

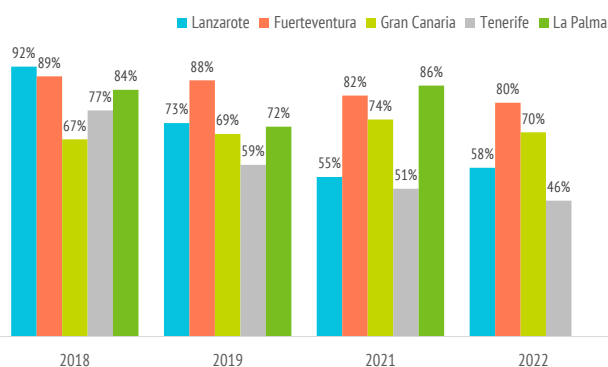
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT) (*)	279	290	96	215	249
- book holiday package (*)	224	202	65	137	156
- do not book holiday package (*)	55	88	31	78	94
- % tourists who book holiday package	80.4%	69.7%	67.5%	63.8%	62.5%

(\*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
<b>Expenditure per tourist (€)</b>	<b>982</b>	<b>1,048</b>	--	<b>1,157</b>	<b>1,171</b>
- book holiday package	1,055	1,159	--	1,183	1,296
- holiday package	854	963	--	963	1,080
- others	201	196	--	220	217
- do not book holiday package	681	793	--	1,112	963
- flight	191	215	--	268	272
- accommodation	172	221	--	374	317
- others	319	357	--	470	374
<b>Average length of stay</b>	<b>8.18</b>	<b>8.63</b>	--	<b>8.94</b>	<b>8.36</b>
- book holiday package	7.98	8.12	--	7.82	7.82
- do not book holiday package	9.01	9.78	--	10.91	9.26
<b>Average daily expenditure (€)</b>	<b>125.7</b>	<b>127.6</b>	--	<b>140.9</b>	<b>148.9</b>
- book holiday package	136.3	142.1	--	153.7	170.9
- do not book holiday package	82.3	94.1	--	118.2	112.5
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>274</b>	<b>304</b>	--	<b>248</b>	<b>292</b>
- book holiday package	237	234	--	162	202
- do not book holiday package	37	70	--	86	90

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	96.4%	95.7%	--	94.6%	93.6%
Visiting family or friends	2.3%	2.1%	--	2.6%	4.3%
Business and work	0.4%	0.9%	--	1.6%	1.1%
Education and training	0.3%	0.6%	--	0.1%	0.0%
Sports training	0.2%	0.5%	--	0.6%	0.3%
Health or medical care	0.0%	0.0%	--	0.0%	0.0%
Fairs and congresses	0.0%	0.1%	--	0.1%	0.0%
Others	0.5%	0.2%	--	0.5%	0.7%

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	77.0%	83.0%	--	80.5%	75.7%
Landscapes	58.8%	63.5%	--	61.5%	63.5%
Safety	68.9%	69.7%	--	60.0%	62.4%
Sea	56.0%	60.4%	--	62.1%	57.9%
Tranquility	52.2%	57.8%	--	49.7%	53.2%
European belonging	48.8%	52.9%	--	51.4%	51.4%
Beaches	46.3%	50.1%	--	51.0%	50.7%
Environment	45.3%	47.9%	--	47.4%	48.8%
Accommodation supply	45.0%	43.2%	--	41.5%	42.9%
Authenticity	35.5%	39.2%	--	36.9%	40.1%
Price	35.6%	38.5%	--	34.3%	37.0%
Gastronomy	31.0%	31.4%	--	35.2%	34.2%
Effortless trip	29.4%	35.2%	--	31.3%	33.4%
Exoticism	30.3%	31.9%	--	30.3%	30.8%
Hiking trail network	8.5%	11.2%	--	12.6%	17.6%
Fun possibilities	13.1%	15.9%	--	11.9%	14.4%
Culture	7.4%	9.7%	--	9.5%	8.2%
Historical heritage	6.4%	7.8%	--	8.7%	7.9%
Nightlife	5.6%	6.1%	--	6.8%	6.3%
Shopping	5.6%	6.5%	--	4.6%	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	56.6%	55.8%	--	61.4%	50.6%
Enjoy family time	5.6%	7.4%	--	4.8%	6.1%
Have fun	3.0%	3.7%	--	2.4%	2.1%
Explore the destination	32.5%	30.8%	--	29.7%	39.2%
Practice their hobbies	1.4%	1.5%	--	1.4%	0.4%
Other reasons	1.0%	0.8%	--	0.5%	1.6%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	2.0%	1.1%	--	1.1%	0.4%
Between 1 and 30 days	45.5%	39.0%	--	54.7%	40.8%
Between 1 and 2 months	19.2%	21.5%	--	24.4%	28.5%
Between 3 and 6 months	21.3%	25.3%	--	11.0%	19.6%
More than 6 months	12.1%	13.0%	--	8.9%	10.6%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	33.0%	39.7%	--	38.3%	37.9%
Friends or relatives	30.3%	29.6%	--	30.3%	25.8%
Internet or social media	67.8%	63.1%	--	68.2%	65.3%
Mass Media	3.2%	3.6%	--	3.1%	3.4%
Travel guides and magazines	14.7%	12.6%	--	12.3%	13.1%
Travel Blogs or Forums	16.6%	17.3%	--	23.6%	19.6%
Travel TV Channels	1.7%	1.1%	--	1.3%	2.3%
Tour Operator or Travel Agency	40.2%	32.5%	--	34.3%	31.0%
Public administrations or similar	0.4%	0.1%	--	1.4%	0.7%
Others	2.3%	1.7%	--	2.1%	2.6%

