

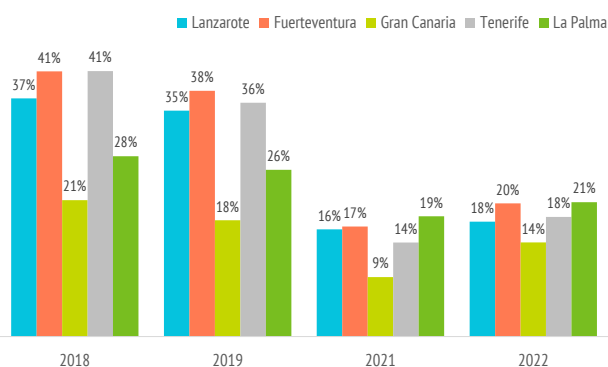
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,736	1,968	813	1,418	1,923
Tourist arrivals > 15 years old (EGT) (*)	1,544	1,767	722	1,255	1,713
- book holiday package (*)	517	523	136	173	297
- do not book holiday package (*)	1,027	1,244	586	1,082	1,416
- % tourists who book holiday package	33.5%	29.6%	18.8%	13.8%	17.3%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	864	799	--	797	860
- book holiday package	1,087	1,055	--	1,038	1,110
- holiday package	836	816	--	781	857
- others	251	239	--	257	254
- do not book holiday package	751	691	--	759	807
- flight	214	193	--	174	210
- accommodation	230	218	--	273	286
- others	306	280	--	311	311
Average length of stay	7.39	6.99	--	7.57	7.01
- book holiday package	6.90	6.88	--	6.70	6.63
- do not book holiday package	7.64	7.04	--	7.70	7.08
Average daily expenditure (€)	135.0	130.8	--	123.3	139.1
- book holiday package	169.0	163.6	--	165.8	177.1
- do not book holiday package	117.9	117.0	--	116.5	131.1
Total turnover (> 15 years old) (€m)	1,334	1,411	--	1,001	1,473
- book holiday package	562	552	--	180	330
- do not book holiday package	772	859	--	821	1,143

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	72.8%	71.7%	--	70.3%	74.8%
Visiting family or friends	17.2%	16.5%	--	16.6%	15.9%
Business and work	8.1%	9.5%	--	9.9%	6.2%
Education and training	0.3%	0.2%	--	0.6%	0.4%
Sports training	0.6%	0.5%	--	0.5%	0.8%
Health or medical care	0.1%	0.1%	--	0.3%	0.2%
Fairs and congresses	0.2%	0.6%	--	0.3%	0.7%
Others	0.7%	0.9%	--	1.4%	1.1%

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	65.8%	64.9%	--	63.2%	62.0%
Landscapes	47.9%	48.4%	--	53.2%	51.5%
Tranquility	48.6%	49.2%	--	52.8%	50.9%
Sea	43.0%	42.9%	--	49.3%	44.5%
Environment	37.6%	40.1%	--	43.5%	42.4%
Beaches	39.0%	38.4%	--	45.1%	40.6%
Safety	35.0%	33.1%	--	40.3%	38.1%
European belonging	34.9%	34.8%	--	42.2%	37.6%
Authenticity	26.5%	28.1%	--	33.9%	32.2%
Price	26.3%	27.0%	--	29.9%	29.3%
Gastronomy	23.1%	24.8%	--	30.1%	28.9%
Effortless trip	25.3%	24.3%	--	27.0%	26.4%
Accommodation supply	23.4%	23.7%	--	25.7%	26.4%
Fun possibilities	21.9%	22.3%	--	24.1%	24.1%
Exoticism	14.6%	15.4%	--	19.4%	17.3%
Historical heritage	12.9%	14.4%	--	14.8%	15.6%
Hiking trail network	13.4%	13.4%	--	15.5%	14.0%
Culture	9.9%	11.0%	--	11.3%	11.7%
Nightlife	8.0%	8.4%	--	8.8%	8.0%
Shopping	8.0%	7.4%	--	7.4%	6.9%

