Canary Islands
LATITUDE of LIFE

How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**2,881**	**2,913**	**740**	**1,123**	**2,734**
Tourist arrivals > 15 years old (EGT) (*)	**2,457**	**2,522**	**652**	**963**	**2,378**
- book holiday package (*)	1,353	1,343	325	371	997
- do not book holiday package (*)	1,104	1,179	327	593	1,380
- % tourists who book holiday package	55.1%	53.3%	49.9%	38.5%	41.9%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE
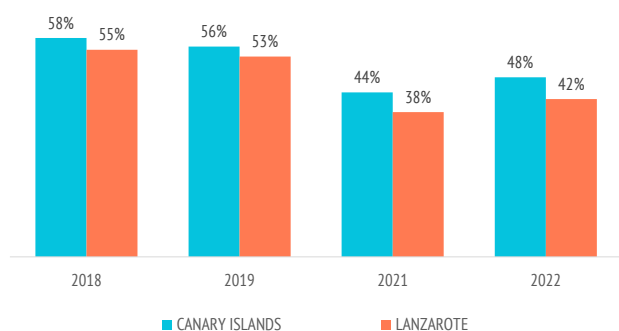
	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**1,169**	**1,082**	**--**	**1,172**	**1,260**
- book holiday package	1,289	1,201	--	1,399	1,453
- holiday package	1,065	983	--	1,103	1,205
- others	224	218	--	296	248
- do not book holiday package	1,021	948	--	1,029	1,119
- flight	284	257	--	222	289
- accommodation	379	330	--	374	414
- others	358	362	--	433	417
Average lenght of stay	**8.85**	**8.83**	**--**	**9.03**	**8.69**
- book holiday package	8.37	8.36	--	8.58	8.10
- do not book holiday package	9.43	9.38	--	9.32	9.11
Average daily expenditure (€)	**144.4**	**134.0**	**--**	**140.6**	**160.7**
- book holiday package	161.0	150.8	--	169.2	188.9
- do not book holiday package	124.0	114.9	--	122.6	140.3
Total turnover (> 15 years old) (€m)	**2,872**	**2,730**	**--**	**1,129**	**2,994**
- book holiday package	1,745	1,612	--	519	1,449
- do not book holiday package	1,127	1,117	--	610	1,545

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	94.8%	94.3%	--	91.1%	94.3%
Visiting family or friends	3.5%	3.7%	--	6.1%	3.8%
Business and work	0.4%	0.5%	--	1.1%	0.6%
Education and training	0.1%	0.1%	--	0.1%	0.0%
Sports training	0.6%	0.9%	--	0.7%	0.5%
Health or medical care	0.1%	0.0%	--	0.1%	0.1%
Fairs and congresses	0.1%	0.0%	--	0.1%	0.0%
Others	0.4%	0.5%	--	0.8%	0.6%

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"

Importance of each factor in the destination choice

	2018	2019	2020	2021	2022
Climate	77.1%	77.2%	--	73.2%	74.4%
Safety	54.0%	55.2%	--	51.5%	54.8%
Tranquility	47.9%	49.6%	--	49.0%	48.6%
Accommodation supply	46.2%	47.1%	--	38.2%	44.8%
Sea	37.2%	39.4%	--	48.6%	40.5%
Effortless trip	36.2%	37.0%	--	35.1%	39.8%
Price	38.3%	40.7%	--	34.9%	38.0%
Environment	33.6%	35.8%	--	40.2%	35.3%
European belonging	35.3%	34.1%	--	39.5%	34.9%
Beaches	30.0%	31.9%	--	40.5%	34.1%
Landscapes	30.6%	32.1%	--	41.2%	32.0%
Gastronomy	21.6%	24.0%	--	28.0%	27.0%
Authenticity	20.5%	23.4%	--	28.0%	24.0%
Fun possibilities	17.4%	17.8%	--	19.4%	20.6%
Exoticism	8.8%	10.0%	--	14.2%	10.5%
Culture	8.1%	9.1%	--	11.1%	10.4%
Historical heritage	8.3%	9.1%	--	11.0%	9.6%
Shopping	6.9%	7.6%	--	8.4%	7.6%
Hiking trail network	6.2%	6.8%	--	9.5%	6.9%
Nightlife	4.7%	5.4%	--	7.3%	5.8%

