (> 15 years old)					
16 - 24 years old	15.4%	18.2%	12.7%	15.0%	--
25 - 30 years old	13.4%	20.0%	14.2%	17.7%	--
31 - 45 years old	33.3%	25.0%	25.2%	28.0%	--
46 - 60 years old	18.3%	22.3%	30.5%	23.0%	--
Over 60 years old	19.6%	14.5%	17.4%	16.2%	--
Occupation					
Salaried worker	44.2%	51.6%	42.2%	46.7%	--
Self-employed	21.5%	12.8%	24.8%	18.1%	--
Unemployed	1.5%	1.7%	4.4%	2.4%	--
Business owner	8.3%	9.9%	9.2%	8.4%	--
Student	8.9%	11.0%	6.7%	8.8%	--
Retired	14.2%	11.4%	11.7%	12.7%	--
Unpaid domestic work	1.0%	1.4%	0.5%	0.9%	--
Others	0.4%	0.1%	0.5%	2.0%	--
Annual household income level					
Less than €25,000	27.7%	27.2%	22.0%	25.5%	--
€25,000 - €49,999	37.9%	49.1%	45.9%	47.6%	--
€50,000 - €74,999	23.0%	14.8%	20.2%	18.5%	--
More than €74,999	11.4%	8.9%	12.0%	8.4%	--
Education level					
No studies	0.3%	0.5%	0.6%	0.3%	--
Primary education	3.0%	1.8%	1.6%	1.7%	--
Secondary education	19.3%	12.6%	19.8%	16.8%	--
Higher education	77.4%	85.1%	78.0%	81.1%	--





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