How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT)	61,424	65,757	12,418	38,506	98,679
- book holiday package	30,577	34,647	2,860	14,402	44,034
- do not book holiday package	30,847	31,110	9,558	24,104	54,645
- % tourists who book holiday package	49.8%	52.7%	23.0%	37.4%	44.6%

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

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

2018: 66%, 63%, 57%, 36%, 100%
2019: 48%, 69%, 62%, 45%, 0%
2021: 19%, 47%, 49%, 37%, 0%
2022: 31%, 46%, 36%, 49%, 0%
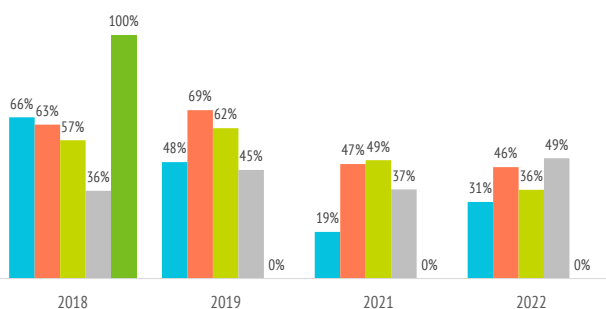
	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**901**	**911**	--	**945**	**946**
- book holiday package	1,060	1,037	--	1,057	1,119
- holiday package	886	882	--	839	929
- others	174	155	--	217	191
- do not book holiday package	744	771	--	879	806
- flight	212	270	--	225	198
- accommodation	247	273	--	298	322
- others	284	228	--	355	287
Average lenght of stay	**8.49**	**7.37**	--	**8.82**	**7.17**
- book holiday package	7.29	7.48	--	7.36	6.77
- do not book holiday package	9.68	7.25	--	9.69	7.49
Average daily expenditure (€)	**127.8**	**131.7**	--	**127.4**	**140.2**
- book holiday package	151.4	141.9	--	153.1	170.7
- do not book holiday package	104.5	120.3	--	112.0	115.5
Total turnover (> 15 years old) (€m)	**55**	**60**	--	**36**	**93**
- book holiday package	32	36	--	15	49
- do not book holiday package	23	24	--	21	44

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	82.1%	84.5%	--	72.7%	88.6%
Visiting family or friends	9.3%	6.6%	--	17.5%	7.5%
Business and work	4.9%	6.9%	--	7.3%	0.3%
Education and training	1.7%	0.0%	--	0.0%	0.0%
Sports training	0.3%	1.5%	--	0.2%	0.0%
Health or medical care	0.0%	0.0%	--	0.0%	0.0%
Fairs and congresses	1.7%	0.6%	--	1.8%	2.8%
Others	0.0%	0.0%	--	0.6%	0.8%

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	65.4%	66.5%	--	59.7%	58.5%
Sea	48.8%	39.9%	--	49.3%	46.4%
Beaches	47.1%	42.0%	--	45.9%	46.2%
Tranquility	43.3%	44.3%	--	56.8%	44.5%
European belonging	45.3%	40.0%	--	55.9%	44.2%
Safety	38.6%	39.5%	--	49.7%	40.3%
Landscapes	39.3%	30.9%	--	38.5%	32.1%
Price	33.3%	32.4%	--	36.3%	30.3%
Accommodation supply	29.4%	36.8%	--	26.2%	28.8%
Effortless trip	17.4%	17.0%	--	27.1%	28.2%
Environment	31.0%	27.6%	--	29.2%	24.5%
Fun possibilities	24.2%	20.8%	--	14.6%	22.6%
Authenticity	19.6%	17.4%	--	26.1%	19.6%
Gastronomy	21.2%	15.4%	--	14.0%	17.4%
Exoticism	14.9%	8.8%	--	22.1%	12.4%
Hiking trail network	7.7%	8.6%	--	6.8%	10.5%
Nightlife	13.4%	9.6%	--	6.7%	9.9%
Shopping	11.4%	11.3%	--	7.8%	9.5%
Historical heritage	5.7%	8.5%	--	10.3%	9.1%
Culture	8.4%	7.2%	--	7.9%	8.1%