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	59.2%	56.3%	--	47.2%	52.5%
Enjoy family time	13.8%	13.1%	--	12.4%	14.2%
Have fun	4.6%	5.8%	--	6.2%	7.0%
Explore the destination	19.0%	20.8%	--	29.2%	22.2%
Practice their hobbies	1.8%	2.4%	--	3.1%	2.2%
Other reasons	1.6%	1.6%	--	1.8%	2.0%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	0.4%	0.4%	--	0.9%	0.4%
Between 1 and 30 days	18.4%	20.6%	--	36.2%	25.3%
Between 1 and 2 months	22.9%	22.9%	--	27.8%	23.9%
Between 3 and 6 months	33.4%	33.9%	--	20.6%	29.0%
More than 6 months	24.9%	22.2%	--	14.4%	21.3%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	57.6%	58.3%	--	49.2%	55.9%
Friends or relatives	27.1%	27.7%	--	29.2%	29.8%
Internet or social media	63.3%	60.4%	--	58.5%	60.2%
Mass Media	1.3%	1.4%	--	2.6%	1.8%
Travel guides and magazines	10.6%	10.2%	--	7.8%	7.5%
Travel Blogs or Forums	6.9%	6.7%	--	9.9%	8.0%
Travel TV Channels	0.5%	0.7%	--	0.7%	0.7%
Tour Operator or Travel Agency	25.6%	22.6%	--	16.7%	20.7%
Public administrations or similar	0.3%	0.4%	--	2.3%	1.8%
Others	1.8%	2.3%	--	2.5%	2.6%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	42.9%	47.3%	--	59.2%	56.8%
- Tour Operator or Travel Agency	57.1%	52.7%	--	40.8%	43.2%
Accommodation					
- Directly with the accommodation	30.9%	34.7%	--	46.0%	41.8%
- Tour Operator or Travel Agency	69.1%	65.3%	--	54.0%	58.2%

Where are they from? 🌐

	2018	2019	2020	2021	2022
United Kingdom	47.3%	48.2%	--	29.5%	47.2%
Mainland Spain	9.0%	10.3%	--	24.7%	12.6%
Ireland	9.6%	10.1%	--	7.4%	9.5%
Germany	11.9%	10.9%	--	11.2%	8.5%
France	5.0%	5.2%	--	9.8%	6.8%
Netherlands	3.9%	3.3%	--	3.7%	3.4%
Italy	2.7%	2.4%	--	3.6%	3.4%
Denmark	1.2%	1.1%	--	2.0%	1.9%
Belgium	1.9%	1.8%	--	2.2%	1.9%
Poland	1.7%	1.2%	--	0.9%	0.6%
Others	5.9%	5.4%	--	5.0%	4.3%

Where do they stay? 🛏

	2018	2019	2020	2021	2022
1-2-3* Hotel	9.5%	6.0%	--	10.4%	9.3%
4* Hotel	38.2%	38.6%	--	34.3%	34.6%
5* Hotel / 5* Luxury Hotel	6.7%	9.1%	--	13.3%	12.5%
Aparthotel / Tourist Villa	25.5%	23.6%	--	20.5%	21.9%
House/room rented in a private dwelling	6.3%	8.1%	--	7.3%	7.8%
Private accommodation (1)	5.1%	6.5%	--	8.2%	6.3%
Others (Cottage, cruise, camping,..)	8.7%	8.0%	--	6.1%	7.7%

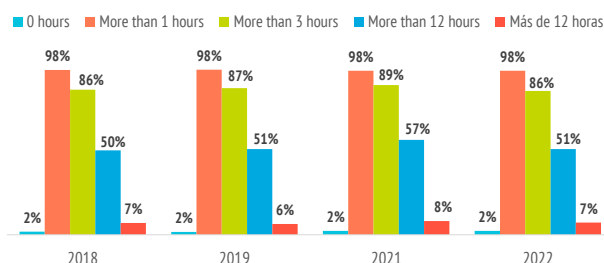*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

Legend: ■ Hotels ■ Aparthotel / Tourist Villa ■ Others

2018	2019	2021	2022
54.4%	53.7%	58.0%	56.4%
25.5%	23.6%	20.5%	21.9%
20.1%	22.6%	21.6%	21.7%
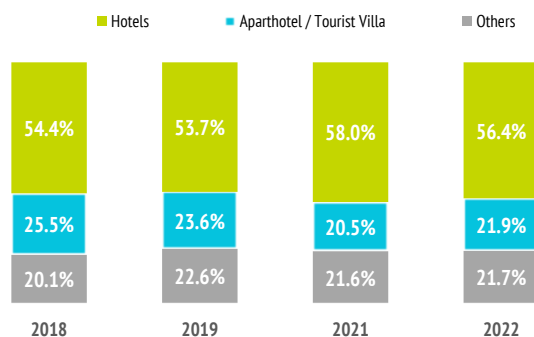
What do they book? 🍽

