

TOURIST PROFILE BY QUARTER OF TRIP (2022)

UNITED KINGDOM

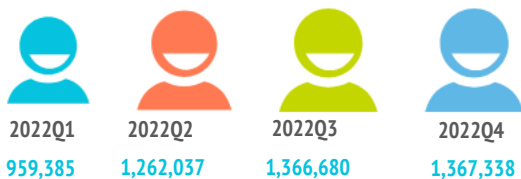
How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	0.96	1.26	1.37	1.37	4.96
Tourist arrivals > 15 years old (EGT) (*)	0.87	1.11	1.13	1.18	4.29
- book holiday package (*)	0.50	0.62	0.63	0.64	2.39
- do not book holiday package (*)	0.37	0.49	0.50	0.54	1.89
- % tourists who book holiday package	57.7%	56.3%	55.6%	54.3%	55.9%

(*) Million of tourists

TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	1,208	1,262	1,574	1,276	1,337
- book holiday package	1,330	1,356	1,708	1,401	1,455
- holiday package	1,088	1,109	1,422	1,140	1,195
- others	242	247	287	261	260
- do not book holiday package	1,040	1,140	1,405	1,127	1,187
- flight	228	297	406	269	304
- accommodation	429	426	504	424	447
- others	383	418	495	434	436
Average length of stay	8.74	8.30	9.13	8.36	8.62
- book holiday package	7.91	7.86	8.21	7.72	7.92
- do not book holiday package	9.88	8.86	10.29	9.12	9.51
Average daily expenditure (€)	155.4	164.6	190.4	167.1	170.2
- book holiday package	175.3	179.9	216.2	188.2	190.7
- do not book holiday package	128.2	144.9	158.1	141.9	144.3
Total turnover (> 15 years old) (€m)	1,049	1,399	1,773	1,510	5,731
- book holiday package	667	846	1,070	900	3,484
- do not book holiday package	382	553	702	610	2,247

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	47.8%	52.8%	49.9%	30.5%	44.7%
Canary Islands	20.4%	20.4%	20.3%	26.0%	22.0%
Other destination	31.8%	26.8%	29.8%	43.5%	33.4%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	35.0%	25.6%	18.0%	30.0%	25.8%
Canary Islands (other island)	28.5%	24.7%	19.1%	26.5%	23.9%
Other destination	36.5%	49.7%	62.9%	43.5%	50.2%

*Percentage of valid answers

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.

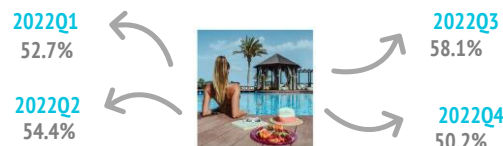
Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	82.6%	79.1%	74.9%	79.0%	78.7%
Safety	58.4%	61.0%	66.8%	59.7%	61.6%
Accommodation supply	52.7%	54.4%	58.1%	50.2%	53.8%
Effortless trip	47.7%	47.3%	47.8%	45.2%	46.9%
Tranquility	42.3%	45.5%	48.1%	45.3%	45.5%
Price	41.1%	45.3%	50.2%	44.2%	45.4%
Sea	34.8%	35.0%	36.8%	34.9%	35.4%
Beaches	30.1%	32.7%	36.4%	31.1%	32.7%
Environment	31.7%	33.7%	31.7%	32.9%	32.5%
European belonging	33.7%	31.4%	29.6%	32.9%	31.8%
Gastronomy	27.4%	28.4%	26.0%	29.4%	27.8%
Fun possibilities	21.8%	23.7%	35.1%	23.5%	26.3%
Landscapes	22.6%	23.7%	18.0%	20.3%	21.1%
Authenticity	16.9%	19.9%	20.0%	19.2%	19.1%
Nightlife	8.7%	9.3%	10.5%	9.4%	9.5%
Shopping	7.3%	9.4%	12.0%	8.9%	9.5%
Culture	9.1%	8.5%	8.6%	8.7%	8.7%
Exoticism	7.4%	8.3%	9.0%	7.0%	7.9%
Historical heritage	6.2%	6.9%	5.9%	6.2%	6.3%
Hiking trail network	5.0%	4.3%	2.2%	4.1%	3.8%

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.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY



