How many are they and how much do they spend? 🧍€

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**492**	**455**	**134**	**287**	**604**
Tourist arrivals > 15 years old (EGT) *(*)*	**442**	**416**	**123**	**261**	**549**
- book holiday package *(*)*	133	123	21	43	83
- do not book holiday package *(*)*	309	292	102	218	466
- % tourists who book holiday package	30.1%	29.7%	17.3%	16.5%	15.2%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

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

2018: 29% 31% 29% 31% 8%
2019: 25% 53% 24% 24% 36%
2021: 10% 26% 12% — 16%
2022: 9% 17% 17% 16% —
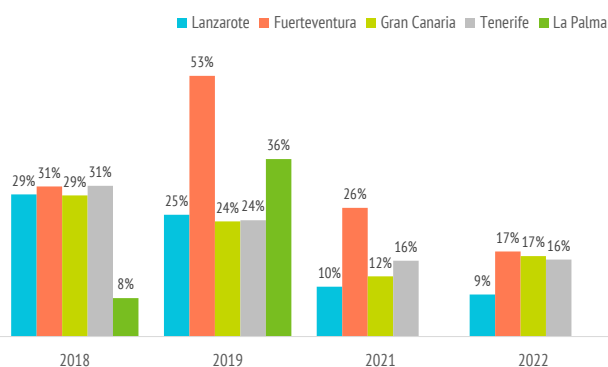
	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**1,001**	**964**	**--**	**1,005**	**1,080**
- book holiday package	1,154	1,138	--	1,321	1,356
- holiday package	935	963	--	1,053	1,114
- others	219	175	--	268	243
- do not book holiday package	935	890	--	943	1,030
- flight	258	265	--	217	285
- accommodation	283	280	--	296	307
- others	395	345	--	430	439
Average lenght of stay	**10.18**	**9.84**	**--**	**11.23**	**10.97**
- book holiday package	8.08	8.39	--	8.13	8.10
- do not book holiday package	11.09	10.45	--	11.85	11.49
Average daily expenditure (€)	**116.3**	**117.8**	**--**	**110.9**	**117.1**
- book holiday package	149.3	146.6	--	170.4	173.2
- do not book holiday package	102.1	105.7	--	99.2	107.1
Total turnover (> 15 years old) (€m)	**443**	**401**	**--**	**263**	**593**
- book holiday package	154	140	--	57	113
- do not book holiday package	289	260	--	206	480

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	83.9%	82.6%	--	79.0%	81.7%
Visiting family or friends	12.1%	11.6%	--	13.2%	13.7%
Business and work	1.5%	3.8%	--	3.9%	2.2%
Education and training	0.4%	0.0%	--	0.7%	0.4%
Sports training	1.1%	0.6%	--	1.3%	0.8%
Health or medical care	0.1%	0.2%	--	0.5%	0.1%
Fairs and congresses	0.4%	0.6%	--	0.3%	0.2%
Others	0.7%	0.5%	--	1.2%	0.9%

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	75.2%	76.3%	--	73.2%	74.0%
Landscapes	53.8%	58.6%	--	57.4%	56.9%
Environment	54.6%	55.8%	--	55.6%	56.4%
Sea	51.4%	53.2%	--	52.7%	52.7%
Tranquility	55.1%	55.0%	--	50.6%	49.1%
Beaches	48.2%	49.6%	--	52.4%	48.7%
Safety	44.0%	44.0%	--	38.3%	38.8%
European belonging	40.8%	39.2%	--	44.5%	35.5%
Price	34.4%	27.7%	--	32.1%	32.9%
Effortless trip	32.1%	32.7%	--	32.2%	32.7%
Authenticity	25.3%	24.1%	--	29.2%	28.3%
Accommodation supply	28.6%	30.2%	--	25.9%	28.0%
Fun possibilities	20.9%	19.5%	--	22.4%	21.1%
Hiking trail network	20.9%	20.8%	--	20.1%	20.9%
Gastronomy	19.7%	20.8%	--	17.7%	19.8%
Exoticism	12.6%	13.1%	--	16.8%	13.3%
Shopping	13.7%	11.8%	--	8.7%	12.2%
Historical heritage	10.1%	10.0%	--	9.4%	12.1%
Culture	9.3%	9.8%	--	7.5%	12.1%
Nightlife	11.8%	10.3%	--	9.7%	12.0%

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	49.6%	50.8%	--	41.9%	45.3%
Enjoy family time	12.3%	11.4%	--	13.7%	15.6%
Have fun	7.9%	6.9%	--	5.9%	6.9%
Explore the destination	26.2%	27.5%	--	30.3%	29.1%
Practice their hobbies	2.2%	2.2%	--	5.3%	2.3%
Other reasons	1.8%	1.2%	--	2.8%	0.9%

