

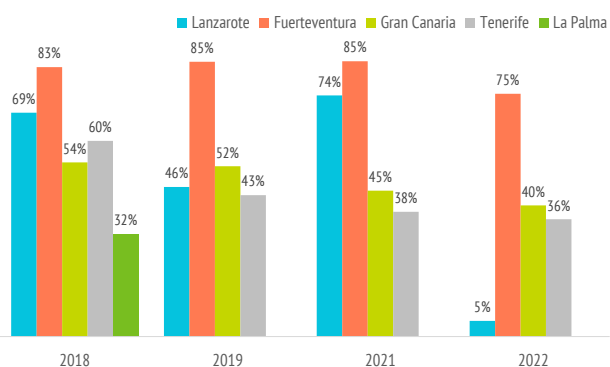
How many are they and how much do they spend?



	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) (*)	56	66	24	57	103
- book holiday package (*)	36	38	11	26	45
- do not book holiday package (*)	21	28	12	31	58
- % tourists who book holiday package	63.3%	57.9%	48.1%	46.2%	43.9%

(\*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
<b>Expenditure per tourist (€)</b>	<b>1,131</b>	<b>963</b>	--	<b>1,303</b>	<b>1,168</b>
- book holiday package	1,178	1,068	--	1,388	1,248
- holiday package	979	896	--	1,142	1,064
- others	199	172	--	247	184
- do not book holiday package	1,051	818	--	1,229	1,104
- flight	308	226	--	313	321
- accommodation	380	216	--	431	296
- others	363	376	--	485	488
<b>Average length of stay</b>	<b>9.51</b>	<b>9.10</b>	--	<b>10.66</b>	<b>9.74</b>
- book holiday package	8.03	8.16	--	8.01	8.14
- do not book holiday package	12.07	10.39	--	12.94	10.99
<b>Average daily expenditure (€)</b>	<b>124.8</b>	<b>116.7</b>	--	<b>139.0</b>	<b>133.8</b>
- book holiday package	147.3	135.6	--	174.9	155.2
- do not book holiday package	85.9	90.7	--	108.1	117.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>64</b>	<b>63</b>	--	<b>75</b>	<b>120</b>
- book holiday package	42	41	--	37	56
- do not book holiday package	22	23	--	38	64

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	91.8%	93.1%	--	93.7%	92.2%
Visiting family or friends	4.0%	4.5%	--	2.2%	5.6%
Business and work	0.0%	1.3%	--	2.0%	0.2%
Education and training	0.1%	0.0%	--	0.3%	0.4%
Sports training	1.9%	0.5%	--	0.9%	0.3%
Health or medical care	0.8%	0.4%	--	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	--	0.0%	0.0%
Others	1.3%	0.2%	--	1.0%	1.3%

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	67.1%	62.9%	--	60.4%	63.8%
Sea	49.9%	48.7%	--	50.9%	51.6%
European belonging	50.5%	46.3%	--	47.0%	50.7%
Landscapes	42.4%	40.4%	--	50.4%	47.0%
Safety	55.4%	55.0%	--	53.2%	47.0%
Beaches	38.7%	44.2%	--	41.3%	42.0%
Tranquility	41.4%	50.0%	--	34.6%	34.4%
Effortless trip	25.7%	31.9%	--	32.5%	32.9%
Environment	26.5%	33.6%	--	28.9%	32.2%
Accommodation supply	30.2%	35.9%	--	29.4%	30.4%
Gastronomy	30.2%	34.1%	--	28.6%	27.4%
Authenticity	27.2%	34.9%	--	29.6%	26.1%
Price	20.5%	28.4%	--	18.0%	23.9%
Exoticism	18.2%	20.0%	--	19.9%	19.3%
Hiking trail network	9.3%	19.9%	--	12.3%	15.8%
Fun possibilities	16.0%	20.6%	--	14.2%	12.7%
Historical heritage	6.7%	12.4%	--	10.8%	9.5%
Culture	5.8%	18.3%	--	8.9%	7.1%
Nightlife	7.2%	14.3%	--	7.0%	4.7%
Shopping	7.7%	13.5%	--	4.2%	3.9%

