

How many are they and how much do they spend?

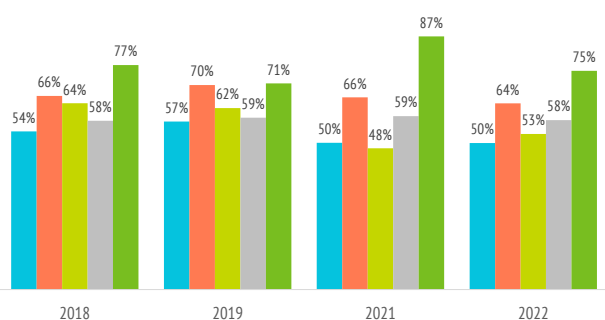


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	5,002	4,939	1,175	1,289	4,955
Tourist arrivals > 15 years old (EGT) (*)	4,278	4,307	1,045	1,085	4,287
- book holiday package (*)	2,515	2,588	539	608	2,395
- do not book holiday package (*)	1,763	1,720	506	477	1,893
- % tourists who book holiday package	58.8%	60.1%	51.6%	56.0%	55.9%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

■ Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,164	1,103	--	1,241	1,337
- book holiday package	1,296	1,244	--	1,367	1,455
- holiday package	1,045	1,008	--	1,080	1,195
- others	250	236	--	287	260
- do not book holiday package	977	892	--	1,081	1,187
- flight	271	236	--	228	304
- accommodation	345	299	--	410	447
- others	361	357	--	443	436
Average length of stay	8.64	8.52	--	9.00	8.62
- book holiday package	8.19	8.12	--	8.23	7.92
- do not book holiday package	9.30	9.11	--	9.96	9.51
Average daily expenditure (€)	146.9	141.0	--	151.4	170.2
- book holiday package	165.4	159.6	--	171.5	190.7
- do not book holiday package	120.5	112.9	--	125.9	144.3
Total turnover (> 15 years old) (€m)	4,981	4,752	--	1,346	5,731
- book holiday package	3,260	3,218	--	830	3,484
- do not book holiday package	1,722	1,534	--	516	2,247

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	94.9%	94.6%	--	92.0%	94.4%
Visiting family or friends	4.0%	3.8%	--	6.5%	4.3%
Business and work	0.4%	0.6%	--	0.4%	0.4%
Education and training	0.1%	0.1%	--	0.0%	0.1%
Sports training	0.2%	0.3%	--	0.3%	0.2%
Health or medical care	0.1%	0.1%	--	0.1%	0.1%
Fairs and congresses	0.0%	0.0%	--	0.0%	0.0%
Others	0.4%	0.5%	--	0.7%	0.5%

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	80.6%	81.8%	--	82.8%	78.7%
Safety	59.9%	62.0%	--	61.8%	61.6%
Accommodation supply	53.7%	55.3%	--	52.6%	53.8%
Effortless trip	41.9%	42.7%	--	48.7%	46.9%
Tranquility	44.4%	46.8%	--	48.5%	45.5%
Price	48.9%	50.3%	--	43.5%	45.4%
Sea	31.1%	33.3%	--	41.7%	35.4%
Beaches	29.6%	30.9%	--	37.6%	32.7%
Environment	32.6%	35.1%	--	35.3%	32.5%
European belonging	34.4%	33.3%	--	32.5%	31.8%
Gastronomy	23.1%	24.0%	--	29.9%	27.8%
Fun possibilities	25.0%	24.5%	--	26.4%	26.3%
Landscapes	20.9%	22.3%	--	24.3%	21.1%
Authenticity	17.3%	18.8%	--	19.7%	19.1%
Nightlife	10.1%	11.1%	--	11.3%	9.5%
Shopping	10.2%	10.8%	--	9.6%	9.5%
Culture	7.3%	8.2%	--	9.4%	8.7%
Exoticism	8.1%	8.7%	--	8.7%	7.9%
Historical heritage	5.5%	6.9%	--	6.6%	6.3%
Hiking trail network	3.3%	4.1%	--	5.2%	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.