	2018	2019	2020	2021	2022
Room only	30.1%	29.4%	--	33.1%	33.0%
Bed and Breakfast	9.9%	10.8%	--	13.3%	11.3%
Half board	19.9%	19.4%	--	17.7%	17.0%
Full board	2.3%	3.0%	--	1.7%	2.5%
All inclusive	37.7%	37.5%	--	34.1%	36.2%

Other expenses 📍

	2018	2019	2020	2021	2022
Restaurants or cafes	67.7%	62.9%	--	74.0%	71.1%
Supermarkets	58.5%	56.4%	--	57.2%	60.8%
Car rental	33.7%	32.2%	--	41.3%	35.5%
Organized excursions	26.3%	27.2%	--	30.3%	25.6%
Taxi, transfer, chauffeur service	55.1%	53.8%	--	41.6%	50.6%
Theme Parks	5.7%	5.3%	--	4.2%	6.5%
Sport activities	6.9%	6.9%	--	12.3%	8.2%
Museums	13.3%	12.5%	--	12.4%	13.1%
Flights between islands	6.6%	6.6%	--	9.8%	7.2%

Activities in the Canary Islands 🚶🧗

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.9%	1.7%	--	2.3%	2.3%
1 - 2 hours	0.0%	0.0%	--	0.0%	0.0%
3 - 6 hours	36.1%	36.2%	--	32.6%	34.6%
7 - 12 hours	43.2%	44.6%	--	48.4%	43.8%
More than 12 hours	7.1%	6.4%	--	8.2%	7.2%

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	2%	2%	2%	2%
More than 1 hours	98%	98%	98%	98%
More than 3 hours	86%	87%	89%	86%
More than 12 hours	50%	51%	57%	51%
Más de 12 horas	7%	6%	8%	7%

Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	76.9%	76.9%	--	78.1%	79.4%
Beach	64.0%	64.5%	--	75.5%	70.8%
Swimming pool, hotel facilities	63.4%	62.9%	--	60.9%	65.5%
Explore the island on their own	49.4%	49.0%	--	57.1%	50.1%
Taste Canarian gastronomy	27.7%	28.4%	--	32.8%	29.5%
Museums / exhibitions	19.6%	20.4%	--	24.2%	19.1%
Wineries / markets / popular festivals	20.0%	20.4%	--	23.3%	19.0%
Organized excursions	19.7%	19.1%	--	19.8%	18.5%
Hiking	--	--	--	20.7%	16.3%
Nightlife / concerts / shows	12.7%	13.5%	--	12.1%	13.4%
Swim	--	--	--	39.0%	10.2%
Theme parks	8.2%	8.6%	--	6.4%	8.8%
Other Nature Activities	--	--	--	10.6%	8.3%
Running	--	--	--	9.8%	7.9%
Sea excursions / whale watching	6.5%	6.5%	--	8.4%	7.5%
Cycling / Mountain bike	--	--	--	10.1%	7.4%
Beauty and health treatments	5.4%	5.5%	--	5.0%	5.2%
Practice other sports	--	--	--	6.5%	5.1%
Scuba Diving	--	--	--	5.0%	3.8%
Surf	--	--	--	6.5%	2.9%
Astronomical observation	2.0%	2.1%	--	2.5%	1.9%
Golf	--	--	--	1.6%	1.7%
Windsurf / Kitesurf	--	--	--	1.4%	1.5%

* Multi-choise question

What places do they visit?