What is the main motivation for their holidays?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	71.9%	68.0%	57.2%	66.5%	65.6%
Enjoy family time	9.8%	14.2%	24.2%	13.5%	15.8%
Have fun	8.7%	9.3%	12.7%	9.2%	10.0%
Explore the destination	7.0%	6.2%	3.8%	7.6%	6.1%
Practice their hobbies	1.3%	0.8%	0.5%	1.1%	0.9%
Other reasons	1.3%	1.5%	1.6%	2.1%	1.7%

How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.3%	0.3%	0.3%	0.3%	0.3%
Between 1 and 30 days	30.2%	21.9%	16.9%	22.8%	22.5%
Between 1 and 2 months	25.1%	21.9%	16.6%	22.3%	21.3%
Between 3 and 6 months	24.9%	30.2%	29.2%	30.0%	28.8%
More than 6 months	19.5%	25.7%	37.0%	24.6%	27.1%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2022)

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	66.0%	65.6%	57.7%	62.2%	62.7%
Friends or relatives	30.5%	27.6%	33.0%	31.6%	30.7%
Internet or social media	55.6%	55.1%	59.6%	54.4%	56.2%
Mass Media	1.6%	1.5%	3.1%	2.7%	2.3%
Travel guides and magazines	6.3%	5.9%	4.8%	4.7%	5.4%
Travel Blogs or Forums	4.6%	5.1%	4.7%	4.8%	4.8%
Travel TV Channels	1.1%	0.4%	0.8%	1.0%	0.8%
Tour Operator or Travel Agency	25.5%	24.3%	22.5%	21.5%	23.3%
Public administrations or similar	2.8%	2.2%	2.1%	1.8%	2.2%
Others	2.7%	2.5%	3.6%	3.9%	3.2%

* Multi-choise question

With whom did they book their flight and accommodation?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	49.6%	49.9%	48.5%	48.7%	49.1%
- Tour Operator or Travel Agency	50.4%	50.1%	51.5%	51.3%	50.9%
Accommodation					
- Directly with the accommodation	37.0%	34.8%	34.2%	34.1%	34.9%
- Tour Operator or Travel Agency	63.0%	65.2%	65.8%	65.9%	65.1%

Where do they stay?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	11.3%	9.0%	8.7%	8.9%	9.4%
4* Hotel	42.1%	43.4%	40.2%	39.3%	41.2%
5* Hotel / 5* Luxury Hotel	13.5%	14.4%	16.4%	13.8%	14.6%
Aparthotel / Tourist Villa	17.8%	16.1%	17.3%	17.1%	17.0%
House/room rented in a private dwelli	5.2%	3.8%	3.5%	4.9%	4.3%
Private accommodation ⁽¹⁾	5.0%	5.8%	6.4%	7.1%	6.2%
Others (Cottage, cruise, camping,...)	5.0%	7.4%	7.5%	8.9%	7.4%

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

What do they book?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	26.1%	26.0%	23.1%	28.5%	26.0%
Bed and Breakfast	15.2%	13.8%	11.3%	13.9%	13.5%
Half board	18.6%	18.5%	16.1%	16.8%	17.4%
Full board	1.8%	2.8%	2.7%	2.2%	2.4%
All inclusive	38.2%	38.8%	46.8%	38.6%	40.7%

40.7% of tourists book all inclusive.



38.2%
2022Q1



46.8%
2022Q3



38.8%
2022Q2



38.6%
2022Q4

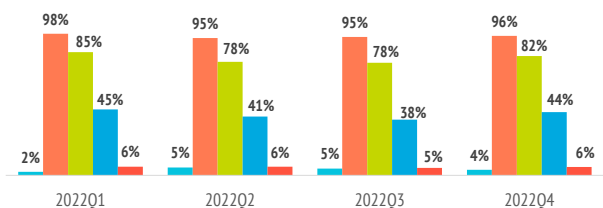
Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	67.5%	67.7%	65.2%	69.1%	67.4%
Supermarkets	50.8%	53.8%	60.3%	55.0%	55.2%
Car rental	15.8%	16.4%	15.6%	17.1%	16.3%
Organized excursions	16.0%	18.3%	23.5%	18.9%	19.4%
Taxi, transfer, chauffeur service	66.4%	66.7%	65.7%	64.3%	65.7%
Theme Parks	6.1%	10.8%	20.3%	9.0%	11.8%
Sport activities	6.5%	7.7%	10.9%	8.7%	8.6%
Museums	2.3%	2.5%	2.6%	2.8%	2.6%
Flights between islands	3.8%	4.1%	4.0%	2.7%	3.6%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	2.4%	5.4%	4.7%	3.9%	4.2%
1 - 2 hours	12.7%	16.4%	17.8%	14.0%	15.3%
3 - 6 hours	39.5%	37.7%	39.1%	38.6%	38.7%
7 - 12 hours	39.4%	34.6%	33.3%	37.8%	36.1%
More than 12 hours	6.0%	5.9%	5.1%	5.8%	5.7%