How far in advance do they book their trip? 📅

	2018	2019	2020	2021	2022
The same day	0.5%	0.9%	--	0.8%	1.1%
Between 1 and 30 days	22.8%	28.5%	--	45.6%	30.4%
Between 1 and 2 months	31.4%	28.4%	--	31.6%	33.9%
Between 3 and 6 months	34.8%	32.2%	--	18.3%	27.3%
More than 6 months	10.5%	10.0%	--	3.7%	7.4%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	33.3%	35.9%	--	33.8%	36.3%
Friends or relatives	32.1%	32.0%	--	35.8%	36.2%
Internet or social media	50.3%	47.3%	--	50.5%	47.7%
Mass Media	1.8%	1.0%	--	1.3%	0.6%
Travel guides and magazines	8.2%	6.0%	--	6.2%	5.6%
Travel Blogs or Forums	5.9%	6.2%	--	8.6%	8.3%
Travel TV Channels	0.7%	0.3%	--	0.1%	0.3%
Tour Operator or Travel Agency	15.4%	15.4%	--	14.6%	11.6%
Public administrations or similar	0.3%	0.4%	--	0.6%	1.0%
Others	1.7%	2.5%	--	2.4%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	62.9%	63.9%	--	74.9%	75.9%
- Tour Operator or Travel Agency	37.1%	36.1%	--	25.1%	24.1%
Accommodation					
- Directly with the accommodation	50.0%	49.7%	--	58.1%	57.6%
- Tour Operator or Travel Agency	50.0%	50.3%	--	41.9%	42.4%

Where does the flight come from? 🌐

	2018	2019	2020	2021	2022
Italy	75.7%	75.6%	--	83.1%	87.9%
Mainland Spain	20.0%	20.0%	--	12.1%	8.3%
United Kingdom	1.0%	1.3%	--	0.6%	0.9%
Switzerland	0.3%	0.8%	--	0.1%	0.7%
Portugal	0.2%	0.6%	--	2.2%	0.6%
Austria	0.2%	0.0%	--	0.1%	0.3%
Others	2.6%	1.7%	--	1.7%	1.2%

Where do they stay? 🛏

	2018	2019	2020	2021	2022
1-2-3* Hotel	10.3%	10.4%	--	8.3%	10.6%
4* Hotel	24.5%	29.5%	--	27.6%	22.3%
5* Hotel / 5* Luxury Hotel	4.6%	4.6%	--	4.6%	3.9%
Aparthotel / Tourist Villa	22.1%	19.1%	--	19.9%	19.8%
House/room rented in a private dwelling	13.7%	12.9%	13.4%	14.4%	14.0%
Private accommodation (1)	15.6%	16.2%	18.0%	15.9%	17.7%
Others (Cottage, cruise, camping,..)	9.1%	7.3%	7.9%	9.3%	11.8%

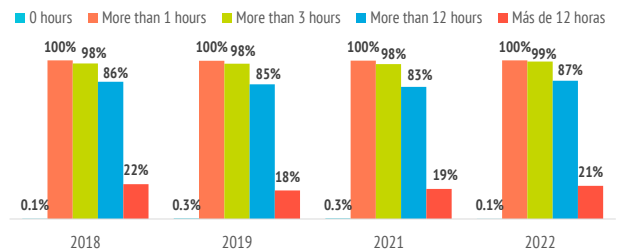*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

Legend: ■ Hotels ■ Aparthotel / Tourist Villa ■ Others

	2018	2019	2021	2022
Hotels	39.4%	44.5%	40.5%	36.7%
Aparthotel / Tourist Villa	22.1%	19.1%	19.9%	19.8%
Others	38.5%	36.4%	39.6%	43.5%
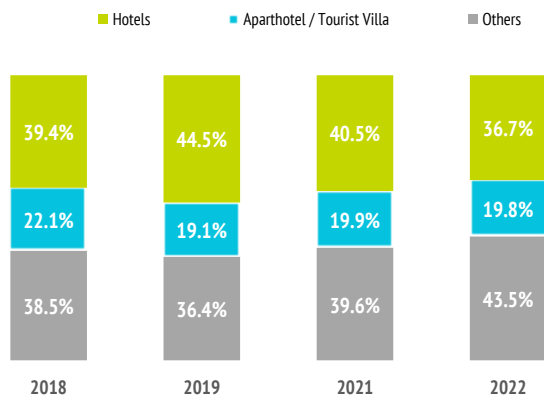
What do they book? 🍽