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	46.8%	47.1%	--	40.0%	41.1%
Enjoy family time	14.1%	22.7%	--	24.7%	21.5%
Have fun	13.3%	5.8%	--	4.8%	8.1%
Explore the destination	22.9%	22.9%	--	23.5%	27.4%
Practice their hobbies	2.1%	0.9%	--	5.2%	0.6%
Other reasons	0.9%	0.6%	--	1.8%	1.4%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	1.4%	1.0%	--	0.5%	0.3%
Between 1 and 30 days	23.6%	23.9%	--	39.5%	37.4%
Between 1 and 2 months	19.3%	23.7%	--	33.9%	32.2%
Between 3 and 6 months	40.7%	38.9%	--	17.3%	25.7%
More than 6 months	14.9%	12.5%	--	8.7%	4.4%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	23.2%	26.5%	--	41.1%	22.7%
Friends or relatives	36.0%	23.9%	--	26.6%	25.8%
Internet or social media	52.6%	60.6%	--	49.7%	58.2%
Mass Media	2.4%	1.5%	--	1.9%	1.6%
Travel guides and magazines	11.8%	7.1%	--	2.4%	5.4%
Travel Blogs or Forums	4.8%	9.3%	--	7.8%	9.5%
Travel TV Channels	0.0%	0.0%	--	0.2%	0.0%
Tour Operator or Travel Agency	30.3%	26.2%	--	19.5%	25.3%
Public administrations or similar	0.0%	0.0%	--	0.6%	1.0%
Others	3.8%	2.5%	--	3.5%	3.6%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	39.6%	42.5%	--	55.1%	46.2%
- Tour Operator or Travel Agency	60.4%	57.5%	--	44.9%	53.8%
Accommodation					
- Directly with the accommodation	27.2%	29.8%	--	41.8%	36.9%
- Tour Operator or Travel Agency	72.8%	70.2%	--	58.2%	63.1%

Where does the flight come from? 🌐

	2018	2019	2020	2021	2022
Portugal	73.0%	74.4%	--	77.0%	77.6%
Mainland Spain	25.0%	22.5%	--	21.7%	20.8%
France	0.0%	0.6%	--	0.0%	0.6%
Netherlands	0.0%	0.0%	--	0.0%	0.5%
Sweden	0.0%	0.0%	--	0.9%	0.3%
Germany	0.0%	0.5%	--	0.0%	0.2%
Others	2.0%	2.1%	--	0.4%	0.0%

Where do they stay? 🛏

	2018	2019	2020	2021	2022
1-2-3* Hotel	21.4%	18.7%	--	10.8%	13.9%
4* Hotel	37.4%	44.1%	--	41.5%	47.6%
5* Hotel / 5* Luxury Hotel	3.7%	9.0%	--	7.3%	8.9%
Aparthotel / Tourist Villa	12.7%	14.3%	--	13.3%	10.8%
House/room rented in a private dwelling	8.3%	4.8%	5.9%	6.8%	5.1%
Private accommodation (1)	9.7%	5.2%	19.2%	15.2%	9.2%
Others (Cottage, cruise, camping,..)	6.7%	4.0%	3.9%	5.1%	4.5%

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

■ Hotels ■ Aparthotel / Tourist Villa ■ Others
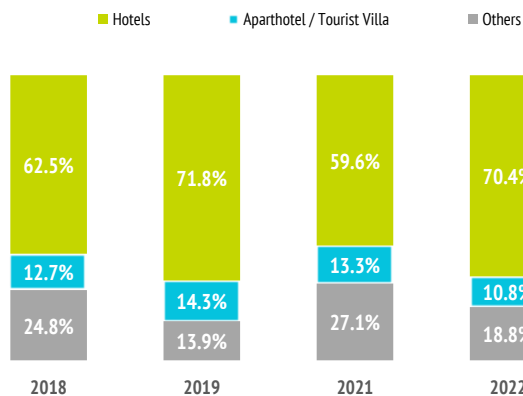
What do they book? 🍽

	2018	2019	2020	2021	2022
Room only	22.9%	16.2%	--	23.8%	15.4%
Bed and Breakfast	10.0%	12.6%	--	18.2%	10.6%
Half board	21.5%	19.6%	--	12.8%	22.5%
Full board	5.8%	3.9%	--	11.4%	7.3%
All inclusive	39.8%	47.7%	--	33.8%	44.2%