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	47.4%	48.0%	--	42.5%	37.0%
Enjoy family time	11.5%	13.7%	--	12.3%	16.8%
Have fun	4.4%	2.7%	--	4.4%	2.5%
Explore the destination	32.3%	32.0%	--	38.0%	39.1%
Practice their hobbies	1.8%	2.7%	--	1.5%	3.4%
Other reasons	2.8%	0.9%	--	1.3%	1.1%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.7%	0.8%	--	1.7%	0.5%
Between 1 and 30 days	36.0%	36.2%	--	60.3%	43.0%
Between 1 and 2 months	23.7%	18.7%	--	24.1%	31.8%
Between 3 and 6 months	23.7%	30.0%	--	7.9%	19.1%
More than 6 months	15.9%	14.3%	--	6.0%	5.6%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	42.0%	40.6%	--	33.3%	38.2%
Friends or relatives	29.3%	26.1%	--	35.2%	34.4%
Internet or social media	62.5%	61.0%	--	62.8%	64.8%
Mass Media	2.3%	3.8%	--	2.6%	1.5%
Travel guides and magazines	17.0%	13.9%	--	12.1%	15.1%
Travel Blogs or Forums	10.3%	7.9%	--	14.3%	15.5%
Travel TV Channels	0.3%	0.0%	--	0.0%	0.8%
Tour Operator or Travel Agency	9.0%	12.0%	--	11.2%	9.6%
Public administrations or similar	0.0%	0.0%	--	0.9%	0.9%
Others	1.0%	1.5%	--	3.8%	3.5%

\* Multi-choice question

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
<b>Flight</b>					
- Directly with the airline	34.8%	35.9%	--	44.7%	47.4%
- Tour Operator or Travel Agency	65.2%	64.1%	--	55.3%	52.6%
<b>Accommodation</b>					
- Directly with the accommodation	28.7%	26.7%	--	36.9%	41.1%
- Tour Operator or Travel Agency	71.3%	73.3%	--	63.1%	58.9%

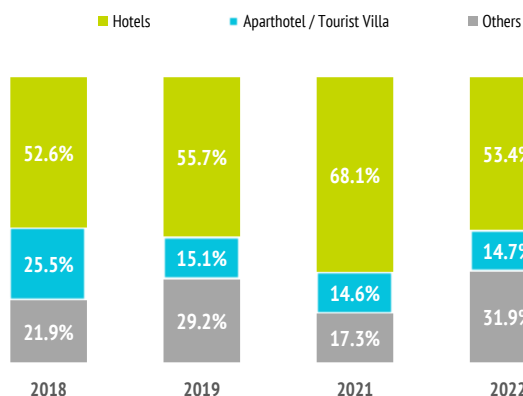
Where does the flight come from?

	2018	2019	2020	2021	2022
Czech Republic	80.2%	69.7%	--	77.9%	70.4%
Austria	2.6%	3.3%	--	7.8%	13.1%
Mainland Spain	3.5%	3.6%	--	5.9%	5.7%
Poland	2.2%	1.1%	--	2.1%	3.2%
Germany	6.2%	14.5%	--	3.3%	2.6%
Italy	0.0%	0.0%	--	0.0%	0.7%
Others	5.2%	7.8%	--	3.0%	4.3%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	17.6%	14.4%	--	9.6%	13.4%
4* Hotel	32.6%	39.0%	--	49.8%	36.6%
5* Hotel / 5* Luxury Hotel	2.4%	2.3%	--	8.7%	3.3%
Aparthotel / Tourist Villa	25.5%	15.1%	--	14.6%	14.7%
House/room rented in a private dwelling	8.2%	11.7%	14.4%	6.3%	10.9%
Private accommodation (1)	3.3%	6.4%	6.3%	4.6%	8.5%
Others (Cottage, cruise, camping,...)	10.4%	11.1%	11.7%	6.3%	12.5%

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



What do they book?