	2018	2019	2020	2021	2022
Room only	47.7%	41.9%	--	48.6%	50.9%
Bed and Breakfast	11.7%	13.5%	--	14.9%	12.0%
Half board	16.7%	15.1%	--	11.3%	15.1%
Full board	5.4%	6.2%	--	6.6%	4.6%
All inclusive	18.6%	23.4%	--	18.5%	17.3%

Other expenses 📍

	2018	2019	2020	2021	2022
Restaurants or cafes	66.4%	60.4%	--	72.6%	71.6%
Supermarkets	60.3%	54.4%	--	61.1%	64.7%
Car rental	40.8%	36.2%	--	45.2%	48.0%
Organized excursions	23.4%	20.9%	--	27.8%	25.3%
Taxi, transfer, chauffeur service	24.7%	24.5%	--	28.7%	25.4%
Theme Parks	7.7%	6.5%	--	8.9%	9.3%
Sport activities	5.3%	4.3%	--	9.5%	7.4%
Museums	7.8%	6.3%	--	4.5%	9.2%
Flights between islands	8.5%	7.3%	--	8.7%	7.4%

Activities in the Canary Islands 🧍🏃

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.1%	0.3%	--	0.3%	0.1%
1 - 2 hours	1.9%	1.9%	--	2.2%	0.8%
3 - 6 hours	11.5%	13.0%	--	14.3%	12.1%
7 - 12 hours	64.5%	66.8%	--	64.2%	66.2%
More than 12 hours	22.0%	18.0%	--	19.0%	20.8%

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	0.1%	0.3%	0.3%	0.1%
More than 1 hours	100%	100%	100%	100%
More than 3 hours	98%	98%	98%	99%
More than 12 hours	86%	85%	83%	87%
Más de 12 horas	22%	18%	19%	21%

Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	83.0%	78.5%	--	83.3%	83.8%
Walk, wander	69.9%	67.7%	--	74.9%	76.2%
Explore the island on their own	61.0%	56.0%	--	61.1%	62.1%
Swimming pool, hotel facilities	41.7%	41.9%	--	47.9%	40.3%
Taste Canarian gastronomy	30.4%	26.8%	--	33.4%	29.8%
Hiking	--	--	--	19.1%	20.5%
Organized excursions	17.5%	16.5%	--	21.2%	17.9%
Other Nature Activities	--	--	--	16.8%	16.1%
Theme parks	14.8%	14.0%	--	11.3%	14.2%
Wineries / markets / popular festivals	16.6%	15.8%	--	11.9%	14.0%
Museums / exhibitions	14.5%	15.3%	--	13.9%	13.0%
Nightlife / concerts / shows	17.1%	14.6%	--	11.0%	12.6%
Sea excursions / whale watching	10.8%	9.9%	--	15.5%	11.6%
Surf	--	--	--	11.5%	8.7%
Swim	--	--	--	35.3%	6.7%
Practice other sports	--	--	--	6.9%	6.0%
Beauty and health treatments	5.3%	3.9%	--	4.1%	4.9%
Running	--	--	--	10.0%	4.8%
Astronomical observation	1.9%	2.3%	--	4.1%	3.8%
Scuba Diving	--	--	--	3.8%	3.2%
Cycling / Mountain bike	--	--	--	4.1%	3.0%
Windsurf / Kitesurf	--	--	--	2.0%	1.9%
Golf	--	--	--	2.9%	0.8%

* Multi-choise question

Canary Islands — *LATITUDE of LIFE*

Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	65,164	60,409	--	35,097	79,683
Fuerteventura	85,710	78,733	--	55,690	111,302
Gran Canaria	94,242	89,796	--	44,616	102,885
Tenerife	195,175	184,466	--	124,778	253,866
La Palma	1,336	1,849	--	857	551