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	83.5%	79.4%	76.6%	80.9%	79.9%
Swimming pool, hotel facilities	71.2%	75.2%	82.6%	70.9%	75.1%
Beach	60.6%	60.2%	70.9%	61.2%	63.4%
Explore the island on their own	36.1%	33.6%	34.4%	35.6%	34.9%
Taste Canarian gastronomy	25.1%	23.5%	22.4%	21.9%	23.1%
Nightlife / concerts / shows	18.1%	19.2%	22.2%	21.6%	20.4%
Organized excursions	13.7%	15.9%	22.0%	16.0%	17.1%
Theme parks	8.8%	12.6%	25.5%	10.7%	14.7%
Swim	15.7%	9.5%	14.7%	10.4%	12.3%
Sea excursions / whale watching	7.5%	11.5%	17.2%	11.3%	12.1%
Wineries / markets / popular festiv	6.7%	7.6%	9.5%	7.8%	8.0%
Hiking	8.8%	5.9%	3.9%	7.9%	6.5%
Beauty and health treatments	5.1%	5.8%	7.5%	5.8%	6.1%
Museums / exhibitions	5.1%	4.6%	5.8%	6.4%	5.5%
Running	4.8%	5.5%	5.2%	4.0%	4.9%
Practice other sports	3.0%	2.6%	4.3%	3.0%	3.3%
Other Nature Activities	2.9%	3.0%	3.1%	3.8%	3.2%
Golf	2.2%	2.4%	3.7%	3.8%	3.1%
Cycling / Mountain bike	3.1%	3.5%	2.4%	3.2%	3.0%
Scuba Diving	0.9%	1.8%	3.4%	1.7%	2.0%
Astronomical observation	1.4%	1.7%	2.3%	2.4%	2.0%
Surf	1.1%	1.6%	1.9%	1.9%	1.7%
Windsurf / Kitesurf	0.9%	0.6%	1.1%	0.8%	0.9%

* Multi-choise question

TOURIST PROFILE BY QUARTER OF TRIP (2022)

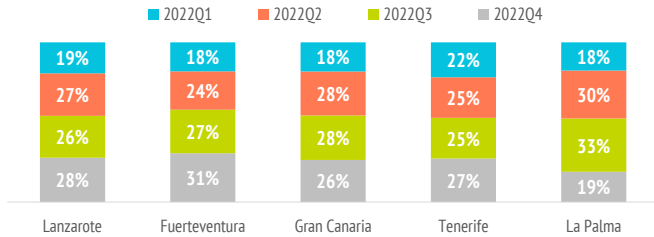
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Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	217,597	298,230	294,348	311,286	1,121,461
Fuerteventura	92,864	122,296	139,199	155,821	510,180
Gran Canaria	123,877	187,068	189,149	178,898	678,992
Tenerife	428,006	496,371	498,369	534,189	1,956,935
La Palma	1,885	3,197	3,563	2,023	10,668

% TOURISTS BY ISLAND AND QUARTER OF TRIP



How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	95.2%	95.8%	96.5%	96.3%	96.0%
Two islands	4.2%	3.9%	3.4%	3.3%	3.7%
Three or more islands	0.5%	0.4%	0.1%	0.3%	0.3%

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, even if it means some inconvenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient

	2022Q1	2022Q2	2022Q3	2022Q4
No	35.4%	35.0%	34.4%	34.3%
Yes, even if it means some inconvenience (price, time, hassle, etc)	22.2%	18.8%	22.1%	20.6%
Yes, but only if it is not inconvenient	42.4%	46.2%	43.5%	45.0%

Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	2022Q1	2022Q2	2022Q3	2022Q4
No	32.2%	35.1%	40.2%	37.4%
Yes, up to 5% more	35.5%	32.5%	32.3%	33.5%
Yes, up to 10% more	21.7%	22.5%	18.4%	20.0%
Yes, up to 20% more	6.2%	5.6%	5.2%	4.4%
Yes, over 20% more	4.4%	4.4%	3.8%	4.6%