What is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	67.0%	67.1%	--	69.6%	65.6%
Enjoy family time	15.0%	13.4%	--	12.2%	15.8%
Have fun	9.2%	10.8%	--	8.9%	10.0%
Explore the destination	6.3%	6.1%	--	6.2%	6.1%
Practice their hobbies	0.8%	0.9%	--	1.1%	0.9%
Other reasons	1.6%	1.6%	--	2.0%	1.7%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.5%	0.4%	--	0.7%	0.3%
Between 1 and 30 days	18.2%	18.7%	--	35.6%	22.5%
Between 1 and 2 months	19.6%	19.7%	--	24.2%	21.3%
Between 3 and 6 months	31.7%	32.7%	--	19.2%	28.8%
More than 6 months	30.0%	28.5%	--	20.3%	27.1%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	60.5%	61.9%	--	65.3%	62.7%
Friends or relatives	28.7%	28.1%	--	29.0%	30.7%
Internet or social media	60.2%	58.0%	--	52.8%	56.2%
Mass Media	1.4%	1.5%	--	1.7%	2.3%
Travel guides and magazines	7.5%	6.7%	--	5.3%	5.4%
Travel Blogs or Forums	4.9%	4.4%	--	4.8%	4.8%
Travel TV Channels	0.5%	0.8%	--	0.6%	0.8%
Tour Operator or Travel Agency	23.5%	21.8%	--	23.1%	23.3%
Public administrations or similar	0.3%	0.3%	--	4.5%	2.2%
Others	2.6%	2.6%	--	2.4%	3.2%

* Multi-choice question

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	43.4%	44.7%	--	53.1%	49.1%
- Tour Operator or Travel Agency	56.6%	55.3%	--	46.9%	50.9%
Accommodation					
- Directly with the accommodation	30.2%	31.0%	--	38.7%	34.9%
- Tour Operator or Travel Agency	69.8%	69.0%	--	61.3%	65.1%

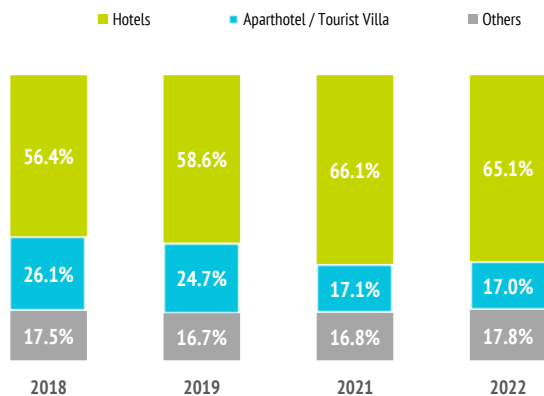
Where does the flight come from?

	2018	2019	2020	2021	2022
United Kingdom	98.4%	98.3%	--	97.6%	98.1%
Mainland Spain	0.9%	0.8%	--	0.8%	0.8%
Ireland	0.4%	0.4%	--	0.9%	0.6%
Portugal	0.0%	0.0%	--	0.1%	0.2%
Germany	0.1%	0.2%	--	0.2%	0.1%
Italy	0.0%	0.0%	--	0.1%	0.1%
Others	0.2%	0.3%	--	0.2%	0.1%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	10.3%	9.8%	--	9.8%	9.4%
4* Hotel	37.4%	38.2%	--	41.2%	41.2%
5* Hotel / 5* Luxury Hotel	8.7%	10.6%	--	15.0%	14.6%
Aparthotel / Tourist Villa	26.1%	24.7%	--	17.1%	17.0%
House/room rented in a private dwelling	4.3%	4.8%	3.3%	3.4%	4.3%
Private accommodation (1)	5.8%	5.6%	7.3%	7.6%	6.2%
Others (Cottage, cruise, camping,...)	7.4%	6.3%	5.0%	5.9%	7.4%

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



What do they book?