Share by islands	2018	2019	2020	2021	2022
Lanzarote	14.8%	14.5%	--	13.4%	14.5%
Fuerteventura	19.4%	19.0%	--	21.3%	20.3%
Gran Canaria	21.3%	21.6%	--	17.1%	18.8%
Tenerife	44.2%	44.4%	--	47.8%	46.3%
La Palma	0.3%	0.4%	--	0.3%	0.1%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	84.7%	86.6%	--	89.0%	87.9%
Two islands	14.1%	11.6%	--	9.8%	10.5%
Three or more islands	1.3%	1.8%	--	1.2%	1.6%
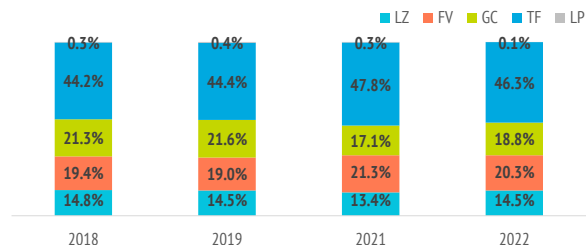
How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	51.0%	55.3%	--	50.8%	55.6%
At least 10 previous visits	7.3%	10.5%	--	11.3%	11.9%
Repeat tourists (last 5 years)	48.0%	51.4%	--	48.0%	51.6%
Repeat tourists (last 5 years) (5 or more	9.9%	14.0%	--	12.6%	11.3%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	51.9%	50.8%	--	52.8%	51.1%
Women	48.1%	49.2%	--	47.2%	48.9%
Age					
Average age (tourist > 15 years old)	43.5	45.0	--	38.6	41.9
Standard deviation	14.7	14.6	--	14.6	16.1
Age range (> 15 years old)					
16 - 24 years old	10.3%	8.2%	--	19.5%	15.3%
25 - 30 years old	14.4%	12.0%	--	18.2%	16.9%
31 - 45 years old	31.3%	29.6%	--	30.8%	27.7%
46 - 60 years old	29.0%	35.4%	--	22.6%	23.5%
Over 60 years old	15.0%	14.7%	--	8.8%	16.6%
Occupation					
Salaried worker	41.3%	40.9%	--	44.3%	46.6%
Self-employed	22.8%	23.3%	--	19.9%	18.7%
Unemployed	4.5%	3.2%	--	2.6%	2.5%
Business owner	9.5%	13.6%	--	12.7%	8.8%
Student	8.4%	7.0%	--	12.7%	8.8%
Retired	12.0%	10.0%	--	6.7%	12.5%
Unpaid domestic work	0.8%	1.8%	--	0.1%	0.9%
Others	0.6%	0.2%	--	1.1%	1.1%
Annual household income level					
Less than €25,000	31.4%	28.3%	--	29.5%	25.6%
€25,000 - €49,999	46.0%	41.5%	--	45.1%	46.2%
€50,000 - €74,999	11.3%	14.2%	--	14.9%	18.6%
More than €74,999	11.3%	16.1%	--	10.5%	9.6%
Education level					
No studies	0.8%	0.9%	--	0.6%	0.4%
Primary education	3.2%	3.1%	--	2.5%	1.9%
Secondary education	16.3%	19.1%	--	10.1%	16.9%
Higher education	79.7%	76.9%	--	86.8%	80.8%

% TOURISTS BY ISLANDS

Legend: LZ FV GC TF LP

	2018	2019	2021	2022
LP	0.3%	0.4%	0.3%	0.1%
TF	44.2%	44.4%	47.8%	46.3%
GC	21.3%	21.6%	17.1%	18.8%
FV	19.4%	19.0%	21.3%	20.3%
LZ	14.8%	14.5%	13.4%	14.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.45	8.53	--	8.70	8.69

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	4.9%	3.5%	--	4.2%	3.6%
Lived up to expectations	49.3%	52.6%	--	45.9%	49.5%
Better or much better than expected	45.8%	43.9%	--	49.8%	46.9%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.63	8.63	--	8.72	8.79
Recommend visiting the Canary Islands	8.83	8.83	--	8.94	8.97

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	13.9%	14.5%	--	17.4%	12.3%
Only with partner	45.4%	45.3%	--	42.4%	46.3%
Only with children (< 13 years old)	6.8%	6.8%	--	2.5%	4.1%
Partner + children (< 13 years old)	4.2%	4.0%	--	1.5%	3.4%
Other relatives	5.4%	5.5%	--	8.4%	7.7%
Friends	10.1%	9.2%	--	14.6%	12.7%
Work colleagues	0.6%	0.9%	--	0.7%	0.5%
Organized trip	0.1%	0.3%	--	0.5%	0.6%
Other combinations (1)	13.6%	13.5%	--	12.1%	12.4%

(2) Combinación de algunos de los grupos anteriormente analizados

	2018	2019	2020	2021	2022
Tourists with children	**14.1%**	**14.9%**	**--**	**6.6%**	**9.8%**
- Between 0 and 2 years old	1.6%	1.6%	--	0.8%	0.3%
- Between 3 and 12 years old	10.9%	12.5%	--	5.4%	9.0%
- Between 0 -2 and 3-12 years old	1.6%	0.8%	--	0.4%	0.5%
Tourists without children	**85.9%**	**85.1%**	**--**	**93.4%**	**90.2%**
Group composition:					
- 1 person	19.9%	19.8%	--	22.0%	16.4%
- 2 people	51.0%	51.5%	--	53.1%	55.3%
- 3 people	13.6%	12.8%	--	10.4%	12.3%
- 4 or 5 people	13.6%	13.7%	--	11.5%	14.0%
- 6 or more people	1.9%	2.2%	--	3.1%	2.0%
Average group size:	**2.33**	**2.33**	**--**	**2.32**	**2.36**

People who share the main expenses of the trip