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.1	8.2	8.1	8.1	8.1
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.6
Cleanliness of the island	8.6	8.7	8.6	8.6	8.6
Air quality	8.5	8.7	8.5	8.5	8.6
Rational water consumption	7.6	7.8	7.8	7.7	7.7
Energy saving	7.1	7.2	7.1	7.1	7.1
Use of renewable energy	7.1	7.3	7.1	7.2	7.2
Recycling	7.5	7.6	7.5	7.5	7.6
Easy to get around by public transport	7.6	7.6	7.7	7.7	7.6
Overcrowding in tourist areas	6.8	6.7	6.6	6.6	6.7
Supply of local products	7.1	7.1	7.1	7.2	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	25.2%	26.9%	26.2%	26.3%	26.2%
Fuerteventura	10.7%	11.0%	12.4%	13.2%	11.9%
Gran Canaria	14.3%	16.9%	16.8%	15.1%	15.9%
Tenerife	49.5%	44.8%	44.3%	45.2%	45.7%
La Palma	0.2%	0.3%	0.3%	0.2%	0.2%

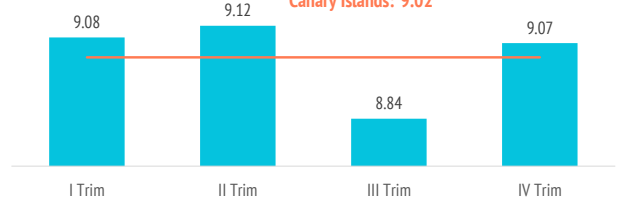
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.97	9.10	8.95	8.99	9.00

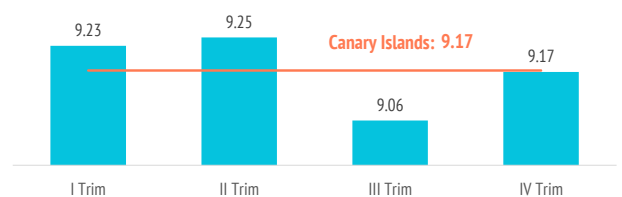
Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	3.4%	1.9%	2.9%	2.8%	2.7%
Lived up to expectations	53.0%	51.1%	52.6%	52.5%	52.3%
Better or much better than expected	43.6%	47.0%	44.5%	44.7%	45.0%

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	9.08	9.12	8.84	9.07	9.02
Recommend visiting the Canary Islands	9.23	9.25	9.06	9.17	9.17

RETURN TO THE CANARY ISLANDS



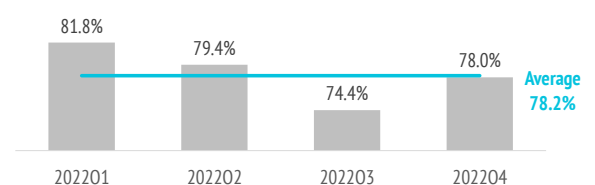
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	81.8%	79.4%	74.4%	78.0%	78.2%
At least 10 previous visits	24.0%	23.4%	19.7%	23.2%	22.5%
Repeat tourists (last 5 years)	73.3%	67.5%	63.6%	70.2%	68.4%
Repeat tourists (last 5 years)(5 or more visits)	16.1%	12.9%	11.1%	16.1%	13.9%

REPEAT TOURISTS



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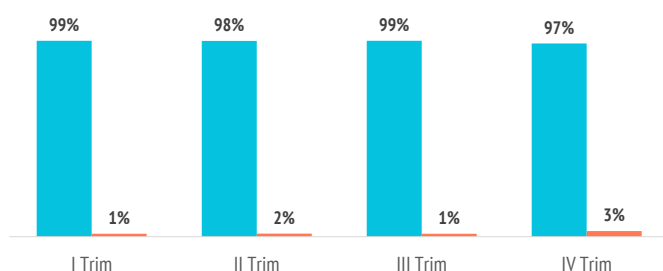
Where does the flight come from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
United Kingdom	98.5%	98.4%	98.5%	97.2%	98.1%
Spanish Mainland	0.6%	0.8%	0.5%	1.2%	0.8%
Ireland	0.7%	0.3%	0.4%	1.1%	0.6%
Portugal	0.1%	0.2%	0.2%	0.3%	0.2%
Others	0.1%	0.3%	0.4%	0.3%	0.3%