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	34.5%	34.1%	--	30.8%	28.7%
Enjoy family time	22.5%	22.9%	--	20.6%	21.9%
Have fun	7.7%	8.7%	--	7.0%	8.4%
Explore the destination	31.8%	30.7%	--	37.2%	37.1%
Practice their hobbies	1.6%	2.0%	--	1.9%	1.8%
Other reasons	1.9%	1.6%	--	2.5%	2.1%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	1.2%	1.3%	--	1.4%	1.1%
Between 1 and 30 days	29.2%	31.4%	--	44.3%	34.1%
Between 1 and 2 months	31.2%	29.9%	--	31.1%	33.3%
Between 3 and 6 months	29.4%	28.6%	--	18.6%	25.7%
More than 6 months	9.0%	8.8%	--	4.6%	5.8%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	36.9%	37.0%	--	34.3%	34.4%
Friends or relatives	35.5%	34.5%	--	40.5%	37.9%
Internet or social media	49.6%	48.9%	--	52.1%	52.5%
Mass Media	1.5%	1.0%	--	2.3%	1.0%
Travel guides and magazines	5.0%	4.1%	--	4.3%	3.7%
Travel Blogs or Forums	7.4%	8.3%	--	11.7%	10.9%
Travel TV Channels	0.3%	0.3%	--	0.4%	0.5%
Tour Operator or Travel Agency	16.2%	15.7%	--	8.8%	10.5%
Public administrations or similar	1.7%	1.2%	--	1.7%	1.3%
Others	3.5%	3.3%	--	4.9%	4.6%

* Multi-choice question

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	55.7%	59.6%	--	73.2%	69.0%
- Tour Operator or Travel Agency	44.3%	40.4%	--	26.8%	31.0%
Accommodation					
- Directly with the accommodation	42.3%	44.8%	--	58.6%	52.7%
- Tour Operator or Travel Agency	57.7%	55.2%	--	41.4%	47.3%

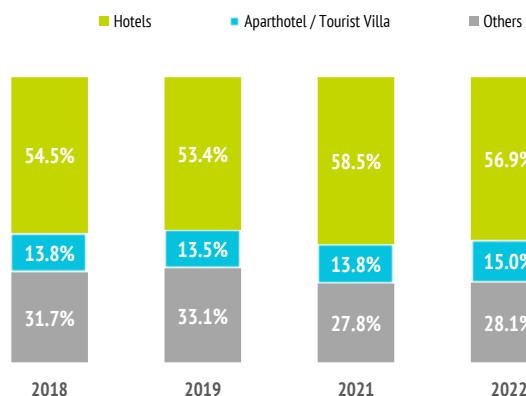
Where does the flight come from?

	2018	2019	2020	2021	2022
Mainland Spain	99.5%	99.4%	--	99.1%	99.6%
Portugal	0.1%	0.0%	--	0.3%	0.1%
Belgium	0.0%	0.0%	--	0.0%	0.1%
France	0.0%	0.0%	--	0.0%	0.1%
United Kingdom	0.1%	0.1%	--	0.2%	0.0%
Germany	0.1%	0.1%	--	0.1%	0.0%
Others	0.2%	0.3%	--	0.2%	0.1%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	12.6%	10.3%	--	10.0%	10.8%
4* Hotel	34.7%	34.4%	--	37.9%	37.4%
5* Hotel / 5* Luxury Hotel	7.2%	8.7%	--	10.6%	8.7%
Aparthotel / Tourist Villa	13.8%	13.5%	--	13.8%	15.0%
House/room rented in a private dwelling	7.6%	8.2%	7.8%	7.2%	6.9%
Private accommodation (1)	18.3%	18.9%	16.7%	17.0%	16.8%
Others (Cottage, cruise, camping,...)	5.8%	6.0%	3.1%	3.6%	4.5%

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



What do they book?