\* Multi-choice question

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
<b>Flight</b>					
- Directly with the airline	17.6%	27.3%	--	33.2%	30.4%
- Tour Operator or Travel Agency	82.4%	72.7%	--	66.8%	69.6%
<b>Accommodation</b>					
- Directly with the accommodation	13.1%	18.2%	--	25.0%	21.4%
- Tour Operator or Travel Agency	86.9%	81.8%	--	75.0%	78.6%

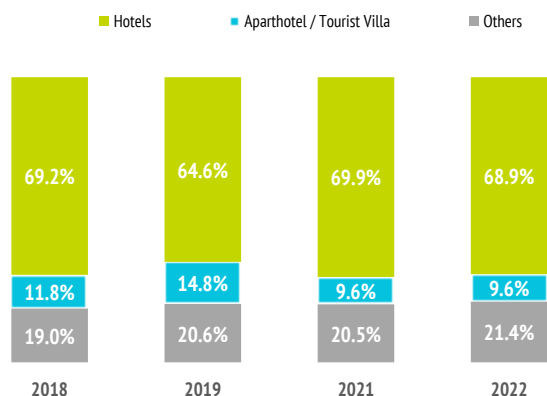
Where does the flight come from?

	2018	2019	2020	2021	2022
Poland	92.9%	86.1%	--	93.5%	89.8%
Germany	5.2%	7.3%	--	3.3%	3.3%
Mainland Spain	0.6%	1.7%	--	0.8%	2.8%
United Kingdom	1.1%	1.9%	--	1.2%	1.2%
Denmark	0.0%	0.1%	--	0.0%	0.6%
Austria	0.0%	0.1%	--	0.0%	0.6%
Others	0.3%	2.9%	--	1.1%	1.6%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	18.2%	14.6%	--	15.0%	16.0%
4* Hotel	49.1%	47.7%	--	50.9%	48.8%
5* Hotel / 5* Luxury Hotel	1.8%	2.3%	--	4.0%	4.1%
Aparthotel / Tourist Villa	11.8%	14.8%	--	9.6%	9.6%
House/room rented in a private dwelling	5.7%	7.6%	6.5%	8.5%	5.9%
Private accommodation (1)	2.7%	3.9%	3.1%	3.4%	5.5%
Others (Cottage, cruise, camping,...)	10.6%	9.1%	4.9%	8.6%	10.1%

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



What do they book?