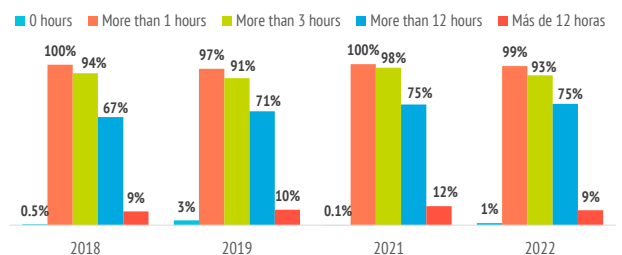
	2018	2019	2020	2021	2022
Room only	26.5%	30.1%	--	27.2%	31.1%
Bed and Breakfast	2.8%	6.8%	--	9.4%	7.0%
Half board	23.8%	12.2%	--	15.3%	20.0%
Full board	1.0%	0.6%	--	2.6%	2.9%
All inclusive	45.9%	50.4%	--	45.5%	39.1%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	47.6%	43.6%	--	57.7%	60.8%
Supermarkets	51.9%	54.1%	--	60.9%	63.9%
Car rental	33.1%	26.8%	--	58.4%	47.8%
Organized excursions	31.2%	29.8%	--	29.3%	28.0%
Taxi, transfer, chauffeur service	47.7%	42.7%	--	41.1%	44.9%
Theme Parks	14.6%	5.0%	--	14.5%	13.9%
Sport activities	6.3%	4.1%	--	9.2%	10.0%
Museums	7.4%	4.5%	--	3.1%	8.8%
Flights between islands	4.9%	5.0%	--	4.6%	3.7%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.5%	3.0%	--	0.1%	1.3%
1 - 2 hours	5.3%	5.8%	--	2.2%	5.7%
3 - 6 hours	27.2%	20.6%	--	22.8%	17.7%
7 - 12 hours	58.6%	61.1%	--	63.1%	66.0%
More than 12 hours	8.5%	9.5%	--	11.8%	9.2%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	90.1%	82.9%	--	86.6%	87.5%
Walk, wander	78.2%	79.5%	--	75.4%	79.7%
Explore the island on their own	61.5%	60.9%	--	67.0%	68.9%
Swimming pool, hotel facilities	60.3%	54.2%	--	58.8%	61.6%
Hiking	--	--	--	43.9%	46.3%
Taste Canarian gastronomy	21.1%	23.7%	--	28.3%	34.6%
Theme parks	30.2%	13.5%	--	22.5%	21.8%
Organized excursions	24.0%	26.1%	--	19.5%	18.3%
Other Nature Activities	--	--	--	20.0%	17.7%
Swim	--	--	--	54.7%	14.7%
Museums / exhibitions	14.3%	11.0%	--	10.1%	13.4%
Sea excursions / whale watching	13.5%	14.6%	--	21.6%	12.8%
Running	--	--	--	14.0%	8.7%
Nightlife / concerts / shows	8.5%	12.3%	--	9.4%	7.9%
Wineries / markets / popular festivals	9.7%	10.5%	--	5.0%	7.2%
Surf	--	--	--	7.2%	6.6%
Astronomical observation	3.8%	2.0%	--	4.7%	5.5%
Practice other sports	--	--	--	3.8%	5.1%
Cycling / Mountain bike	--	--	--	3.8%	4.0%
Scuba Diving	--	--	--	7.5%	3.2%
Golf	--	--	--	4.2%	2.6%
Beauty and health treatments	1.0%	0.6%	--	3.1%	1.4%
Windsurf / Kitesurf	--	--	--	1.3%	0.7%

\* Multi-choice question



Which island do they choose?

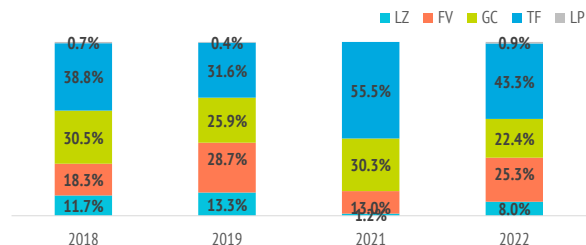
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	6,563	8,575	--	679	8,231
Fuerteventura	10,287	18,436	--	7,333	25,965
Gran Canaria	17,149	16,657	--	17,154	22,933
Tenerife	21,795	20,327	--	31,430	44,419
La Palma	419	258	--	0	919

Share by islands	2018	2019	2020	2021	2022
Lanzarote	11.7%	13.3%	--	1.2%	8.0%
Fuerteventura	18.3%	28.7%	--	13.0%	25.3%
Gran Canaria	30.5%	25.9%	--	30.3%	22.4%
Tenerife	38.8%	31.6%	--	55.5%	43.3%
La Palma	0.7%	0.4%	--	0.0%	0.9%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	89.4%	83.3%	--	90.8%	89.4%
Two islands	9.0%	13.0%	--	8.8%	9.0%
Three or more islands	1.6%	3.7%	--	0.5%	1.6%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	55.4%	54.3%	--	47.6%	54.0%
At least 10 previous visits	8.2%	7.8%	--	6.3%	7.2%
Repeat tourists (last 5 years)	51.8%	50.9%	--	43.3%	50.6%
Repeat tourists (last 5 years) (5 or more)	9.0%	11.7%	--	5.2%	5.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	9.00	8.95	--	9.08	9.14
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	3.4%	2.2%	--	2.0%	1.4%
Lived up to expectations	43.9%	43.9%	--	45.4%	40.1%
Better or much better than expected	52.7%	53.8%	--	52.6%	58.5%
Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.37	8.70	--	8.43	8.72
Recommend visiting the Canary Islands	9.22	9.33	--	9.28	9.45

Who are they?