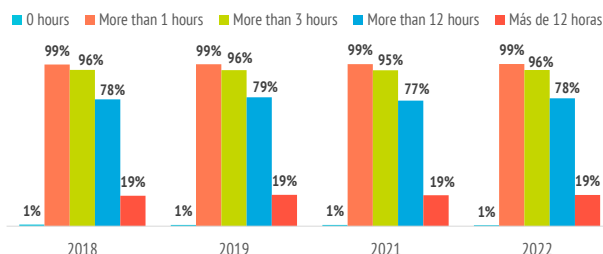
	2018	2019	2020	2021	2022
Room only	29.6%	30.0%	--	34.7%	32.2%
Bed and Breakfast	16.5%	17.1%	--	21.3%	19.1%
Half board	24.5%	23.5%	--	20.9%	22.1%
Full board	6.7%	6.8%	--	3.4%	4.8%
All inclusive	22.7%	22.7%	--	19.7%	21.8%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	72.6%	71.7%	--	76.1%	74.7%
Supermarkets	50.1%	48.7%	--	53.9%	51.8%
Car rental	49.6%	48.6%	--	52.6%	54.5%
Organized excursions	26.1%	24.1%	--	26.8%	27.2%
Taxi, transfer, chauffeur service	23.9%	24.5%	--	20.3%	21.0%
Theme Parks	13.1%	11.5%	--	8.5%	12.0%
Sport activities	4.9%	4.4%	--	7.0%	4.9%
Museums	8.5%	7.5%	--	7.3%	8.6%
Flights between islands	8.1%	6.9%	--	10.2%	7.7%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.0%	0.8%	--	0.7%	0.6%
1 - 2 hours	3.3%	3.6%	--	3.8%	3.8%
3 - 6 hours	18.0%	16.6%	--	18.6%	17.3%
7 - 12 hours	59.1%	59.8%	--	58.0%	59.2%
More than 12 hours	18.7%	19.2%	--	19.0%	19.1%



Activities in the Canary Islands

	2018	2019	2020	2021	2022
Walk, wander	77.2%	72.4%	--	76.2%	77.3%
Beach	69.1%	65.9%	--	75.1%	73.3%
Explore the island on their own	62.3%	58.6%	--	65.5%	65.4%
Swimming pool, hotel facilities	46.5%	44.3%	--	48.8%	49.2%
Taste Canarian gastronomy	41.9%	39.1%	--	45.6%	43.8%
Hiking	--	--	--	27.9%	24.2%
Museums / exhibitions	16.3%	15.9%	--	16.9%	17.2%
Wineries / markets / popular festivals	18.0%	15.9%	--	15.8%	17.0%
Organized excursions	14.3%	14.0%	--	16.1%	16.0%
Theme parks	18.4%	16.5%	--	12.8%	15.7%
Nightlife / concerts / shows	15.1%	15.2%	--	11.5%	15.1%
Other Nature Activities	--	--	--	13.8%	12.8%
Sea excursions / whale watching	11.1%	9.8%	--	12.1%	10.7%
Practice other sports	--	--	--	6.3%	5.5%
Running	--	--	--	7.4%	5.4%
Astronomical observation	4.5%	4.1%	--	5.0%	4.7%
Beauty and health treatments	5.1%	4.7%	--	3.8%	4.2%
Swim	--	--	--	26.2%	3.6%
Scuba Diving	--	--	--	4.4%	3.2%
Surf	--	--	--	4.9%	2.8%
Cycling / Mountain bike	--	--	--	2.5%	2.0%
Golf	--	--	--	1.1%	0.8%
Windsurf / Kitesurf	--	--	--	0.9%	0.5%

* Multi-choice question

Which island do they choose?

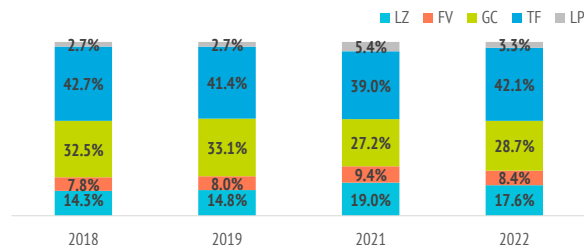
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	220,002	259,531	--	237,618	299,451
Fuerteventura	120,101	140,184	--	117,343	142,565
Gran Canaria	499,998	582,637	--	339,140	488,286
Tenerife	656,401	728,233	--	486,868	715,863
La Palma	41,099	47,384	--	67,151	56,196