% TOURISTS BY QUARTER OF TRIP

United Kingdom Others



Who do they come with?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	8.5%	6.5%	6.1%	8.2%	7.3%
Only with partner	58.4%	52.1%	33.9%	53.0%	48.8%
Only with children (< 13 years old)	3.1%	3.6%	6.8%	2.7%	4.1%
Partner + children (< 13 years old)	4.8%	7.3%	13.5%	5.9%	8.0%
Other relatives	9.3%	10.5%	16.2%	11.6%	12.1%
Friends	6.8%	7.2%	5.4%	6.1%	6.4%
Work colleagues	0.2%	0.2%	0.2%	0.3%	0.2%
Organized trip	0.3%	0.2%	0.1%	0.3%	0.2%
Other combinations ⁽¹⁾	8.7%	12.3%	17.8%	11.9%	12.9%

(1) Different situations have been isolated

Tourists with children	12.4%	18.3%	34.3%	15.2%	20.4%
- Between 0 and 2 years old	1.2%	1.2%	1.3%	1.1%	1.2%
- Between 3 and 12 years old	10.5%	15.2%	31.0%	12.7%	17.7%
- Between 0 -2 and 3-12 years	0.7%	1.9%	2.0%	1.4%	1.5%
Tourists without children	87.6%	81.7%	65.7%	84.8%	79.6%
Group composition:					
- 1 person	10.8%	8.4%	7.8%	11.0%	9.4%
- 2 people	65.1%	59.1%	39.0%	59.0%	55.0%
- 3 people	8.8%	9.7%	15.4%	10.3%	11.2%
- 4 or 5 people	12.2%	18.5%	28.9%	15.6%	19.1%
- 6 or more people	3.1%	4.3%	9.0%	4.2%	5.3%
Average group size:	2.41	2.64	3.19	2.56	2.72

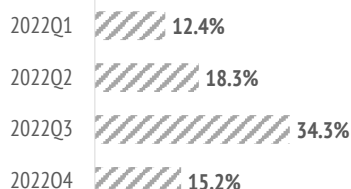
*People who share the main expenses of the trip



20% of tourists travel with children.



(under the age of 13)



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.

Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	43.2%	43.6%	43.0%	47.1%	44.3%
Women	56.8%	56.4%	57.0%	52.9%	55.7%
Age					
Average age (tourist > 15 years old)	50.2	48.9	44.1	49.5	48.1
Standard deviation	16.0	16.1	15.2	15.7	15.9
Age range (> 15 years old)					
16 - 24 years old	6.2%	8.5%	11.4%	6.5%	8.2%
25 - 30 years old	8.9%	8.5%	10.6%	8.3%	9.1%
31 - 45 years old	23.9%	25.4%	34.7%	26.3%	27.8%
46 - 60 years old	29.0%	30.1%	26.1%	29.8%	28.8%
Over 60 years old	32.0%	27.4%	17.2%	29.0%	26.1%
Occupation					
Salaried worker	57.8%	58.5%	65.6%	55.9%	59.5%
Self-employed	10.7%	10.4%	8.8%	10.8%	10.1%
Unemployed	0.3%	0.4%	0.4%	0.4%	0.4%
Business owner	4.4%	3.6%	4.4%	4.7%	4.3%
Student	1.2%	2.0%	6.2%	1.5%	2.8%
Retired	24.3%	24.0%	12.9%	25.7%	21.6%
Unpaid domestic work	0.5%	0.5%	1.2%	0.9%	0.8%
Others	0.9%	0.7%	0.5%	0.3%	0.6%
Annual household income level					
Less than €25,000	10.4%	11.6%	9.4%	11.1%	10.6%
€25,000 - €49,999	31.6%	33.6%	30.2%	34.8%	32.6%
€50,000 - €74,999	30.7%	20.2%	28.0%	25.8%	25.9%
More than €74,999	27.3%	34.6%	32.4%	28.3%	30.8%
Education level					
No studies	7.1%	10.6%	10.4%	9.1%	9.4%
Primary education	0.3%	0.3%	0.3%	0.9%	0.5%
Secondary education	17.0%	16.1%	14.3%	17.9%	16.3%
Higher education	75.6%	73.0%	74.9%	72.1%	73.8%



AVERAGE AGE
(> 15 years old)



% TOURISTS WITH INCOMES OVER €74,999

2022Q1 2022Q2 2022Q3 2022Q4



% SALARIED WORKER TOURISTS