	2018	2019	2020	2021	2022
<b>Gender</b>					
Men	43.0%	36.0%	--	47.9%	52.7%
Women	57.0%	64.0%	--	52.1%	47.3%
<b>Age</b>					
Average age (tourist > 15 years old)	41.6	42.2	--	37.3	39.7
Standard deviation	14.7	15.2	--	12.9	14.0
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	11.0%	12.3%	--	14.8%	12.5%
25 - 30 years old	19.6%	18.4%	--	21.2%	19.5%
31 - 45 years old	33.3%	30.6%	--	38.1%	37.8%
46 - 60 years old	19.8%	22.4%	--	19.1%	19.0%
Over 60 years old	16.3%	16.3%	--	6.7%	11.2%
<b>Occupation</b>					
Salaried worker	40.4%	46.5%	--	50.3%	49.5%
Self-employed	17.2%	18.9%	--	20.1%	19.1%
Unemployed	0.0%	1.1%	--	0.2%	0.0%
Business owner	18.2%	12.6%	--	15.4%	13.3%
Student	7.3%	9.5%	--	9.9%	6.0%
Retired	14.1%	10.9%	--	3.5%	10.0%
Unpaid domestic work	2.4%	0.5%	--	0.4%	2.1%
Others	0.5%	0.0%	--	0.3%	0.0%
<b>Annual household income level</b>					
Less than €25,000	43.6%	31.8%	--	22.1%	28.7%
€25,000 - €49,999	32.7%	50.0%	--	47.0%	49.8%
€50,000 - €74,999	11.8%	10.0%	--	17.8%	14.5%
More than €74,999	11.9%	8.1%	--	13.0%	6.9%
<b>Education level</b>					
No studies	2.0%	1.2%	--	1.4%	0.1%
Primary education	0.6%	2.5%	--	1.3%	2.3%
Secondary education	31.9%	34.8%	--	24.0%	35.5%
Higher education	65.5%	61.5%	--	73.3%	62.0%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	8.4%	7.0%	--	7.3%	9.8%
Only with partner	35.2%	31.1%	--	47.5%	36.3%
Only with children (< 13 years old)	8.7%	8.4%	--	4.7%	6.0%
Partner + children (< 13 years old)	3.2%	4.5%	--	3.8%	6.0%
Other relatives	16.1%	32.0%	--	16.2%	20.1%
Friends	10.8%	5.7%	--	8.7%	9.5%
Work colleagues	1.3%	0.0%	--	1.0%	0.0%
Organized trip	0.1%	1.3%	--	0.0%	0.0%
Other combinations (1)	16.2%	9.9%	--	10.8%	12.2%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
<b>Tourists with children</b>	<b>19.5%</b>	<b>24.0%</b>	--	<b>15.6%</b>	<b>17.2%</b>
- Between 0 and 2 years old	3.5%	1.5%	--	1.6%	2.2%
- Between 3 and 12 years old	15.2%	20.8%	--	12.2%	13.3%
- Between 0 -2 and 3-12 years old	0.9%	1.7%	--	1.9%	1.7%
<b>Tourists without children</b>	<b>80.5%</b>	<b>76.0%</b>	--	<b>84.4%</b>	<b>82.8%</b>
<b>Group composition:</b>					
- 1 person	12.9%	13.8%	--	10.8%	13.1%
- 2 people	51.7%	50.3%	--	58.7%	52.2%
- 3 people	15.1%	16.3%	--	12.0%	13.6%
- 4 or 5 people	16.3%	17.1%	--	16.5%	19.4%
- 6 or more people	4.0%	2.5%	--	2.0%	1.7%
<b>Average group size:</b>	<b>2.56</b>	<b>2.52</b>	--	<b>2.46</b>	<b>2.49</b>

\*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.