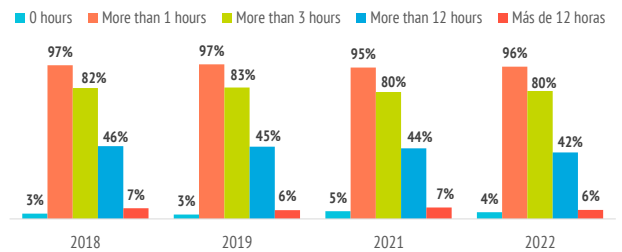
	2018	2019	2020	2021	2022
Room only	30.4%	28.1%	--	23.6%	26.0%
Bed and Breakfast	9.8%	10.8%	--	14.3%	13.5%
Half board	18.5%	17.9%	--	18.0%	17.4%
Full board	1.9%	2.0%	--	1.5%	2.4%
All inclusive	39.4%	41.2%	--	42.6%	40.7%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	64.0%	58.3%	--	66.5%	67.4%
Supermarkets	56.3%	51.0%	--	54.0%	55.2%
Car rental	13.5%	12.6%	--	18.1%	16.3%
Organized excursions	16.7%	15.8%	--	17.2%	19.4%
Taxi, transfer, chauffeur service	59.3%	58.2%	--	62.9%	65.7%
Theme Parks	9.0%	6.8%	--	9.2%	11.8%
Sport activities	6.6%	5.6%	--	9.3%	8.6%
Museums	2.7%	2.7%	--	2.1%	2.6%
Flights between islands	3.6%	3.6%	--	3.3%	3.6%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	3.4%	2.8%	--	4.8%	4.2%
1 - 2 hours	14.3%	14.6%	--	15.3%	15.3%
3 - 6 hours	36.5%	37.2%	--	35.4%	38.7%
7 - 12 hours	39.1%	39.9%	--	37.3%	36.1%
More than 12 hours	6.7%	5.5%	--	7.2%	5.7%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	76.0%	75.7%	--	78.8%	79.9%
Swimming pool, hotel facilities	71.1%	70.3%	--	73.5%	75.1%
Beach	59.8%	58.0%	--	65.7%	63.4%
Explore the island on their own	34.8%	33.3%	--	34.4%	34.9%
Taste Canarian gastronomy	21.3%	20.7%	--	24.7%	23.1%
Nightlife / concerts / shows	21.3%	21.3%	--	20.1%	20.4%
Organized excursions	16.5%	15.8%	--	14.5%	17.1%
Theme parks	15.8%	14.0%	--	12.1%	14.7%
Swim	--	--	--	39.9%	12.3%
Sea excursions / whale watching	11.4%	11.0%	--	12.1%	12.1%
Wineries / markets / popular festivals	9.3%	9.4%	--	7.4%	8.0%
Hiking	--	--	--	8.2%	6.5%
Beauty and health treatments	5.9%	5.6%	--	6.7%	6.1%
Museums / exhibitions	6.6%	6.7%	--	5.7%	5.5%
Running	--	--	--	6.1%	4.9%
Practice other sports	--	--	--	3.8%	3.3%
Other Nature Activities	--	--	--	3.5%	3.2%
Golf	--	--	--	3.1%	3.1%
Cycling / Mountain bike	--	--	--	4.0%	3.0%
Scuba Diving	--	--	--	2.1%	2.0%
Astronomical observation	2.2%	2.0%	--	1.8%	2.0%
Surf	--	--	--	3.1%	1.7%
Windsurf / Kitesurf	--	--	--	0.9%	0.9%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	1,163,073	1,215,906	--	284,634	1,121,461
Fuerteventura	449,149	419,136	--	108,647	510,180
Gran Canaria	697,291	658,499	--	157,403	678,992
Tenerife	1,918,388	1,970,270	--	527,673	1,956,935
La Palma	29,317	23,894	--	2,198	10,668

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	94.0%	94.3%	--	95.5%	96.0%
Two islands	5.3%	5.2%	--	3.9%	3.7%
Three or more islands	0.7%	0.5%	--	0.6%	0.3%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	77.9%	78.9%	--	81.0%	78.2%
At least 10 previous visits	21.4%	20.9%	--	25.0%	22.5%
Repeat tourists (last 5 years)	69.8%	71.7%	--	73.4%	68.4%
Repeat tourists (last 5 years) (5 or more)	21.5%	22.0%	--	18.7%	13.9%

Who are they?