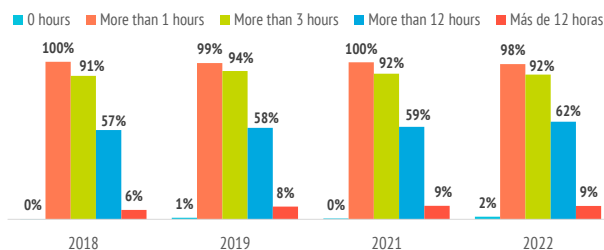
	2018	2019	2020	2021	2022
Room only	10.9%	17.8%	--	19.6%	20.5%
Bed and Breakfast	2.9%	5.7%	--	7.1%	5.6%
Half board	11.2%	12.4%	--	14.7%	13.5%
Full board	1.1%	2.0%	--	0.7%	1.7%
All inclusive	73.8%	62.2%	--	57.9%	58.8%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	37.7%	41.5%	--	50.8%	51.7%
Supermarkets	43.3%	44.7%	--	55.4%	54.6%
Car rental	29.4%	31.2%	--	43.8%	42.9%
Organized excursions	38.1%	35.9%	--	38.3%	36.0%
Taxi, transfer, chauffeur service	60.0%	57.6%	--	53.2%	58.1%
Theme Parks	10.7%	13.2%	--	12.9%	14.4%
Sport activities	4.7%	3.6%	--	6.9%	6.0%
Museums	5.5%	3.8%	--	4.4%	5.9%
Flights between islands	5.7%	7.0%	--	8.5%	7.5%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.2%	1.0%	--	0.5%	1.6%
1 - 2 hours	8.9%	5.1%	--	7.2%	6.6%
3 - 6 hours	34.3%	36.0%	--	33.7%	29.9%
7 - 12 hours	50.6%	49.9%	--	50.1%	53.4%
More than 12 hours	6.0%	8.0%	--	8.5%	8.5%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	80.7%	79.5%	--	88.3%	87.3%
Walk, wander	75.4%	74.0%	--	79.8%	81.9%
Explore the island on their own	59.5%	63.5%	--	69.0%	68.8%
Swimming pool, hotel facilities	63.6%	57.1%	--	62.5%	58.9%
Hiking	--	--	--	29.8%	34.8%
Organized excursions	41.6%	34.7%	--	30.5%	32.5%
Taste Canarian gastronomy	22.9%	22.7%	--	29.7%	31.6%
Theme parks	24.7%	25.6%	--	18.4%	20.4%
Sea excursions / whale watching	21.3%	17.5%	--	21.5%	14.2%
Swim	--	--	--	40.6%	14.2%
Wineries / markets / popular festivals	11.3%	9.8%	--	10.1%	11.8%
Museums / exhibitions	9.1%	11.7%	--	9.4%	11.5%
Running	--	--	--	8.1%	8.4%
Other Nature Activities	--	--	--	5.9%	8.1%
Nightlife / concerts / shows	9.7%	9.0%	--	5.6%	8.1%
Practice other sports	--	--	--	5.4%	6.7%
Astronomical observation	2.5%	4.0%	--	4.2%	3.5%
Cycling / Mountain bike	--	--	--	5.3%	3.3%
Scuba Diving	--	--	--	7.0%	3.2%
Surf	--	--	--	4.0%	2.6%
Windsurf / Kitesurf	--	--	--	1.6%	1.0%
Beauty and health treatments	2.6%	1.8%	--	1.8%	0.9%
Golf	--	--	--	0.8%	0.7%

\* Multi-choice question

Which island do they choose?

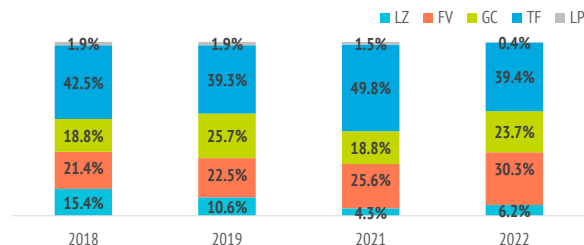
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	42,762	30,636	--	9,143	15,266
Fuerteventura	59,205	65,103	--	54,834	75,239
Gran Canaria	52,224	74,386	--	40,362	58,857
Tenerife	117,740	113,606	--	106,919	97,849
La Palma	5,305	5,552	--	3,237	967

Share by islands	2018	2019	2020	2021	2022
Lanzarote	15.4%	10.6%	--	4.3%	6.2%
Fuerteventura	21.4%	22.5%	--	25.6%	30.3%
Gran Canaria	18.8%	25.7%	--	18.8%	23.7%
Tenerife	42.5%	39.3%	--	49.8%	39.4%
La Palma	1.9%	1.9%	--	1.5%	0.4%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	82.5%	84.5%	--	85.3%	84.7%
Two islands	15.2%	13.3%	--	13.6%	13.4%
Three or more islands	2.3%	2.2%	--	1.1%	1.9%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	43.8%	53.0%	--	52.6%	53.2%
At least 10 previous visits	2.4%	1.9%	--	3.5%	5.7%
Repeat tourists (last 5 years)	40.7%	49.7%	--	48.3%	50.2%
Repeat tourists (last 5 years) (5 or more)	4.9%	7.5%	--	6.0%	6.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.82	9.02	--	9.09	9.27
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	3.9%	2.0%	--	3.4%	3.0%
Lived up to expectations	54.1%	54.0%	--	51.0%	48.2%
Better or much better than expected	42.0%	44.0%	--	45.6%	48.7%
Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.43	8.67	--	8.63	8.78
Recommend visiting the Canary Islands	9.04	9.25	--	9.20	9.31

Who are they?