Other expenses 📍

	2018	2019	2020	2021	2022
Restaurants or cafes	46.7%	46.9%	--	59.4%	51.3%
Supermarkets	46.5%	44.6%	--	44.3%	46.0%
Car rental	34.2%	40.8%	--	37.6%	42.3%
Organized excursions	18.1%	15.2%	--	15.7%	20.6%
Taxi, transfer, chauffeur service	48.0%	45.7%	--	39.3%	37.7%
Theme Parks	12.7%	14.5%	--	6.8%	16.3%
Sport activities	4.4%	3.1%	--	4.4%	6.0%
Museums	7.0%	3.7%	--	9.2%	5.8%
Flights between islands	6.4%	3.2%	--	7.2%	4.1%

Activities in the Canary Islands 🚶‍♂️

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.7%	0.7%	--	0.9%	1.2%
1 - 2 hours	7.4%	9.9%	--	9.4%	8.4%
3 - 6 hours	33.5%	36.3%	--	27.9%	28.6%
7 - 12 hours	45.2%	42.1%	--	47.7%	51.4%
More than 12 hours	12.2%	11.0%	--	14.2%	10.4%

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 12 hours ■ Más de 12 horas
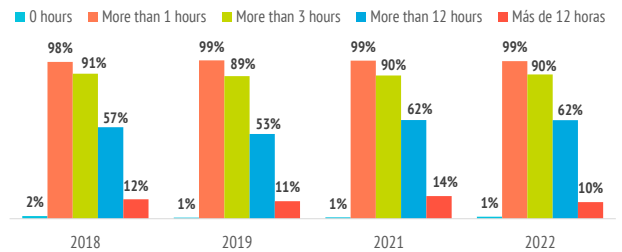
Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	79.6%	76.3%	--	75.6%	80.8%
Walk, wander	67.0%	68.9%	--	76.9%	71.3%
Swimming pool, hotel facilities	66.3%	69.6%	--	51.2%	65.8%
Explore the island on their own	47.5%	58.9%	--	54.0%	58.8%
Hiking	--	--	--	23.2%	30.2%
Taste Canarian gastronomy	23.9%	23.3%	--	20.5%	26.6%
Theme parks	23.9%	22.1%	--	13.6%	25.5%
Nightlife / concerts / shows	20.1%	15.9%	--	11.9%	17.4%
Museums / exhibitions	12.6%	15.1%	--	13.4%	13.3%
Organized excursions	15.9%	10.3%	--	13.6%	12.8%
Other Nature Activities	--	--	--	9.8%	11.3%
Wineries / markets / popular festivals	8.7%	12.6%	--	6.6%	11.2%
Sea excursions / whale watching	4.0%	5.2%	--	5.4%	9.2%
Swim	--	--	--	32.8%	5.3%
Running	--	--	--	6.0%	4.1%
Astronomical observation	2.2%	2.8%	--	0.4%	3.3%
Beauty and health treatments	3.4%	4.3%	--	2.9%	3.0%
Surf	--	--	--	1.5%	2.9%
Scuba Diving	--	--	--	1.6%	2.7%
Practice other sports	--	--	--	3.2%	2.1%
Cycling / Mountain bike	--	--	--	3.7%	1.2%
Golf	--	--	--	0.9%	1.1%
Windsurf / Kitesurf	--	--	--	0.4%	--

* Multi-choise question

Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	6,122	4,763	--	7,119	5,852
Fuerteventura	6,601	6,830	--	2,387	13,851
Gran Canaria	22,558	21,700	--	13,544	23,522
Tenerife	25,727	32,007	--	14,602	55,318
La Palma	218	212	--	347	0

Share by islands	2018	2019	2020	2021	2022
Lanzarote	10.0%	7.3%	--	18.7%	5.9%
Fuerteventura	10.8%	10.4%	--	6.3%	14.1%
Gran Canaria	36.8%	33.1%	--	35.6%	23.9%
Tenerife	42.0%	48.9%	--	38.4%	56.1%
La Palma	0.4%	0.3%	--	0.9%	0.0%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	91.6%	90.6%	--	87.0%	91.0%
Two islands	5.2%	8.1%	--	11.6%	8.5%
Three or more islands	3.2%	1.3%	--	1.5%	0.5%