Share by islands	2018	2019	2020	2021	2022
Lanzarote	14.3%	14.8%	--	19.0%	17.6%
Fuerteventura	7.8%	8.0%	--	9.4%	8.4%
Gran Canaria	32.5%	33.1%	--	27.2%	28.7%
Tenerife	42.7%	41.4%	--	39.0%	42.1%
La Palma	2.7%	2.7%	--	5.4%	3.3%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	86.0%	87.3%	--	86.0%	89.0%
Two islands	11.8%	11.3%	--	12.3%	9.4%
Three or more islands	2.2%	1.4%	--	1.7%	1.6%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	70.4%	70.6%	--	69.0%	69.3%
At least 10 previous visits	18.0%	18.5%	--	18.7%	17.0%
Repeat tourists (last 5 years)	63.0%	64.0%	--	62.1%	60.6%
Repeat tourists (last 5 years) (5 or more)	18.4%	19.7%	--	17.7%	15.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.51	8.61	--	8.82	8.81
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	3.8%	3.3%	--	3.4%	3.4%
Lived up to expectations	56.1%	52.9%	--	48.1%	51.5%
Better or much better than expected	40.1%	43.8%	--	48.5%	45.1%
Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.75	8.84	--	9.11	9.06
Recommend visiting the Canary Islands	8.95	9.01	--	9.25	9.22

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	52.2%	53.8%	--	51.3%	52.6%
Women	47.8%	46.2%	--	48.7%	47.4%
Age					
Average age (tourist > 15 years old)	42.0	42.3	--	39.4	40.6
Standard deviation	13.0	13.1	--	13.3	13.8
Age range (> 15 years old)					
16 - 24 years old	7.4%	7.2%	--	13.1%	12.2%
25 - 30 years old	14.2%	14.6%	--	18.5%	16.7%
31 - 45 years old	42.2%	39.9%	--	36.3%	36.4%
46 - 60 years old	26.4%	28.0%	--	24.4%	24.5%
Over 60 years old	10.0%	10.2%	--	7.7%	10.1%
Occupation					
Salaried worker	61.3%	61.0%	--	61.1%	63.0%
Self-employed	11.6%	12.6%	--	12.2%	11.0%
Unemployed	3.1%	2.5%	--	3.7%	2.7%
Business owner	9.2%	9.5%	--	9.0%	8.1%
Student	4.7%	4.8%	--	7.3%	6.9%
Retired	8.8%	8.3%	--	5.7%	7.1%
Unpaid domestic work	0.6%	0.7%	--	0.3%	0.4%
Others	0.7%	0.7%	--	0.6%	0.7%
Annual household income level					
Less than €25,000	29.0%	26.7%	--	24.3%	24.7%
€25,000 - €49,999	45.1%	45.3%	--	45.2%	45.3%
€50,000 - €74,999	16.2%	17.0%	--	19.2%	18.5%
More than €74,999	9.8%	11.0%	--	11.4%	11.6%
Education level					
No studies	0.3%	0.3%	--	0.5%	0.3%
Primary education	3.9%	4.0%	--	2.8%	2.2%
Secondary education	19.8%	20.3%	--	15.1%	17.2%
Higher education	76.0%	75.5%	--	81.5%	80.4%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	18.1%	19.1%	--	19.8%	15.9%
Only with partner	39.1%	38.2%	--	41.5%	40.3%
Only with children (< 13 years old)	7.5%	6.5%	--	3.5%	4.5%
Partner + children (< 13 years old)	9.9%	8.9%	--	5.4%	8.7%
Other relatives	6.2%	6.6%	--	7.2%	8.0%
Friends	5.9%	7.7%	--	9.1%	8.5%
Work colleagues	1.9%	2.0%	--	2.6%	2.4%
Organized trip	0.3%	0.2%	--	0.2%	0.4%
Other combinations (1)	11.1%	10.9%	--	10.6%	11.4%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	21.6%	19.2%	--	11.4%	17.3%
- Between 0 and 2 years old	2.4%	1.6%	--	1.3%	1.9%
- Between 3 and 12 years old	17.6%	16.2%	--	9.3%	14.4%
- Between 0 -2 and 3-12 years old	1.6%	1.3%	--	0.8%	1.1%
Tourists without children	78.4%	80.8%	--	88.6%	82.7%
Group composition:					
- 1 person	21.3%	22.5%	--	23.8%	19.1%
- 2 people	44.7%	44.9%	--	48.9%	47.4%
- 3 people	14.1%	13.2%	--	11.0%	13.7%
- 4 or 5 people	16.8%	16.4%	--	13.7%	16.3%
- 6 or more people	3.1%	3.0%	--	2.5%	3.4%
Average group size:	2.46	2.44	--	2.31	2.50

*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.