	2018	2019	2020	2021	2022
<b>Gender</b>					
Men	52.8%	51.7%	--	49.3%	49.9%
Women	47.2%	48.3%	--	50.7%	50.1%
<b>Age</b>					
Average age (tourist > 15 years old)	38.6	39.2	--	38.1	39.2
Standard deviation	13.2	12.7	--	12.0	12.7
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	9.9%	8.9%	--	9.8%	10.4%
25 - 30 years old	24.0%	20.7%	--	22.4%	18.2%
31 - 45 years old	41.3%	43.6%	--	44.5%	44.5%
46 - 60 years old	14.8%	18.5%	--	17.7%	18.4%
Over 60 years old	9.9%	8.2%	--	5.6%	8.5%
<b>Occupation</b>					
Salaried worker	43.8%	40.3%	--	43.6%	41.2%
Self-employed	13.7%	21.1%	--	27.5%	28.4%
Unemployed	1.5%	4.9%	--	2.7%	1.6%
Business owner	24.0%	22.2%	--	18.8%	18.0%
Student	9.8%	5.5%	--	4.1%	4.8%
Retired	6.9%	5.2%	--	2.8%	5.5%
Unpaid domestic work	0.1%	0.5%	--	0.5%	0.2%
Others	0.1%	0.3%	--	0.1%	0.3%
<b>Annual household income level</b>					
Less than €25,000	41.7%	34.9%	--	32.1%	32.9%
€25,000 - €49,999	39.1%	48.0%	--	41.5%	37.4%
€50,000 - €74,999	14.1%	10.9%	--	15.5%	19.2%
More than €74,999	5.1%	6.1%	--	10.9%	10.5%
<b>Education level</b>					
No studies	0.3%	1.4%	--	0.1%	0.4%
Primary education	1.3%	1.2%	--	0.4%	1.3%
Secondary education	19.0%	19.4%	--	13.1%	17.0%
Higher education	79.4%	77.9%	--	86.4%	81.3%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	4.4%	5.5%	--	6.2%	5.5%
Only with partner	44.7%	45.2%	--	48.0%	45.9%
Only with children (< 13 years old)	5.3%	5.6%	--	5.1%	6.0%
Partner + children (< 13 years old)	8.7%	10.4%	--	6.1%	8.9%
Other relatives	10.8%	12.2%	--	11.6%	11.4%
Friends	6.6%	5.4%	--	6.6%	6.2%
Work colleagues	0.6%	0.2%	--	0.7%	0.6%
Organized trip	0.1%	0.2%	--	0.4%	0.7%
Other combinations (1)	18.8%	15.3%	--	15.2%	14.9%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
<b>Tourists with children</b>	<b>23.9%</b>	<b>26.0%</b>	--	<b>20.1%</b>	<b>23.3%</b>
- Between 0 and 2 years old	2.9%	2.6%	--	1.5%	2.0%
- Between 3 and 12 years old	19.4%	21.8%	--	17.1%	20.4%
- Between 0 -2 and 3-12 years old	1.6%	1.6%	--	1.5%	0.9%
<b>Tourists without children</b>	<b>76.1%</b>	<b>74.0%</b>	--	<b>79.9%</b>	<b>76.7%</b>
<b>Group composition:</b>					
- 1 person	9.2%	10.0%	--	9.4%	8.2%
- 2 people	50.6%	48.4%	--	56.1%	51.4%
- 3 people	16.6%	18.1%	--	14.6%	16.4%
- 4 or 5 people	19.5%	20.0%	--	18.3%	19.5%
- 6 or more people	4.3%	3.6%	--	1.6%	4.6%
<b>Average group size:</b>	<b>2.75</b>	<b>2.70</b>	--	<b>2.54</b>	<b>2.73</b>

\*People who share the main expenses of the trip

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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