% TOURISTS BY ISLANDS

LZ FV GC TF LP
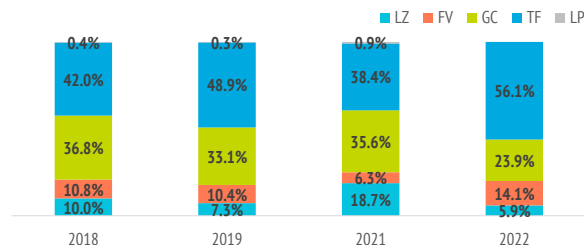
How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	41.5%	41.9%	--	63.8%	41.4%
At least 10 previous visits	7.6%	3.3%	--	9.5%	3.5%
Repeat tourists (last 5 years)	39.1%	34.6%	--	59.1%	34.1%
Repeat tourists (last 5 years) (5 or more	4.3%	4.9%	--	9.5%	2.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.35	8.20	--	8.56	8.43

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	2.5%	5.4%	--	2.5%	7.4%
Lived up to expectations	52.1%	51.9%	--	52.8%	46.8%
Better or much better than expected	45.3%	42.7%	--	44.7%	45.8%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.04	7.76	--	8.46	8.03
Recommend visiting the Canary Islands	8.47	8.29	--	8.82	8.42

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	47.9%	53.6%	--	53.5%	53.6%
Women	52.1%	46.4%	--	46.5%	46.4%
Age					
Average age (tourist > 15 years old)	40.6	39.8	--	45.1	38.9
Standard deviation	11.4	11.6	--	15.8	12.3
Age range (> 15 years old)					
16 - 24 years old	7.3%	7.8%	--	7.1%	10.0%
25 - 30 years old	12.2%	16.0%	--	12.8%	20.0%
31 - 45 years old	50.4%	46.5%	--	36.9%	44.5%
46 - 60 years old	23.9%	24.2%	--	19.6%	17.1%
Over 60 years old	6.2%	5.5%	--	23.6%	8.5%
Occupation					
Salaried worker	45.1%	52.9%	--	53.9%	49.7%
Self-employed	28.9%	23.5%	--	12.3%	20.7%
Unemployed	3.2%	1.5%	--	1.0%	1.0%
Business owner	14.1%	14.7%	--	12.5%	18.9%
Student	4.3%	6.1%	--	5.1%	2.5%
Retired	3.8%	0.9%	--	15.1%	4.8%
Unpaid domestic work	0.0%	0.0%	--	0.0%	0.2%
Others	0.6%	0.4%	--	0.0%	2.2%
Annual household income level					
Less than €25,000	47.4%	44.8%	--	36.3%	32.6%
€25,000 - €49,999	34.0%	34.6%	--	39.9%	42.2%
€50,000 - €74,999	9.8%	11.7%	--	15.2%	15.7%
More than €74,999	8.8%	8.9%	--	8.7%	9.5%
Education level					
No studies	1.2%	0.0%	--	0.4%	1.1%
Primary education	0.4%	0.8%	--	0.6%	0.5%
Secondary education	28.5%	27.2%	--	26.5%	27.2%
Higher education	70.0%	72.0%	--	72.5%	71.2%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	14.9%	6.8%	--	18.6%	8.0%
Only with partner	33.9%	35.4%	--	39.0%	44.2%
Only with children (< 13 years old)	5.4%	13.1%	--	4.2%	8.0%
Partner + children (< 13 years old)	10.9%	7.1%	--	6.7%	9.3%
Other relatives	11.0%	11.3%	--	5.0%	8.0%
Friends	8.2%	2.9%	--	13.2%	8.0%
Work colleagues	0.6%	4.1%	--	1.6%	0.5%
Organized trip	0.0%	0.4%	--	0.1%	0.0%
Other combinations (1)	15.1%	18.8%	--	11.5%	14.1%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	**23.2%**	**29.9%**	**--**	**15.1%**	**23.7%**
- Between 0 and 2 years old	2.5%	5.0%	--	2.1%	1.4%
- Between 3 and 12 years old	19.2%	22.9%	--	11.7%	20.0%
- Between 0 -2 and 3-12 years old	1.6%	1.9%	--	1.3%	2.3%
Tourists without children	**76.8%**	**70.1%**	**--**	**84.9%**	**76.3%**
Group composition:					
- 1 person	19.6%	12.0%	--	24.7%	11.7%
- 2 people	35.8%	44.2%	--	48.3%	46.8%
- 3 people	19.9%	17.1%	--	9.4%	18.3%
- 4 or 5 people	22.6%	19.1%	--	13.9%	19.9%
- 6 or more people	2.2%	7.6%	--	3.7%	3.4%
Average group size:	**2.62**	**2.87**	**--**	**2.32**	**2.71**

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.