	2018	2019	2020	2021	2022
Montaña del Fuego	35.5%	35.3%	--	43.9%	33.8%
Arrecife	30.0%	31.5%	--	42.0%	29.8%
Jameos del agua	27.6%	27.6%	--	40.2%	28.4%
Mirador del Río Viewpoint	25.1%	25.5%	--	34.8%	25.3%
Cueva de los Verdes	21.2%	20.9%	--	31.2%	22.2%
Cactus Garden	18.4%	18.1%	--	24.9%	18.9%
Teguise Market	21.5%	21.5%	--	21.9%	17.9%
César Manrique Foundation	15.6%	16.0%	--	14.4%	13.3%
La Graciosa	7.3%	8.9%	--	16.7%	10.1%
Monumento al Campesino	10.4%	9.7%	--	14.4%	9.4%
San José Castle	4.1%	4.5%	--	5.7%	4.1%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Lanzarote: Repeat tourists	69.3%	69.6%	--	62.8%	67.8%
Lanzarote: At least 10 previous visits	9.6%	11.3%	--	10.6%	11.5%
Canary Islands: Repeat tourists	76.3%	76.7%	--	71.1%	75.7%
Canary Islands: At least 10 previous visi	20.2%	20.7%	--	18.8%	20.9%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	51.2%	47.1%	--	50.9%	51.6%
Women	48.8%	52.9%	--	49.1%	48.4%
Age					
Average age (tourist > 15 years old)	49.3	49.5	--	44.8	47.8
Standard deviation	14.7	15.5	--	15.5	15.7
Age range (> 15 years old)					
16 - 24 years old	4.9%	5.5%	--	9.7%	8.0%
25 - 30 years old	8.1%	8.8%	--	13.6%	9.4%
31 - 45 years old	26.9%	25.6%	--	29.0%	28.0%
46 - 60 years old	34.5%	32.6%	--	29.2%	29.6%
Over 60 years old	25.7%	27.4%	--	18.6%	25.0%
Occupation					
Salaried worker	55.3%	53.0%	--	56.8%	57.2%
Self-employed	10.9%	12.0%	--	10.5%	10.5%
Unemployed	0.7%	0.7%	--	1.9%	0.8%
Business owner	7.4%	7.4%	--	7.7%	6.8%
Student	2.9%	3.0%	--	6.2%	3.7%
Retired	21.4%	22.0%	--	15.1%	19.7%
Unpaid domestic work	0.8%	1.0%	--	0.8%	0.6%
Others	0.5%	0.8%	--	1.0%	0.6%
Annual household income level					
Less than €25,000	14.0%	15.8%	--	16.5%	12.8%
€25,000 - €49,999	36.6%	37.8%	--	35.9%	32.6%
€50,000 - €74,999	25.8%	23.4%	--	23.6%	26.0%
More than €74,999	23.6%	23.0%	--	24.1%	28.7%
Education level					
No studies	6.8%	6.2%	--	3.4%	4.9%
Primary education	1.7%	1.8%	--	2.7%	1.3%
Secondary education	20.7%	21.4%	--	16.9%	17.6%
Higher education	70.8%	70.6%	--	77.0%	76.2%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	91.3%	91.7%	--	90.7%	93.3%
Two islands	8.1%	7.7%	--	8.1%	6.1%
Three or more islands	0.7%	0.7%	--	1.1%	0.6%

% TOURISTS VISITING MORE THAN ONE ISLAND

2018	2019	2021	2022
8.7%	8.3%	9.3%	6.7%
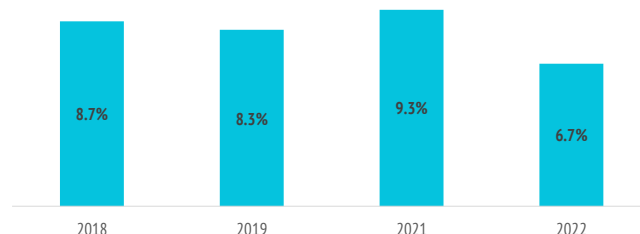
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.71	8.85	--	8.99	8.95

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	2.6%	1.8%	--	2.6%	2.1%
Lived up to expectations	57.9%	55.4%	--	49.2%	55.2%
Better or much better than expected	39.4%	42.8%	--	48.2%	42.8%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.74	8.89	--	9.04	8.99
Recommend visiting the Canary Islands	8.99	9.09	--	9.27	9.20

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	5.1%	5.9%	--	10.7%	6.5%
Only with partner	48.9%	49.3%	--	48.1%	45.7%
Only with children (< 13 years old)	6.0%	4.9%	--	4.6%	5.0%
Partner + children (< 13 years old)	8.7%	7.4%	--	5.5%	8.5%
Other relatives	10.7%	11.8%	--	10.2%	11.9%
Friends	4.6%	5.8%	--	7.6%	6.2%
Work colleagues	0.1%	0.1%	--	0.3%	0.2%
Organized trip	0.2%	0.2%	--	0.3%	0.2%
Other combinations (1)	15.7%	14.6%	--	12.6%	15.7%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	**22.3%**	**19.0%**	**--**	**14.3%**	**22.2%**
- Between 0 and 2 years old	1.6%	1.7%	--	1.1%	1.5%
- Between 3 and 12 years old	19.2%	15.9%	--	12.1%	19.4%
- Between 0 -2 and 3-12 years old	1.5%	1.4%	--	1.1%	1.3%
Tourists without children	**77.7%**	**81.0%**	**--**	**85.7%**	**77.8%**
Group composition:					
- 1 person	7.5%	8.4%	--	14.8%	9.2%
- 2 people	53.3%	55.9%	--	54.4%	50.8%
- 3 people	13.6%	12.4%	--	11.8%	12.2%
- 4 or 5 people	20.9%	18.9%	--	15.8%	22.2%
- 6 or more people	4.7%	4.4%	--	3.1%	5.7%
Average group size:	**2.77**	**2.69**	**--**	**2.48**	**2.83**

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.