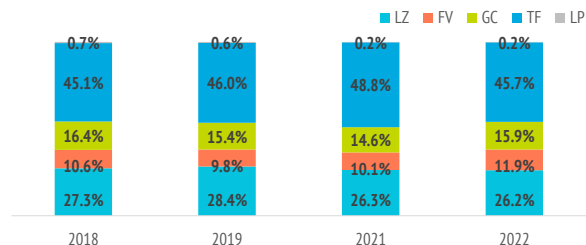
	2018	2019	2020	2021	2022
Gender					
Men	43.8%	42.8%	--	44.7%	44.3%
Women	56.2%	57.2%	--	55.3%	55.7%
Age					
Average age (tourist > 15 years old)	47.8	48.3	--	46.8	48.1
Standard deviation	15.4	15.8	--	15.9	15.9
Age range (> 15 years old)					
16 - 24 years old	7.7%	7.2%	--	9.3%	8.2%
25 - 30 years old	9.1%	10.1%	--	11.7%	9.1%
31 - 45 years old	26.5%	25.2%	--	25.9%	27.8%
46 - 60 years old	33.3%	32.2%	--	29.9%	28.8%
Over 60 years old	23.5%	25.2%	--	23.2%	26.1%
Occupation					
Salaried worker	57.8%	56.2%	--	60.8%	59.5%
Self-employed	12.0%	11.6%	--	9.8%	10.1%
Unemployed	0.7%	0.9%	--	0.8%	0.4%
Business owner	4.7%	4.9%	--	4.7%	4.3%
Student	2.5%	2.4%	--	3.3%	2.8%
Retired	20.4%	22.5%	--	19.0%	21.6%
Unpaid domestic work	1.3%	0.8%	--	1.2%	0.8%
Others	0.6%	0.6%	--	0.5%	0.6%
Annual household income level					
Less than €25,000	16.3%	18.9%	--	11.1%	10.6%
€25,000 - €49,999	37.0%	36.9%	--	34.4%	32.6%
€50,000 - €74,999	24.5%	21.0%	--	23.6%	25.9%
More than €74,999	22.2%	23.2%	--	30.8%	30.8%
Education level					
No studies	13.3%	13.4%	--	8.7%	9.4%
Primary education	1.0%	0.9%	--	0.9%	0.5%
Secondary education	19.5%	19.0%	--	18.5%	16.3%
Higher education	66.2%	66.7%	--	71.9%	73.8%

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" have been excluded.

Share by islands	2018	2019	2020	2021	2022
Lanzarote	27.3%	28.4%	--	26.3%	26.2%
Fuerteventura	10.6%	9.8%	--	10.1%	11.9%
Gran Canaria	16.4%	15.4%	--	14.6%	15.9%
Tenerife	45.1%	46.0%	--	48.8%	45.7%
La Palma	0.7%	0.6%	--	0.2%	0.2%

% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.76	8.87	--	9.12	9.00
Experience in the Canary Islands					
Worse or much worse than expected	3.0%	2.2%	--	2.0%	2.7%
Lived up to expectations	56.0%	53.9%	--	49.5%	52.3%
Better or much better than expected	41.1%	43.9%	--	48.5%	45.0%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.84	8.96	--	9.20	9.02
Recommend visiting the Canary Islands	8.98	9.10	--	9.31	9.17

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	6.4%	6.6%	--	11.0%	7.3%
Only with partner	47.1%	50.3%	--	53.6%	48.8%
Only with children (< 13 years old)	5.5%	4.7%	--	3.4%	4.1%
Partner + children (< 13 years old)	8.2%	6.5%	--	5.1%	8.0%
Other relatives	12.6%	12.4%	--	10.3%	12.1%
Friends	6.1%	6.4%	--	6.9%	6.4%
Work colleagues	0.1%	0.1%	--	0.0%	0.2%
Organized trip	0.1%	0.2%	--	0.1%	0.2%
Other combinations (1)	14.0%	12.9%	--	9.5%	12.9%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	22.6%	18.9%	--	13.4%	20.4%
- Between 0 and 2 years old	1.7%	1.6%	--	1.3%	1.2%
- Between 3 and 12 years old	19.0%	15.6%	--	10.8%	17.7%
- Between 0 -2 and 3-12 years old	2.0%	1.8%	--	1.3%	1.5%
Tourists without children	77.4%	81.1%	--	86.6%	79.6%
Group composition:					
- 1 person	9.4%	9.9%	--	13.3%	9.4%
- 2 people	53.0%	56.4%	--	60.5%	55.0%
- 3 people	12.9%	11.2%	--	9.3%	11.2%
- 4 or 5 people	19.6%	17.7%	--	14.1%	19.1%
- 6 or more people	5.1%	4.8%	--	2.8%	5.3%
Average group size:	2.74	2.65	--	2.41	2.72

*People who share the main expenses of the trip